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APRIL 4, 1955 35c PER COPY

BROADCASTING TELECASTING

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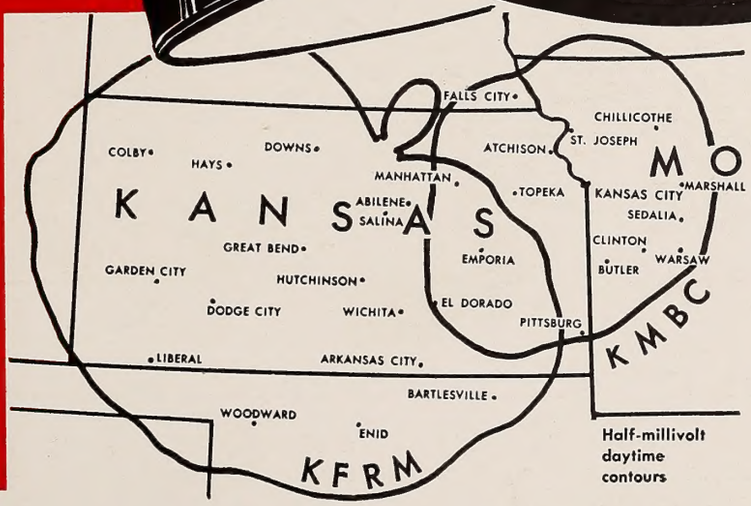
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24TH
year

E NEWSWEEKLY
RADIO AND TV



big-league coverage of a big-league market!



The KMBC-KFRM radio Team adds another feather to its cap with the exclusive live play-by-play broadcasts of all games played by the Kansas City Athletics, at home and away, and during the Florida training season. KMBC *of* Kansas City will carry American league baseball to fans in 83 counties of western Missouri and eastern Kansas. KFRM, a bonus to KMBC, serves the state of Kansas . . . carrying the play-by-play broadcasts into the rural and secondary markets of the nation's sixth richest agricultural state.

the KMBC-KFRM radio TEAM

1st *in the Heart of America*

Big-league baseball coverage is typical of the high-powered programming that has made KMBC-KFRM the leading radio combination in the great Heart of America market. On the air 18½ hours a day, the Team carries a finely balanced program schedule that's nationally famous for building and holding a tremendous audience. Local-flavor news of regional importance, "live" entertainment and one of the most active farm departments in radio—together with CBS network programming—set the stage for advertising results can't be equalled. For baseball adjacencies and choice run-of-the-log availabilities, see your Free & Peters Colonel.

KMBC-KFRM

One of America's great radio stations—6th Oldest CBS Affiliate

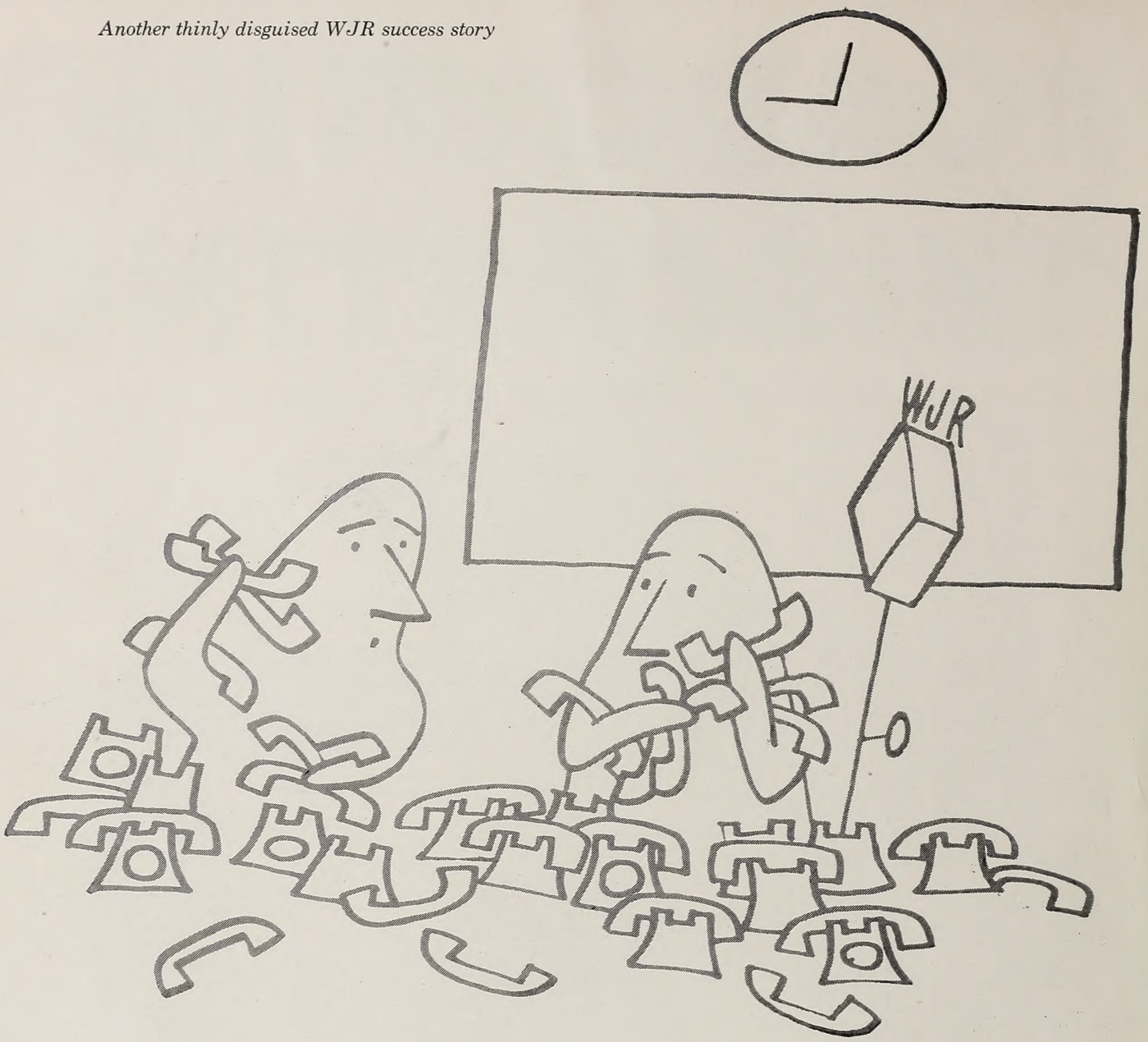
CBS *Primary Basic CBS Radio*

FREE & PETERS, INC.
Exclusive National Representatives



. . . and for television, the Swing is to KMBC-TV . . Kansas City's Most Powerful TV Station

Another thinly disguised WJR success story



You take the station break, I'll sell the milk

One of WJR's regular advertisers is a rapidly growing Detroit dairy. They sponsor a program twice weekly, and on Sundays, around noon.

Their commercials end with their telephone number, so people can order milk, and they report that no commercial ever goes unanswered.

Sundays were no different—except that the dairy was closed Sundays. All who called got "no answer."

What did they do? Easy. They called WJR, instead. There's no switchboard operator Sunday, so the announcers took down milk orders and we called them to the dairy on Monday.

The Sunday commercial doesn't have a phone number any more—it got too hard to make station breaks between 12:30 and 1 p.m. Sunday.

Which shows that WJR listeners are so anxious to own WJR-advertised products that a little thing like "no answer" doesn't stop them. They know they can count on WJR.

That's why so many smart advertisers—ones eager to sell the 16,000,000 people (10 per cent of U.S. buying power) in WJR's primary coverage area—are WJR advertisers. They know the best—and cheapest—way to *move goods fast* is to buy *spot radio* on *key stations*.

Your Henry I. Christal representative will tell you about WJR. It's quite a story.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network



WJR'S primary coverage area: 16,000,000 people

SATURDAY EVENING POST DECEMBER 25, 1954



Ray Goulding and Bob Elliott razz other shows with props like the paper plate with newsprint ("So you can get the news while you eat").

ARE THEY THE

Funniest Pair on the Air?

By GEORGE SESSIONS PERRY

Scripts? Rehearsals? Bob and Ray use neither in ad-libbing their way through more than 20 hours of nonsense a week. that these free-wheeling comedians may

FRED ALLEN has long been famed for his quick wit and his ability to improve a script during a performance. Too, Groucho Marx is justly celebrated for his free style repartee. Nevertheless the general opinion among show people and critics seems to be that for humorous ad libbing, nobody excels a pair of radio and television comedians called Bob and Ray. Bob Elliott and Ray Goulding.

Frequently on radio these two men play the parts of a whole stageful of characters, each with his or her own distinct and individual voice and personality. The least appreciable addition to the enjoyment of these listeners who, with a sense of being on the inside, knows that all those voices emanate from only two men. Their accomplish... more incredible when you k... ance, which is always smartl... script whatever. This flow... actors, adorned with an ev... foibles, represents the nat... reverence of two brilliantly ...

One of the richest source... their ability to parody the... radio and television as the... dramatic slush known as so... nearly always have one or m... unconventional soap operas...

There are a score of other... get laughs and chuckles. Th...

Bob & Ray

NOW ON WBZ+WBZA

The clowns are back in Boston town. And all New England's laughing every weekday from 5 to 6 P.M. Women, tuned to the afternoon serials, stay for Bob and Ray. The youngsters dial a smile at 5 P.M., too. And during the 5 o'clock traffic rush you can follow Bob and Ray from car to car.

Give *your* commercials the fabulous Bob and Ray punch on New England's most powerful voice. Remember, you cover 51 counties, 6 states with WBZ+WBZA. For availabilities, call Bill Williamson, WBZ+WBZA Sales Manager at ALgonquin 4-5670. Or call Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.

WBZ+WBZA

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBC

WBZ+WBZA • WBZ-TV, *Boston;* **KYW • WPTZ,** *Philadelphia;*
KDKA • KDKA-TV, *Pittsburgh;* **WOWO,** *Fort Wayne;*
KEX, *Portland;* **KPIX,** *San Francisco*
KPIX represented by THE KATZ AGENCY, INC.
All other WBC stations represented by FREE & PETERS, INC.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



A SPRING TONIC

WGAL-TV is a marvelous, rejuvenating sales elixir! This super-powered station gives your selling tremendous new impetus because it has a potent effect on the spending habits of more than three million people who have an effective annual buying income of $5 billion, who spend $3 billion every year. WGAL-TV is the one station that reaches this vast, responsive audience. Buy your Channel 8 spring sales tonic—*now!*

Lancaster, Pa.

NBC • CBS • DuMont

Channel 8 Mighty Market Place	
Harrisburg	Reading
York	Lebanon
Hanover	Pottsville
Gettysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Mount Carmel
Frederick	Bloomsburg
Westminster	Lewisburg
Carlisle	Lewistown
Sunbury	Lock Haven
Martinsburg	Hagerstown

STEINMAN STATION

CLAIR McCOLLOUGH, PRES.

Representatives:

MEEKER TV, INC.

New York Chicago
Los Angeles San Francisco

closed circuit®

PARK AVENUE WHODUNIT • Dr. Frank Stanton in his own behalf as head of investment group (399 Park Avenue Corp.) and not as president of CBS Inc. has exercised option on 399 Park Avenue block for personal investment. (CBS, for its own expansion, reportedly is looking at property "north of city.") Option by Stanton group had been held since 1950 at $500,000 per year for 72-year lease (30-year original lease and two 21-year options) and was exercised last Wednesday just prior to March 31 expiration. Stanton group plans to tear down properties and build modern office structure after present tenants vacate. Site is opposite new Lever House.

B•T

LATEST name to hit list of candidates for Comr. Frieda B. Hennock's membership on FCC is that of Dr. Franklin Dunham, chief of radio and tv, U. S. Office of Education, and former NBC education and public affairs director. Dr. Dunham, 62, is widely traveled, has been decorated by France and holds Papal decoration as Knight of the Holy Sepulchre. Miss Hennock's term expires June 30.

B•T

'MONITOR' PROBLEMS • There'll be serious time clearance problems facing NBC Radio's negotiating teams when they start dickering with affiliates on details of new *Monitor* program for weekends (see pages 7, 27), judging by first reactions to plan divulged on closed circuit Friday afternoon. With each station having own local programming and spot commitments, negotiators will run up against usual problem of local vs. network payments for given facility. "It's just another attempt by NBC to get into the spot business," one affiliate manager said after hearing closed circuit.

B•T

FIRST look at results of extensive field testing of remote control operation indicates high-power and directional equipment can be operated successfully, following pattern of low-power transmitters. Experiments at 17 stations will be unveiled at NARTB Engineering Conference May 25-26, during Washington convention week.

B•T

TUNE-UP • To ascertain cost factors and other intricacies of conversion of vhf tv sets to receive uhf range, Sen. Warren G. Magnuson (D-Wash.) has called in half-dozen leading tuner and strip manufacturers for private session April 20. This will precede April 25 meeting of receiving set manufacturers with Sen. Magnuson's Commerce Committee in effort to evolve voluntary agreement whereby all future sets would be all-band to alleviate circulation problem in uhf. Identities of companies called in not revealed, presumably because of antitrust aspects.

B•T

ONE TOP tuner maker, Sarkes Tarzian, operator of ch. 4 WTTV (TV) Bloomington, Ind., is expected to show "confidence" in future of uhf by applying soon for several uhf satellites in Indiana, Illinois and possibly Ohio. Mr. Tarzian estimates satellites could be built for about $60,000 each.

B•T

NETWORK SATELLITES • Major tv networks are understood to be showing considerable interest in affiliating with stations having uhf satellites in rural areas where present coverage is lacking. There is prospect of high-power uhf outlets with 2,000-ft. towers to fill in white areas between major markets.

B•T

HAROLD C. STUART, former Assistant Secretary of Air Force, now practicing law in Washington and Tulsa, will move to Tulsa this fall to assume policy direction of KVOO-AM-TV. He plans to spend one-third to one-fourth of his time in Washington in his administrative law practice. Now vice president of Central Plains Enterprises Inc. (KVOO-TV), he will supervise building of new plant to house both am and tv operations. KVOO-TV (ch. 2) goes to full 100 kw power next month. Vice president and general manager of KVOO-AM is William B. Way. C. B. Akers is general manager of tv operations.

B•T

STILL BAITING • Though most New York broadcasters are adhering to anti-"bait-switch" code they adopted few weeks ago, violations persist. Sub-standard practices reported by New York's Better Business Bureau point to at least three tv stations. Most effective voluntary cleanup said to have been in radio. Tv has been slower, particularly in copy modification. In general, facelifting of radio-tv copy has been noticeable since code adopted, BBB sources say.

B•T

SWEDISH business interests are formulating project for commercial television as opposed to present government plan for government-owned system supported by receiving set taxes. With only limited experimental operation now underway in Stockholm, group has commissioned Per Norlin, vice chairman and director of Scandinavian Airlines System, to U. S. to explore American tv methods and develop project which would contemplate either private system or jointly owned system. Scandinavian Airlines is owned 50-50 by government and private interests.

B•T

BACK FOR MORE • Noxzema Chemical Co., which was dropped from Ed Murrow's *Person to Person* on CBS-TV because network wanted "institutional" advertiser on it, is unhappy about that experience but is in market for another tv show. Sullivan, Stauffer, Colwell & Bayles, New York, is agency.

B•T

WALL STREET JOURNAL *has been catching it from broadcasters as well as Station Representatives Assn. (see page 59) on its March 21 story carrying headline "Fading Radio." Complainants (among them Charles W. Balthrope, KITE San Antonio; Tim Elliot, WCUE Akron; Hugh K. Boice Jr., WEMP Milwaukee, and J. Milton Hall, KWBB Wichita) are in same vein: that story did not bear out headline which dealt only with network phase of radio.*

B•T

EISENHOWER MYSTERY • Whether President Eisenhower will formally address NARTB Convention in Washington week of May 22 remained undecided last week. Prospect, however, was that if his schedule would not permit full-dress speech, he might make brief off-the-cuff appearance.

B•T

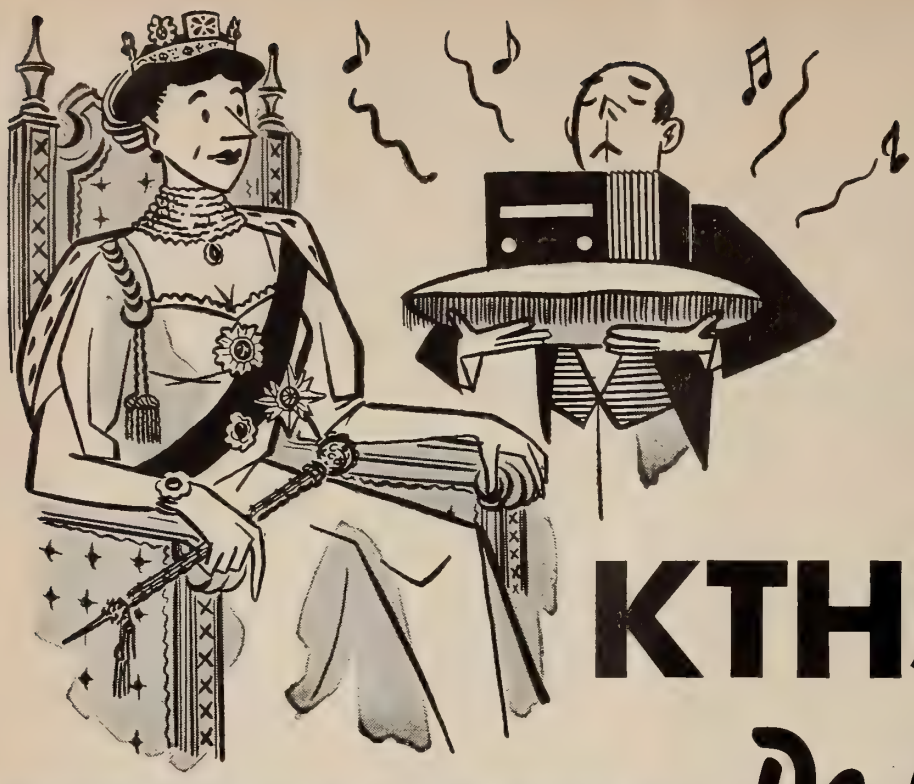
IT'S UNLIKELY FCC will appeal either so-called Camden or Spartanburg cases wherein the Court of Appeals ordered hearings by the FCC under mandatory provisions of Sec. 309 (c). But Commission is hopeful it will get relief at this session of Congress along lines of its majority request to eliminate automatic hearing [B•T, March 28]. Rep. Oren Harris (D-Ark.), chairman of Subcommittee on Communications, House Interstate & Foreign Commerce Committee, is expected to introduce bill calling for this amendment sometime soon.

B•T

LOOKING FOR HOME • Longines Wittnauer Watch Co., New York, which had been notified by CBS-TV that as of May 13 its four-year program *Longines Wittnauer Chronoscope* will go off air, plans to continue to underwrite show, probably sometime next fall, and is looking for place on another network. Firm will continue sponsoring its radio program on CBS Radio. Victor A. Bennett Co., New York, is agency.

B•T

BIOW-BEIRN-TOIGO, New York, for undisclosed Procter & Gamble product is placing radio-tv spot announcement campaign starting April 18 in about 25 television and 50 radio markets. Daytime minutes in radio and day and nighttime minutes, seven days weekly in tv, are being used.



KTHS (LITTLE ROCK)

REGALLY SERVES *De Queen*, TOO!

WHEN you use 50,000-watt KTHS, you obviously expect a lot more than Metropolitan Little Rock. You expect extensive coverage of *most of Arkansas.*

KTHS delivers! *De Queen* (Ark.) for example, with a population of 3,015, is only one of scores of smaller cities, towns and villages served by KTHS throughout the State. Yet by itself, De Queen represents only about *one tenth of one percent* of the people in the KTHS interference-free daytime coverage area!

In Arkansas, use the BIG radio value — KTHS, Basic CBS.



The Station KTHS daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President

B. G. Robertson, General Manager

at deadline

NBC'S 'OPERATION REDESIGN' FOR RADIO DESCRIBED BY WEAVER IN CLOSED CIRCUIT

FIRST disclosure of NBC Radio's revolutionary plan to revitalize network radio through new type of weekend programming was made Friday afternoon in private closed-circuit talk by NBC President Sylvester L. (Pat) Weaver Jr. He spoke to affiliates over nationwide loop, describing details of new continuous Saturday morning-Sunday night *Monitor* program (see story page 27).

NBC is shooting for 50% cumulative weekend audience when it opens *Monitor* June 12, Mr. Weaver said. He added that advertisers using flexible "pattern of positions" during 40-hour program can take advantage of this 50 rating. Third of people are driving on weekends and using auto radios, he said.

"This is not a retreat," Mr. Weaver insisted, describing details of "new and effective program patterns" that will work for advertisers. "This is what we have to do to get the money," he explained, predicting advertisers "will be back in the medium to stay."

"For the first time radio looks at the whole field, with no rules," he said. "Soon people will again be saying, 'Did you hear. . . ?' "

Opening his closed-circuit talk with a cheery "Hello, fellows," Mr. Weaver described affiliate committee negotiations and told of what he said was unanimous committee support of *Monitor*. He said some commercial details of *Monitor* were too confidential for nationwide closed circuit talk and would be explained in person by station relations personnel.

Jim Fleming, creator of *Today* and other programs, told how NBC Radio is setting up communications desk in Radio City to keep in touch with world. He introduced excerpts of *Monitor,* with such typical features as Morgan Beatty commentary, sports events, music from foreign city and broadcast from jet plane. Dramatic, comedy and biographical sketches will be offered and such features as housewife complaints, weekly accolade, gags by prominent personalities and many types of vignettes.

Mr. Weaver said radio, with tape, can do many things tv can't do. He reminded affiliates that radio must face facts and not pretend television isn't here.

EDWARD LAMB DENIES RED AFFILIATIONS, SAYS NEVER WROTE 'WORKER' STORY

EDWARD LAMB took witness stand before FCC Examiner Herbert Sharfman Friday in 6½-month-old hearing on license renewal of his WICU (TV) Erie, Pa., and under detailed examination by FCC Broadcast Bureau he emphatically denied that he ever was legal advisor to International Labor Defense in 1930s, ever attended ILD meetings or allowed use of his name by front organization, ever knew ILD had so used his name, ever wrote article appearing under his name in 1936 Sunday edition of *Daily Worker,* ever sent telegram in 1948 to *Worker* editor John Gates.

Mr. Lamb said article in *Sunday Worker* about "Two Women, Both Fearless Fighters for the People" (widows of Russian leader Nikolai Lenin and Sun Yat-Sen, first president of Chinese Republic, whom Mr. Lamb once interviewed on world tour) may have been picked up by someone at one of numerous chautauqua talks he delivered on "Five Famous Women Today," one of whom also included Mrs. Franklin D. Roosevelt. He said he often gave copies of talks to reporters.

Mr. Lamb related trips abroad in 1933 and 1935 as "tourist and observer," during both of which he visited Russia. He said he "tried to interview people in all walks of life everywhere I visited," but didn't consult any top Soviet officials. He submitted news stories to hometown papers, copies of which were introduced by FCC.

Mr. Lamb denied ever "attending school" in Russia, although he visited schools, hospitals, factories, etc. He recalled sitting behind Stalin at football game, speaking few words to him, "but there was nothing sinister about it."

WICU owner related legal work as defense counsel (appointed by American Civil Liberties Union) for striking employes and union at Electric Auto-Lite Corp. in Toledo in 1934. He said as lawyer he defended all employes regardless of their political, religious or racial background, but had difficult time arbitrating wide factions stirred up by agitators such as Louis Budenz who were attempting to advance themselves politically and get publicity.

Mr. Lamb similarly recounted legal work for striking union workers at McGuffey, Ohio, later that year. He said AFL retained him.

Upon protest of Broadcast Bureau, examiner refused to allow Mr. Lamb to read preliminary statement before testimony. Copies given press before taking stand show he would have said "not I alone, but my government is on trial." He has called FCC hearing "political frameup." Hearing was to continue with further questioning of Mr. Lamb Saturday.

NO PICTURE

SOMETHING new in tv spots has been started on WBKB (TV) Chicago by Cole-Finder Inc., local Mercury car dealer, which bought series of 50 weekly four-second audio-only spots in nightly 7-11 p.m. bracket to introduce station's local and ABC network programs. Sterling C. (Red) Quinlan, vice president of station, describes concept as "commercial promotion announcements," with this type tag line: "Cole-Finder invites you to watch *Disneyland.*" Mr. Quinlan points out no sales pitch or video slides are employed to promote dealer and thus claims no "triple-spotting" involved. Fifty-two week contract placed through Irving Rocklin & Assoc.

• BUSINESS BRIEFLY

FIELD BUYS RADIO • Saturation radio spot campaign calling for average of 90 announcements per week on five "leading" Chicago stations by Marshall Field & Co. for its budget floor revealed Friday by Radio Advertising Bureau. Agency is Calkins & Holden, Chicago. Retail store will promote "merchandise at price" items (apparel, luggage, other products) in competition with other floors in 60-second spots starting April 10. Contract hailed by agency, station and bureau executives as milestone in Chicago retail department store circles.

PARKER CHANGES AGENCY • Parker Pen Co., Janesville, Wis. (Parker 51-21, Jotter ball point pen, pencils, desk sets), appoints Tatham-Laird Inc., Chicago, to handle advertising after 12-year association with J. Walter Thompson Co. T-L already handles advertising for Parker's Flaminaire cigarette lighter. Firm has concentrated on printed media (about $1.5 million annually) but has used some television, including spot and sponsorship of CBS-TV's *Four Star Playhouse* (dropped last January). Drive to be launched early this summer to capitalize on back-to-school theme.

EYEING KID SHOW • Borden Co. and General Foods, both through Young & Rubicam, N. Y., understood to be considering CBS-TV's new weekly, 7:30-8 p.m. lineup of juvenile fare (story page 82) for possible sponsorship.

MAXWELL HOUSE RADIO • General Foods, for Maxwell House coffee (regular), starts radio spot announcement campaign April 6 to run through May 27 in 10 markets in three western states plus Chicago, Dallas and Fort Worth. Benton & Bowles, N. Y., is agency.

NATIONAL EXPANSION • Harriet Andre Inc. (Tress-Kit, plastic cap, and Wonder Jim, exercisor), N. Y., which has been using television in East, is expanding nationally during April with plans to cover about 200 markets in all. Product Service, N. Y., is placing campaign.

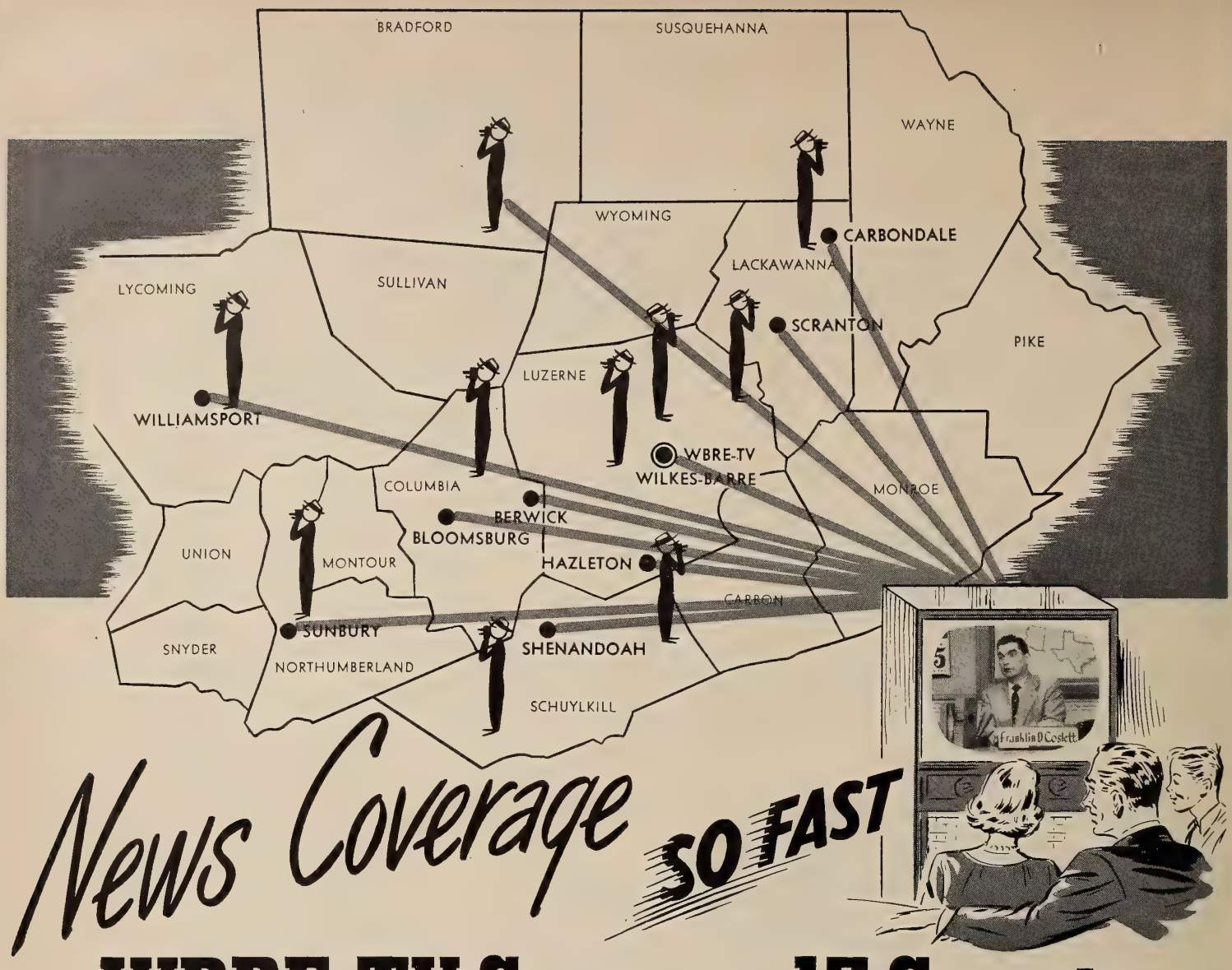
TAKE TEA • Tea Council, N. Y., through Leo Burnett Co., Chicago, will place heavy tv spot campaign in 11 markets for iced tea, May through August.

STOUT FELLOWS • Goetz Country Club Stout, through Compton Adv., N. Y., is placing combined radio-tv spot announcement campaign using minutes in availabilities near male-appeal programs. Schedule starts April 4 and May 1 and runs from 13 to 26 weeks.

F&P Starts Sales Series

LLOYD GRIFFIN, vice president for television at Free & Peters, New York, has announced introduction of seven-week sales development series covering major aspects of tv spot business for representation firm's tv personnel. Guests from stations represented by Free & Peters in addition to firm's employes will be present at seven Wednesday night sessions in series called "Spot Basics."

In outlining primary objective of series, Mr. Griffin said, "An informed salesman who knows his prospects, knows his prospect's requirements, knows what selling tools are at his disposal and how to use them is a successful salesman."



News Coverage SO FAST

WBRE-TV Serves a 17 County Area in a Matter of Minutes

WBRE-TV's Regional News Coverage is produced by a 10-man news staff, with cameramen strategically located at vantage points over the vast area served by WBRE-TV. By use of bus and air service, news is received, developed (in minutes with high speed equipment) and aired the same day it happens .... often while the news is still being made. Thus, WBRE-TV renders a personal, community service unmatched by any other medium. This up-to-the minute news service to the 2,000,000 population in WBRE-TV's viewing area, has gained for this station an audience vastly superior to any TV station reaching any part of this great Northeastern Pennsylvania industrial and agricultural market. Consider WBRE-TV for news. We invite you to make inquiry, because you can profit by advertising in the one medium which covers these 17 counties whose combined retail sales equal America's 12th largest market.

November, 1954 Wilkes-Barre-Scranton

Telepulse - Evening News Ratings were as follows:

WBRE-TV 17.4
Station B 5.8
Station C —
Station D 2.4

Set Count as of March 1, 1955 .....,. 245,000

WBRE-TV Ch. 28 Wilkes-Barre, Pa.

AN NBC BASIC BUY!

National Representative
The Headley-Reed Co.

at deadline

Tucson Ch. 9 Bid Filed; Other New Applications

BID for new tv station on ch. 9 at Tucson, Ariz., filed with FCC Friday by Tucson Tv Co., owned by D. W. and Kathleen Ingram. Mr. Ingram is owner of lumber firm and warehouses. Effective radiated visual power asked is 57.7 kw. Estimated cost $271,655, first year operating cost $276,000, revenue $300,000. Other new applications:

Sale of WRAD Radford, Va., by multiple-station operator Rollins Bcstg. Co. for $125,000 to Alice and Perry E. Gresham. Latter heads Bethany College, Bethany, W. Va.

Sale of William Schons' 50% interests in WKAI Macomb, Ill., and KLIL Estherville, Iowa, to A. G. Bush, chairman of executive committee of Minn. Mining & Mfg. Co. and director KSTP-AM-TV St. Paul. Consideration involves cancellation of $40,000 loan to stations. Edward Schons retains 50% holdings in two outlets.

Request for new station at Escondido, Calif., on 1510 kc with 5 kw fulltime, directional, filed by Riverside agencyman W. L. Gleeson and associates. Mr. Gleeson holds 68.2%. Others include E. L. Barker, chief owner KLOK San Jose, and G. R. Pollock, contractor.

Low Power Tv Favored

GENERAL approval of FCC's proposal to permit low powered tv stations in small cities (see story page 69) expressed Friday at deadline filings by Radio-Electronics-Television Mfrs. Assn., NARTB, Philco, Sylvania and WSM-TV Nashville, Tenn. All recommended FCC also authorize boosters and satellites. Some suggested further moves to permit automatic operation of transmitters, use of directional antennas, off-air relays and permission for stations in cities larger than 50,000 population to use low power operation.

Referring to boosters and satellites, Sylvania said on-channel booster would cost $19,500 to build, $9,950 yearly to run; off-channel converter-repeater, $21,500 to build, same amount to run; low power, originating station, $44,500 to build, $18,000 yearly to operate. WSM-TV said low cost booster would cost between $5,000 and $10,000 to build, and about $2,000 per year to run.

KFBC-TV Cheyenne, Wyo., and KSTF (TV) Scottsbluff, Neb., were favorable to FCC proposal, suggested that satellites be limited one to a community, approved booster idea to fill in coverage "holes," hit at community tv systems as obstacle in way of establishment of small city tv stations.

WNEX-TV Macon Sold for $1

SALE of ch. 47 WNEX-TV Macon, Ga., by Macon Television Co. (owned 80% by WNEX Macon and 18% by William A. Fickling) to E. K. Cargill, former WMAZ Macon executive and theatre owner, and J. C. Barnes Sr., Texas oilman, reported Friday with filing of application for FCC approval. Messrs. Cargill and Barnes paying $1 for WNEX-TV, but assuming $260,000 in obligations ($185,000 long term and $75,000 accounts payable). Balance sheet showed WNEX-TV with total deficit of $184,730. Station began operating August 1953, is affiliated with NBC. It competes with CBS-affiliated, ch. 13 WMAZ-TV Macon. Unless transfer is approved, application said, station will have to cease broadcasting. Mr. Cargill will own 25%, Mr. Barnes 75% of station.

SPONSORED CULTURE

HECHT Co. program, *Music in School,* broadcast weekly over WGMS Washington to 66,000 school children, will be carried overseas in several languages by Voice of America. Determining factor behind VOA decision was fact that *Music in School* is commercially sponsored and symbol of cultural achievement under American free enterprise broadcast system. Behind sponsorship of series is Harry M. Davidow, executive vice president of Hecht Co., one of nation's largest department stores. It is used as regular music course in Washington schools. Hecht Co. donated radios to schools lacking equipment.

FCC Hits Tv Boosters

FCC ordered 23 persons allegedly operating illegal tv boosters in central Washington [B•T, March 21] to hearing in Seattle beginning May 9. Order, directed to three unauthorized booster operations in Quincy, Nespelem and Bridgeport, Wash., is to show cause why cease and desist order should not be issued. Boosters operate by picking up Seattle tv signals, amplifying and rebroadcasting them. Commission also said booster operators were re-broadcasting Seattle tv station signals without permission of stations concerned.

WGN to Screen Records

WGN-AM-TV Chicago has set up own review board to screen all record releases because of "increasing number of sub-standard" issues. Board will meet periodically to help "reinforce a traditionally strict music clearance policy," according to Bruce Dennis, WGN program director. Serving on board, along with Mr. Dennis, are J. E. Faraghan, WGN-TV program director; Win Jolly, assistant WGN program director, and other personnel, including disc jockeys.

Senate Ratifies ITC

SENATE Friday ratified by vote of 74-1 International Telecommunications Convention with annexes and protocol signed in December 1952 at Buenos Aires, officially placing document in effect in part of U. S. ITC represents revision of Atlantic City Convention of 1947 [AT DEADLINE, March 7]. Plan has been approved by 32 nations.

UPCOMING

April 6-7: Senate Juvenile Delinquency subcommittee hearings on effect of television, Old Supreme Court Room, U. S. Capitol.

April 8-9: Alabama Broadcasters Assn., Whitney Hotel, Montgomery.

For other Upcomings see page 108.

PEOPLE

JAMES C. ZEDER JR., assistant to Bruce E. Miller, director of advertising and merchandising of Plymouth Div. of Chrysler Corp., appointed Plymouth's radio-television advertising manager. Mr. Zeder formerly was with McCann-Erickson, N. Y., and Grant Advertising, Detroit.

PETER FINNEY, former vice president in charge of radio-tv, Harry B. Cohen Adv., N. Y., to Vidicam Pictures Corp., N. Y., as partner and executive vice president in charge of creative production.

JOHN F. HENRY, account executive on American Motors and Nash Motors division accounts, elected vice president of Geyer Adv., N. Y.

RAY H. KREMER, former radio-tv director of Rutledge & Lilienfield, Chicago, appointed account executive at CBS Radio Spot Sales, Chicago. He was formerly radio-tv director at Lambert & Feasley, N. Y. At one time, Mr. Kremer was with CBS Radio as director of *Grand Central Station* and also has directed radio programs for NBC.

LEWIS G. GREEN, head of Green Assoc., Chicago radio-tv package firm, appointed head of radio-tv division of Reincke, Meyer & Finn Inc., same city.

CHARLES D. KASHER, president of Charles Antell Inc., announced Friday that he has sold his interest in company and has acquired title to advertising agency, TAA Inc., which formerly handled Antell account [B•T, March 28]. Mr. Kasher plans to act as advertising consultant specializing in mail order and "hard sell" copy.

PAUL B. MOWREY, tv consultant, formerly with ABC in production, program and sales capacities, retained by Zenith Radio Corp. for "special activities" in connection with company's subscription television program.

ALBERT W. OBERHOFER, formerly with retail sales department of *Chicago Tribune,* appointed account executive at Bolling Co., Chicago, station representative firm.

RCA Tv Set Sales Run High

PREDICTING "continued high industry-wide level of television set sales," Robert A. Seidel, executive vice president, consumer products, RCA, reported last Friday that sales of RCA Victor television receivers are running ahead of 1954 record high.

Mr. Seidel talked before home furnishing conference of National Retail Dry Goods Assn. in Washington. He said television will be responsible for "the greatest opportunity for increases in home furnishing sales and profits this year, next year, or perhaps any year during our lifetime."

Junius Fishburn Dies at 89

JUNIUS BLAIR FISHBURN, 89, Roanoke, Va., publisher-broadcaster (*Times* and *World-News* and WDBJ-AM-FM), died Friday, day after FCC made final grant of Roanoke's ch. 7 to WDBJ. Mr. Fishburn was board chairman of publishing company. His son, Junius P. Fishburn, then president, died March 24, 1954, after being stricken during tv hearings in Washington. Mr. Fishburn's death Friday brought to three number of publisher-broadcasters who died last week. Others: Col. Robert McCormick (*Chicago Tribune*-WGN-AM-TV and *New York News*-WPIX [TV]) and Joseph Pulitzer (*St. Louis Post-Dispatch*-KSD-AM-TV) (see story page 78).

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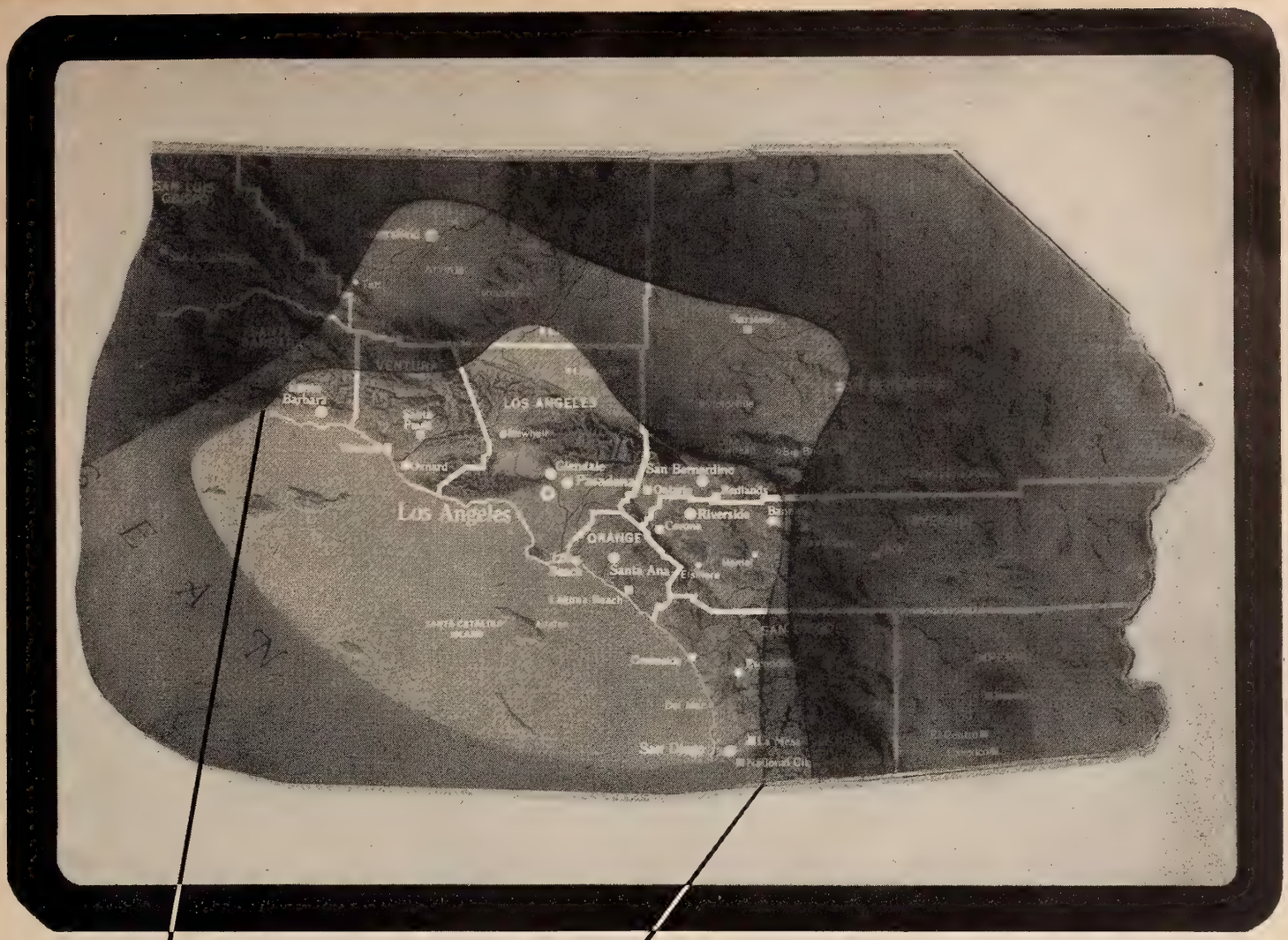
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*Reg. U. S. Patent Office

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KTLA

covers the rich Southern California Television Market

97% of all the television families in the eight Southern California counties live where they can watch Channel Five.



7% of the nation's television homes can be reached by KTLA

Represented Nationally by PAUL H. RAYMER COMPANY

FROM THE WJIM COUNTRY



Come with us

FOR A TOUR OF OUR NEW HOME.....



W

14 Executive Suite	20 Auditing	26 Conference Room	32 News Dept.	38 Video Control	44 Film Camera Control
15 Executive Offices	21 Continuity	27 Basement	33 Radio Room, Studio C	39 Clients Viewing	45 Master Control and Television Transmitter
16 Executive Offices	22 Typing	28 Music Room	34 A.M. Control	40 Television Studio A	46 Men's Dressing Room
17 Executive Offices	23 Salesmen	29 Art Director	35 Recording	41 Properties	47 Women's Dressing Room
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HOUSE IN LANSING, MICHIGAN.....

TO YOU.... a Special Invitation

Frankly, we're bubbling over with pride here at the Country House . . . a pride we'd like to share with you, the members of our industry. Since the official opening on October 31st, thirty-five thousand people have visited our new home. If we were to condense the collective reaction into one word, it would be . . "fabulous !" Having been in the advertising business for 20 years, we're a bit cautious about the word fabulous . . . but we do think that our new Country House, with its flowing ranch-type exterior and graceful French Provincial interior, rates as one of the nation's finest plants. Certainly, it has no peer for styling, comfort, convenience and utilization. We'd like you to see it. If your travels this year bring you within shouting distance of central Michigan, give us a call. We can promise you a personal tour and the most gracious hospitality.

IM — WJIM-TV

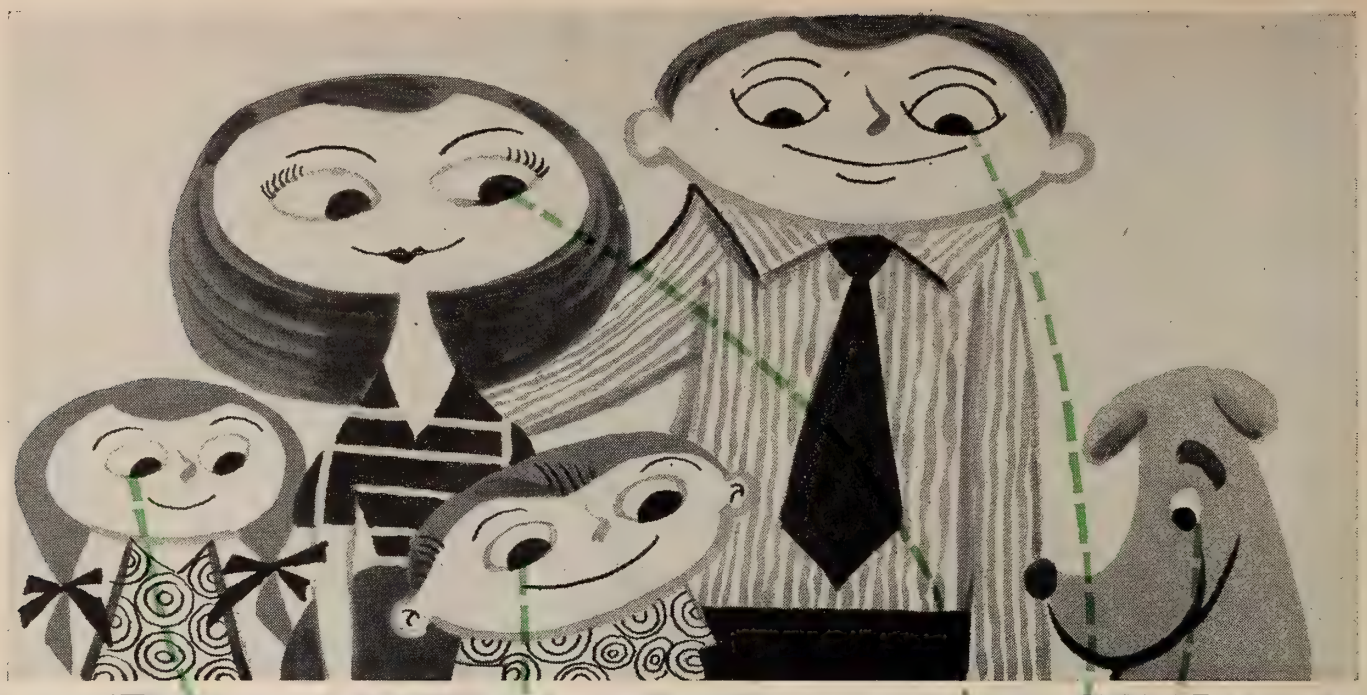
Coverage that counts!

◉ Lansing ◉ Flint ◉ Saginaw

◉ Grand Rapids ◉ Battle Creek ◉ Jackson

NBC ... CBS ... ABC

Channel 6



greater Nashville watches channel 5

- **for family entertainment**
- **for weather reports**
- **for news**
- **for top-notch, top-rated shows**
- **for advertising results**
- **for availabilities, check our national reps, The Katz Agency**

the CBS station for 62 Tennessee and Kentucky counties—a billion dollar market reached by Nashville's highest towered, maximum powered station

WLAC-TV

100,000 watts Channel 5
CBS Basic Affiliate
Nashville, Tennessee

No Question Now

EDITOR:

. . . Any question I might have had as to the power of B•T was certainly cleared up by the large number of letters and calls I received after the article was published [ON ALL ACCOUNTS, Jan. 31].

The response was particularly gratifying, since I heard from many old friends whom I had not been in touch with in recent years.

Jerome Feniger
Cunningham & Walsh Inc.
New York City

The Carolinas

EDITOR:

I have just received and read with great interest the story on "The Carolinas" [B•T, March 21]. It is apparent that you found plenty of grist for the mill. You have treated it well and I know the story will be well received . . .

F. Clifton Toal, Asst. V. P.
Southern Railway System
Washington, D. C.

EDITOR:

YOU HAVE TOLD THE CAROLINA STORY THOROUGHLY AND ABLY. FAVORABLE COMMENTS RECEIVED FROM MANY OVER THE STATE.

Joseph M. Bryan
First Vice President
Jefferson Standard Life Insurance Co.
Greensboro, N. C.

EDITOR:

A 21-gun salute to Frank Beatty for the Carolinas story . . . the whole story was completely excellent; you not only got the facts but the spirit of the community, and the skillful recognition of the three natural divisions should cause the state lines to be changed and bring about 49 states instead of the present 48. Please give me the price for 1,000 reprints.

B. T. Whitmire, Manager
WFBC-TV Greenville, S. C.

EDITOR:

Congratulations on your fine presentation on the Carolinas. I'm a Yankee who has found that opportunity in radio went hand in hand with tremendous expansion taking place industrially and agriculturally.

Consequently, WHVH, a new station, will make its debut in Henderson very shortly. We are naturally optimistic, but your article has bolstered my confidence 1,000 fold.

If it is possible, I should like very much to obtain several hundred reprints . . .

George A. Corkum, Gen. Mgr.
WHVH Henderson, N. C.

[EDITOR'S NOTE: Reprints of "The Carolinas" are available at $25 per 100 copies, with a 10% discount for orders of 1,000 or more.]

National Vhf Tv Plan

EDITOR:

. . . There is no question in my mind but that we will soon have small community television. The only way that the present vhf channels can apparently be utilized to accomplish nationwide television is through making all such channels available in all communities of these United States.

If you will check the six local am frequencies (1230, 1240, 1340, 1400, 1450 and 1490) I believe you will find that about 40% of the stations are operating on these frequencies and that there is a current move underway for all of these stations to be allowed to increase their power to 1,000 watts.

Twelve such local channels or frequencies can apparently handle as many television stations as radio stations, or as there are radio stations presently in existence. The 12 vhf channels are presently being handled somewhat like the clear am frequencies, which is a situation where the best frequencies are actually of least value to our people. It is wrong. It will be wrong if television is handled in this same manner.

L. C. McKenney, Gen. Mgr.
KICK Springfield, Mo.;
KMDO Fort Scott, Kan.;
KLRS Mountain Grove, Mo.;
KRMO Monett, Mo.

No Second Chance

EDITOR:

If the title, "Conelrad: No Second Chance," rings a bell, it well should. It's the same title that appeared on a B•T editorial in the Nov. 29, 1954, issue. In fact, your editorial inspired the enclosed script [explaining Conelrad and its vital significance to every listener] and resulted in WJR launching a public service project that we consider both educational and newsworthy.

We plan to run this program on WJR each day for seven days at different time segments so as to cover all components of the WJR audience [B•T, March 28]. At the end of this first week, tape-recordings of the program will be offered to Michigan Civil Defense . . .

Worth Kramer, Vice President
WJR Detroit

Sweeney Exposition

EDITOR:

Just read the Kev Sweeney interview [B•T, March 28]. It's a fine exposition of radio today. I'd like five additional copies if you have them handy.

Jim Luce, Chief Timebuyer
J. Walter Thompson Co.
New York

High-Definition Clarification

EDITOR:

Thank you very much for the very nice article [on a British high-definition system of electronic film recording, B•T, March 21]. Due to a misunderstanding, it was referred to as the BBC high definition system. It also referred to Norman Collins as a scientist. I would like to clarify this portion.

(a) The system is owned by High-Definition Films Ltd., London, and the BBC uses it.

(b) Norman Collins is a very well-known writer and former boss of BBC [television and now head of Associated Broadcasting Development Co., one of the four companies authorized to produce programs for commercial television in Britain] . . .

Allan A. Buckhantz,
Exec. V. P.
High Definition Electronic Picture Recording System
Hollywood, Calif.

Buyer's Book

EDITOR:

. . . The BROADCASTING YEARBOOK & MARKETBOOK will remain on my desk as a reference for those facts and figures which a buyer must have handy at all times.

T. E. Malone, Timebuyer
William Esty Co.
New York

WEMP

MILWAUKEE

Now!

MILWAUKEE'S

MOST POWERFUL

INDEPENDENT

5000

WATTS

on

1250

MILWAUKEE'S

BEST BUY

LOWEST COST

PER THOUSAND

Pulse—Nov.-Dec. 1955

WEMP WEMP-FM

MILWAUKEE

HUGH BOICE, JR., Gen. Mgr.

HEADLEY-REED, Natl. Rep.

24 HOURS OF MUSIC, NEWS, SPORTS

Measured any way you want

WFBR
IS
FIRST
IN
BALTIMORE

*AVERAGE RATINGS**
6 A. M. to Midnight
Monday thru Saturday

AND FIRST IN SIX MAJOR TIME
AND PROGRAM CLASSIFICATIONS

Here are the 6 major time and program classifications . . . in which WFBR ranks FIRST in Baltimore:

AVERAGE RATINGS—ALL *LOCAL* PROGRAMS

6:00 A.M.—MIDNIGHT—MONDAY thru SATURDAY

WFBR, long known as *the* Baltimore station famous for its high-rated locally produced shows, now takes a commanding lead in this department! These are personality shows — designed to carry hard-selling minute announcements!

AVERAGE RATINGS—EARLY MORNING PROGRAMS

6:00 A.M.—9:00 A.M.—MONDAY thru SATURDAY

WFBR continues to hold its leadership in the "Wake-Up" department—the most sought-after time segment in radio! The name is "Morning in Maryland".

AVERAGE RATINGS—ALL PROGRAMS—MID-TO-LATE AFTERNOON

3:00 P.M.—6:30 P.M.—MONDAY thru SATURDAY

WFBR's musical pattern in this important time segment delivers the *largest radio audience in town* — nearly *twice* that of soap opera competition! We call this one "Melody Ballroom".

WOMEN'S PROGRAMS

WFBR's "EVERY WOMAN'S HOUR" is the top women's program in Baltimore. It delivers 33-1/3% more audience than its nearest competitor!

NEWSCASTS

WFBR's average rating, in quarter hours containing locally produced newscasts, is 45% higher than competitive local newscasts!

SPORTS PROGRAMS

WFBR carries the highest rated sports commentary on *any Baltimore radio station*—and this show has been on the air less than 6 months!

WFBR is hot. How'd you like to have us build a fire under your sales in Baltimore?

Ask any John Blair man about

WFBR

5,000 WATTS IN BALTIMORE

P.S. Our president plays banjo. Rates on request.

*SOURCE: Pulse Metropolitan Area Report & Out-Of-Home Report } January-February 1955



Split your operation. . . . Go into competition with yourself. . . . Put all salesmen on commission. . . .
That's what they said when we added television to our broadcast service.
Maybe they were right, but we just couldn't change that much. We had sales people who had been handling the same accounts for five, ten, even twenty years—advising those people how to get the most for their advertising dollar (even when it meant diverting a portion to other stations or media!)
We paid regular salaries—no commissions—because we wanted those people to live thru the thin so they'd be ready to help us cash in on the thick.
We wanted them to keep on advising their clients as to how to get the most advertising for their dollars—only way we saw to keep up radio and get an increased appropriation for television. Figured we'd be the only loser paying two men to have a dog fight over the same dollar.
All we know is that, locally, radio income for 1954 exceeded 1953, and local television was above radio.
And everyone of those local advertisers is getting more than his money's worth from our combined broadcast service.
If you "national" boys just follow the lead of the home folks who know us, you'll also get a real return on your dollar and we'll all be happy.
See Avery-Knodel for TV and Katz for radio—it's the only divided part of our operation.

Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to THOMAS JOSEPH McDERMOTT



LAST December, Thomas Joseph McDermott, conceivably the most even-mannered man in advertising, was rewarded with one of the oldest designations in the industry: vice president in connection with the radio-television department of N. W. Ayer & Son, New York.

Freely translated, the title means that Mr. McDermott is the liaison between radio-tv and all other departments in the agency servicing a particular client. His job is to coordinate the advertising plans of the sponsor so that a unity of outlook and operation is achieved within the separate agency divisions.

On a particular account, for example, Mr. McDermott may sit in and advise on the original storyboard draft of plans, counsel on the use of media, assist in the formulation of research, and in general follow the fortunes of the account through every promotional phase from copy-theme to timebuying.

In this work he will work closely with James Hanna, longtime vice president in charge of radio and television for the agency.

Few men have ever gone into a new position with more goodwill than accompanied Mr. McDermott to his present job. He is one of the most revered men in the business.

A veteran of 21 years at the agency, Mr. McDermott joined N. W. Ayer & Son in 1933 as an accountant assisting in the preparation of talent contracts in radio. Three years later he added timebuying to his duties, purchasing availabilities for such accounts as Atlantic Refining, Cliquot Club, Kirkman & Son, Sheffield Farms and the Bell Telephone System. Significantly, most of the accounts for which he placed campaigns then, are still with the agency and are using radio or television as important facets of their promotion.

Rising to the post of chief timebuyer, Mr. McDermott was simultaneously business manager of the radio-tv department, the position he maintained until last December when he was raised to vice presidential rank.

Possessor of a long line of "firsts" in the industry, Mr. McDermott was most recently instrumental in getting Bissel Carpet Sweeper Co. to use television for the first time in its history, purchasing participations in *Home* and *Today* on NBC-TV.

Other N. W. Ayer & Son clients currently using radio and television are Dole Pineapple on the Art Linkletter show on CBS-TV; Yardley Products on the *Garry Moore Show* on CBS-TV; Plymouth cars with *News Caravan* on NBC-TV, plus a spot radio-tv schedule; National Dairy sponsoring *Sealtest Big Top* on CBS-TV; Electric Light & Power Companies underwriting the alternate week of *You Are There* on CBS-TV; American Telephone & Telegraph Co. on the *Telephone Hour* on NBC Radio; Atlantic Refining Co.'s extensive sport schedule placed regionally and now in its 20th year.

N. W. Ayer, itself, was formed in 1869 when advertising was just beginning. Just before the turn of the century, the National Biscuit Co. and Ayer had a radical new idea—packaged foods. At that time, food was sold from bulk containers—bins, barrels, tubs and huge sacks. For its client, Ayer worked out the first complete campaign for packaged foods. There was a brand named Uneeda Biscuit; a trademark—the Uneeda Biscuit boy in his yellow oilskin slicker and sou'wester, dramatizing the oil-paper protection of the package; there was a full scale advertising campaign that swept the open cracker barrel from the nation's stores. It was a startling overnight success, and advertising had arrived.

In 1900, N. W. Ayer was one of the largest agencies in the country with more than $2 million dollars worth of business. Today, the agency is still among the largest in the country with its radio-tv billing alone estimated at $18 million.

The Philadelphia agency was also one of the first to develop a tv department, which started out in 1941. In the middle 40's the agency placed for Atlantic Refining the first football telecast between Philadelphia, New York and Schenectady.

Ayer opened its branch offices in New York in 1903, in Boston in 1905, and in Chicago in 1910. The Ayer branch office is not a semi-independent organization: it is a true branch office, closely connected with the home office where creative functions and many others are centralized.

Tom McDermott is one member of the New York office who helps keep the branch and home office in constant contact.

Mr. McDermott was born in New York on Oct. 16, 1908. He attended the local High School of Commerce and Pace Institute. He majored in accounting at New York U. "Exactly the right kind of training," he avers, "for a man who shoots golf the way I do."

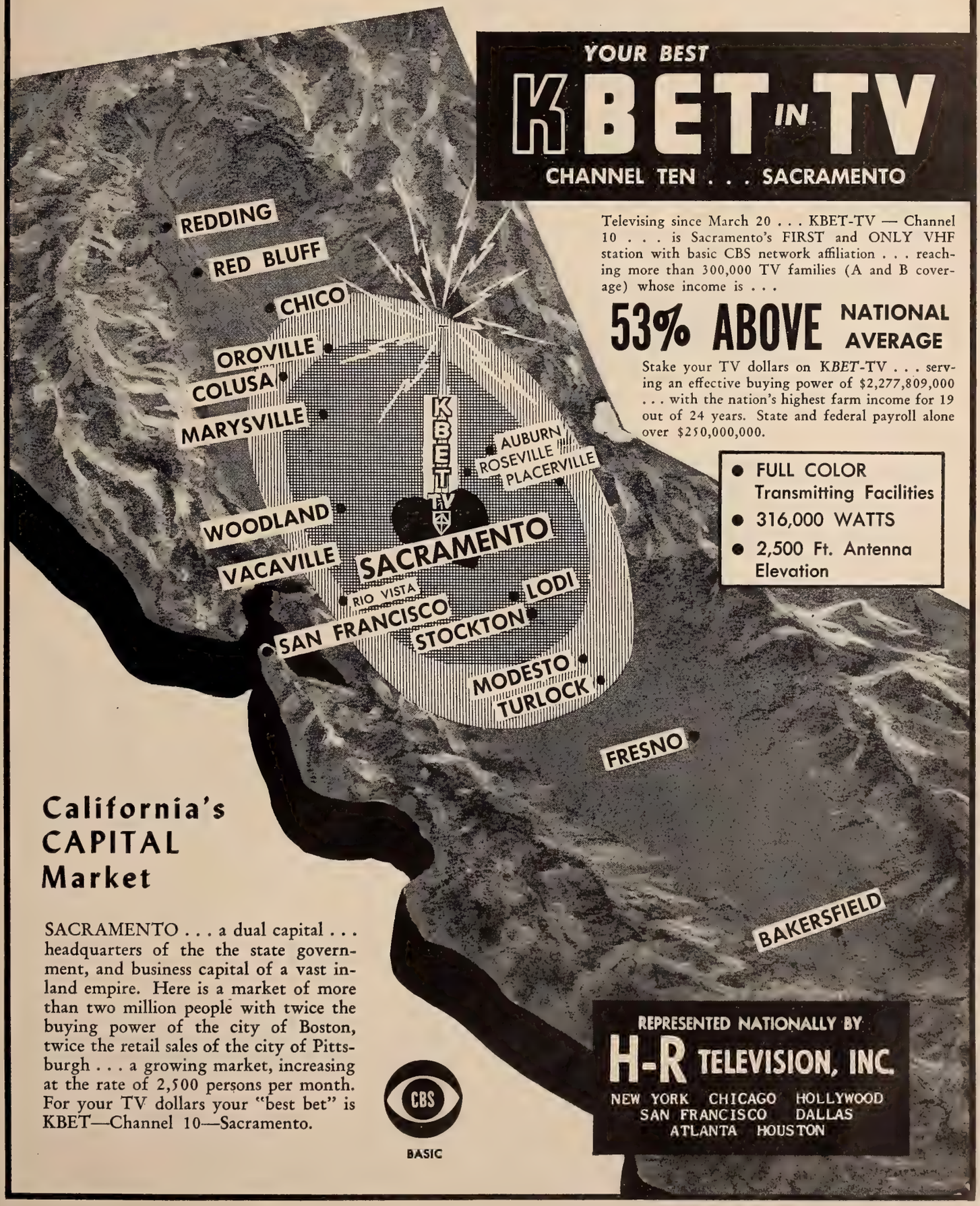
Dubbed the agency's "worst golfer" he has the credentials to prove it. On the wall of his office hangs the "Tom McDermott Award" bestowed on him by his colleagues "for outstanding gallantry in the face of sand, water and impenetrable rough."

As proficient at sailing as he is hapless at golf, he has just purchased a 25-foot sloop which he plans to launch this summer.

A widower, Mr. McDermott lives with his daughter, Maureen, in Palisades Park, N. J., a 30-minute drive from his office. Maureen, 23, is working in the publicity department of another New York advertising agency.

NOW . . . 22 County Coverage

California's Two Billion Dollar Central Valley's Market



YOUR BEST

KBET IN TV

CHANNEL TEN . . . SACRAMENTO

Televising since March 20 . . . KBET-TV — Channel 10 . . . is Sacramento's FIRST and ONLY VHF station with basic CBS network affiliation . . . reaching more than 300,000 TV families (A and B coverage) whose income is . . .

53% ABOVE NATIONAL AVERAGE

Stake your TV dollars on KBET-TV . . . serving an effective buying power of $2,277,809,000 . . . with the nation's highest farm income for 19 out of 24 years. State and federal payroll alone over $250,000,000.

- FULL COLOR Transmitting Facilities
- 316,000 WATTS
- 2,500 Ft. Antenna Elevation

California's CAPITAL Market

SACRAMENTO . . . a dual capital . . . headquarters of the the state government, and business capital of a vast inland empire. Here is a market of more than two million people with twice the buying power of the city of Boston, twice the retail sales of the city of Pittsburgh . . . a growing market, increasing at the rate of 2,500 persons per month. For your TV dollars your "best bet" is KBET—Channel 10—Sacramento.

CBS BASIC

REPRESENTED NATIONALLY BY

H-R TELEVISION, INC.

NEW YORK CHICAGO HOLLYWOOD
SAN FRANCISCO DALLAS
ATLANTA HOUSTON

WKRC

NOW THE

TELEVISION STA

316,000

Don Chapin, *Mgr. New York Office, 550 Fifth Ave.*

CBS TELEVISION NETWORK

-TV

MOST POWERFUL

ION *in Cincinnati*

watts

CBS

on channel 12

CINCINNATI, OHIO

Ken Church, *National Sales Mgr.*

REPRESENTED BY THE KATZ AGENCY

FIRST
IN RADIO!



FIRST
IN TV!



in Wichita Falls
Texas!

CBS AND DuMONT
TELEVISION NETWORKS

Wichita Falls Television, Inc.

IN REVIEW

ENTERTAINMENT 1955

DEDICATORY programs, as such, are not often inherently entertaining. To offset this, NBC-TV assembled a disparate crew of top entertainers at a cost of some $350,000 to launch its $3,700,000 color facilities in Burbank, Calif. Unfortunately *Entertainment 1955* proved to be a misnomer.

Accustomed to the network's usual high excellence in previous spectaculars, this particular effort was disappointing. Even the color, the physical transmission of which was steady, failed to be exciting. Fred Allen, surprisingly enough, looked far healthier than anyone else on camera with a consistently human flesh tone. Dinah Shore, on the other hand, sported a warm, golden tan in person, but looked downright sickly. Either by filter or design, there was little use made of the color possibilities in costumes and sets.

The outstanding portion, entertainment-wise, was a boy-meets-girl skit starring Pat Carroll and Buddy Hackett. It's no mean feat for two comparative newcomers to outshine their peers, and they were truly delightful. But, then the fine hand of Max Liebman guided them in New York. It might have been well if Mr. Liebman and his showmanship had handled the whole show from beginning to end. Something was sorely needed to mark such an auspicious event, NBC-TV's first color telecast to emanate live from the West Coast.

Helen Hayes, charming as always, presented the Antoinette Perry Award for the best Broadway play to "The Desparate Hours," followed by an excellently staged and acted scene from the play.

Fred Allen, seemingly quite subdued, was the overall host and also took part in a sketch with Jimmy Durante, saved only by the latter's personality.

Opera's contribution to entertainment was represented by Leontyne Price and Josh Wheeler in a scene from "Tosca," which was colorless and not up to the version seen previously on the network.

In a simulated recording session, Dinah Shore previewed her latest RCA Victor record. A rather dismal song titled "Whatever Lola Wants," it nevertheless seems destined to become a hit in the fashion of the day.

Home viewers and live audience alike were cheated of the finale, billed as a singing and dancing tour of the new Burbank plant. Whether or not it could have proved the saving grace of the 90-minute "extravaganza" shall be forever left to speculation.

Production cost: $350,000 for time and talent.

Sponsored by Sunbeam Corp., through Perrin-Paus Co., and Hazel Bishop Inc., through Raymond Spector Co., on NBC-TV, March 27, 7:30-9 p.m. EST, for one time only.

Starring Fred Allen, Jimmy Durante, Ralph Edwards, Adolph Zukor, Bob Hope, John Derek, Dinah Shore, Judy Holliday, Cesar Romero, the Double-Daters (from Hollywood); Karl Malden, Nancy Coleman, Helen Hayes, Buddy Hackett, Pat Carroll, Leontyne Price (from N. Y.).

Producer-Director: Jack Rayel; Associate Producer: Bob Henry; Directors: Dick McDonough, Bob Banner (Hollywood); Max Liebman, Kirk Browning (N. Y.); N. Y. Producers: Max Liebman, NBC Opera Theatre; Associate Director: Roy Montgomery.

Writer: Charles Isaacs; Musical Director: Gordon Jenkins; Technical Director: Ross Miller; Costumes: Grady Hunt; Art Director: Jay Krause; Lighting: Al Scarlett; Choreography: Nick Castle, Miriam Nelson.

wbrz

channel 2 Baton Rouge
now offers its advertisers
the **Greatest Coverage**
in Louisiana!

Now on the Air with Test Pattern

MAXIMUM POWER: **100,000** WATTS

1,001 FT. TOWER COVERING **150,000** TV HOMES

Commercial Operation April 14

wbrz NBC and ABC

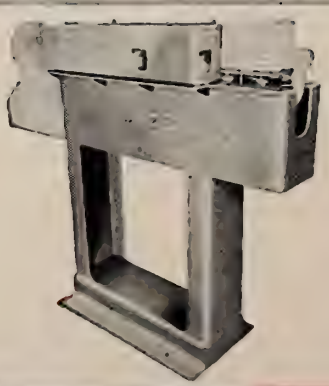
LOUISIANA TELEVISION BROADCASTING CORP.
represented by HOLLINGBERY CO.

TK-21 VIDICON

RCA's Superior

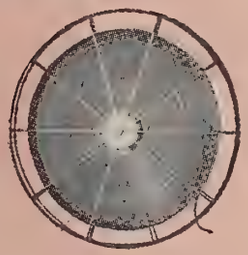


For MULTIPLEXING, or direct use!



RCA's TK-21 Vidicon Film Camera can be used with RCA's Multiplexer, TP-11, for multiple picture inputs (see illustration opposite page). Or, it can be mounted directly on any of the RCA TV Projectors—such as the TP-16, TP-35, or TP-6A (see above).

film-camera

film  camera chain

DEVELOPED HAND IN HAND with the new RCA-6326 VIDICON tube, RCA's TK-21 Film Camera does for *film* picture quality what the RCA Image Orthicon Camera has done for *"live"* picture quality.

"Live" picture sharpness!

For unsurpassed picture detail, choose the RCA Vidicon film camera! It's the only film pick-up system with enough signal output (and low enough noise in the signal) to use *aperture response correction.* Aperture response correction brings picture detail to maximum sharpness (detail resolution, 100% at 350 lines) while holding a high signal-to-noise ratio. *Benefit:* You produce finer film pictures . . . with a quality you get from your studio camera.

"Live" picture contrast!

The RCA Vidicon adds "studio" realism to your film pictures. The gamma characteristic of the Vidicon tube is ideal for film reproduction . . . 0.65, constant over a dynamic range of 150 to 1. *Benefit:* You get more realistic film pictures than ever before possible.

Low light source requirements!

The high light sensitivity of the RCA VIDICON film camera enables you to reduce projection lamp voltage, reduce heating, increase lamp life substantially.

Edge-lighting, shading eliminated!

The RCA VIDICON operates entirely without edge-lighting, electrical shading, and any other form of supplemental lighting. Benefit: You adjust "wall focus" and "beam" from day to day . . . *then this camera virtually runs by itself.*

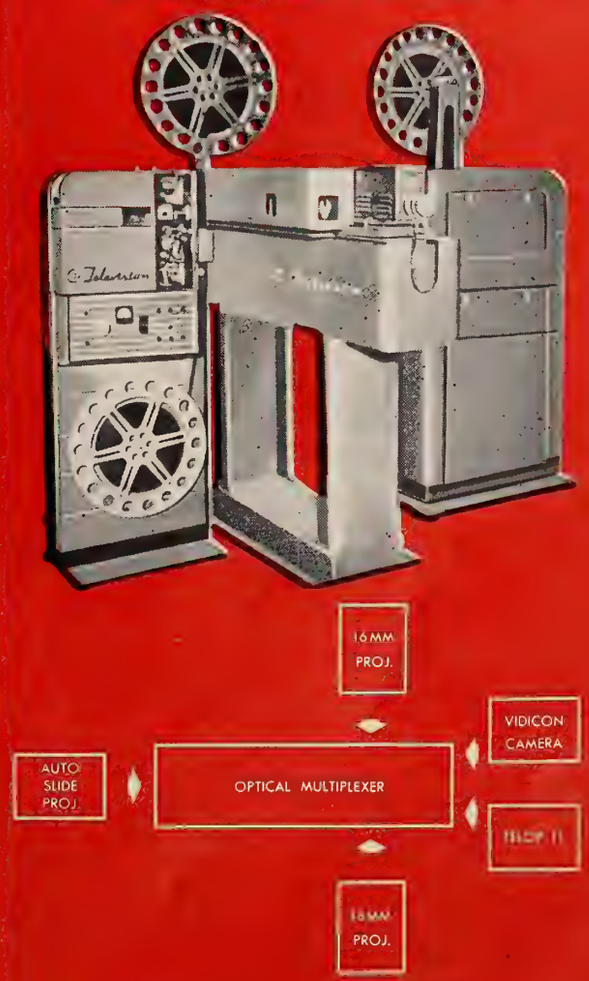
RCA VIDICON Film-Camera Chain TK-21 includes:

- 1 VIDICON Camera MI-26021
- 1 RCA-6326 VIDICON Tube MI-26671
- 1 Control Chassis MI-26061
- 1 Deflection Chassis MI-26081
- 1 Remote Control Panel MI-26241
- 2 WP-33B Power Supplies MI-26085-B
- 1 TM-6B Master Monitor MI-26136-A
- 1 Master Monitor Kinescope MI-26655
- 1 Master Monitor C-R Tube MI-26665
- 1 Blower MI-26579-B
- 1 Console Housing MI-26266-B
- 1 Camera Cable & Connectors MI-26725-A10

For the finest TV film reproduction you've ever seen, specify an RCA VIDICON film-camera system. Ask your RCA Broadcast Sales Representative for technical details. In Canada, write RCA-Victor Ltd., Montreal.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

4 picture sources in multiplexed use!



An RCA Multiplexer, Type TP-11 allows a single Vidicon Camera to accept up to four film picture sources—two 16mm or 35mm film projectors, a TP-3B, 35mm automatic slide projector, and a Telop II slide and opaque projector. The multiplexer is pictured above in a multi-input film system using two RCA TP-6A professional film projectors.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION **CAMDEN, N.J.**



More North Carolinians Listen to



WPTF

Than to Any Other Station*



* SOURCE: NEILSEN COVERAGE SERVICE

WPTF



680 KC 50,000 WATTS

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

North Carolina's Number One Salesman in the South's Number One State

R.H.MASON, General Manager
GUS YOUNGSTEADT, Sales Manager

National Representative FREE & PETERS

BROADCASTING TELECASTING

April 4, 1955 Vol. 48, No. 14

NBC BEGINS MAJOR REVISION IN RADIO SELLING, SCHEDULES

Network plans June 12 start for new round-the-clock weekend schedule which will be sold under the 'magazine concept.' Run-of-schedule commercials will be sold in lengths varying from one minute to six seconds. Although no change in option time is imminent, affiliates will be asked to clear all the time they can for 'Monitor,' the name the network has given to the 40-hour program.

A NEW technique of selling network radio—to advertisers and to the public—was unveiled last week as NBC lifted the wraps off its radio "Operation Redesign" to key affiliates.

Although details of the plan were not revealed officially, they were said to have drawn the approval of both the Radio Affiliates Executive Committee and the Affiliates Study Committee.

They dealt only with the "Weekend" plans sketched in broad outline by Executive Vice President Robert W. Sarnoff early last month [B•T, March 7], and although the network decided to withhold all the specifics until details could be laid before affiliates personally in the next few weeks, it was learned that highlights included:

- A program, currently called *Monitor,* to run from 8 a.m. Saturday to midnight Sunday night, and to start—tentatively—at 6 p.m. Sunday, June 12.
- *Monitor* is to be a continuous program of music, news, weather reports, interviews, debates, audio tapes of tv shows, simulcasts, drama vignettes, etc.
- Sales to be made on the "magazine concept," in lengths of one minute, 30 seconds and "billboards" of six seconds.
- Although not confirmed, prices were reported by one source to be pegged at approximately $3,000 for 10 six-second "billboards," $1,000 for one 1-minute announcement and about $700 for one 30-second announcement.
- Compensation to stations to be altered somewhat but to follow generally the present pattern on clock-hour basis. Unofficially, one source estimated that a major market station would receive about $2.50 for a minute announcement and 75 cents to $1 for a "billboard."

The plan is subject to clearance by affiliates in each case, because of the departure from current sales and compensation methods. But both network and affiliate spokesmen, while declining to divulge details, maintained that no "rate cut" was involved and that compensation would be comparable to that paid on today's basis.

NBC President Sylvester L. (Pat) Weaver Jr. headed the NBC group who presented the plan to the affiliates' representatives last Thursday, and also went on closed circuit to lay it out before the rest of the NBC stations Friday.

His key aides in making the presentation included Robert Sarnoff, executive vice president of NBC, who has assumed command of the radio network in addition to his other duties, and Charles R. Denny, vice president in charge of NBC owned stations and NBC Spot Sales, who is credited with a key role in developing the weekend program under Mr. Sarnoff's guidance.

While Mr. Denny is expected to have an increasingly important responsibility in the overall administration of *Monitor,* James Fleming of the network staff is to be designated as executive producer. Mr. Fleming put on a quarter-hour segment of what one hour of *Monitor* might sound like on the closed circuit preceding President Weaver's talk to affiliates Friday.

Even before the closed-circuit presentation, affiliates received the following telegram sent Thursday by Robert D. Swezey, WDSU New Orleans, chairman of the NBC Radio Affiliates Executive Committee and of the Study Committee:

"Your executive and study committees today went over NBC's new weekend program plan. The committees believe the proposal represents a forward-looking plan of affirmative action and recommends favorable consideration by all affiliates.

"Because of the magnitude of the proposal and the need for its immediate implementation, a general meeting of affiliates, referred to in my memo of March 4, does not appear to be desirable at this time.

"So that you may have full and accurate information as promptly as possible, we have asked NBC to explain the plan over closed circuit tomorrow [Fri.] and follow up with a thoroughly detailed report."

The "follow-up" mentioned by Mr. Swezey was understood to mean that NBC plans to send men ino the field to discuss *Monitor* personally with each affiliate within the next few weeks.

The discussion with the affiliates committees, reports said, did not touch upon NBC's plans for "Operation Redesign" as it relates to any part of the week except Saturday and Sunday.

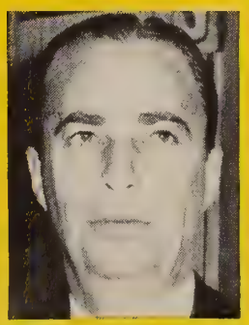
But there appeared to be no doubt that plans for the other days would be forthcoming sooner or later. One affiliate present at the meeting observed: "I'm not naive enough to think they won't be coming back with something else if this goes."

Separate negotiations with each affiliate,

MOTORMEN ON 'MONITOR'



PAT WEAVER



CHARLES DENNY



JAMES FLEMING

NBC RADIO's radical weekend programming plan, outlined to affiliates last Thursday by Mr. Weaver, will be in the operational charge of Mr. Denny and under the production supervision of Mr. Fleming.



ROBERT D. SWEZEY
His committee approves

authorities said, will be necessary to get the plan afoot as it relates to station compensation. This presumably would be part of the purpose of the personal negotiations slated during the next few weeks.

The plan as it now stands, authorities indicated, encompasses no change—or requested change—in option time. But NBC will ask affiliates to clear all the time they can for *Monitor*.

It also, according to reports, will work out periods for local cut-ins and local announcements at regular intervals, plus five minutes on the half-hour for local news which the stations may sell as they wish, on either national spot or local basis.

The six-second "billboards" envisioned under the plan would be offered to advertisers on the basis that they must buy at least 10—or none. The "billboards" would not fall at station breaks.

Rates not only for these but for other lengths of commercials are to be set especially for the *Monitor* schedule.

Advertisers currently using weekend time on NBC Radio would not be seriously affected. At present these number two on Saturday—Allis-Chalmers with *National Farm and Home Hour* on EST stations, and R. J. Reynolds Tobacco Co. with *Grand Ole Opry*—plus participants in *Great Gildersleeve* and *Fibber McGee and Molly* under the "Three Plan."

NBC's announcement of the new plan noted that Executive Vice President Sarnoff in an early March speech described the objectives this way:

"What we have in mind is a continuing flow of radio entertainment and information beginning early Saturday morning and running around the clock until late Sunday night. It will be a service that for the first time wipes away the artificial barrier between radio and television, and brings the radio listeners exposure to the great television stars. It will tell the news when it happens anywhere in the world, from Moscow to Minneapolis; it will present live reports from backstage Broadway, and famous figures from all fields of endeavor; it will include comedy, drama and sports."

Mr. Swezey presided at Thursday's meeting. Attending were the following committee members:

Executive Committee: R. B. Hanna Jr., WGY Schenectady; George W. Norton Jr., WAVE Louisville; Harold Essex, WSJS Winston-Salem; Paul W. Morency, WTIC Hartford, and Richard H. Mason, WPTF Raleigh, N. C.

Study Committee: Jack Harris, KPRC Houston; Walter J. Damm, WTMJ Milwaukee; Edwin K. Wheeler, WWJ Detroit, and William Fay, WHAM Rochester, N. Y.

STARCH PLANS TO TEST TV COMMERCIALS WITH WFBG-TV IN ALTOONA 'LABORATORY'

New service will get immediate reactions to television commercials from viewer test group in area. Telephone interviews will be used.

IN A MOVE to test viewer-reaction to television commercials under conditions approaching those in the average home, Daniel Starch & Co., Mamaroneck, N. Y., has set up a copy-testing "laboratory" in Altoona, Pa., in cooperation with WFBG-TV Altoona.

Details of Starch's new copy-testing service, under which commercials will be placed on the air over WFBG-TV, are being announced today (Monday) by Jack Boyle, director of tv research for Starch. Mr. Boyle said he believes that the new service, which ascertains reaction to tv commercials from a group of telephone subscribers in the Altoona area, represents "a truer cross-section sample than is possible in a panel group gathered in a single large market." In addition he contends it is more economical.

As outlined by Mr. Boyle, the technique is as follows:

Three commercials to be tested are scheduled within a half-hour segment of a local program on WFBG-TV. Commercials may be those of one client or three different clients. Shortly before the program is to be presented, Starch's interviewers in the Altoona area phone at random, requesting respondents to listen to the program and to agree to answer questions by phone at the conclusion of the show. These individuals are offered a choice of premiums for their cooperation. The usual sample is 100 men and 100 women, or 200 women.

The interviewing procedure, according to Mr. Boyle, is an adaptation of Starch's regular network "immediate recall" studies. In this connection, the respondent is asked if he saw the commercial, and if not, why not. Those who respond affirmatively are questioned (aided recall-style): "What was brought out about the beverage (toothpaste) (automobile)?" If a productive answer is elicited, the interviewers ask the respondents for further comment. All responses are reported verbatim, including "don't know" and "don't remember."

The report, which is delivered to a client about 10 days later, covers such pertinent points as the percent of those who saw the commercial; the percent who recalled one or more sales points; percent of those who did not see the commercial; a percentage breakdown of the reasons for non-viewing of the commercial; exact transcript of verbatim responses to questions, divided as to men and women, and the script of the audio and video of the commercials.

Mr. Boyle said field work on a single commercial can be started only when two others have been ordered by other clients.

Various cost arrangements have been established by Starch. For instance, $300 will cover the cost of 200 interviews on a single commercial, including time on WFBG-TV; $750 for 200 interviews on a half-hour program regularly on the station, including cost of local cut-ins, and $850 for 250 interviews on a half-hour program carried on film or kinescope for test purposes, including cost of time. Starch is able to arrange various types of tests, depending on the clients' requirements.

Starch already has conducted tests for several advertisers and agencies in its Altoona "laboratory." For one client with a product of women's interest, Starch interviewed 200 women, of whom 88.8% recalled the commercial, 65.9% responding with one or more statements about the commercial. Those who could not give details of the commercials offered reasons including: "Left the room" . . . "distracted" . . . "not tuned" . . . "don't remember". . . .

The reasons for selecting Altoona as a test market by Starch, Mr. Boyle said, were varied, but one paramount consideration was that the city ranked fourth in a recent independent analysis among 20 leading test markets on the basis of 20 selected criteria. Another significant factor, Mr. Boyle added, was "the progressive and cooperative attitude" of George P. Gable, president of WFBG-TV.

Mr. Boyle reported that Starch is working out the blueprint of a plan under which a top half-hour filmed program would be placed on the station in prime time on a 52-week basis, and be supported by vigorous station promotion. Under these circumstances, he said, the program should build up a rating of 20 to 30 and could be used for testing without enlisting the audience. He said that agencies which have heard of the plan have been "uniformly enthusiastic about the possibilities of reproducing a completely normal viewing situation for copy testing purposes."



DETAILS of a copy-testing "laboratory" at WFBG-TV Altoona, Pa., designed to produce a more accurate cross-section of the population more economically than presently possible are discussed by (l to r) George P. Gable, president, WFBG-TV; Frank Headley, head of H-R Representatives; Jack Boyle, Daniel Starch & Co.

American Chicle, Whirlpool To Buy Some Berle-Ray Shows

AMERICAN Chicle Co. and Whirlpool Corp. are expected to join Sunbeam Corp. in a three-way sponsorship of the Milton Berle-Martha Raye show, Tuesdays, 8-9 p.m. on NBC-TV, effective next fall.

American Chicle had been sponsoring the *Sid Caesar Show* but moves to Berle-Raye. Dancer-Fitzgerald-Sample, New York, is the agency for American Chicle. Whirlpool Corp.'s agency is Beaumont & Hohman, Chicago. Sunbeam announced its sponsorship of one-third of the program through Perrin-Paus, New York, last week. [B•T, March 28].

LATEST RATINGS

NIELSEN

Two Weeks Ending Feb. 26 (Radio)

Rank	Program	Homes (000)
Evening, Once-a-Week (Average for all Programs)		(1,238)
1.	Amos 'n' Andy (CBS)	3,669
2.	Jack Benny Show (CBS)	3,027
3.	You Bet Your Life (NBC)	2,706
4.	Lux Radio Theatre (NBC)	2,706
5.	Our Miss Brooks (Toni) (CBS)	2,660
6.	Our Miss Brooks (Amer. Home) (CBS)	2,614
7.	Dragnet (NBC)	2,522
8.	People Are Funny (Mars) (CBS)	2,476
9.	Bergen & McCarthy (CBS)	2,339
10.	My Little Margie (CBS)	2,247
Evening, Multi-Weekly (Average for all Programs)		(917)
1.	One Man's Family (NBC)	1,880
2.	News of the World (NBC)	1,789
3.	Amos 'n' Andy (CBS)	1,605
Weekday (Average for all Programs)		(1,651)
1.	Helen Trent (Participating) (CBS)	2,752
2.	Our Gal, Sunday (Amer. Home) (CBS)	2,706
3.	Helen Trent (Amer. Home) (CBS)	2,660
4.	Our Gal, Sunday (Participating) (CBS)	2,660
5.	Ma Perkins (CBS)	2,614
6.	Guiding Light (CBS)	2,568
7.	Young Dr. Malone (CBS)	2,568
8.	This Is Nora Drake (B. Myers) (CBS)	2,522
9.	Perry Mason (CBS)	2,522
10.	Road of Life (CBS)	2,522
Day, Sunday (Average for all Programs)		(550)
1.	Adventures of Rin Tin Tin (MBS)	1,467
2.	Sunday Gatherin' (CBS)	1,146
3.	Galen Drake (8:55) (CBS)	1,101
Day, Saturday (Average for all Programs)		(871)
1.	Gunsmoke (CBS)	2,110
2.	Robert Q. Lewis (H. Curtis) (CBS)	1,651
3.	Robert Q. Lewis (Milner) (CBS)	1,513

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VIDEODEX

Top. Ten Network Programs

	Name of Program	# of Cities	% Tv Homes
1.	Producer's Showcase (NBC) "Peter Pan"	84	39.0
2.	Dragnet (NBC)	129	38.9
3.	Jackie Gleason (CBS)	104	38.3
4.	Toast of the Town (CBS)	133	34.7
5.	You Bet Your Life (NBC)	142	34.6
6.	George Gobel (NBC)	103	34.3
7.	Bob Hope (NBC)	120	33.4
8.	Disneyland (ABC)	156	32.6
9.	Robert Montgomery (NBC)	95	31.5
10.	Tv Playhouse (Sun.) (NBC)	117	30.9

	Name of Program	# of Cities	# Tv Homes (000's)
1.	Dragnet (NBC)	129	13,010
2.	Jackie Gleason (CBS)	104	12,039
3.	You Bet Your Life (NBC)	142	11,451
4.	Toast of the Town (CBS)	133	11,450
5.	Producer's Showcase (NBC)	84	11,426
6.	Disneyland (ABC)	156	11,209
7.	George Gobel (NBC)	103	11,062
8.	Bob Hope (NBC)	120	10,528
9.	Tv Playhouse (NBC)	117	10,070
10.	Ford Theatre (NBC)	169	10,046

Copyright Videodex Inc.

Top Ten Multi-weekly Network Tv Programs
March 1-7, 1955

	Name of Program	% of Tv Homes
1.	Howdy Doody (NBC)	21.1
2.	Coke Time (NBC)	16.9
3.	Dinah Shore (NBC)	16.6
4.	Arthur Godfrey (CBS)	14.8
5.	News Caravan (NBC)	14.6
6.	The Big Payoff (CBS)	14.2
7.	Tonight (NBC)	14.1
8.	Perry Como (CBS)	13.9
9.	Strike It Rich (CBS)	13.5
10.	Art Linkletter (CBS)	13.4

Beltone Buys on 'Breakfast'

TWO 15-minute segments of *Breakfast Club* on ABC Radio will be sponsored by Beltone Hearing Aid Co., Chicago, April 18 and April 25. The firm will sponsor the 9-9:15 a.m. segment of the 9-10 a.m. show. The *Breakfast Club*, starring Don McNeill, originates from Chicago. Beltone business was placed through Olian & Bronner, Chicago.

TED BATES & CO. CHANGES TO CORP.

Realignment of officers announced. T. L. Bates takes two new posts.

TED BATES & CO. converted from a partnership to a corporation effective Friday (April 1), T. L. Bates, honorary chairman of the newly created board of directors and chairman of the executive committee, announced last week. The name of the agency will be Ted Bates & Co. Inc. Thomas F. Harrington becomes chairman of the board; Rosser Reeves, vice chairman of the board, and William H. Kearns, president.



MR. BATES



MR. HARRINGTON



MR. REEVES



MR. KEARNS

The agency was founded by Theodore L. Bates in 1940 with two accounts. It has developed into one of the nation's leading agencies, ranking 10th in radio and television billing during 1954 with an estimated $27.5 million.

Other officers of the company are D. Robert Parman and Clifford N. Parsells, senior vice presidents; Rudolph Montgelas, vice president and treasurer; Thomas J. Carnese, vice president and general manager; Alman J. Taranton, vice president and secretary; Allen M. Whitlock, vice president and assistant secretary, and William A. O. Gross, vice president and assistant treasurer.

Other vice presidents include Howard Black, Bogart Carlaw, Robert F. Degen, James C. Douglass, Clinton S. Ferris, Archibald McG. Foster, Richard J. Gay, Joan Geiger, Herbert Gunter, E. L. Hill, Mann Holiner, Edward F. Hudson, Benson Inge, A. C. Lowitz, John Lyden, C. L. MacNelly, Walter McKee, W. L. Musser, L. S. Sherrill, Edgar P. Small, and T. Neal Wilder.

Named assistant vice presidents were Howard O. Anderson, Courtlandt P. Dixon, William E. Hatch, John H. Haight, and C. E. Midgeley.

Mr. Harrington joined the Bates Agency in 1944 as account supervisor and member of its plans board. Rosser Reeves started with the firm in 1940 as one of the original copy supervisors in the agency. William H. Kearns joined in 1942 as a vice president and has been chairman of the executive committee.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

April 6 (10-11 p.m.): *Best of Broadway,* "Stage Door," Westinghouse Electric Co. through McCann-Erickson.

April 14 (8:30-9:30 p.m.): *Shower of Stars,* "Ethel Merman's Showstoppers," Chrysler Corp. through McCann-Erickson.

April 17 (11-11:15 p.m.): *Sunday News Special,* Norwich Pharmacal Co. through Benton & Bowles.

NBC-TV

April 4 (7:30-9:00 p.m.): *Producer's Showcase,* "Reunion in Vienna," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt and Grey Adv. Agency.

April 6 (7-7:30 p.m.): *Norby,* Eastman Kodak Co. through J. Walter Thompson Co.

April 9 (9-10:30 p.m.) *Max Liebman Presents* "Merry Widow," Oldsmobile Div. of General Motors through D. P. Brother & Co.

April 15 (11 a.m.-12 noon): *Home,* insert on fashion, participating.

April 24 (7:30-9 p.m.): *Max Liebman Presents,* Hazel Bishop Inc. through Raymond Spector Co., and Sunbeam Corp. through Perrin-Paus Co.

[Note: This schedule will be corrected to press time of each issue of B•T.]

New ABC-TV Show for L&M's

LIGGETT & MYERS Tobacco Co., New York, for its L & M filter cigarettes, will sponsor *Mr. Citizen,* a new tv series dramatizing true stories of private citizens who, with no thought of personal gain or reward, act to help their fellow men. The show will start April 20 on ABC-TV, Wednesday, 8:30-9 p.m., and will be produced by Edward A. Byron. Cunningham & Walsh, New York, is the agency.

Lane Joins Lennen & Newell

THOMAS A. LANE, a vice president and director, McCann-Erickson, New York, resigns, effective April 15, to join Lennen & Newell Inc., that city, as senior vice president and management account supervisor.



MR. LANE

Mr. Lane had been with McCann-Erickson for the past six years. Previously he was sales promotion and advertising vice president of the Rexall Drug Co. and during World War II was in charge of the national promotion of war bonds.

THE FACTS AND FIGURES OF NETWORK ADVERTISING

P&G, 1954'S RADIO-TV KINGPIN, QUICKENS PACE IN JANUARY

PROCTER & GAMBLE, which spent $36 million for radio-tv network time in 1954 [B•T, March 14], started 1955 at a time-buying pace that could shatter its own previous year's record.

According to Publishers Information Bureau compilations of radio-tv gross billings, P & G spent $3,355,856 for radio-tv network time last January. For network tv alone, P & G paid $2,517,324 and for radio, $838,532. The combined figure topped P & G's total for December 1954 by $200,000 and its January 1953 radio-tv expenditure by some $650,000.

Although P & G last January shaved $87,295 from its monthly expenditure in network radio compared to December 1954, it fattened by $288,933 its network television ad budget spending for that month.

Comparing the two Januaries, Chrysler Corp. (spending $1 million) and Lever Bros. (with $708,344) were new to the top 10 advertiser listing for tv, replacing P. Lorillard Co. and General Electric.

Added to radio's top 10 listing were General Motors Corp., General Mills and National Dairy Products. Replaced were Gen-

ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARING JANUARY OF 1955 AND 1954 BY PRODUCT CLASSIFICATION

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR JANUARY 1955 & JANUARY 1954

	January 1955	January 1954
Apparel, Footwear & Access.	$ 265,276	$ 343,918
Automotive, Auto Access. & Equip.	3,505,780	2,270,074
Beer, Wine & Liquor	501,234	522,194
Building Materials, Equip. & Fixtures	57,634	67,523
Confectionery & Soft Drinks	875,566	725,186
Consumer Services	177,246	100,008
Drugs & Remedies	1,953,835	1,266,398
Food & Food Products	6,864,934	4,760,619
Gasoline, Lubricants & Other Fuels	416,141	499,380
Horticulture	4,746	....
Household Equipment & Supplies	2,888,403	2,175,314
Household Furnishings	245,290	427,701
Industrial Materials	518,938	453,695
Insurance	221,329	126,966
Jewelry, Optical Goods & Cameras	466,737	256,983
Office Equipment, Stationery & Writing Materials	588,573	395,931
Publishing & Media	58,356	19,514
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	876,456	761,411
Retail Stores & Direct by Mail	....	42,345
Smoking Materials	3,387,749	3,426,300
Soaps, Cleansers & Polishes	3,453,302	2,412,734
Sporting Goods & Toys	13,392	16,480
Toiletries & Toilet Goods	5,817,012	3,543,830
Travel, Hotels & Resorts	51,885	157,781
Miscellaneous	318,460	284,163
TOTALS	$33,528,274	$25,056,448

Source: Publishers Information Bureau.

LEADING TV NETWORK ADVERTISERS IN EACH PRODUCT GROUP DURING JANUARY 1955

Apparel, Footwear & Access.	Brown Shoe Co.	$ 64,613
Automotive, Auto Equip. & Access.	Chrysler Corp.	1,187,988
Beer, Wine & Liquor	Pabst Brewing Co.	175,812
Building Materials, Equip. & Fixtures	Johns-Manville Corp.	48,555
Confectionery & Soft Drinks	Coca-Cola Co.	273,520
Consumer Services	Electric Cos. Adv. Program	123,396
Drugs & Remedies	American Home Prod. Corp.	601,057
Food & Food Products	General Foods Corp.	1,039,428
Gasoline, Lubricants & Other Fuels	Texas Co.	170,034
Horticulture	Noma Lites Inc.	4,746
Household Equipment & Supplies	General Electric Co.	515,528
Household Furnishings	Armstrong Cork Co.	142,320
Industrial Materials	U. S. Steel Corp.	122,050
Insurance	Prudential Ins. Co. of Am.	96,444
Jewelry, Optical Goods & Cameras	Eastman Kodak Co.	145,050
Office Equipment, Stationery & Writing Supplies	Hallmark Cards Inc.	165,180
Publishing & Media	Curtis Publishing Co.	53,914
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	Admiral Corp.	190,350
Smoking Materials	R. J. Reynolds Tobacco Co.	819,037
Soaps, Cleansers & Polishes	Procter & Gamble Co.	2,137,535
Sporting Goods & Toys	Parker Brothers Inc.	13,392
Toiletries & Toilet Goods	Gillette Co.	1,461,245
Travel, Hotels & Resorts	Pan Am. World Airways	51,885
Miscellaneous	Quaker Oats Co.	120,998

Source: Publishers Information Bureau

The accompanying tables are taken from the report of Publishers Information Bureau on advertising expenditures for time on the nationwide radio and television networks during the month of January 1955.

TOP TEN TV NETWORK ADVERTISERS IN JAN. 1955

1.	Procter & Gamble	$2,517,324
2.	Gillette	1,461,245
3.	Colgate-Palmolive	1,398,169
4.	Chrysler	1,187,988
5.	General Foods	1,039,428
6.	General Motors	980,551
7.	R. J. Reynolds Tob.	819,037
8.	American Tobacco	816,966
9.	General Mills	737,871
10.	Lever Brothers	708,344

TOP TEN RADIO NETWORK ADVERTISERS IN JAN. 1955

1.	Procter & Gamble	$838,532
2.	Gillette	504,433
3.	General Motors	504,006
4.	Lever Brothers	391,153
5.	Miles Labs	384,026
6.	General Mills	331,167
7.	American Home Prods.	318,870
8.	Colgate-Palmolive	302,471
9.	National Dairy Prods.	275,460
10.	Liggett & Myers Tob.	272,341

eral Foods, Sterling Drugs and P. Lorillard Co.

In comparing the top 10 listings of January 1955 with December 1954, the reappearance of General Mills in the tv leaders was significant.

Another interesting development noted in the January 1955 listings of the leading national advertisers, was a reshuffle in the ranking of the top cigarette companies when comparing that month with December 1954. Although not necessarily a trend toward lower radio-tv spending among the tobacco firms, it was apparent that none of the top tobacco companies had budgeted noticeable increases at least for the first month of 1955.

P. Lorillard Co., for example, slipped out of the radio listing and Liggett & Myers, which was 10th in the December tv listing, did not appear in January. R. J. Reynolds, still placed among the top 10 in tv, but in the one month slipped a notch with some $300,000 less in tv network gross billing. American Tobacco Co.'s monthly tv expenditure was steady and L & M's figure in network radio was down only slightly.

ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARING JANUARY OF 1955 AND 1954 BY PRODUCT CLASSIFICATION

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR JANUARY 1955 & JANUARY 1954

	January, 1955	January, 1954
Agriculture & Farming	$ 48,740	$ 92,280
Apparel, Footwear & Access.	22,334	61,010
Automotive, Auto Equip. & Access.	822,438	771,578
Beer, Wine & Liquor	73,114	169,019
Building Material, Equip. & Fixtures	7,959	127,719
Confectionery & Soft Drinks	185,836	233,458
Consumer Services	85,257	165,810
Drugs & Remedies	1,374,556	1,780,167
Food & Food Products	2,192,890	2,758,364
Freight, Industrial & Agricultural Development	123,775	....
Gasoline, Lubricants & Other Fuels	460,728	640,665
Household Equipment & Supplies	259,362	334,874
Household Furnishings	60,192	55,213
Industrial Materials	.....	92,475
Insurance	309,433	183,650
Jewelry, Optical Goods & Cameras	193,084	130,721
Office Equipment, Stationery & Writing Supplies	136,049	83,250
Publishing & Media	140,822	68,804
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	124,071	251,497
Retail Stores & Direct by Mail	....	....
Smoking Materials	957,268	1,181,980
Soaps, Cleansers & Polishes	1,067,086	1,282,283
Sporting Goods & Toys	....	....
Toiletries & Toilet Goods	1,198,905	1,904,669
Travel, Hotels & Resorts	31,500	63,228
Miscellaneous	909,782	788,491
TOTALS	$10,785,181	$13,221,205

Source: Publishers Information Bureau.

LEADING RADIO NETWORK ADVERTISERS IN EACH PRODUCT GROUP DURING JANUARY 1955

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 42,219
Apparel, Footwear & Access.	Exquisite Form Brassiere	22,334
Automotive, Auto Equip. & Access.	General Motors Corp.	441,366
Beer, Wine & Liquor	Anheuser-Busch Inc.	73,114
Building Materials, Equip. & Fixtures	W. P. Fuller & Co.	7,959
Confectionery & Soft Drinks	William Wrigley Jr. Co.	124,883
Consumer Services	American Tel. & Tel. Co.	78,264
Drugs & Remedies	Miles Labs	384,026
Food & Food Products	General Mills Inc.	324,646
Freight, Industrial & Agricultural Development	Aero Mayflower Transit Co.	111,691
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Ind.	106,856
Household Equipment & Supplies	Philco Corp.	82,271
Household Furnishings	Olson Rugs Co.	60,192
Insurance	Mutual Benefit Health & Accident Assn.	84,776
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	170,750
Office Equipment, Stationery & Writing Supplies	Minnesota Mining & Mfg. Co.	68,904
Publishing & Media	Curtis Publishing Co.	50,689
Radios, Tv Sets, Phonographs & Musical Instruments & Access.	Avco Mfg. Corp.	60,749
Smoking Materials	Liggett & Myers Tobacco Co.	272,341
Soaps, Cleansers & Polishes	Procter & Gamble Co.	598,819
Toiletries & Toilet Goods	Gillette Co.	504,433
Travel, Hotels & Resorts	State of Florida	84,776
Miscellaneous	C.I.O.	107,546

Source: Publishers Information Bureau

CBS SIGNS WOOLWORTH FOR FIRST NETWORK RADIO

Dime store chain will sponsor hour of music on Sunday afternoons, may sell time to manufacturers.

IN ITS first use of network radio as an advertising medium, the F. W. Woolworth Co. has signed to present *The Woolworth Hour,* an hour-long musical series starring the Percy Faith orchestra and chorus, over CBS Radio (Sun., 1-2 p.m. EDT), starting June 5 [CLOSED CIRCUIT, March 28].

Details of the new program were announced last Tuesday at a news reception in New York by Rae C. McLaren, vice president of F. W. Woolworth Co., and Adrian Murphy, president of CBS Radio.

It was pointed out by CBS officials that *The Woolworth Hour* represents a departure from recent trends in network radio in that it will be a completely "live" one-hour show and is a sale of a one-hour show to a single sponsor.

A spokesman for Woolworth told B•T that although its contract is with CBS Radio, the company will attempt to sell announcements within the show to manufacturers displaying wares in Woolworth stores. He expressed the belief that a one-minute announcement would cost a participating manufacturer about $1,000.

The program, with MacDonald Carey as host-m.c., will present both popular and classical music. It will be produced and directed by Howard G. Barnes and broadcast by 202 stations of the network.

Mr. McLaren noted that the program represented the company's plunge into network radio, and said it was decided that the program should be one with "widespread appeal as a means of reaching the varied type of people that patronize Woolworth's." He explained that "music is, of course, a universal language, and the artists who will appear on this program speak it most eloquently."

Mr. Murphy expressed the view that the program "will win a large and appreciative audience and that this, in turn, will be reflected in its sales results." He added that *The Woolworth Hour* will capitalize on the many millions of out-of-home listeners, at car radios, portables at beaches and summer resorts and many other areas of listening.

Texaco Buys 726 Newscasts To Run April-Nov. on ABC

PURCHASE by the Texas Co. of 726 five-minute week-end newscasts to run over a 33 consecutive week period was announced last week by Charles T. Ayres, vice president in charge of ABC Radio. The account was placed by the Kudner Agency, New York.

The 33-week order was placed under ABC Radio's "Week-end News Package" plan and will consist of 22 *Texaco News Reporter* broadcasts every weekend from April 16 through Nov. 27 over the full network. The newscasts will be handled by such newscasters as Milton J. Cross, Charles Wood, Arthur Van Horn, Bill Spargrove and Don Gardiner.

The Texas Co., an ABC Radio spokesman said, plans to launch a special nationwide promotion campaign to call attention to the *Texaco News Reporter* broadcasts. The campaign will include three-color stand-up cardboard signs, measuring 30 by 40 inches, to be distributed to Texaco stations; full-size posters for use in window and lobby displays at ABC Radio stations, and on-the-air announcements, newspaper ads, publicity stories and photographs.

Deere Likes Tv

TELEVISION has proved so satisfactory in reaching rural audiences that Deere & Co., makers of tractors and farm implements, has authorized the production of a schedule of 27 one-minute tv films for its dealers.

Release of the commercials was announced by Reid H. Ray Film Industries Inc., which has produced Deere sales and advertising films for the past 19 years. The spots cover the full Deere line.

MATTHEWS, NIELSEN V. P., DEFENDS RADIO RATINGS

Chief of research firm's west coast radio operation says radio is still a vibrant medium.

RADIO is still a vibrant medium, as proved by the fact that it still moves merchandise, Joseph R. Matthews, vice president in charge of the west coast radio operation, A. C. Nielsen Co., said last week.

Mr. Matthews, who is based at Menlo Park, Calif., was interviewed by B•T during a client servicing trip to Hollywood. Recent radio station discontent with NSI ratings [B•T, March 14, *et seq.*] had nothing to do with the Hollywood trip, he emphasized, adding, "this is not a fire-fighting operation."

The NSI survey is as accurate as possible under the circumstances, Mr. Matthews noted. "If a higher degree of accuracy is desired, it could be obtained, providing the bill could be footed, by either of two methods: replacement of some Audilogs by additional Audimeters and/or an increase in sample size."

"However," he said, "any appreciable reduction of an already small probable error would not justify the cost."

The present Los Angeles sample is an accurate cross section, he declared without qualification, pointing out that 281 homes measured in Los Angeles NSI ratings is the largest sample offered by any service in the area, if the fact that the homes are measured more than once is considered.

"I will admit a degree of error exists when anyone starts sampling," the Nielsen representative observed, "but I will not admit the Los Angeles sample or any information received from Audimeter homes represents an error."

He further disclosed that during his current Los Angeles trip, one radio and one tv station had become NSI subscribers. Additionally, he noted that of the top 10 national agencies in radio-tv billings, seven are NSI subscribers, with two having become so recently.

Esty to Produce 'Comedy Hour'

COLGATE-PALMOLIVE Co., effective June 5, will switch the production chore of the *Colgate Comedy Hour* from its agency Ted Bates & Co., New York, to William Esty & Co., New York.

Ted Bates announced the switch in a statement that said "in a re-alignment of network television responsibilities, the NBC-8-9 p.m. Sunday night period, for the past year handled by Ted Bates & Co., has been assigned to another Colgate agency.

"Ted Bates & Co., which has been handling all of Colgate's nighttime television programming, will continue to produce *The Millionaire* on CBS-TV Wednesday nights."

ADVERTISER ANALYSIS REFLECTS TV'S GAINS

Four-medium compilation published by Leading National Advertisers shows expenditures in 1954 as compared to the preceding year.

ADVERTISERS, which last year again spent more than $1 billion for time on radio and tv networks and space in magazines and Sunday newspaper supplements, increased their national tv expenditure by some $92.5 million.

This information is revealed in the seventh annual edition of *National Advertising Investments,* published by Leading National Advertisers, and showing, by company and product, advertising expenditures in 1954 for each medium for all companies spending $25,000 or more.

Network tv time charges were $320,154,274, according to the edition which said, the $92.5 million gain in one year was an all-time national record for the medium. Highest previous network tv jump was $87 million recorded between 1951 and 1950. Other highlights of the publication:

Four-medium total for the year was $1,134,493,175, up 7% over the 1953 total of $1,062,549,992. Only other medium to gain was magazines, a slight $1 million compared to its $46.3 million increase registered between 1953 and 1952. Last year's magazine total: $604,121,055. Sunday newspaper supplements, which had registered a gain of $12.9 million between 1953 and 1952 was down about $800,000 for a 1954 total of $72,576,677. Radio networks dropped $23 million, or 14%, for a 1954 total of $137,641,169.

All-Media Audience Study Being Developed by ARF

AS PART of the Advertising Research Foundation's All-Media Audience Study, subcommittees already are at work to develop a design for an audience study of magazines which can be integrated with plans for audience studies of other media, Fred B. Manchee, BBDO, chairman of ARF's board of directors, has reported.

Mr. Manchee said audience concepts are being examined in an attempt to arrive at a definition, or definitions, of audience which will be more meaningful to the advertising industry and which can be applied to all media. The committee in charge of the project is headed by Dr. Lyndon O. Brown, Dancer-Fitzgerald-Sample.

At the same time, Dr. W. H. Wulfeck, William Esty Co., chairman of ARF's Motivation Research Committee, disclosed that his group has asked the ARF board to allot additional funds for his committee to further a "Buying Decisions Study" that it "inherited" from National Analysts.

This study, he said, "will attempt to find out how consumers actually make purchasing decisions, who makes them, and how quickly; this is not a measure of advertising effectiveness, although advertising, of course, is one of the elements which goes into the making of buying decisions."

Noting that the committee has been enthusiastic about the new techniques developed in the study, Dr. Wulfeck said the study encompasses a product profile "as it exists in the minds of buyers;" the "dynamics of intra-

(A&A continues on page 52)

Getting bigger and BIGGER!

BACK in March, 1954, when the Iowa Radio-Television Audience Survey was taken, 56.9% of all homes in this State had television sets — one-fourth of which had been purchased less than six months previously.

Today, we estimate that WHO-TV has coverage of a minimum of 302,000 sets in Central Iowa — owned by 566,300 city people, 545,100 rural people.

WHO-TV's Audience is getting bigger and bigger. Free & Peters have latest facts.



WHO-TV

Channel 13 • Des Moines • NBC



Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Free & Peters, Inc.
National Representatives

UNITY presents Action! Mystery! Adventure! in the LUCKY 13 PACKAGE

"OPERATION DIPLOMAT"
INTRIGUE! — that could Trigger the 3rd World War!

"HOUSE OF BLACKMAIL"
MURDER! — Adventures of a Woman in Terror!

"FINAL APPOINTMENT"
VENGEANCE! — a Maniac at Large Caught in a Dragnet!

"THE BLUE PARROT"
DOUBLE-CROSS! — it's Underworld Mystery and Murder!

"DANGEROUS CARGO"
STICK-UP! — for a Million-Bucks they'd Murder!

"THIS WAS A WOMAN"
EVIL! — the Mental Horrors of a Poisoned Mind!

"CLUE FROM A CORPSE"
UNDERWORLD! — Battered Bodies Leave a Trail of Death!

"PROFILE"
FURY! — a Fight for Power in the Publishing Racket!

"MEN AGAINST THE SUN"
SUSPENSE! — as Killer Lions Stalk Jungle Hunters!

"MURDER IS NEWS"
THRILLS! — Daring Private-eye solves Jewel Stick-up!

"BURNT EVIDENCE"
EXPOSÉ! — Lifting the Lid on the Insurance Racket!

"PRIVATE INFORMATION"
MYSTERY! — Death Answers the phone and Threatens Murder!



"THE GOLDEN LINK"
MURDER! — with a Broken Chain of Evidence



13 • ALL NEW FIRST RUN FEATURE FILMS FOR TV •

EXCLUSIVELY DISTRIBUTED BY

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TISSUES, TOWELS AND TELEVISION

SCOTT PAPER CO. PUTS HALF ITS BUDGET INTO TV

ENTERING its ninth year in television, the Scott Paper Co., world's largest manufacturer of commercial paper products, is currently spending an estimated $3 million—half of its entire advertising budget—in the visual medium.

The "television years" have been the period of the company's greatest growth in sales, until today its merchandising figures stand at the highest level in the history of the organization.

A veteran in television, Scott entered the medium locally in 1947 with the Dione Lucas cooking program on WNBT (TV) (now WRCA-TV) New York. In 1951 the company bought its first network show, *My Little Margie,* a family situation-comedy series on NBC-TV, and will continue that sponsorship through this summer. As of Aug. 31 it will put *Father Knows Best* into the Wednesday, 8:30-9 p.m. time spot now occupied by *Margie.*

A year later, in the fall of 1952, casting about for a new program "consistent with the stature of the firm and the quality of its products," Scott enrolled as one of four subscribers on *Omnibus,* the prestige production of the Ford Foundation Television & Radio Workshop, aired on 82 CBS stations.

This "quality blending" of program and product proved so successful as a promotion maneuver that Scott renewed its identification with the show in 1953 and 1954.

George M. Benson, executive associate of Ford Foundation, told B•T that Scott Paper Co. has introduced two new products on *Omnibus:* Scotkins and Scotties, both of which have been quite successful.

Acutely responsive to the special "demonstration" opportunities of television as a selling medium, the Scott company has pursued the technique to its fullest advantage. For Scotties, a facial tissue, they have dramatically exposed the product on the air to a jetting stream of tap water to show its exceptional resistibility to pressure. With Cut-Rite, a waxed-paper wrapping, they used comparable devices to demonstrate the adaptability, effectiveness and convenience of the product. The same pattern of commercial was used for ScotTowels to dramatize its versatility and promote new uses.

In addition to network television, the firm has several radio and television spot schedules in various parts of the country. These schedules support special regional activities such as new product introductions.

Alert to the complex uses of advertising, Scott is currently conducting its own research in an effort to evaluate the relative weight of the various promotional elements contributing to their overall success. Television, they have no doubt, is a significant factor in that success.

"In fact, judging from the mail," John Hirst, radio-television manager, told B•T, "it appears that *Omnibus* has one of those loyal, appreciative and responsive audiences which deserves far more credit than quantitative measurements permit."

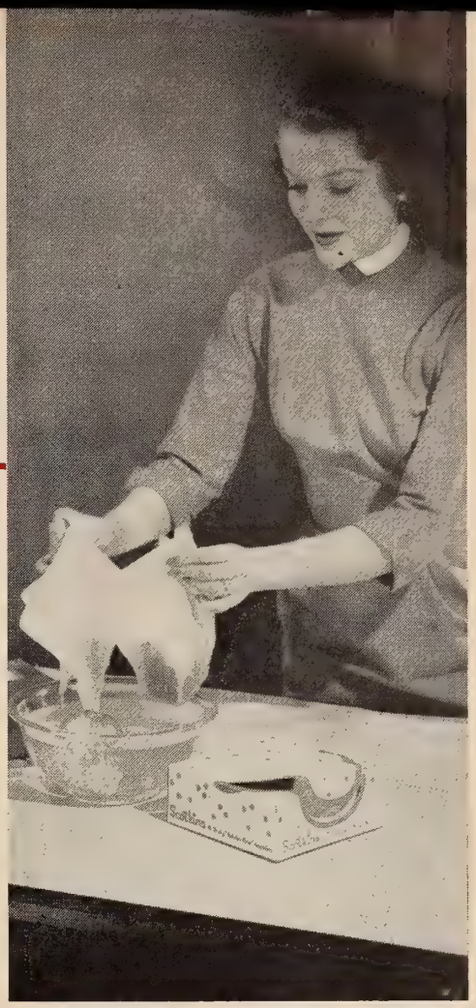
The net sales of finished Scott paper products in 1953 were $149,262,335. Total net sales, including pulp, amounted to $165,000,729. Net paper sales for 1952 were $129,168,565 and total net sales including pulp were $146,902,536. Net income for the year was $11,695,383 compared with 1952's figure of $10,707,346.

The Scott Paper Co. was established almost three-quarters of a century ago by two brothers, Clarence and E. Irwin Scott, who owned a small paper jobbing establishment. The brothers delivered the paper products themselves in a small pushcart. Shortly after the new company had been formed, the brothers recognized one of the important social trends of the time—the increased use of toilet tissue to keep pace with the fast-growing acceptance of sanitary plumbing. They therefore decided to confine their efforts in the manufacturing of toilet tissue. It meant merely the conversion of "parent rolls" purchased from paper manufacturers into consumer size products for the many customers who sold the rolls under their own trade names.

Just before the turn of the century, Arthur, the only son of E. Irwin Scott, entered the business and brought with him three fundamental business principles: (1) to make just a few products of the highest quality; (2) to make them as inexpensively as possible, and (3) to tell the public about them through advertising. These three conjoined policies provided the keystone on which has been built the largest business of its kind in America today.

In keeping with the new philosophy, the first objective was to discontinue some 2,000 private label brands in favor of a few of the company's own. With the acquisition of the brand name "Waldorf" these few Scott products soon formed what came to be known as "The Sanitary Line."

In a short time this group of favored products was further augmented when the first paper-towel was developed. The ScotTissue towel, as it was ultimately named, came into being largely by chance. The ingenuity of a Philadelphia school teacher, who had cut sheets of paper into convenient squares to replace the common cloth towel, presented a use for a carload of paper which was so heavy and thick that it could not be converted into toilet tissue. The superior quality of ScotTissue towels soon commanded an increasing consumer preference.



A COMMERCIAL for Scotkins, designed to demonstrate strength of the product.

The panic of 1907, despite the hardships imposed on the growing business, served only to intensify the faith of the young management in Arthur Scott's three simple business fundamentals. Up to that time, manufacturing was still confined to "conversion" activities, but the need for better quality control and increased production prompted the company to take its first step into the future.

In an old soap mill, at the site of the company's present main plant and executive offices in Chester, Pa., two cylinder-type machines were installed—antique in design and operation as we regard paper machinery today. These served, nevertheless, as the backbone for today's 10 modern producing giants in the Chester plant, including the largest paper towel machine in the world.

Scott, with home plant and administrative offices at Chester, Pa., also owns finishing plants at Hoboken, N. J., and Sandusky, Ohio, and a pulp mill supported by extensive timber holdings at Everett, Wash., and two paper machines in a mill at Milford, N. J. Officers are Thomas B. McCabe, president, and Raymond C. Muteer, executive vice president.

The company's products include ScotTissue, Waldorf, Soft-Weve toilet tissue, Scotties and Cut-Rite, ScotTowels and Scotkins.

Growing



Time

It's Spring, and NBC Radio is growing everywhere you look!

Growing new business, for example. During the past season, NBC Radio signed up $16,116,000 in new business — a 165% new-billings increase over the previous season. Fifty sponsors are making sure, through new time buys, that their advertising bears a cash crop.

The reason? New programming ideas and sales patterns in NBC network radio — like the Mary Margaret McBride and Dr. Norman Vincent Peale morning strip shows, the widely acclaimed Biographies in Sound, and the exciting new concepts to be unveiled shortly. *All* of them represent a creative approach to radio as a *modern* medium, filling a special and vital role in people's lives.

Yes, it's Spring at NBC, and things are stirring. It's a time of growth, of vitality and movement.

Need a Spring tonic?

Exciting things are happening on

NBC Radio

a service of RCA

Companies making *new* investments in NBC Network Radio during '54-'55 season:

Allis-Chalmers Manufacturing Company
Allstate Insurance Co.
American Dairy Association
American Motors Company
Armour & Company
Buick Motor Division, General Motors Corporation
Brown & Williamson Tobacco Corp.
Calgon, Inc.
Carter Products, Inc.
Coast Fisheries
Crosley Division, AVCO Manufacturing Corp.
Crowell-Collier Publishing Company
Curtis Publishing Company
D'Con Company, Inc.
Dodge Division, Chrysler Corp.
Doeskin Products Inc.
Frawley Manufacturing Co.
General Foods Corporation
General Motors Corporation
Gillette Safety Razor Co.
Harian Publishing Co.
Hudnut Sales Co., Inc.
Kiplinger Washington Agency, Inc.
Lever Brothers
Lewis Howe Company
Liggett & Myers Tobacco Co.
Mars, Inc.
Merit Plan Insurance Company
Miles Laboratories, Inc.
Mytinger & Casselberry, Inc.
Nash-Kelvinator Corporation
Oldsmobile Division, General Motors Corporation
Pharmaco, Inc.
Plymouth Motor Corp., Division of Chrysler Corp.
Q-Tips, Inc.
Radio Corporation of America
Reson Sales
Rexall Drug Co.
Rhodes Pharmacal Co., Inc.
The Murine Company, Inc.
The National Life & Accident Insurance Co., Inc.
The Prudential Insurance Company of America
The Quaker Oats Company
The Texas Company
The Toni Company, Division of the Gillette Co.
The Travelers Insurance Co.
Vitamin Corporation of America
W. P. Fuller & Co.
Webster Products
White King Soap Co.





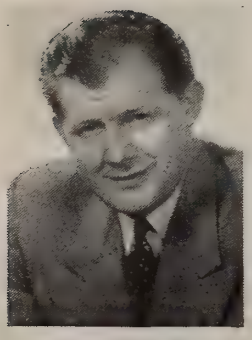
PHILIP STEVENS
KMOX



LEWIS MARTIN
WBT



JAMES TAYLOR
WGAR



MARK EVANS
WTOP-WRVA



MORGAN BAKER
WEEI



ALLEN GRAY
WCCO



GALEN DRAKE
WCBS



JOHN TRENT
WCAU

PAUL GIBSON*
WBBM



PHIL NORMAN
KNX



GRANT WILLIAMS
KSL-KIRO



LEE ADAMS
KCBS

*Picture never published.

THE

By Leo Kovner

AN INSISTENCE on sound, believable advertising on its programs, plus an *ad lib*, just-between-us delivery, has won for CBS Radio's *Housewives' Protective League* a unique spot in broadcasting annals.

Besides paying off handsomely—the property grosses approximately $3 million a year and its programs reach a national audience estimated at about 15 million families weekly —*HPL* has proved that in practice as well as in theory "the program that sponsors the product" (that's *HPL*'s slogan) pays off in favorable and sometimes almost fantastic low-cost success stories for advertisers.

Now well into its 21st year on the air, *HPL* has regional programs in 14 U. S. markets and has ventured tentatively into television on Washington's WTOP-TV. The television program, however, is not actually a part of the vast and prosperous *HPL* domain, which is firmly rooted to an aural audience.

Today, *Housewives' Protective League* is a program service of CBS Radio, the network having purchased it from founder Fletcher Wiley in 1947. Starting in 1934, Mr. Wiley nursed the program along from its infancy on the then independent KNX Los Angeles through its expansion to four markets. And the program idea he came up with made him a wealthy man; he sold his four-market package to CBS for a million dollars and is now retired, owner of two west coast ranches and other property.

Shortly after it was acquired by CBS, Edward W. Wood Jr. was brought in as *HPL*'s sales manager. In 1950 Mr. Wood assumed the position of general manager as well, and during his tenure has witnessed *HPL*'s growth to a 14-station, major-market operation.

It Started Small

It wasn't always a big operation, however. When Mr. Wiley first approached KNX with his idea, he had no previous radio experience to offer along with his services. He had started as a California food broker—which may account partially for the fact that *HPL* programs run so strongly among food advertisers—and also had attained considerable experience in a variety of other fields. Nonetheless, despite his lack of radio background, he sold his idea to KNX and to try it out was assigned six half-hours a week.

HOUSEWIVES' PROTECTORS

EVERY WEEK THEY TELL 15 MILLION FAMILIES WHAT TO BUY

All sustaining, of course, and with no salary.

Basically, all *HPL* programs today are the offshoot of those first trials in Los Angeles. First, the program is talk, tailored to the tastes of the area in which it is heard. Aimed at the housewife, the delivery is casual, chatty and personalized. To insure this effect, no written copy is used on the program, merely a number of notes which act as a spur to the commentator, reminding him of the main topics he is to touch upon and listing the participating advertisers scheduled for the day. The ban on written copy is extended to the commercials, too, with an additional prohibition on transcribed announcements and singing commercials.

'Ad Lib' Commercials

This rule has always been in effect, with the individual commentators building the commercials *ad lib*. Consequently, each commentator is obliged to know the products he sells inside-out. While some accounts have been lost because of the prepared copy ban, the genuine familiarity of the broadcaster with his products and his authoritative, though off-hand, manner of recommending it to listeners lends *HPL* advertising a special distinction, and is probably responsible in large measure for its sales records for its advertisers.

Another major ingredient of the *Housewives' Protective League* success story is the honesty of the program's advertising, backed by rigid testing through *HPL* "testers' bureaus," which insures that all products recommended by *HPL* broadcasters are exactly as represented. Members of these testers' bureaus are volunteers, recruited from among listeners in each program area. Listeners submit regular application forms to become bureau members, listing their hobbies, pets, family information and other pertinent data. In a typical area, the bureau consists of 3,500 members and a particular testing panel is made up of about 100 members. Each member of the testing panel is given a sample of the product at the manufacturer's expense. In return, the panel tests the product in their homes over a period of time, fills out a mimeographed questionnaire and returns it to the local *HPL* director.

A sample of the questions asked includes: How does this product compare with others of its type? Is it worth the money? Does it do what it says? Does it do more? Less? If it does what it says, is it worthy of the *Housewives' Protective League?*

At least 80% of the replies must be favorable before *HPL* will consider accepting a product as a sponsor of the program. Even with such approval, for certain products and services the *HPL* staff institutes further checks with such groups as Better Business Bureaus to insure that advertising claims are accurate and product performance honestly represented.

In *HPL*'s earlier days, the percentage of rejections was fairly high. However, with the growth of the program's reputation for unswerving integrity, this percentage has fallen off considerably. An occasional pitch-deal operator approaches the program even today, sometimes offering an under-the-table inducement in an attempt to reach the lush pastures of an *HPL* endorsement. He never succeeds.

Not only are pitch deals never considered for endorsement, but some products which are widely accepted in other ethical broadcasting circles do not receive *HPL* approval. These include cigarettes, beers and wines, and any product making medical claims. There is no objection, personally or editorially, to many of these products, but the feeling in *HPL* management is that some products can't be tested adequately and others just don't belong on a program aimed at the heart of the home.

A Dairy Did It

In the early days, too, the determination to maintain the standards which are part and parcel of today's *HPL* program service almost brought the whole show a-cropper. Fly-by-night outfits with a keen eye for a fast buck were quick to seek out *HPL* sponsorship, but legitimate advertisers weren't about to try out a new program idea. *HPL* was in the untenable position of having lots of takers who were undesirable but no one who fitted either its high standards or its program format. The KNX management was about to scrap the whole business when Golden State Co., a San Francisco dairy with statewide distribution, came through with a two-week participation. When Golden State received 8,000 write-in replies in a promotion for new sales leads, the firm extended its participation for an additional 19 months. And *HPL* was made.

Since then, the story of *HPL* has been one of steady growth, both in gross billings and its expansion into other markets. The original success story of Golden State has been augmented by others that would make any advertiser's mouth water. And *HPL*'s list of participating advertisers today reads like a *Who's Who* of regional and national accounts and numbers some 140 sponsors from A-1 Sauce to Zippy Starch.

WGAR's the Newest

CBS Radio affiliate 50 kw WGAR Cleveland is the most recent to tie-in with *HPL*, bringing the *HPL* lineup to 14. (All *HPL* stations are CBS stations—some CBS owned, some affiliates—and all but one are 50,000-watters.) Each of the local programs operates in a semi-autonomous fashion, responsible only to New York headquarters. General Manager Ed Wood keeps a firm hand on the *HPL* activities in each market by circuiting the stations at regular intervals, having *HPL* director-broadcasters visit his staff in New York, and by generally helming all important policy decisions as well as covering the day-to-day desk chores attendant to the job. And it's no small task when the stations and their markets are considered. They are: WEEI Boston, WBT Charlotte, WBBM Chicago, WGAR Cleveland, KNX Los Angeles, WCCO Minneapolis-St. Paul, WCBS New York, WCAU Philadelphia, WRVA Richmond, KMOX St. Louis, KSL Salt Lake City, KCBS San Francisco, KIRO Seattle and WTOP Washington.

On each station, the *Housewives' Protective League* programs are headed by a director-broadcaster who is literally what the combination title suggests. He directs *HPL* activities in his area and he is the commentator on the air. Although the size of the secretarial and merchandising staff varies from market to market, each director has such a staff available.

There is a remarkable similarity in the delivery of each of the directors. Of course it's not accidental; they are trained in the *HPL* tradition and carefully screened before



we feel like we swallowed the canary.

51.0*



PRESTON FOSTER

WATERFRONT

The top-rated of **all** shows, local and network, in Houston-Galveston (nation's 16th biggest consumer market)... where it's racking up sales for Sears Roebuck. In Philadelphia: A smashing 32.2* rating and top-rated non-network ½-hour film show! 65 taut films.

* ARB, Jan. 1955—Houston and Philadelphia

23.5*





ABBOTT AND COSTELLO

In Cleveland (nation's 6th biggest consumer market), a chunky 23.5 for Chunky Chocolates, putting it right up in the "top ten". They're a scream in New York, too — with a 14.6** and **3rd highest** ranking among all non-network ½-hour film shows. 52 rollicking films.

* ARB, Dec. 1954 — Cleveland
** ARB, Feb. 1955 — New York

WIRE, PHONE OR WRITE YOUR NEAREST MCA-TV OFFICE TODAY FOR AUDITION PRINTS

BEVERLY HILLS 9370 Santa Monica Blvd. CRestview 6-2661

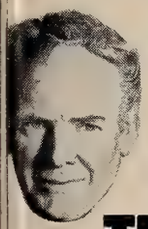
ATLANTA
BOSTON
BUFFALO
CHICAGO
CINCINNATI
CLEVELAND
DALLAS
DETROIT
HOUSTON
KANSAS CITY, MO.
MINNEAPOLIS
NEW ORLEANS
NEW YORK
PHILADELPHIA
PITTSBURGH
ROANOKE
ST. LOUIS
SALT LAKE CITY
SAN FRANCISCO
SEATTLE

TORONTO • LONDON • PARIS

LOOK AT THESE TOP RATINGS FOR MCA-TV SHOWS!

And we've got a score more just like these—syndicated film hits that are snaring No. 1 ratings wherever played. For *top* ratings, *big-time* stars, *solid* merchandising support, you can't beat MCA-TV shows... because they're beating everything in sight!

31.9*



CHARLES BICKFORD

MAN BEHIND THE BADGE

All new, all first run, but the same terrific series that scored top ratings (like that 31.9 in Boston) on its network run last summer. "Realistic... Bickford excellent" (Variety). 39 fast-paced dramas.

* ARB, June 1954 — Boston

THERE'S AN MCA-TV SHOW FOR EVERY PRODUCT, EVERY MARKET, EVERY BUDGET...

BIFF BAKER U.S.A.
CITY DETECTIVE
CURTAIN CALL
FAMOUS PLAYHOUSE
FOLLOW THAT MAN
GUY LOMBARDO AND HIS ROYAL CANADIANS
HEART OF THE CITY
HOLLYWOOD OFF-BEAT
I'M THE LAW
MAYOR OF THE TOWN
PLAYHOUSE 15
PRIDE OF THE FAMILY
ROCKY JONES, SPACE RANGER
ROYAL PLAYHOUSE AND COUNTERPOINT
SOLDIERS OF FORTUNE
TELESPORTS DIGEST
THE LONE WOLF
TOUCHDOWN
WHERE WERE YOU?

MCA TV

Film Syndication

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS

they are signed to a contract. Once in the organization, they're pretty certain of a profitable and long-term association. WCBS New York's Galen Drake, for example, was the first director hired when *HPL* began to expand. Today, he's director in the nation's number one market with more friends in the food business than you could crowd into a giant supermarket (although *HPL* sells such varied items as automobiles, books, furnaces and furniture, the majority of its accounts are foods and allied products sold in food stores).

Still legendary in Southern California broadcasting circles are the almost identical voices and delivery styles of teacher Wiley and pupil Drake, who had been a Long Beach (Calif.) singer-announcer before joining the *HPL* organization on the West Coast in 1940. The story is told that, at times, Mr. Drake would walk into a studio while Mr. Wiley was on the air, and, on signal from Mr. Wiley, pick up the broadcast in mid-sentence and carry on without the audience realizing there had been a change in broadcasters. To a great extent, many of the *HPL* directors today are "interchangeable."

In a listing of the *HPL* directors, you'll find a personality in every market who is well known as a local speaker and is no mean shakes when it comes to the economics of selling and merchandising, too. They are: Morgan Baker (WEEI), Lewis Martin (WBT), Paul Gibson (WBBM), James Taylor (WGAR), Phil Norman (KNX), Allen Gray (WCCO), Galen Drake (WCBS), John Trent (WCAU), Mark Evans (WTOP and WRVA), Philip Stevens (KMOX), Grant Williams (KSL and KIRO) and Lee Adams (KCBS).

Biography

A short biography of an *HPL* director might serve to point up the kind of backgrounds from which they come. Take Phil Doelker, born in Columbus, Ohio. He was the son of a slaughter-house and grocery chain owner and at age nine learned to butcher and dress meat. Later, full of teen-age enthusiasm, he operated a mail order retail business—in antiques. He graduated from Ohio State U. with a degree in chemistry and genetics in 1934.

Two years in Western Reserve U. helped him to decide that he didn't want to be the surgeon he had once dreamed of being. He left medical school and entered radio as Phil Staley in 1937. His jobs were acting, announcing, producing and programming for a number of Ohio stations. He joined CBS in 1944 as co-producer of the New York Philharmonic Orchestra programs. A year later he joined McCann-Erickson Inc. in New York, where he stayed on as a musical director and staff producer until 1950. Then he became a production director for Radio Free Europe. This varied background in many phases of broadcast production and supervision proved to be just right for the kind of man who fits an *HPL* director's boots. He made application for an opening, underwent the normal course of indoctrination, rigid by any standards, became familiar with both the market and the *HPL* style of presentation and went to work as Philip Norman on KNX Radio. Today he's an established personality in Los Angeles and all of Southern California.

Naturally, with emphasis on obtaining such talent, *HPL* has enlarged its programming for greater exposure of its directors. Also under the *HPL* structure in some markets are *Sunrise Salute* and *Starlite Salute* broadcasts. The format of these programs has been enlarged somewhat to include a variety theme for early morning and late evening broadcast. With variations from market to market, a combination *Housewives' Protective League-Sunrise* (or *Starlite) Salute* package is offered to advertisers. All but two (WRVA and KSL) of the *HPL* stations have either one or the other of these programs and one station (WCAU) has both.

Of the other *HPL* stations, WEEI, WBBM, KMOX, KIRO, and WTOP carry



HPL's ED WOOD
He runs a $3 million show.

Sunrise Salute, and WBT, KNX, WCCO, WCBS, KCBS and WGAR carry *Starlite Salute.*

Despite the fact that many of its accounts are national, each *HPL* operation is essentially a local one. While an advertiser may buy all or a combination of *HPL*s, he receives no discounts for participation in more than one market.

What does this cost the advertiser? Rate structures vary from market to market. KNX-*HPL* charges $360 weekly for a firm 13-week, six-participations-weekly schedule on the *HPL-Starlite Salute* combination; for a three-participations-weekly schedule, also on firm 13-week contract, $234 weekly. For *Starlite Salute* alone, the charge is $320 a week for a firm 13-week, six-participations-a-week schedule; for three participations a week, $180.

Merchandising plays an important part in the function of *Housewives' Protective League.* In most markets complete merchandising facilities are available to *HPL* advertisers with in-store appearances by *HPL* directors. Often, the demand for a product through *HPL* advertising has led to new distribution in an area. In this light, Mr. Wood has established a close working relationship with food brokers throughout the country and their association, the National Food Brokers Assn. This relationship has become so close that twice the NFBA has come to Mr. Wood and asked *HPL* to produce films showing the operation of NFBA and the status of the food broker in the nation's sales economy. *HPL* directors themselves invariably work closely in their markets with leading food brokers.

One of *HPL*'s strongest selling points is a file of its success stories. They range from small accounts just starting out to major top-budgeted national advertisers. One from the general manager of Rootes Motors Inc. (Hillman-Minx cars), reads, "I cannot help but recall times when our vehicles were completely unknown, especially in the western states.

"I can only say thank you for the great assistance you gave me to market an unfamiliar car in these United States. More than once I have heard from our dealer organization that cars have been sold to the public solely on the confidence that the public had in you. You have helped me to develop the state of California to such an extent that it is today the leading state in the Union for our vehicles."

An Award Winner

The results *HPL* achieved for B&M Oven Baked Beans over WCAU won an award from Broadcast Advertising Bureau (now Radio Advertising Bureau) in its "Radio Gets Results" contest. B&M Baked Beans had been distributed in Philadelphia for several years; then sales began to fall off. So the firm bought six participations a week on the *HPL* John Trent show—and sales increased 47% during the first 26 weeks. The company, in a letter to WCAU, called the gains "phenomenal." It was a valid test for radio, too, since WCAU-*HPL* was the only advertising used in the area.

When Kiplinger's *Changing Times* magazine used six *HPL* announcements in one market, over 5,600 copy requests were received, at a cost per-inquiry of 11 cents.

The success of *HPL* demonstrates that radio can be as potent a selling force as ever when it's done with objective thinking and a clear eye on the consumer. *HPL* audiences remain almost fanatically loyal to the programs and the simplest explanation is that its high standards and proven honesty are the forces that woo its listeners. Above all, *HPL* has proved that absolute integrity can pay off, and pay off well, in the broadcasting industry.

84%

of the radio families in Metropolitan Los Angeles listen to **KNX** each week! 45% listen in a single day!

For the first time, the leading stations in Los Angeles have an accurate measure of the number of different families listening during a day . . . during a week. ● The new CPA (Cumulative Pulse Audience) report for Los Angeles and Orange Counties shows **KNX** reaches the greatest number of different families morning, afternoon and night, total day and total week!

more **people** than any other station!
people than any newspaper!
people than any magazine!

First in the West's First Market . . . . **KNX RADIO**
LOS ANGELES • 50,000 WATTS • COLUMBIA OWNED



FARM PROGRAMMING

HOW ONE TELEVISION STATION DOES IT — FROM ITS OWN FARM

A COUPLE of weeks ago, NBC-TV's *Home* program celebrated the opening of spring by taking its viewers for a short visit to a 350-acre Kentucky farm and a brief glimpse of cows and pigs and lambs and chickens, not to mention the succulent smoked ham cooking in the farmhouse kitchen.

For many members of *Home*'s audience the March 21 Kentucky farm sequence was a refreshing novelty, something new and different from their normal viewing fare. Not so, however, for those who were watching the *Home* telecast through the facilities of NBC-TV affiliate WAVE-TV Louisville. To them this particular farm was a familiar spot, one which they had visited each Saturday noon since mid-January, taken there by the cameras of WAVE-TV.

On these Saturday noon-to-1 p.m. telecasts, titled simply *Farm,* WAVE-TV viewers have watched the testing of the soil, the early plowing, the preparation of tobacco beds, the sowing of grass and clover, the starting of a vegetable garden. They have seen the farmers start baby chicks, baby pigs, baby lambs and baby calves on their way to becoming big, healthy, profitably marketable animals. They have viewed the other farm activities that follow in regular progression during the late winter and early spring weeks as the farmer prepares for the summer season of growth for the fall harvest. And many of them have profited by what they have seen, for they, too, are farmers and on their Kentucky and southern Indiana farms they work with much the same soil and weather conditions, grow much the same crops, raise much the same livestock, operate much the same sort of establishments as the one they see on WAVE-TV.

It was to serve the more than 630,000 residents of the more than 150,000 farms in its coverage area (about 84,000 with tv sets as of the first of the year) that WAVE-TV last summer decided to undertake a regularly scheduled series of live tv programs direct from a farm. That decision posed two immediate problems to the station's management.

Just 13 Miles Away

First, they needed a place to originate these programs, a working farm typical of the region, large enough to carry on a wide variety of farm activities and so located as to permit relaying a consistently good signal back to the station. This was solved by the acquisition of a 350-acre farm on gently rolling ground at a slightly higher altitude than the WAVE-TV studios and just 13 air miles away.

The farm is no show place, the station management stresses, but an efficient, practical working farm—a farmer's farm. For many years it has produced sheep, beef and dairy cattle, hogs, poultry, alfalfa, corn, wheat, barley, oats, bluegrass, orchard grass and fescue. For the *Farm* telecasts, the important crop of tobacco has been added.

Station spokesmen declined to state what was paid for the property, pointing out that its subdivision area location would place the dollar value out of line with average farm acreage prices in the general farm area. A reasonable estimate, B•T was told, would be something in excess of $100,000. Approximately $50,000 more will be invested in new agricultural equipment, both permanent and mobile, during the 1955 program schedule, the station said.

Next, WAVE-TV needed the services of men capable of conducting the program and operating the farm and doing both well. After an exhaustive survey of top agricultural experts throughout the land, WAVE-TV selected Shirley Anderson as station farm director and put him in charge of the *Farm* programs. Louisville county agent since 1927, Mr. Anderson last May received a distinguished service award from the U. S. Department of Agriculture—an award given to only eight other county agents chosen from well over 3,000 throughout the nation.

Assisting Mr. Anderson on the programs is Paxton Marshall, who since 1948 has managed the same farm now operated by WAVE-TV and point of origin of the *Farm* program series. His wife, Shirley Marshall, has for some years conducted one of WAVE-TV's most popular cooking and home economics programs.

To telecast a normal *Farm* program, WAVE-TV uses two cameras. One is transported to the barns in the farmyard center by means of a specially constructed sled, hauled by a tractor. The second camera, equipped with a Zoomar lens, is moved

WILS DOMINATES LANSING RADIO

ACCORDING TO THE LATEST SURVEY (FEB. '55)

(HOOPER—FEB. 1955)

SHARE OF RADIO AUDIENCE

MONDAY THRU FRIDAY 7:00 A.M.-12:00 NOON	**WILS***	NETWORK STATION B	NETWORK STATION C
	38.3	31.8	20.3
MONDAY THRU FRIDAY 12:00 NOON-6:00 P.M.	**WILS**	NETWORK STATION B	NETWORK STATION C
	48.9	18.4	23.9
MONDAY THRU FRIDAY 6:00 P.M.-10:00 P.M.	**WILS**	NETWORK STATION B	NETWORK STATION C
	38.1	28.8	25.9

***WILS—5000 WATTS DAY—1000 WATTS NIGHT—1320 KC**

Lansing's Most Powerful Station

Represented Nationally
By Venard-Rintoul-McConnell, Inc.

WILS

407 N. WASHINGTON AVE.
LANSING 30, MICHIGAN

We are proud and honored to accept Television's Greatest Award!

OUR SINCERE THANKS to the studio production staff of "STORIES OF THE CENTURY" and to those stations and sponsors whose great confidence and all-out support made this award possible.

MORTON W. SCOTT, *President*
STUDIO CITY TV PRODUCTIONS, INC.
(DIVISION OF REPUBLIC PICTURES)



The Academy of Television Arts and Sciences
BEST WESTERN OR ADVENTURE SERIES OF 1954

"STORIES OF THE CENTURY"

A STUDIO CITY TV PRODUCTIONS, INC. PRODUCTION (DIVISION OF REPUBLIC PICTURES)



STUDIO CITY TV PRODUCTIONS, INC.
(A DIVISION OF REPUBLIC PICTURES)
announces with pride

2 NEW SERIES

NOW IN PRODUCTION AT REPUBLIC STUDIOS
IN HOLLYWOOD

"BEHIND THE SCENES"



TV audiences are going to love Sally Smith and Jill Butler, two small town girls in their riotous attempts to crash Hollywood!

SAX ROHMER'S
WORLD-FAMOUS
"ADVENTURES OF FU MANCHU"



The ACME of suspense, intrigue and mystery!

FOR FURTHER INFORMATION CONTACT **HOLLYWOOD TELEVISION SERVICE, INC.**
4020 Carpenter Avenue, North Hollywood, California ... or any of the following distributors

ALBANY 4, N. Y.
1046 Broadway
Albany 5-2291

ATLANTA 1, GEORGIA
162 Walton Street
Lamar 8611

BOSTON 16, MASS.
40 Piedmont Street
Hancock 6-4288

BUFFALO 2, N. Y.
505 Pearl Street
Cleveland 2421

CHARLOTTE 1, N. C.
227 West 4th Street
Edison 3-5138

CHICAGO 5, ILLINOIS
1304 S. Wabash Avenue
Webster 9-6090

CINCINNATI 14, OHIO
1632 Central Parkway
Cherry 3021

CLEVELAND, OHIO
450 Film Building
Prospect 1-0034

DALLAS 1, TEXAS
412 S. Harwood Street
Randolph 4127

DENVER 2, COLORADO
2145 Broadway
Tabor 2263

DES MOINES 9, IOWA
1205 High Street
Des Moines 4-2239

DETROIT 1, MICHIGAN
2211 Cass Avenue
Woodward 1-6415

INDIANAPOLIS 4, INDIANA
444 N. Illinois Street
Melrose 5-4419

KANSAS CITY 8, MO.
215 West 18th Street
Grand 2390

LOS ANGELES 7, CALIF.
1926 S. Vermont Avenue
Republic 4-1131

MEMPHIS 2 TENN.
397 S. Second Street
Memphis 8-7388

MILWAUKEE 3, WISCONSIN
1131 N. Eighth Street
Marquette 8-1876

MINNEAPOLIS 3, MINN.
1104-06 Currie Avenue
Main 8071

NEW HAVEN 10, CONN.
132 Meadow Street
Locust 2-5163

NEW ORLEANS 12, LA.
150 S. Liberty Street
Raymond 0765

NEW YORK 19, N. Y.
630 Ninth Avenue
Circle 6-0760

OKLAHOMA CITY 2, OKLA.
718 West Grand Avenue
Regent 6-6651

OMAHA 9, NEBRASKA
1514 Davenport Street
Atlantic 7474

PHILADELPHIA 7, PA.
248 N. Clarion St.
Locust 7-4712

PITTSBURGH 19, PA.
1709 Blvd. of the Allies
Atlantic 4858

PORTLAND 9, OREGON
1816 N. W. Kearney St.
Atwater 9405

ST. LOUIS 3, MO.
3320 Olive Street
Jefferson 5548

SALT LAKE CITY, UTAH
214 East First South St.
Salt Lake 3-5709

SEATTLE 1, WASHINGTON
2420 Second Avenue
Elliott 8678

SAN FRANCISCO 2, CALIF.
221 Golden Gate Avenue
Market 1-6880

TAMPA 1, FLORIDA
115 S. Franklin Street
Tampa 2-3390

WASHINGTON 1 D. C.
203 Eye Street, N. W.
Republic 0155

about the farm in a small pick-up truck for covering the day's activities. Farm director, farm manager and the program's announcer travel by jeep from point to point.

In the farmyard center, technicians have constructed a central tv studio, with control panels, heavy wire for the electric load, and floodlights as well as sky light for better lighting. This studio is 30 feet wide and 45 feet long and has large sliding doors on both sides of the building, making it easy for animals and large equipment to enter and leave the studio. Hinged doors at either end of the building permit the maximum amount of natural light to enter. The studio floor is partly concrete and partly crushed rock, the concrete strip allowing the camera to move evenly.

Personnel for the telecasts include the farm director, farm manager, program producer, director, two cameramen and the usual complement of audio, switching and supervisory engineers. In addition, there are two farm attendants whose primary responsibility is to handle the various farm animals, controlling them and bringing them into proper camera range. These attendants also drive the tractor and other vehicles used for moving the cameras and men from one point to another.

The station's mobile remote unit handles switching and camera control at the farm. One of the farm's silos is used as a microwave-relay tower to send the signal back to the WAVE-TV studios.

The programming is scheduled so as to show each type of animal and crop at various stages of development. For instance the selection of varieties of hybrid seed corn and the preparation of the soil were shown last Saturday; the April 23rd telecast will demonstrate planting corn and fertilization. In June the program will show the planting of the late corn crop; in August, corn silage; in October, corn harvesting.



THE PICTURE this camera picks up is beamed 13 miles to WAVE-TV's studios via the microwave disc atop the silo.

In addition to providing the farmers with agricultural information such as recommended, tested and practical farming procedures and methods, the station management believes that an important benefit of *Farm* will be in acquainting city people and the great consuming public with the actual problems of the food producer. "We hope city consumers will get an idea of how much work a farmer has to go through to produce a pound of wool or a quart of milk," one WAVE-TV executive said.

Commercials for Federal Fertilizer (the only product advertised on *Farm* as yet) are integrated logically into the program. Pasture fertilizing is stressed in the telecasts from mid-February to mid-April. Fertilization of row crops, such as corn, tobacco and potatoes, will be highlighted during April and May. Through June the commercials will deal with fertilizing for the second cutting of alfalfa. July telecasts will emphasize fertilizing for seeding a new stand of alfalfa. Fertilizing for small grain seeding will be the sponsor's fall topic and in the final months of the year pasture fertilizing will again be stressed.

Different mechanical methods of fertilizer application and distribution are shown and, later on, the results—for instance, a good stand of pasture—will also be shown, letting the viewers see for themselves the effects of following the recommended fertilizing procedures. As other sponsors are added, the same integration of commercials will be followed, so far as is practicable.

In pioneering this new field of farm telecasting, WAVE-TV felt it would be rendering a worthwhile public service to its community. The comments it has received—from county agents and agricultural school officials as well as from farmers, yes, and some city folk, too—make the station believe it was on the right track when it started *Farm* on its weekly career.

A RADIO MONEYMAKER BUCKS TV

EVERY WEEK throughout the year, WPAT Paterson, N. J., a radio outlet which includes the metropolitan New York market in its coverage area, receives hundreds of unsolicited cards and letters which would suggest to the most ardent prophets of doom that nighttime radio can be a highly successful proposition. The source of this high degree of audience interest is a 7-11 p.m. broadcast entitled *Gaslight Revue,* a show which soft-pedals the spoken word and concentrates on music.

In the five years it has been on the air, *Gaslight Revue* has registered the largest audience gain of any time period in WPAT's 18-hour broadcast day, and, in an area saturated with more than four million television receivers, it boasts an almost complete sell-out of commercial time seven nights weekly, as compared to a nearly nonexistent commercial schedule in March 1950.

The WPAT answer to radio's role in nighttime broadcasting originated with its president and general manager, D. J. Wright, who with a group of associates bought the outlet in December 1954 from the North Jersey Broadcasting Co., a subsidiary of the *Passaic Daily News.* Mr. Wright, who joined WPAT as general manager in 1950, with more than 20 years of broadcasting experience behind him, is a man who feels that an independent am station in a competitive market can both live with television as competition and skyrocket business volume at the same time.

When WPAT was faced with the question of what to do to gain audience against a variety of radio programs on competing stations plus the gigantic threat of nighttime television, Mr. Wright decided to offer the simplest programming technique possible: "nothing more than beautiful, uninterrupted music," he told B•T. When *Gaslight Revue* went on the air, so intent was Mr. Wright on keeping the format simple and relaxing that "even the introductions of the musical selections were eliminated," he said.

While the formula for the show is comparatively simple, Mr. Wright pointed out that it requires careful guidance in the selection of music, which is supervised by David Gordon, one-time music librarian of WOR New York, now music director of WPAT. "And we are just as selective about our commercials as we are about program content," Mr. Wright said.

Only two sponsors — Brogan-Cadillac Oldsmobile Co. and the Oldsmobile division of General Motors—started on the air with *Gaslight Revue* in March 1950. Currently 17 local, regional and national advertisers have participating schedules on the program. Revenue on the series has increased 116.7% since the show first went on the air. There are three advertising plans open to potential *Gaslight Revue* sponsors. A client may purchase a half-hour segment in strips of seven, or newscasts or one-minute spot announcements across the board. Within the framework of the half-hour strip, the sponsor receives two one-minute spot announcements and one 20-second announcement at $100 per half-hour. Rate card prices on one-minute commercials and two-minute newscasts are $30 and $70, respectively. WPAT maintains a strict ruling on length of copy. Maximum number of words is 150 for one-minute announcements and 50 words in a 20-second spot.

Judging from the mail pull of the show, listeners have taken a bright shine to the program. Early in 1953, Mr. Wright recalls, WPAT asked its audience a question four times each evening through one week. The query was "Do you like *Gaslight Revue?* If so, please write us." Nearly 10,000 letters of nodding approval were received at the station the following week.

Again last year, the station asked its listeners for a period of a week if they would be interested in receiving a program guide listing titles of selections played on *Gaslight Revue* each evening. They were told that while plans for the program guide had not yet been formulated, WPAT was anxious to learn how many people would like to have such a booklet. At the end of the week, another 10,000 letters had poured into the station.



Certainly, fish can talk

. . . when you use film !

Even a guppy (to say nothing of the magnificent specimens shown here) can be made to sell for you, tell all about your product, and—what is very important—get your message right every time, everywhere, without chance of misquote. Easy and economical, too, when you **USE EASTMAN FILM.**

For further information—what film to use—latest processing technics, address:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Ave.
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

or **W. J. GERMAN, INC.**
Agents for the sale and distribution of Eastman Professional Motion Picture Films
Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.

Are you shooting your films IN COLOR? *You should be!* You'll be needing it.



DAYTON STATIONS MOVE INTO $2 MILLION RADIO-TV CENTER

NEW QUARTERS FOR WHIO

WITH completion of its major improvement program, WHIO-AM-FM-TV Dayton, Ohio, now is operating in a plant that represents a $2 million investment since 1949. The original building at 1414 Wilmington Ave. included building, RCA equipment, tower, transmitter and mobile gear, involving a $600,000 investment. The 1954-55 program involves building an addition worth more than $500,000 plus $140,000 for new equipment and furniture.

The new transmitter building and 1,104-ft. tower on Germantown St. were built at a cost of $641,000. Other expenditures brought the total to $2 million.

All business and operating functions have been transferred to the enlarged studio and office building on the Wilmington Pike. Austin Co., which designed and built the original structure, worked out the transformation to a complete broadcasting center.

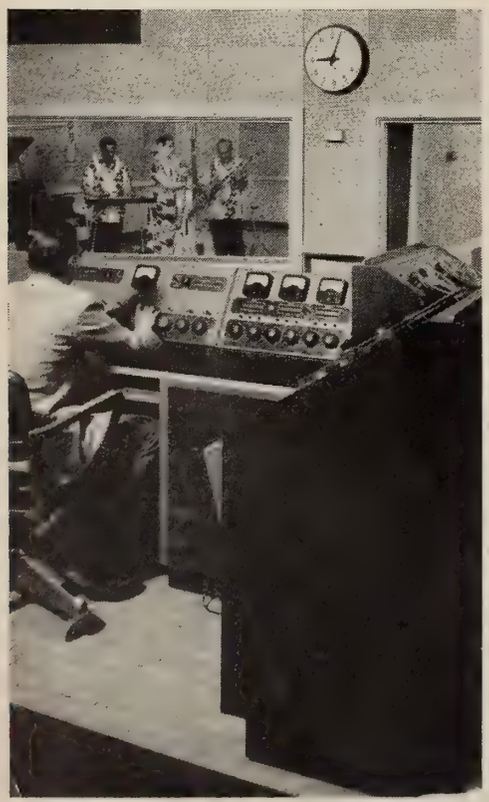
Video control on a mezzanine permits use of common video control equipment and separates video control personnel from studio routine. The control room includes console and film projection gear plus space for color units. Conduit runs are accessible and short.



THE CONFERENCE ROOM provides ample and comfortable seating facilities, plus a television set (which is not shown) for monitoring the station's programs.



THE MASTER control room is located next to the director's booth on the mezzanine. Both overlook the main television studio, which can be seen through the windows.

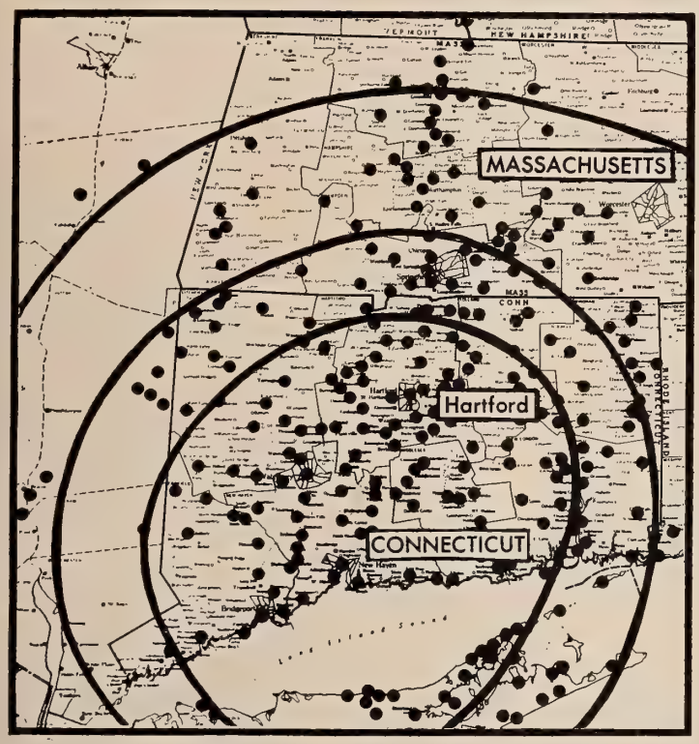


RADIO CONTROL. All three radio studios are grouped around this control center.



GENERAL MANAGER Robert H. Moody greets visitors in this walnut-paneled office which adjoins the conference room shown in top photo.

Let the figures tell the story!



...people earn more and spend more... in the center of the **WNHC-TV** *orbit of influence!*

- Population — 3,607,600
- No. of Families — 1,045,800
- Retail Sales — $4,127,897,000
- Drug Sales — $119,797,000
- Food Sales — $1,146,520,000
- Conn. Fam. Income — $6,786 (Per Family)
- Only VHF in Connecticut
- TV Families — 934,448

SOURCES: 1955 Sales Management Pre-Final Estimates; CBS—Nielson Survey Updated with RETMA Set Sales—January 1, 1955; Mail map (black dots) based on 10,000 letter response, completed December 1954; Contour map accepted by FCC December 1954

REPRESENTED BY KATZ

WNHC-TV

SERVING THE HARTFORD - NEW HAVEN AREAS

316,000 WATTS

CONNECTICUT'S *Channel 8*

(A&A continues from page 32)

family group activity" producing the purchase; influence of various informational sources as influencing purchasing decisions, and the culmination of the purchasing decision into brand selection—"the most important of all decisions from the manufacturer and the agency's point of view."

U. S. Steel, GE to Take Over CBS-TV Spot Dropped by Pabst

U. S. STEEL Co. and General Electric Co., effective July 6, will alternate weekly drama sponsorship on Wednesday, 10-11 p.m. EST, on CBS-TV, the period vacated by *Pabst Blue Ribbon Bouts* which moves to ABC-TV.

U. S. Steel shifts from its present period on ABC-TV, Tuesdays, 9:30-10:30 p.m. EST, which it has had since October 1953. Format of the show will remain the same and will continue to be supervised by the Theatre Guild. BBDO, New York, is the agency.

General Electric has bought 26 films from 20th Century-Fox Film Corp., to be presented on the alternate weeks. Series has a dramatic format. Young & Rubicam, New York, is the agency for GE.

The new hour-long series will be telecast on an all-live network of 115 CBS-TV stations.

Kodak to Replace 'Norby'

EASTMAN KODAK Co., through J. Walter Thompson Co., New York, has decided to abandon *Norby* (Wed., 7-7:30 p.m. EST, on NBC-TV), effective April 6, and has bought a film series from Screen Gems Inc., New York, which will be sponsored Wednesday 8-8:30 p.m. on NBC-TV, starting April 13.

The new program, *Kodak Request Performance* will run a minimum of 21 weeks. It will include outstanding plays from the current *Ford Theatre,* produced by Screen Gems, and from *Top Plays of 1955,* distributed by Screen Gems.

Kodak firm, which entered television for the first time last January with the all-color *Norby* series, is now formulating plans for a new major tv series to be presented on film next fall over the same 84 stations that will carry *Kodak Request Performance.*

W-H, Lambert Merge

MERGER of Warner-Hudnut Inc., cosmetic firm, and Lambert Co., drug company, was approved at a special stockholders meeting last week. The merger, effective last Wednesday, involved the exchange of one share of Warner-Hudnut common stock for each share of Lambert common.

The firm's new corporate name is Warner-Lambert Pharmaceutical Co. Combined sales of both companies reportedly will exceed $100 million annually.

Pontiac to Switch to Drama

PONTIAC, sponsors of the *Red Buttons Show* on NBC-TV, Fridays, 8-8:30 p.m., will drop the program and sponsor a dramatic series effective Sept. 6, Tuesdays, 9:30-10:30 p.m., alternating weekly with Armstrong Cork Co. Latter advertiser currently sponsors *Circle Theatre,* Tuesdays, 9:30-10 p.m. on NBC-TV but will expand the program to one hour starting in the fall.

Pontiac is represented by MacManus, John & Adams, New York, and Armstrong's agency is BBDO, New York.

The Friday night period, 8-8:30 p.m., has been offered to Chrysler Corp., but nothing definite has been signed.

ME., TENN. ENACT BAIT-SWITCH LAWS

MAINE and Tennessee are the second and third states, respectively, to enact legislation to curb bait and switch advertising, it was announced last week by the Assn. of Better Business Bureaus Inc., New York. The first state, Massachusetts, has had its anti-baiting law in effect since mid-1953.

Maine's law became effective March 14 and Tennessee's March 22, it was reported. The two laws provide penalties up to $500 and advertisers also may be enjoined from such advertising. Basic purpose of the laws is to curb those who advertise merchandise at very low prices with the intent not to sell the merchandise, but rather to switch the prospect to high price items.

Six other states have similar bills pending. These include Rhode Island, New York, Pennsylvania, Ohio, Kansas and California. Illinois is expected to introduce a bill in the near future, it was reported. The bills are based on a model law recommended by the Council of State Governments to state legislatures in its 1954 package of suggested legislation.

ABBB's Bait Advertising Committee has endorsed the model law as a way to curb advertising abuses, but "it also believes the simplest answer to the problem is for media to flatly reject such advertising which is a policy now being followed by most media in such cities as Omaha, St. Louis, Amarillo and Washington, D. C. The BBBs generally consider 'bait' the worst abuse in advertising today."

Meanwhile, ABBB reported that Detroit's bait advertising law had "successfully passed its first test," citing that television repairman James Whitt was fined $100 on March 11 by Traffic Referee John G. Carney. It was alleged that Mr. Whitt, doing business as Do-All Television Service, advertised house calls at $1.50, but "padded this feature price by selling unnecessary tubes."

Kudner Agency Consolidates Print, Radio-Tv Timebuying

PRINT media and the radio-television timebuying departments of Kudner Agency, New York, are being consolidated under the general supervision of Hugh Johnson, director of media, effective this week, J. H. S. Ellis, president of the agency, announced last week.



MR. MARSICH

At the same time it was revealed that John P. Marsich becomes assistant director of media in charge of timebuying, with John J. Murphy Jr., Marjorie C. Scanlan, and Ann Gardiner continuing as timebuyers, and Frank M. Nolan becomes assistant director of media in charge of print buying. Anne Wade, assistant to Mr. Nolan, has been advanced to print media buyer. E. G. Weymouth continues as associate media director.

Mr. Marsich has been with the agency since 1949, first as assistant manager of the radio-tv department and later head timebuyer.

Mr. Nolan started at Kudner in 1935. He has worked on all accounts in the agency.

SPOT NEW BUSINESS

Cinch Products Inc., L. A. (Cinch cake mixes), through Hixson & Jorgensen Inc., there, starts saturation tv-radio spot announcement campaign, with Mon.-Sat. schedule, utilizing in California over 3,900 spots on 21 radio stations and 340 spots on two tv stations; and in Colorado, over 1,000 spots on five radio stations and 60 spots on one tv station, for 13 weeks. Radio-tv spots created by Song Ads Co., Hollywood.

Servisoft of California (soft water service), L. A., through William W. Harvey Co., there, starts cooperative radio spot announcements on undetermined number of western stations and five participations weekly on KRCA (TV) Hollywood *Home,* both effective today (Mon.).

Simoniz Co. Ltd., Toronto, Ont. (floor polish), has started five times weekly announcement campaign on a large number of Canadian radio stations. Agency is Walsh Adv. Ltd., Toronto.

Cudahy Packing Co., Toronto, Ont. (Old Dutch Cleanser), has started weekly half-hour panel program *Hide and Seek* on nine Canadian major market radio stations. Agency is J. J. Gibbons Ltd., Toronto.

Yardley of Canada Ltd., Toronto, Ont. (cosmetics), has started test tv campaign on CFPL-TV London, with film spot announcements twice weekly for 12 weeks. Long range sales results will be tested on this campaign before other stations are used in Canada. Agency is McKim Adv. Ltd., Toronto.

Arnesto Paint Co., N. Y., will use radio spots to open its 1955 campaign. Starting in April for 10 weeks company will use spots in New York, New Jersey and New England areas. Agency is Philips Rohr & Co., N. Y.

NETWORK NEW BUSINESS

Steinberg's Ltd., Montreal (chain grocery), has started weekly half-hour French-language program *14 Rue de Galais* on four French-language CBC-TV network stations for 52 weeks. Firm is also using an English-language film show on CBMT (TV) Montreal, and film spots on English-language Quebec provincial tv stations. Agency is Grant Adv. of Canada, Montreal.

Seaboard Finance Co., L. A., has started three-weekly segments of *Amos 'n' Andy Music Hall* (Mon.-Fri., 6:30-6:55 p.m., PST) on 15 Columbia Pacific Radio Network stations for 13 weeks. Frank Bull & Co., L. A., is agency.

National Labor-Management Foundation (*Partners* magazine) to sponsor Fulton Lewis jr. on Mutual, Sundays, 9-9:15 p.m. EST, starting April 3. This extended Mr. Lewis' program to six-day-a-week basis. Program content to be directed toward articles in magazine.

AGENCY APPOINTMENTS

State Advertising Commission, Tallahassee, Fla., appoints Carey Assoc., Sarasota, to handle tv advertising for Florida during the coming business year.

Clyde Beatty Circus appoints Mort Goodman Adv., L. A., to handle radio spot advertising; **Hotel Riviera,** Las Vegas, names Goodman to handle all advertising jointly with Harris & Whitebrook Adv., Miami Beach; **United Cere-**

people make the best salesmen



...especially people like HERB SHELDON

Wherever there's a TV set in the nation's No. 1 market, Herb finds a warm welcome waiting for him — just for being himself. That means being natural, neighborly and funny, as he entertains (and sells) the lady of the house, every weekday morning from 8:55 to 10. It's a program custom-made for housewives... including a special cooking feature by Josephine McCarthy. And homemakers clearly find Herb captivating, because they keep busy buying the products he demonstrates and recommends.

His clients keep busy, too, writing nice letters like this:

"I cannot tell you how pleased we are with the selling job that you have been doing for Whirlpool. The impact of your 'low pressure selling' is one reason why Whirlpool is number one in the number one market."

David Oreck, V. P. in Charge of Sales, Bruno—New York, Inc.

When you're considering media to help you sell the New York market, remember this oldest of advertising truths: *People Make The Best Salesmen!* And WRCA-TV has some of the warmest, most persuasive people in television. Like Jinx Falkenburg, Norman Brokenshire, Ken Banghart, Gene Rayburn... and like Herb Sheldon.

WRCA-TV • 4

NBC *In New York, sell more on 4*

Represented by NBC SPOT SALES

NEW YORK • CHICAGO • DETROIT • CLEVELAND
WASHINGTON • SAN FRANCISCO • LOS ANGELES
CHARLOTTE* • ATLANTA* • DALLAS*
*Bomar Lowrance Associates

bral Palsy appoints Goodman to handle national and regional tv and radio promotion.

Fradelis Frozen Food Corp., L. A. (frozen "heat and serve" dinners), appoints Mogge-Privett Inc., that city. Local tv will be used with similar campaigns being readied for other markets.

Lee Pharmacal Co., Beverly Hills, appoints J. P. Shelley & Assoc. Inc., L. A., to handle advertising for its new, unnamed pharmaceutical product.

Monarch Finer Foods Division, Consolidated Grocers Corp. (western division), L. A., names Stromberger, LaVene, McKenzie, same city.

Lee Ltd., Beverly Hills (Dri-Mist deodorant), names Erwin, Wasey & Co., L. A.

Parsons Ammonia Co., N. Y., appoints Kiesewetter, Baker, Hagedorn & Smith, N. Y., to handle its advertising, effective April 1. Radio spots will continue to be used and television will be tested.

Magnetic Recorder & Reproducer Corp., Phila., appoints Benham Adv., same city.

Miami High Life, distributor of Miller High Life beer, names Charles Anthony Gross Adv., Miami.

Frigimeats Inc., Chicago (frozen meats), appoints Schwimmer & Scott Inc., that city.

Elgin National Watch Co. (Ordnance Div.) appoints Waldie & Briggs Inc., Chicago, to handle advertising for electronic products under new expanded program. Agency has handled Abrasives Div. account of same company since 1949.

Zotox Pharmacal Co., Stamford, Conn., names Erwin, Wasey of Canada Ltd., Toronto, for Canada.

AGENCY SHORTS

Young & Rubicam, N. Y., has been incorporated in Germany and has completed working agreement there with associate agency, Heumann Werbegesellschaft, Frankfort. Kenneth Hartshorn, London office, is in charge of German organization.

Harold Dreyfus, vice president, Noel, Lent & Assoc., L. A., forms own agency, The Dreyfus Co., with offices at 833 N. Kings Rd. Telephone is Webster 1-1831. Initial accounts are International Pacific Recording Corp., Tastee Products of California, Tippa Products Corp. (imported German Tippa typewriters) and Vi-Cly Industries (paints).

Fred Gardner Co., N. Y., has moved to larger offices at 50 E. 42d St.; telephone: Murray Hill 7-4784.

Sullivan, Stauffer, Colwell & Bayles, N. Y., moves to larger offices, occupying three floors, at 477 Madison Ave.

Sackel Co., 8 Newbury St., Boston, has been opened to handle trade and consumer advertising, merchandising and publicity, with Sol Sackel as president and Ralph Schiff, general manager.

A&A PEOPLE

Arthur W. Lutz, former board chairman, Smart & Final Iris Co., Los Angeles wholesale grocery concern, to board of directors and executive committee, Consolidated Foods Corp., Chicago.

Harold R. Fagerson, vice president in charge of sales, Borden's Chicago Milk Div., named sales director, Chicago-Central District.



A SERIES of "refresher" luncheons was held in Chicago recently for agency and advertising people by Free & Peters Inc., radio-tv station representative, in connection with the Kansas City market, where F&P represents KMBC-TV. Participating in a luncheon March 22 were (l to r): William Tynan, tv sales manager, Free & Peters, Chicago; William Stanton, account executive, Campbell-Mithun Inc., and George Morgan, advertising manager, The Wander Co. (Ovaltine).

L. J. (Larry) Hubbard elected vice president, Doherty, Clifford, Steers & Shenfield, N. Y. Mr. Hubbard joined the firm in 1953 as director of research.

John F. MacKay, creative director and head of creative plans board, Anderson & Cairns, N. Y., elected vice president.

John F. W. McClure, assistant account group supervisor, National Biscuit Co. account, McCann-Erickson, N. Y., appointed vice president.

Walter Mead and **Marjorie Greenbaum,** copy supervisors, Dancer-Fitzgerald-Sample, N. Y., named vice presidents.

John T. Morris, director of marketing, F.&M. Schaefer Brewing Co., elected vice president. Also elevated to vice presidents were **Bruce W. Hackstaff,** director of plant and production, and **Eugene J. O'Connor,** general manager of Schaefer's Albany plant.

Norman R. Anderson, account executive, John W. Shaw Adv. Inc., Chicago, elected vice president.

C. G. Coburn, formerly senior public relations account supervisor, J. Walter Thompson, N. Y., named director of public relations, Pan-American Coffee Bureau.

Richard J. Pearson, advertising and sales promotion manager, Bireley's Div., General Foods, to Erwin, Wasey & Co., Los Angeles, as senior account executive.

Samuel S. Moody Jr., formerly with McCann-Erickson, N. Y., to Robert W. Orr & Assoc., N. Y., as merchandising director. **Estelle Mendelsohn,** formerly with Dancer-Fitzgerald-Sample, N. Y., to copy staff, same agency.

S. J. Niefeld, in charge of special research projects, Henri, Hurst & McDonald Inc., Chicago, appointed research director.

Maurice Umans promoted to creative director, Paris & Peart, N. Y. **Robert Shiels,** formerly with William Esty, named Paris & Peart copy chief. **Bee Hargrove,** formerly with Young & Rubicam, and **Adele Thomas,** formerly with Kenyon & Eckhardt, join as associate copy chiefs. **Michael Matera,** formerly with Hanly Hicks Montgomery, **Bob Reed,** formerly with Fletcher D. Richards, and **Don Torrone,** formerly with J. Walter Thompson, appointed associate art directors.

Robert Kroll, formerly with BBDO, to Warwick & Legler, N. Y., as tv copy supervisor.

Vivian McMurtrey Case, copy chief, Rhoades & Davis, L. A., and previously head of own Portland agency, to West-Marquis Inc., L. A., as copy chief.

John Fish returns to Walter McCreery Inc., Beverly Hills, as art director. He succeeds **James Buckmeyer,** now associated with Clark Ross Adv. Agency, St. Louis.

Jim Neiswander, formerly with WTVI (TV) Belleville, Ill. (St. Louis), to Olian Adv. Agency, St. Louis, as account executive.

Mal Thompson, production supervisor, Transfilm Inc., N. Y., to BBDO same city, as tv producer.

Edward Watson, formerly of CHAT Medicine Hat, Alta., to assistant radio-tv director, E. W. Reynolds Adv. Ltd., Toronto.

Donald W. Brown, formerly continuity director, KVTV (TV) Sioux City, Iowa, and KSOO Sioux Falls, S. D., to Allen & Reynolds, Omaha, Neb., as copywriter.

Beth Norman, former freelance radio-tv producer, San Francisco area, to Richard N. Meltzer Adv. Inc., L. A., as copywriter.

James O'Neil Jr., Continental Baking Co., N. Y., to Ted Bates & Co., same city, as account assistant.

Tom Quigley, commercial manager, CFCF Montreal, to MacLaren Adv. Ltd., Toronto.

Al Weinthal, promotion manager, CFCF Montreal, to radio-tv department, Harold F. Stanfield Ltd., Montreal advertising agency.

Robert Hunter Higgons, formerly account executive, Hicks & Greist, N. Y., named to similar position, Biow-Beirn-Toigo Inc., same city.

Ben Morris, promotion specialist, Lever Bros., N. Y., to marketing and sales development div., Grey Adv., same city.

George W. Morris, Erwin, Wasey & Co., N. Y., to BBDO, same city.

Jack Cummings, BBDO, N. Y., to media dept., Biow-Beirn-Toigo, same city.

Dan Regan, press dept., NBC New York, to publicity staff, Calkins & Holden, same city.

C. Stuart Mitchell, account executive, Compton Adv., N. Y., father of boy, C. Stuart III.

Alex Victor, account executive, Western Adv. Agency, father of boy, Barry, March 11.

Edward Rizzo, tv copy supervisor, Compton Adv., N. Y., and **Robert Van Buren,** artist, same agency, fathers of boys, March 20.

Paul Wickman, vice president for radio-tv, Western Adv. Agency Inc., L. A., resigns to become director of development, National Society for Crippled Children and Adults, Chicago.

Robert M. Watson, newly-elected vice president, Ruthrauff & Ryan, N. Y., will be guest speaker April 21 at Inside Advertising Banquet of Assn. of Advertising Men & Women, Hotel Biltmore, N. Y.



The Flags Flew

This is Harry Martin, tv host with the most. He plows a full schedule of farm programs on Channel 6 in Indianapolis. His *Market Reports*, sponsored by Ralston Purina at noon daily, has the rapt attention of the agricultural set hereabouts (hereabouts includes 90,000 farm families in our coverage area).

A few weeks ago Purina offered, via Harry's show, a hundred mail box flags to the first hundred viewers whose letters or post cards had the earliest postmarks.

The single announcement brought 2,606 requests. The winners were all postmarked within two hours of the announcement. Martin's pulling power prompted Purina to discontinue the offer, which had been set for successive repeats.

***

Harry Martin was born on a farm which was bought from the government by one of his ancestors in 1826, ten years after Indiana became a state. It would take a Wabash Indian to claim earlier roots in Indiana. Pioneering's in his blood — Harry began the first regular farm tv program in Indiana, did the first live studio demonstration commercials (both for WFBM-TV) and keeps in touch with the soil via his suburban acres where he raises rutabagas and Indiana limestone.

Like all WFBM personalities, he also raises results for sponsors.

WFBM-AM & TV

INDIANAPOLIS

National Reps: The Katz Agency

Affiliated with WEOA, Evansville;
WFDF, Flint; WOOD AM & TV, Grand Rapids

WYLIE OUTLINES 'FILM UNIVERSITY'

Author and 'Omnibus' story editor reveals adult education idea under consideration by DuMont and Columbia U. whereby college credits might be earned by viewers. Stations would be permitted to sell adjacent time spots to sponsors of programs.

A WEDDING of university-level institutions and tv film to spawn adult education on a mass basis via commercial stations is being proposed. As of last week, however, the merger had not occurred.

Prime mover of a "film university" is Max Wylie, author of *Clear Channels* and currently story editor of the *Omnibus* project of the Ford Foundation's Tv-Radio Workshop. Mr. Wylie, in an address before the National Television Film Council Thursday, reported on what he said were negotiations between DuMont and Columbia U.'s school of general studies. In sight, he indicated, was the use of DuMont's newly-developed combined live-film camera ("electronicam").

Mr. Wylie said educational institutions could program lecture courses toward degree credit on quality film for showing on commercial stations which would be permitted to sell adjacencies to sponsors. He likened the service to a film library. Viewers who wished to take examinations toward degree credit would pay enrollment fees.

Questioned on Mr. Wylie's assertions, both Columbia U. and DuMont spokesmen said they were premature. A meeting of Ted Bergmann, managing director of the DuMont Television Network; Dean Louis Hacker, Columbia U. school of general studies; Leon Levine, of Columbia's radio-tv department, and Mr. Wylie, had been held, they admitted, but no commitments were made.

It also was understood that DuMont considers this possible use of its live-film camera as only minor when compared to the more extensive plans it is about to take out of wraps. The latter have been hinted to extend from possibilities of "film library service" to film distribution via the network and to "servicing" of film companies.

Actually, the DuMont-Columbia talk, inspired and brought about by Mr. Wylie, explored the possibility of programming courses, probably on a live basis, on DuMont's owned and operated WABD (TV) New York. When mention was made of possible repeats—live or on film—for evening hours within a 48-hour period, Mr. Bergmann reportedly brought up the new DuMont-developed camera.

Columbia U. spokesmen point out that the school now has no plans for so extending its accredited adult extension courses, but should it wish to "experiment" it would be necessary first to obtain university council approval and then to find a way to defray production costs. There was an allusion to the possibility of a grant for this purpose.

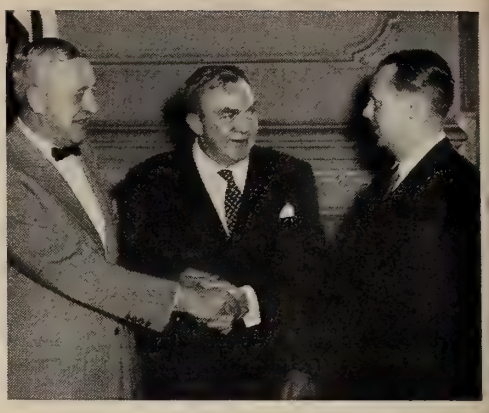
It also was reported that the Columbia-DuMont talk was in terms of programming at the end of this or at the beginning of next year.

Pickford Files New Suit Against Goldwyn for $50,000

ADDITIONAL suit for $50,000 has been filed by Mary Pickford against Samuel Goldwyn in the hassle over Goldwyn Studios. A new complaint, filed March 25 in Long Beach Superior Court, charges that in 1949 the court ordered the producer to remove everything from the property that belonged to him, individually, and to Goldwyn Productions Inc. She charges that, when he failed to do this within the allotted 30 days, the personal property, including sets, props and supplies, fell under her ownership. Damages are asked for Goldwyn's continued use of these assets without accounting to her.

Later last week Miss Pickford was denied an accounting of the rentals, which she had charged Mr. Goldwyn has failed to make to her since 1949. Superior Judge Paul Nourse ruled that the former actress had not been ousted from the studio by Mr. Goldwyn, as she alleged [B•T, March 28], and was therefore not entitled to an accounting.

Miss Pickford's new suit will be heard after the producer's $503,535 suit against her for a share of studio operation and maintenance has been settled.



A "MAYOR" helped a governor celebrate his birthday recently while visiting Springfield, Ill. The occasion was actor Thomas Mitchell's visit to promote his *Mayor of the Town* on WICS (TV) there. L to r: Thomas Staley, president of Staley Milling Co., Kansas City, which sponsors the film on WICS; Mr. Mitchell, and Gov. William Stratton. Mr. Mitchell, who also met with Staley dealers, was accompanied on the visit by Jack Dow, account executive, Bozell & Jacobs; Robert Riley, MCA-TV, and E. B. Corley, Staley div. sales mgr.

'Fairbanks' Sales Drive Starts

SALES drive for *Douglas Fairbanks Presents,* tv series available for first run in over 250 markets, will get underway today (Monday), George T. Shupert, president of ABC Film Syndication Inc., announced last week. The 78 half-hour episodes in the series were produced by Mr. Fairbanks for the Liebmann Breweries for telecast in approximately 12 markets where its Rheingold beer is sold. The dramas star Mr. Fairbanks in one out of every four episodes.

Merchandising material for the series includes a shopping guide which gives advertisers an opportunity to promote products in conjunction with the show. With the addition of the series, ABC Film Syndication now has five properties in syndication. The others are: *Racket Squad; The Playhouse; Kieran's Kaleidoscope,* and *Passport to Danger.*

FILM SALES

Standard Television, Beverly Hills, according to President **Bob Berger,** has closed deals for its 19-feature film package with the following stations: KGNC-TV Amarillo, KFJZ-TV Ft. Worth, WGBI-TV Scranton, WSPD-TV Toledo, WEWS (TV) Cleveland, WOW-TV Omaha, KMBC-TV Kansas City and XETV (TV) Tijuana.

Reid H. Ray Film Industries Inc., St. Paul, announces *Walt's Workshop,* filmed "how-to-do-it" series, has now been placed in its 34th market with sale to KGNC-TV Amarillo, Tex., for 52 weeks. Order was placed through Rosenwald-Krupp & Assoc.

FILM DISTRIBUTION

Sterling Television Co., N. Y., announced last week it has acquired tv distribution rights to all filmed properties of the **TeeVee Co.,** Beverly Hills. Sterling is preparing promotion kits for its new programming. Properties of TeeVee include *Tales of Tomorrow, This Is Charles Laughton, Invitation Playhouse, Little Theatre, Camera's Eye* and *Gigi and Jock.*

FILM PRODUCTION

Reah Productions has begun production on *I Spy,* new **Guild Films Co.** tv series, at **Parsonnet Studios,** Astoria, L. I., N. Y., under Guild Films supervision. The series, starring Raymond Massey, will cover 26 episodes tracing the adventures of famous spies and how they changed the course of history.

Charles Michelson Inc., N. Y., has completed 26 half-hour programs of *The New Adventures of Michael Shayne,* featuring Jeff Chandler and based on character created by Brett Halliday, and will place show on syndication market April 1.

FILM PEOPLE

Edward L. Koenig, Jr., formerly vice president, Vitapix Corp., named assistant to **Hal Roach, Jr.,** as coordinator for national and syndication sales, Hal Roach Enterprises, Culver City, Calif.

Robert Bernstein, formerly with the publicity dept., DuMont Television Network, to public relations staff, Guild Films Co., N. Y., reporting to Lou Shainmark, vice president.

Robert G. Reagan, public information office, U. S. Army, Fort Ord, Calif., to MCA-TV Ltd., film syndication div., as publicity manager for western div., with headquarters in Beverly Hills, Calif.

Judith Anderson, stage and motion picture star, signed last week with B-F Production Co., N. Y., for new one-woman tv dramatic series based on Bible. **Mark Van Doren,** poet, novelist and critic, will edit scripts. Settings for series will be supervised by **Donal Oenslager,** scenic designer. Music will be composed and conducted by **Jerome Moross.**

Peter Harhay, formerly wtih Texas Industrial Film Co., named film director, John Norman Productions, Houston, Tex.

Joe Hoffman, contract writer, Universal-International, and **David Stephenson,** assistant producer, ABC-TV *Cavalcade of America,* to Screen Gems Inc., Hollywood, as producers on NBC-TV *Ford Theatre* and upcoming *Celebrity Theatre,* respectively. **Tony Leader** signed by SG to direct 20 more half-hour films for the firm.

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

WSJS CONVERTS TO COLOR—ALL G-E EQUIPPED

Station Leadership Advanced By Ease and Low Cost of Converting G-E Studio and Transmitter Units

Little more than a year after going on the air, WSJS Television of Winston-Salem, N. C., has not only attracted a major share of the television audience in Piedmont N. C. as measured by independent surveys, but also has scored a "first in color."

Harold Essex, Vice-President and General Manager of the station, says: "a large part of this leadership is due to the fact that viewers are pleased with the high-quality pictures WSJS transmits."

Ease *and low cost* of *converting to color* with G-E wins the praise of Phil Hedrick, operations manager for WSJS Television. He points out that very little modification was required in either studio or transmitter equipment for network color transmission... and that nine months after going on the air, WSJS Television became the first station in the Southeast to telecast a color program. The date—June 25, 1954; the program—NBC's first color film.

WSJS Television now originates a color pattern and plans to add other items to its present system for gradually entering the full range of color telecasting.

WSJS Television obtained the first 8-bay transmitting antenna built by G.E., plus the following major items in its all-G-E set-up: a transmitter, 2000 MC studio transmitter line, studio cameras, film cameras, slide projectors, switching, and other miscellaneous items.

Since its first telecast on September 30, 1953, WSJS Television has operated at 40,000 watts visual and 21.9 kilowatts aural effective radiated power.

Reports of good reception have come in from as far as 100 miles away, including letters from Charlotte and Goldsboro, N. C., and Roanoke, Virginia. Within the main coverage area are 24 counties with a total population of 1,303,700 and an estimated 245,000 TV sets.



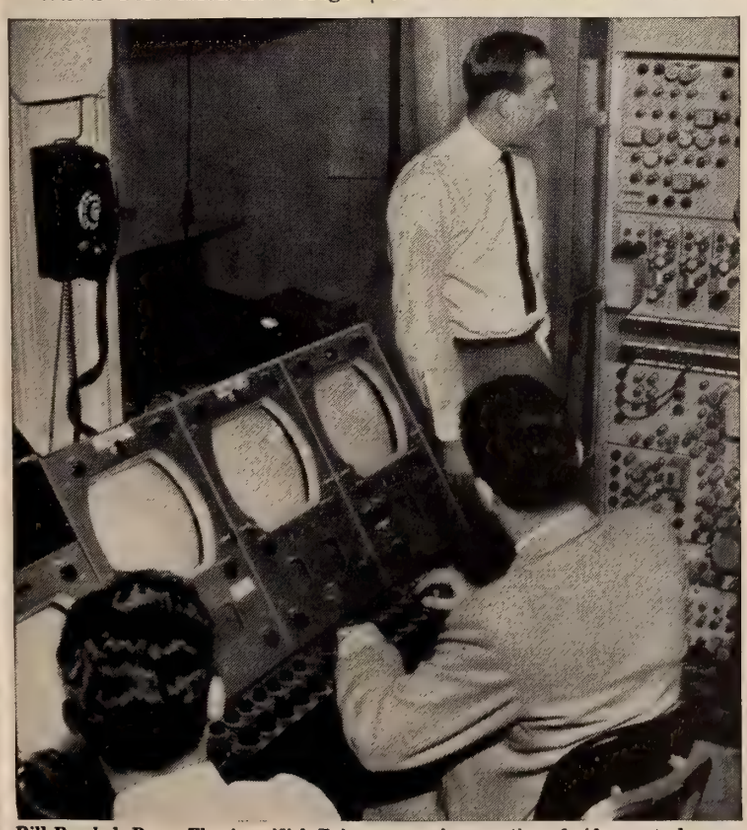
Harold Essex (right) and Phil Hedrick (left), station executives read the interesting G-E booklet "Steps To Color" explaining easy, economical conversion to color TV.

In the center of this coverage lies North Carolina's "Golden Triangle" of Winston-Salem, Greensboro and High Point, with a total population of 367,000—larger than metropolitan Oklahoma City.

Looking back to that summer of 1953 when WSJS Television was getting primed to go on the air, Operations Manager Hedrick has nothing but praise for the *cooperation received from G-E Field Service and Field Engineers.*

"Those G-E men couldn't have turned in a more hard-working or faithful job if they had been on our own staff," Hedrick says. "We received FCC authorization on July 8. The first equipment came through on August 8; from then on the pressure was terrific to meet our deadline of September 30. We were mighty happy to have these G-E engineers sticking right with us on our night-and-day grind."

Commenting on the experience of this initial year, General Manager Essex says, "We knew we could rely on the G-E trademark as a symbol of superb quality and steady performance—tops in the industry. And that G-E equipment really came through for us in this past year with a minimum of difficulties. We're counting on General Electric in all our plans for the future, too."



Bill Paschal, Bruce Fleming, Nick Reisenweaver in a portion of video control room.



Two General Electric cameras to catch the loveliness of singer Jean Houston.

GENERAL ELECTRIC

91.7% of the rural families in our 41 counties listen MOST to WDAY!



THE CITY FAVORITE, TOO!
November, 1954, Hoopers for Fargo-Moorhead show that WDAY gets more than *three times as many daytime listeners as the next station!*

EVERY survey that's ever been made around these parts has shown the tremendous preference for WDAY. The latest, conducted by the Northwest Audit Company of Fargo, gives WDAY a lead of *32* to *1* over the next-best station and *11* to *1* over all other stations *combined!*

A double postcard was mailed to 3,200 rural families living within 150 miles of Fargo, in all directions. Each was asked, "To what one radio station does your family listen the most?"

Of the 1,681 replies, *1,541 said WDAY!*

The survey covered 41 counties in North Dakota, Minnesota and South Dakota, and gives you a good idea of the reception WDAY gets in this area. Get the facts from Free & Peters.

WDAY

FARGO, N. D.

NBC • 5000 WATTS • 970 KILOCYCLES



FREE & PETERS, INC., *Exclusive National Representatives*

CONFERENCE TO FEATURE COST CUTS

NARTB engineering exhibit emphasis will be on cutting costs and improving facilities. Walker, Beville are in charge of arrangements.

NARTB's Ninth Annual Engineering Conference, meeting Wednesday-Thursday (May 25-26) during convention week in Washington, will show radio and tv stations how to cut operating costs and improve facilities, according to A. Prose Walker, NARTB Engineering Dept. manager. Chairman of the conference program committee is Ross Beville, WWDC Washington.

Conference discussion will be "geared to reality," Mr. Walker said, with engineering developments matched against FCC actions and policies as well as with station operation.

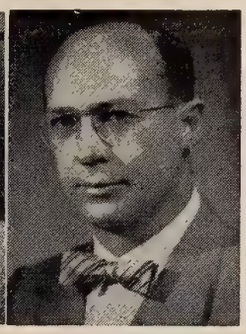
Multiplexing of fm, ways of increasing fm station income and problems of FCC bandwidth proposals will be considered. Remote control of high-power broadcast transmitters and directional antenna systems will be taken up in detail as well as modernizing of equipment to save space and money.

Television topics include color film, networking, color studios, boosters and satellites, proof of performance, high-power transmissions, microwave and low-power tv stations.

The opening day of the conference will be devoted to radio. Raymond F. Guy, NBC director of radio frequency engineering, will preside in the morning and will deliver the opening



MR. BEVILLE



MR. WALKER

address. Mr. Walker will discuss developments in remote control and field tests of gear designed for high-power and directional stations. Philip Smaller, Ampex Corp. research engineer, will review automatic programming systems. Norbert L. Jochem, Gates Radio Co. engineering director, will speak on improved designs for broadcast audio equipment.

Use of transistors in remote amplifiers will be covered by Paul G. Wulfsberg, assistant director of engineering and research, Collins Radio Co. Thomas J. Merson, vice president of Audio-Video Recording Co., will talk on ways of improving tape and disc recording. Final talk of the morning session will be that of Everett S. Lee, technical public relations manager of General Electric Co., speaking on "The Engineer, The Builder."

Radio papers will be delivered in the afternoon of the first conference day by Dr. Leo L. Beranek, president of Bolt, Beranek & Newman, discussing acoustics measurements and studio re-design, and by Charles J. Starner, design engineer of RCA broadcast transmitter section, speaking on operation and economics of phase to amplitude modulation in am broadcast transmitters. Mr. Starner's topic involves use of receiving type tubes up to the final amplifying stage in transmitters, with savings in costs and space.

Two panels are scheduled the same afternoon. Mr. Walker will moderate a panel on fm broadcasting, covering its growing pains and expansion strains. Participants include John H. Bose, staff engineer, Electronics Research Lab, Columbia U.; William Halstead, president, Multiplex Development Corp.; Stanley Joseloff, president, Storecast Corp. of America, and Mr. Beville.

Impact of FCC bandwidth proposals on operating costs will be taken up by a panel headed by Robert E. L. Kennedy, of Kear & Kennedy. Panel members will be Ernest W. Pappenfus, assistant director, engineering and research, Collins Radio Co.; James O. Weldon, president, Continental Electronics Mfg. Co.; A. Earl Cullum Jr., consultant; Fred Damm, transmitter design engineer, Gates Radio Co.; Harold G. Towlson, manager, broadcast transmitter engineering, General Electric Co.; John E. Young, manager, broadcast transmitter engineering section, RCA; Ralph N. Harmon, vice president for engineering, Westinghouse Broadcasting Co.

Glenn C. Boundy, engineering director of Storer Broadcasting Co., will preside at the morning session on Television Day, May 26. The morning agenda includes these papers: "Advancements in Color Film and Slide Programming," Fred F. Bartlett, Philco Corp. sales engineering supervisor, broadcast products; "Conversion of Iconoscope Chains to Vidicon Operation," Joseph W. Belcher, General Precision Labs; "General Characteristics of Color Television Displays," Bernard D. Loughlin, consultant, Hazeltine Corp.; "Network Transmission of Monochrome and Color Tv," James R. Rae, general methods engineer, AT&T; "A CBS-TV Color Studio," Robert B. Monroe, CBS-TV senior project engineer; "Integration of Color Equipment and Existing Monochrome Installations," by a panel including three men from the RCA broadcast transmitters section—Anthony H. Lind, manager, broadcast audio and tv projector engineering; Lannes E. Anderson, tv systems engineering, and Nils J. Oman, development engineer.

Design Problems

A three-man panel will take up problems of design, construction and operation. Dr. George Brown, RCA systems branch laboratory director, will cover design problems. Benjamin Adler, Adler Communications Labs, will handle construction. Eugene E. Overmeier, commercial engineering manager, Sylvania Electric Products, will speak on operations.

Presiding at the afternoon session will be James L. Middlebrooks, engineering director, KING-TV Seattle. Papers include: "A Review of Color Encoding Principles," Robert Deichert, of the color research department, Allen B. DuMont Labs; "Proof of Performance Measurements for a Vhf Tv Station," Richard K. Blackburn, WHEC-TV Rochester technical director, and Bernard C. O'Brien, WHEC-TV chief engineer.

Frank J. Bias, uhf supervisor, transmitter engineering, General Electric Co., will speak on the topic, "Achieving One Megawatt ERP at Uhf." Richard C. McLaughlin, assistant manager of communications products planning, Raytheon Mfg. Co., will discuss "Considerations of Microwave Installations." Final topic of the conference is "A Low-Power Television Station for $50,000," by F. Dan Meadows, general sales manager, and Joseph W. Alinsky, chief engineer, Dage Tv Div., Thompson Products.



THE Television Bureau of Advertising signs a pact with A. C. Nielsen Co. for audience and marketing data. L to r: T. R. Shearer, Nielsen vice president; Oliver Treyz, TvB president, and Dr. Leon Arons, TvB research director. TvB will use Nielsen coordinated audience and commodity sales data in promotion of the medium.

'JOURNAL' CHIDED BY SRA ON RADIO BILLING REPORT

T. F. Flanagan, managing director of Station Representatives Assn., criticizes omission of word 'network' in 'Wall Street Journal' headline on declining radio billings.

FAR from "fading," radio is booming. But if a newspaper is going to headline a story on declining billings in radio, it should specify that it is talking about network radio, which is only a segment of the radio business. This is the gist of a letter sent to *The Wall Street Journal* by T. F. Flanagan, managing director of Station Representatives Assn., in protest to a front page article apearing in that paper March 21.

That story was headlined as "Fading Radio." However, the article dealt with only the network phase, particularly on declining radio network gross billings and the prospect of drastic revisions such as that being proposed by NBC Radio in its planning of "Operation Redesign."

The sub-head of the story read, "Listener and sponsor desertions spur some sharp reshufflings." Mr. Flanagan emphatically pointed up that the headline would have been nearer accurate if it had said "Fading Network Radio" and if the word "network" again had been inserted between "sharp" and "reshuffling" in the sub-head. Network time sales make up only the smallest of the three segments of radio business, Mr. Flanagan said, identifying the three as network, national spot and local retail.

Mr. Flanagan said that local retail business in radio is estimated to have shown a slight increase in 1954 over the previous year and that national spot "at the best estimates" maintained its 1953 level in 1954. In 1953, he said, network grossed about $92.8 million, national spot, $129.6 million and local, $249.5 million. He said the wide differences in the volume of the three "would completely change your story. There was nothing in your . . . article which would indicate to businessmen that there are other sections of radio than network." "Network is only the tail of the radio business, and although the advertisers are chopping off a little

piece of the tail from time to time, the animal is still very healthy," Mr. Flanagan said.

While his letter pressed the differences between network, local and spot, the SRA spokesman later emphasized that his letter was not meant in any way to disparage network radio. On the contrary, he said, representatives hope to see network radio grow. He explained that successful spot advertisers become prospects for network radio, and that, conversely, successful network sponsors may also go into spot. What it narrows down to, he said, is that use of radio by any of the advertisers is advantageous to the medium and, in the long run, advantageous to each of the three types.

Mr. Flanagan told the *Journal* that it "could just as well have published a headline which said 'Radio is Booming'." He said this is so "in spite of all the inaccurate ratings that are published (the top researchers agree that radio is now so universal that it is too costly to measure completely). . . ."

To emphasize radio's "boom," Mr. Flanagan included in his letter data on automobile radio, out-of-living-room, and teen-age listening; figures on radio stations licensed and in operation, and radio sets in use. He summed up: "In fact, radio listening is on the increase, with a different pattern of personal individual listening to programs transmitted from 12 to 24 hours a day on radio stations."

Mississippi Broadcasters Consider Code of Ethics

PROPOSED code of ethics to guide broadcasters has been submitted to the membership of the Mississippi Broadcasters Assn. It was drawn up by Wiley Harris, WJDX-WLBT (TV) Jackson, as chairman of a special committee. Mr. Harris was presented a lifetime membership in MBA, along with Charles J. Wright Sr., WFOR Hattiesburg.

New officers elected at the meeting, held last month in Vicksburg, were Ed Wilkerson, WSLI Jackson, president; Ray Butterfield, WLOX Biloxi, vice president, and Granville Walters, WAML Laurel, secretary-treasurer.

The membership voted to amend its rules to permit member stations to pick whichever football games it wishes to broadcast, with fees fixed by the executive committee. The football committee has arranged broadcasts of college football games.



NEW OFFICERS of the Mississippi Broadcasters Assn. are greeted by Bob Evans, WELO Tupelo, past president, at the March meeting. L to r: Ed Wilkerson, WSLI Jackson, president; Mr. Evans; Ray Butterfield, WLOX Biloxi, vice president, and Granville Walters, WAML Laurel, secretary-treasurer.

NARTB Arranging Program For Wives at Convention

SPECIAL PROGRAM for entertainment of wives of radio-tv station executives attending the NARTB convention May 22-26 in Washington has been arranged by the association. With over 2,500 delegates expected, plans are being made for approximately 500 wives.

The program will include a May 24 noon fashion show and luncheon in the Shoreham Blue Room. Door prizes and favors will be presented. A Wednesday feature will be a daylight cruise aboard the *SS Mount Vernon*, which has been chartered for the trip. The ship will leave at 9:30 a.m., cruising to historic Mount Vernon. The return voyage includes luncheon.

The women's program is being prepared by an arrangements committee, with Mrs. Harold E. Fellows, wife of the NARTB president, as chairman.

Serving with Mrs. Fellows are Mrs. Ralph W. Hardy and Mrs. John F. Meagher, wives of the respective vice presidents for government relations and radio.

The following women serving on the hostess committee are wives of NARTB Convention Committee members: Mrs. Henry B. Clay, KWKH Shreveport, La.; Mrs. Clair R. McCollough, WGAL-TV Lancaster, Pa.; Mrs. Campbell Arnoux, WTAR-TV Norfolk, Va.; Mrs. Kenyon Brown, KWFT Wichita Falls, Tex.; Mrs. Kenneth L. Carter; WAAM (TV) Baltimore; Mrs. E. K. Hartenbower, KCMO Kansas City; Mrs. James H. Moore, WSLS Roanoke, Va.; Mrs. Frank M. Russell, NBC Washington; Mrs. Ben Strouse, WWDC Washington.

NARTB staff liaison is being handled by Frank Riley, assistant manager of publicity and informational services, and Mrs. Louise K. Aldrich, librarian.

More Station Editorials Foreseen in Fellows Talk

TREND toward more broadcasting of station opinion on public issues was seen by Harold E. Fellows, NARTB president, in an address to the American Academy of Political & Social Sciences meeting April 1 in Philadelphia.

Mr. Fellows recalled the history of the FCC's Mayflower decision and its "raised eyebrow" doctrine against expression of political opinion. The decision was abolished three years ago, with the FCC saying, in effect, "You may editorialize but you must give equal opportunity for reply by those holding opposite viewpoints."

"Is even this freedom?" he asked the political science group. He noted similar restrictions are not applicable to printed media and added, "We cannot proceed from the argument that broadcasters are less responsible than publishers, particularly in view of the fact that licensees are so thoroughly examined as to their personal, financial and civic capacities before they are franchised."

Mr. Fellows said he separated the editorial function of the station from that of the commentator or analyst, and said most successful broadcasters try to balance commentaries to reflect every opinion. He said he does not believe broadcasters "will waver in their obligations to the people to report fairly and comment freely."

RAB 'Best Sale' Trophy Won by WEBR Buffalo

TROPHY for "Best Sale of the Month" was awarded for January to WEBR Buffalo, N. Y., Kevin Sweeney, president of Radio Advertising Bureau, announced last week.

WEBR's winning effort was the sale of 25 programs weekly to Delgato Appliance Inc. in Buffalo. The station's sales team in this effort included Bill Doerr, general manager; Carl Kirchhofer, sales director, and Robert Bartemus, account executive. Agency was Ellis Adv., Buffalo. All the programs were sold on a five-day-a-week basis.

Second place in the contest went to Neal Robbins of WKYW Louisville, Ky., who brought a new account into radio (Tri-City Automotive Wholesalers Assn. on behalf of its Certified Automotive Service Budget Plan).

Sale of five 15-minute programs to a group of trailer dealers won Lou Gadeke of KGA Spokane, Wash., third place.

RAB said entries based on March sales will be received at its headquarters—270 Park Ave., New York—up to April 15.

Kentucky Broadcasters Make First Annual 'Mike' Awards

TRIBUTE was paid to nine persons for service to Kentucky Broadcasters Assn. at the annual KBA meeting held March 29 in Louisville, starting an annual presentation of "Kentucky Mike" awards. In the future the awards will be limited to one or two a year.

Gilmore Nunn, WLAP Lexington, KBA first vice president, announced the award winners, including Carl Haverlin, BMI; Sol Taishoff, editor and publisher of B•T; F. E. Lackey, WHOP Hopkinsville, NARTB District 7 director; Hugh O. Potter, WOMI Owensboro, KBA secretary-treasurer; Ray Livesay, WLBH Mattoon, Ill., and Bill Ladd, radio editor, *Louisville Courier-Journal*. Messrs. Haverlin and Livesay were speakers at last week's meeting.

KBA's autumn meeting will be held Oct. 13-14 in Lexington. The 56 stations that took part in the month-long KBA safety campaign in March carried an estimated 17,000 announcements, along with programs. Col. Charles C. Oldham, commissioner of state police and chairman of the governor's coordinating traffic safety committee, praised efforts of broadcasters to reduce accidents and said the rising death rate appeared to have been arrested.

Ill. News Groups Discuss Libel, Equal News Access

EQUAL ACCESS to news for all media and a discussion of libel proposals before the Illinois and Indiana state legislatures highlighted back-to-back freedom of information clinics of the Illinois News Broadcasters Assn. and Associated Press in Springfield Friday and Saturday (April 1-2).

INBA, the Illinois Broadcasters Assn. and Sigma Delta Chi, national professional journalism fraternity, sponsored the AP freedom of information clinic.

Sen. George Drach, Illinois Senate majority whip, followed up his talk before the Illinois Broadcasters Assn. March 25 with a plea Saturday for INBA support of his proposed bill to liberalize libel laws with respect to statements uttered by political candidates. His proposal would cover both civil and criminal libel under Illinois law. It would protect broadcasters against civil as well as criminal damages. A report was given on a bill in Indiana which was passed and vetoed.

The AP clinic involved discussions of news at the police, FBI, sheriff and other enforcement levels and contacts with the Army and Navy. Basil L. Walters, executive editor, *Chicago Daily News*, was scheduled to preside over the opening session, which included William Small, WLS Chicago and INBA head, as a panelist. Robert Guess, news director, WLBH Mattoon, appeared on another panel.

Rep. Paul Simon, Illinois legislature member

The NEW GATES DYNAMOTE

For TWENTY years America's leading Remote Equipment





Now!

- Slenderized for T.V.
- Printed circuit for Greater Reliability.
- Lightest Weight Multi-Channel Ever Built.
- 100% New Throughout.

Almost as old as broadcasting itself, the name "Gates Dynamote" has always meant advanced design in portable remote audio equipment. — The Dynamote is new ALL THE WAY. — Smaller, better, lighter to carry, interchangeable microphone connectors, more facilities and priced lower than ever before. — Full details on request.

GATES

GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.



...the Low-Down on the UPPER OHIO VALLEY!

Wheels are whirring in the Wheeling-Steubenville market—aptly called "the rich Ruhr Valley of America." This is a major market with an abundance of natural resources and fuel; a plentiful supply of manpower has attracted and continues to attract more big industry.

The industry is diversified, including steel, steel fabricating, chemicals, pottery, glassware, paint, toys, tobacco and textiles.

Smart advertisers have learned the best medium to reach this rich market effectively and at the lowest cost per thousand is WTRF-TV, Wheeling, West Va. Within its coverage area there are 397,000 families consisting of 1,399,800 people, owning 304,778 television sets. The combined annual spendable income of this market is $1,980,105,000 or an average of $5,631 per household, $357 more than the national average.

WTRF-TV operates with 316,000 watts on channel 7, broadcasting 120 hours of programming a week including top NBC and ABC shows, supplemented by local originations of widespread interest. Every Telepulse survey made in the Wheeling-Steubenville area has given WTRF-TV a sweeping majority, the latest indicating that 63.5% of the tuned in audience between 12 noon and midnight dialed channel 7.

When planning any television campaign intended to penetrate the major markets of America, remember the "Ruhr Valley of America" and the best medium to reach it—WTRF-TV. For availabilities call Hollingbery or Bob Ferguson, VP and General Manager, Wheeling 1177.

These are but a few of the national and internationally known enterprises located in the Wheeling-Steubenville Area:

Bloch Bros. Tobacco Co.
Columbia Southern Chemical Corp.
Continental Foundry & Machine Co.
Follansbee Steel Corp.
Fostoria Glass Co.
Hammond Bag & Paper Co.
Harker Pottery Co.
Hazel-Atlas Glass Corp.
Wheeling Machine Products Co.
Imperial Glass Corp.
Kaiser Motors Corp.
Louis Marx Toy Co.
National Analine
J. L. Stifel & Sons, Textiles
Sylvania Electric Products, Inc.
U. S. Stamping Co.
Weirton Steel Co.
Wheeling Corrugating Co.
Wheeling Steel Corp.

WTRF-TV Channel **7** 316,000 Watts

WHEELING, WEST VIRGINIA

Equipped for network color

and publisher of the *Troy* (Ill.) *Tribune*, discussed his "Right to Know" bill, which some newsmen questioned as impractical because of certain reservations. It proposes to open all meetings of legislative bodies and local agencies to all media.

INBA was scheduled Saturday to adopt a resolution praising Illinois State Sen. T. MacDowning for opening up the Ill. Senate Judiciary Committee sessions to broadcast recording and camera coverage [B•T, March 28, 21]. It also was slated to choose a board replacement for the late Brooks Watson, news director of WMBD Peoria.

Among scheduled speakers Saturday were Harold Dewing, WCVS Springfield, IBA president; Glen Farrington, WTAX Springfield, and Al Rowe, WSOY Decatur.

RTES Panel Analyzes Religious Programming

DIVERSIFICATION of religious programming was stressed in a panel discussion Wednesday on "Religion on Radio and Tv" during a workshop luncheon in New York by the Radio & Television Executives Society.

Speakers included Dr. S. Franklin Mack, executive director, Broadcasting & Film Commission, National Council of Churches of Christ, U. S. A.; Rabbi Bernard Mandelbaum, Jewish Theological Seminary, program and script supervisor for the Jewish portion of *Frontiers of Faith*, and Richard Walsh, director of tv, National Council of Catholic Men. Albert Crews, tv director of the Broadcasting & Film Commission, was moderator.

Mr. Walsh acknowledged that sponsorship of religious programming, such as Bishop Sheen's *Life Is Worth Living* on DuMont, may be the partial answer to the current "problem" and need of church groups for additional network time. He also said local religious programming is not as extensive on tv as in radio because of the higher production cost involved. Each speaker noted, however, that they are making use of, or plan to use, tv film for local distribution.

Dr. Mack said two yardsticks for religious programming were (1) it must be good, and (2) it must also be acceptable to church "constituents."

Dr. Mack said that much experimentation is being done in programming, particularly in tv, in the process of learning more about methods of using the broadcast media. He said the commission is encouraging such experimentation on the local level, asserting that it is generally recognized that the "future of religious broadcasting" rests in the local community.

Rabbi Mandelbaum reviewed the seminary's experience with the broadcast media, asserting that it has been concerned more with the form that religious radio should take. He said that program development has arrived at the point wherein the dramatic presentation is the most effective in keeping the message general and the best in "getting the point across."

NARTB Am Members 1,200, Total Enrollment 1,916

AM STATION membership of NARTB has passed the 1,200 mark as a result of the current campaign to enroll stations, according to President Harold E. Fellows. Total membership, 1,916, now includes 1,201 am stations, 326 fm stations, 265 tv stations, three radio networks, four tv networks and 117 associates.

The campaign is under direction of Richard M. Brown, KPOJ Portland, Ore., chairman of NARTB's Membership Committee. William

DISCOVER A NEW HIGH IN AIR TRAVEL...



TWA's great new SUPER-G CONSTELLATIONS

LARGEST MOST LUXURIOUS AIRLINERS IN THE SKIES TODAY!



Created by Lockheed especially for TWA!

Powered by Curtiss-Wright's newest Turbo-compound engines!

Interiors by Henry Dreyfuss, world-famous designer!

Here's a combination of unsurpassed luxury and outstanding speed never before dreamed possible—TWA's new Super-G Constellation!

There's a richly decorated lounge for pleasant conversation; four spacious cabins; extra-large lean-back chairs, and many other luxurious features. At mealtime you'll be delighted by each course of a delicious de luxe dinner. And any time at all you can enjoy your favorite drink—champagne, scotch, bourbon, or cocktails, all complimentary, of course.

Now operating non-stop between New York and Los Angeles, Super-G service will soon be extended to key cities coast to coast. Be among the first to try the incomparable new TWA Super-G Constellations.

For reservations, see your TWA travel agent, or call TWA, Trans World Airlines:

MEET FELLOW PASSENGERS in the fashionable "Starlight Lounge." Relax in deep-cushioned sofas, enjoy your favorite drink from TWA's complete beverage service at no extra cost.

Fly the finest... **FLY TWA**

TRANS WORLD AIRLINES

U.S.A. · EUROPE · AFRICA · ASIA

K. Treynor, station relations manager, heads the staff team comprising Jack Barton, assistant manager, and William Carlisle and Al King, field men. The campaign began in mid-February and will last through early May. District directors are directing teams in each state.

On the membership group, besides Chairman Brown, are Kenneth L. Carter, WAAM (TV) Baltimore; Cy Casper, WBBZ Ponca City, Okla.; Henry B. Clay, KWKH Shreveport, La.; John Esau, KTVQ (TV) Oklahoma City; Lester L. Gould, WJNC Jacksonville, N. C.; J. Frank Jarman, WDNC Durham, N. C., and F. Ernest Lackey, WHOP Hopkinsville, Ky.

Godfrey, Nelson, Haase Elected to New AAAA Posts

APPOINTMENTS of Kenneth Godfrey and August Nelson as vice presidents of the American Assn. of Advertising Agencies and Walter Haase as executive secretary-treasurer were announced last week by Frederic R. Gamble, president. The appointments have been approved by the operations committee of the AAAA board of directors.

Messrs. Godfrey and Nelson had been senior executives on the staff at AAAA headquarters in New York. Mr. Haase formerly was assistant secretary-treasurer.

Richard L. Scheidker and Richard Turnbull continue as AAAA vice presidents, appointed in 1948.

Nat'l. Audience Board Sets Tv Commercials Award Unit

STRUCTURE to review tv commercials and make periodic awards to advertising agencies and broadcasting firms was set up in Hollywood last week by the National Audience Board, civic group which recently established a previewing and reviewing system for tv programs [B•T, March 14].

A commercial awards advisory committee, consisting of representatives of 22 local and regional civic and cultural groups, will hear and vote on selected commercials submitted to it.

TRADE ASSN. PEOPLE

Sidney Justin, resident counsel, Paramount Pictures, Hollywood, elected president, Los Angeles Copyright Society, organization specializing in radio-tv, motion picture, entertainment copyright law. Also elected were **Frank H. Ferguson,** resident counsel, 20th Century-Fox, vice president, and **Melville B. Nimmer,** Paramount attorney, secretary-treasurer. Elected to board of trustees: **George W. Cohen,** outgoing president; **Louis E. Swarts; Joseph S. Dubin; C. E. Erkel; Richard W. Jencks; Gunther Lessing; Robert Myers, George F. Wasson Jr.,** and **Laurence M. Weinberg.**

H. B. Price Jr., president, National Appliance & Radio-Tv Dealers Assn., to address luncheon meeting of Rocky Mountain Electrical League at Denver Press Club April 18.

Harold Adamson, Milton Ager, Harry Akst, George Antheil, M. K. Jerome and **Bronislau Kaper** named by nominating committee, American Society of Composers, Authors and Publishers (ASCAP), to run for three-year West Coast committee terms against incumbents **L. Wolfe Gilbert, Johnny Green, Jimmy McHugh, Leo Robin, William Grant Still** and **Harry Warren,** all automatically renominated.

FCC INITIATES FIRST MOVE TOWARD DE-INTERMIXTURE

Comments asked on proposal to de-intermix in four cities: Evansville, Hartford, Peoria and Madison, which would become all-uhf. Hennock's dissent claims de-intermixture should get full study.

FIRST move toward possible tv de-intermixture —making a city all vhf or all uhf—was taken by the FCC last week.

It issued notices of rule making calling for comments on four proposals to de-intermix—Evansville, Ind.; Hartford, Conn.; Madison, Wis., and Peoria, Ill.

The proposals also involve Providence, R. I.; Hatfield, Ind., and Rockford, Ill.

None of the four cities has vhf stations operating within their boundaries or granted at present.

Proposals to de-intermix in all four communities call for the switch of the educational reservation from uhf to the single vhf channel, making each of them all-uhf, commercially.

Hearings among competitive applicants for each of the single vhf channels in the four cities have been held. In three instances, an initial decision has been issued.

In all four instances, proposals to de-intermix had been denied once by the Commission, but in each case petitions for reconsideration were on file.

The orders call for comments by May 2 with replies due 10 days later. The FCC said it will hold oral arguments after the comments and replies are received.

FCC Comr. Frieda B. Hennock dissented to each of the actions. She declared that de-intermixture was a national problem and should be the subject of a full study. She called for a "nationwide reallocation plan," as she has done before.

In other de-intermixture areas, the Commission also last week called for comments by April 29 on a Louisiana Board of Education proposal to shift the educational reservation from ch. 43 to unsought ch. 13 in Monroe, La.

Move Follows Comment To Senate

The FCC's move came three weeks after it told the Senate Commerce Committee that it was considering "selective" de-intermixture. This was in its response to the Plotkin and Jones reports [B•T, March 21].

Still pending before the Commission are petitions asking for de-intermixture of New Orleans and Baton Rouge, La.; Corpus Christi, Tex.; Albany-Schenectady-Troy, N. Y., and Lexington, Ky.

In asking for comments, FCC specified similar issues in each case. These involved:

- Grades A and B contours of presently operating uhf stations and of the proposed vhf stations.
- Number of families receiving service from operating and proposed stations, including fringe homes.
- Number of receivers, including those able to receive uhf.
- Time spent by viewers watching stations outside the service areas of the four cities.
- Areas and populations which would lose service by the change in allocation.
- Information regarding network affiliations and use of network programs, contract terms, possibilities of uhf stations retaining network affiliation in event vhf station begins operating.

Evansville is allocated chs. 7, 50, 56 and 62. Ch. 7 is being sought by Evansville Tv Inc., WGBF and WEOA of that city. Last October an initial decision was issued favoring Evansville Tv Inc. Ch. 50 is held by WEHT (TV) Henderson, Ky. (in the Evansville market area), which is the CBS affiliate. Ch. 62 is held by WFIE (TV) Evansville, affiliated with NBC, ABC and DuMont.

Petition of the two uhf stations to shift the educational reservation to the vhf channel was filed last fall. Early this year, the FCC denied the petition following objections by the three vhf applicants. Early in February, a petition for reconsideration was filed by the two uhf stations, which also suggested that ch. 9 be deleted from Hatfield, Ind., and replaced by ch. 14 from Henderson, Ky. Hatfield's ch. 9 is sought by WVJS and WOMI Owensboro, Ky., with hearing closed last January.

Hartford is allocated chs. 3, 18 and 24. Ch. 3 is the goal of two applicants, WTIC Hartford and Hartford Telecasting Co. No initial decision has yet been issued. Ch. 18 is held by WGTH-TV Hartford, the ABC and DuMont affiliate. Educational ch. 24 is held by the Connecticut State Board of Education.

Four Connecticut River Valley uhf stations last October asked that the Hartford educational reservation be switched from ch. 24 to ch. 3. They are WGTH-TV; WKNB-TV New Britain, NBC affiliated; WHYN-TV and WWLP (TV) Springfield, Mass., the CBS and NBC-ABC affiliates, respectively. The FCC denied this proposal last December and in January the four uhf stations asked for reconsideration. The two vhf applicants opposed this move.

Three weeks ago, ch. 16 WNET (TV) Providence, R. I., petitioned the FCC to move Hartford's ch. 3 to Westerly, R. I., 35 miles outside of Providence. The CBS and ABC affiliated uhf station has been in litigation with the FCC involving its protest against the grant of Providence's ch. 12 to WPRO-TV there. The case is scheduled to be argued in the Court of Appeals in Washington today (Monday). Providence also has pre-freeze ch. 10 WJAR-TV, affiliated with all four networks.

The Providence station's proposal was opposed last week by Hartford ch. 3 applicant WTIC.

Madison Channels Surveyed

Madison is allocated chs. 3, 21, 27 and 33. Ch. 3 is the object of a hearing between WISC of that city and Badger Tv Co. An initial decision in favor of Badger was issued in August 1954. Ch. 21 is held by educational WHA-TV. Ch. 27 is held by WKOW-TV, affiliated with CBS. Ch. 33 is held by WMTV (TV), affiliated with NBC, ABC and DuMont.

Petition to move the educational reservation from ch. 21 to ch. 3 was filed a year ago by WKOW-TV. It was denied last fall, and in February WKOW-TV asked for reconsideration. The vhf applicants opposed the petition.

Last week, ch. 39 WTVO (TV) Rockford, Ill., asked the FCC to move ch. 3 from Madison and assign it to Beloit, Wis., 15 miles from Rockford. WTVO also asked that it be permitted to move to Beloit using ch. 3. The Rockford station said it lost $100,000 in 1954. It competes with ch. 13 WREX-TV in Rockford. WTVO is affiliated with NBC and DuMont; WREX-TV with CBS and ABC.

If the Commission cannot move ch. 3 to

In Detroit...the Town that's Baseball Batty



WKMH

broadcasts the Play-by-Play

account of all

DETROIT TIGER GAMES

NIGHT and DAY
at HOME and AWAY

From early Spring to late Fall the minds of Detroiters swing to baseball! And, they just naturally tune to WKMH, the station that brings the baseball games every afternoon or night on the Detroit Tiger schedule. Just one more example of how you cash in on the station that gives Detroiters what they want to hear the most!

The Community Stations

KNORR Broadcasting CORP.

WKMH

Dearborn–Detroit

FREDERICK A. KNORR, Pres.
GEORGE MILLAR, Mg. Director

Represented by Headley-Reed

Beloit, WTVO said, then ch. 13 should be moved to Aurora or Elgin, Ill., and ch. 51 should be added to Rockford.

Peoria is allocated chs. 8, 19, 37 and 43. Ch. 8 is in contest between WIRL and WMBD Peoria, with an initial decision outstanding in favor of WIRL.

Ch. 19 is held by WTVH-TV, the CBS and ABC affiliate. Ch. 43 is held by WEEK-TV, affiliated with NBC and DuMont.

The two uhf stations suggested last September that the educational reservation be switched from the uhf ch. 37 to ch. 8. In November last year the Commission denied this, and in December the uhf outlet filed for reconsideration. The two vhf applicants filed objections.

Latest de-intermixture petition was filed last week by WICS (TV) Springfield, Ill. Operating on ch. 20, NBC affiliated, the Springfield station suggested that the educational reservation be changed from a uhf channel to the sole vhf channel allocated there. Springfield is allocated chs. 2, 20 and 66, with the last reserved for educational use. Two competing applicants for Springfield's ch. 2 are Sangamon Valley Tv Corp. and WMAY-TV Inc. The former was favored in an initial decision issued last December.

The move, WICS said, would make all of central Illinois uhf, tieing in with the Peoria petition. If that cannot be done, WICS said, then ch. 2 should be added to St. Louis and ch. 41 should be used in Springfield.

Roanoke Vhf Grant Finalized; Flint Stay Petitions Denied

FINAL decision to grant ch. 7 at Ronoake, Va., to Times-World Corp.'s WDBJ there, was announced by FCC last week, making it the second vhf station in that market. Already operating is ch. 10 WSLS-TV, ABC and NBC affiliate.

Grant of ch. 7 to WDBJ was made possible by the dismissal of a competitive application by WROV Roanoke. WDBJ bought the tv assets of defunct ch. 27 WROV-TV for $245,000.

In other tv hearing actions, FCC turned down petitions by WFDF Flint, Mich., and W. S. Butterfield Theatres Inc. which requested reargument and stay of the Commission's final decision of May 14, 1954, granting ch. 12 at Flint to WJR Detroit.

Oral argument was scheduled for April 25 on an examiner's initial decision to grant ch. 29 at Canton, Ohio, to Tri-Cities Telecasting Inc. The examiner proposed denial of competitive bids by WHBC and WCMW there.

COMMENTS SOUGHT ON FCC'S PROPOSAL TO PERMIT CO-CHANNEL UHF BOOSTERS

FCC plan is another move towards bolstering uhf development. May 20 has been set as deadline for comments.

MOVING in still another area to spur uhf development, FCC last week called for comments by May 20 on a new proposal to authorize co-channel uhf booster stations to fill in the shadow areas of the parent uhf station. FCC's term for a booster is "amplifying transmitter."

The Commission concurrently proposed de-intermixture of uhf and vhf channels in four principal markets in an effort to remedy uhf's ills (story, page 64). Last week it also was receiving comments on its proposal to allow low-power tv stations (both uhf and vhf) in small cities (story page 69).

Already in effect is FCC's policy to consider on a case-by-case basis applications for satellites. While a booster outlet would operate on the same channel as the parent station and is intended for uhf only, the satellite operates on a different channel, usually that already allocated to the area in which the satellite is located, and may be either uhf or vhf.

To help determine whether its rules should be amended to allow booster operation, FCC requested comments on booster equipment and costs, any effect on color or monochrome transmissions, minimum separations between boosters and parent or other transmitters, interference safeguards, plans of proponents, hours of operation, remote control operation and other technical considerations.

In its notice, FCC said it "has been concerned with how it can best insure the fullest development of the television industry's potentialities in line with the needs and desires of the American public and the abilities and ingenuity of the American broadcasters.

"The Commission has noted in this connection that there are substantial obstacles presently hindering the bringing of a first television service to many small communities as well as the expanding of multiple, competing services in larger economic and population centers. One of the major obstacles is the failure of uhf stations, thus far, to become fully integrated with established vhf stations into an economically sound, nationwide television service."

The Commission cited its preliminary report on uhf to the Senate Interstate and Foreign Commerce Committee [B•T, March 21] concerning specific actions "calculated to enhance the potentialities for television's growth within the existing allocation system. The Commission expressed its view that the only practicable course of action lies in doing what is possible to promote the present allocation plan utilizing both vhf and uhf channels."

FCC explained that compared with vhf, "the signals from uhf transmitters have less tendency to fill in areas which are not in direct line of sight with the transmitting antenna. Consequently, there are areas which, although lying within the area that would normally be served by a uhf station, are effectively 'shadowed' by intervening terrain and are thereby deprived of service.

"One means of providing uhf television coverage in such shadow areas may be the use of amplifying transmitters operating on the same channel as the main transmitter and dependent upon the main transmitter for the generation of carrier frequencies and modulation."

The notice related successful booster experiments conducted at Vicksburg, Miss., by RCA in conjunction with ch. 25 WJTV (TV) Jackson, Miss. [B•T, Aug. 30, 2, 1954]; Adler Communications Labs., at Waterbury, Conn. [B•T, Dec. 20, 1954]; Sylvania Electric Products Inc. at Emporium, Pa. [B•T, Sept. 21, 1953], and WSM-TV Nashville at Lawrenceburg, Tenn. [B•T, June 7, 1954; Nov. 9, 1953].

FCC also observed that the Radio-Electronics-Television Mfrs. Assn., has established a committee to study the general problem and has submitted an interim report.

The Commission said it desires that the comments submitted in the proceeding present information and data with respect to the following aspects of amplifying transmitter operation:

(a) Complete technical data with respect to amplifying transmitters and associated equipment and operation, including full information as to the complexity and dependability of amplifiers, antennas, etc.

(b) Data with respect to the extent, if any, of the degradation caused by operation of amplifying transmitters on color or monochrome signals and what changes, additions or deletions would be required in the Commission's rules to establish minimum separations (1) between the amplifying transmitters and the main transmitters; (2) between amplifying transmitters of the same main station; (3) between amplifying transmitters of different main stations, both co-channel and adjacent channel; and (4) between amplifying transmitters of one station and the transmitters of a station not having amplifying transmitters.

(c) Data relating to the cost of equipment for such operation, including installation and maintenance.

(d) Information with respect to the technical specifications required to assure that only the authorized television channel would be amplified by the amplifying transmitters.

(e) Information as to the technical specifications required to assure linear rebroadcast of the signal and to protect against the radiation of spurious signals resulting from internal cross modulation or self oscillation.

(f) Information with respect to plans and proposals of interested persons who intend to engage in such operation.

(g) What hours of operation should be required of amplifying transmitters?

(h) Whether amplifying transmitters should be permitted to operate unattended; and if so, under what conditions.

(i) What is the maximum distance from the main transmitter that amplifying transmitters should be permitted?

(j) What minimum power and antenna height requirements should be established for amplifying transmitter operation?

(k) What requirements should be provided for

Indians Had TeePee, Not TeeVee

NATIONAL parks may have fine tv sites, but raising towers there can wreck imagination of youngsters wanting to re-live cowboy-and-Indian days. That's how FCC explained it to young Wally Marcellus of Scottsbluff, Neb., who wrote President Eisenhower asking why new ch. 10 KSTF (TV) couldn't build atop The Bluffs.

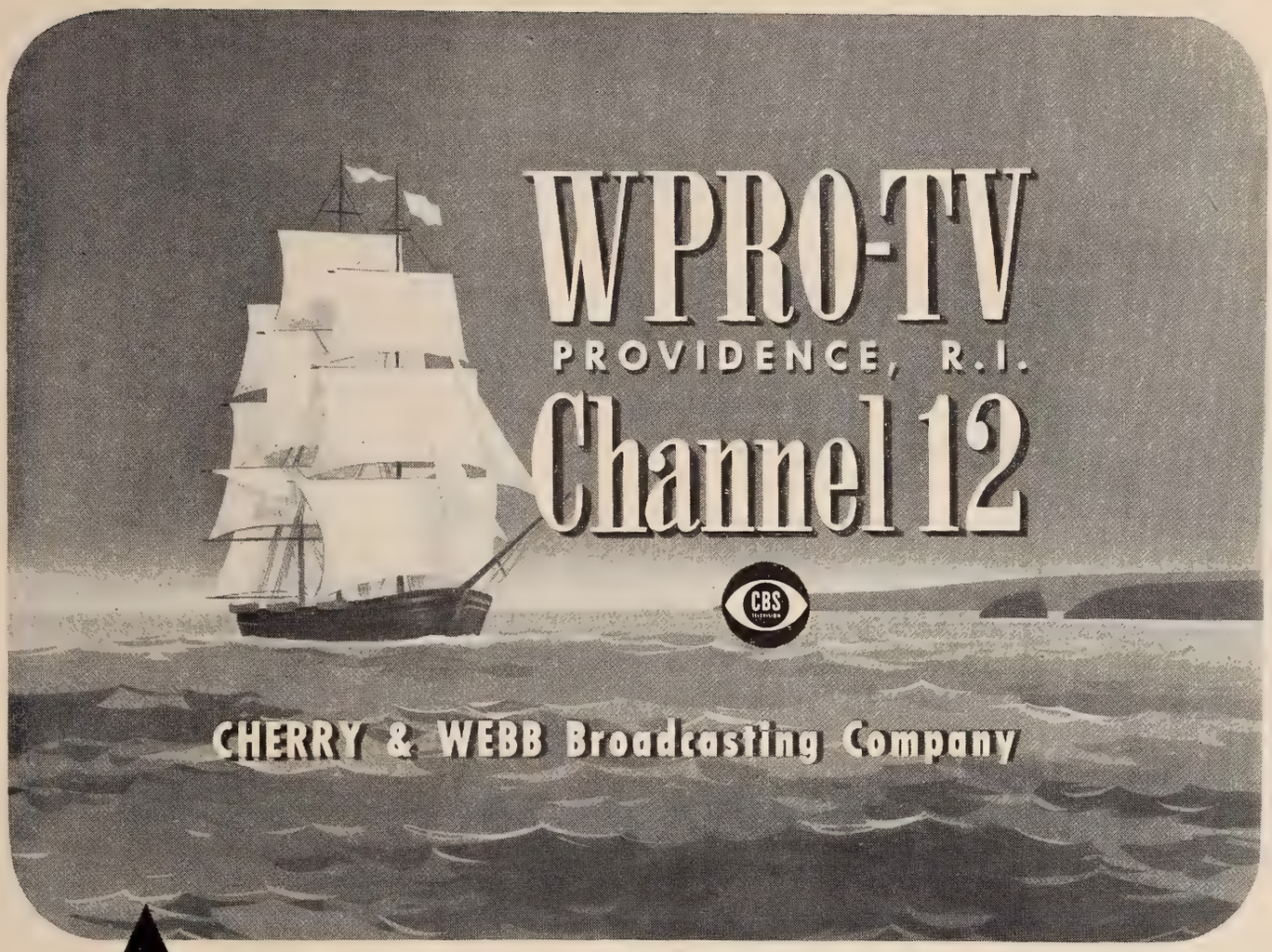
FCC's explanation (written by an engineer, not a lawyer) said:

Actually, the television station has already been given a permit to build its tower at another location which should give good television reception to the people in Scottsbluff. But the station wanted to use The Bluffs because it would let them provide television to a lot of people outside of Scottsbluff. We would like to encourage them to do this, but unfortunately, The Bluffs cannot be used for this purpose.

As you know, The Bluffs were used by the early settlers to watch for Indians and were very important to the early development of your part of the country. The land has been set aside as a National Monument to preserve it in its original state so that you and your friends can go up there and see the land just as the pioneers did. When you grow up and marry, you can take your little boy up there too, and tell him the story of the Indians and the pioneers and it will be just as it was when there were really wild Indians around.

If a television tower were built there, it would sort of spoil it a little because we know there were no television towers there when the settlers came. Then people might build electric lines and highways, and hot dog stands and pretty soon it would look just like any other part of the country, and you couldn't go to The Bluffs and imagine that you were living back in the days of the Indians.

When you grow up, you will appreciate more the importance of keeping some parts of your country as they were in early days, so that they will be a monument to the people that braved the dangers of the wilderness to settle this country of ours. Thank you for writing to the President.



The symbol of TOP TELEVISION in New England's BIG THREE Market

The "Big Three"—Providence, Fall River and New Bedford—together comprise the nation's 14th market, a billion dollar retail sales area.

In this market the familiar call letters WPRO have long stood for the best in radio, with the largest listening audience in the area.

Now WPRO-TV brings to this audience the best in TV from CBS Television and local originations over Channel 12, continuing a long tradition of community service.

WPRO-TV is owned and operated by the Cherry & Webb Broadcasting Company.

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Oil and Man's Quest for Freedom

By COURTNEY C. BROWN, Ph. D.
Dean, Graduate School of Business, Columbia University

Over the centuries man's efforts to live better and, at the same time, enjoy more leisure, have been part of his quest for freedom to develop culturally and politically. In earlier years the few in power usually secured this freedom and leisure by enslaving the many. As time has gone by, alternative means of supplying energy for man's work, more compatible with human freedom, have been developed.

Wind, animals, wood, water, coal, natural gas and petroleum have supplied the power to make our modern way of life possible. The petroleum industry is entitled to a proud place in this progression of sources of energy. In the last half century its contribution to energizing the world's work, and making it more mobile, has been spectacular.

America's oil industry, with its companies large and small, with its local, state, national and international operations, with its geologists, engineers, financiers and marketers, is a striking example of free men voluntarily contributing their talents and efforts to a socially useful purpose.

The ingenuity, courage and adaptability of the industry is made possible by its voluntary nature. Those who are in the industry are there because they like it. They like the opportunity to be right or wrong, to compete with their fellows, to try new ways of doing things. And, of course, they like the just rewards a man can earn in the oil business.

Out of the restless and insistent stirring that characterizes the petroleum industry has come more than crude oil and its products. Many advanced methods of business administration have had their experimental start and later development in the oil companies. The development of workable, competitive relationships among large and small companies within the industry has been a daily task. Questions of national interest on conservation of our natural resources have generally been answered successfully within the oil industry. In its operations abroad, lessons have been learned of commercial and industrial diplomacy to complement our nation's political diplomacy.

As a supplier of essential energy, the petroleum industry has proved itself in the past and present . . . and promises an expanding future. As an energizer of men's thoughts and a contributor to freedom, it will continue to play an increasingly important role.

This is one of a series of reports by outstanding Americans on the U.S. oil industry.
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station identification of amplifying transmitters?
(l) Whether amplifying transmitters should be required to maintain a minimum field strength over a specific area?
(m) Whether amplifying transmitters should be required, or permitted, to employ vertical polarization?
(n) Whether (1) the number of amplifying transmitters should be limited in any particular area; (2) the number of amplifying transmitters operating in conjunction with a particular main station should be limited; and (3) whether and by what manner the rules governing multiple ownership of television broadcast stations should apply to the operation of such amplifying transmitters?
(o) Whether any technical standards prescribed by the rules should be amended for such operation, and how the standards should be so amended?

Asking for comments by May 20, FCC said comments or briefs in reply to such original comments as may be submitted should be filed within 20 days from the last day for filing said original comments or briefs. "No additional comments may be filed unless (1) specifically requested by the Commission or (2) good cause for filing such additional comments is established. The Commission will consider all such additional comments submitted before taking further action in this matter, and if any comments appear to warrant the holding of a hearing, oral argument, or demonstration, notice of the time and place of such hearing, oral argument or demonstration will be given."

FCC Gets Mixed Comments On Low-Power Tv Proposal

MIXED COMMENTS were filed last week to the FCC's proposal to permit low-powered, 100-w tv stations in communities with populations below 50,000.

Adler Communications Labs, New Rochelle, N. Y., said it was in full accord with the objectives of Sylvania Electric Co.'s petition regarding the establishment of satellite tv stations filed last year [B•T, Sept. 21, 1953] and also with comments of RETMA.

Adler reported that for the past year-and-a-half it has been conducting experimental work in low power tv. The company said it has received a large number of inquiries from existing tv and am stations, dealers and others interested in establishing low-powered tv stations for the purpose of extending tv service into areas not now being served adequately. The majority of such inquiries come from the Pacific Coast and the Northwest area, Adler said.

The need for a receiver-to-transmitter relay link to be owned and operated by a low power tv station for satellite operation where these stations cannot be located to pick up an originating stations signal was emphasized by Adler. This might be achieved through use of uhf tv equipment operating in unused uhf tv channels or standard microwave relay equipment operating in the microwave relay channels reserved for tv studio transmitter link service, Adler said. The high cost of common carrier to do this will act as a deterrent to the development and growth of low power tv, Adler reported.

In his comments to the FCC, Gus Zaharias, president of WTIP Charleston, W. Va., believed it would be in the public interest to allow such use of the vhf band on a case-by-case basis. Mr. Zaharias noted that if there is to be a competitive tv service the FCC must revise the rules under the Sixth Report and Order. Mr. Zaharias noted that drastic measures are needed to reduce the present "monopolistic" complexion of tv and recommended the allocation of additional tv facilities. He deemed it unwise to restrict low power tv use to areas in a particular population bracket, as this would be assuming that areas above that bracket are receiving adequate tv service. Mr. Zaharias said that under the present structure there are not only small towns without tv facilities, but that in larger cities where all the service is provided by one or two stations, there is so much preoccupation with network programming that local tv becomes of minor significance and facilities for local expression are limited or non-existent.

Meanwhile, Seward Community Tv Inc., holder of franchise agreements with principals in Seward and Kenai, both Alaska, filed comments opposing the FCC proposal. Neither Seward, with a population under 6,000, and Kenai, under 3,000, can support an allocated tv station, the comment noted. Seward Community said that the programming requirements of Seward and Kenai are different, and where local interest indicates a willingness and ability to serve these needs they should be given priority over any possible extension-by-satellite, owned or controlled by a high-powered parent station.

FCC Seeks Comment on AT&T Off-the-Air Service for Tvs

THE FCC last week asked for comments on the AT&T's plans to provide off-the-air service for tv stations in remote areas of the country [B•T, Feb. 28]. The Commission set April 29 as the deadline for comments.

The AT&T proposal—which came after many complaints that the telephone company's intercity connection charges were excessive—offers to bring a network outlet's signals to a small station via off-the-air relay. Each "connection" will be individually priced, AT&T said, with prospective savings of about half of that for direct interconnection at distances from 100 to 125 miles. The greatest savings over charges for direct interconnection, AT&T said, would be for the longer distances.

Each individual station would have to make its own arrangements with a network and the nearest network affiliate, the telephone company said. It also warned that it did not think the quality of the off-air system would be as good as that of the direct connection service.

The AT&T off-the-air pickup plan came following an FCC proposal that tv operators in small, remote areas should have the right to build and operate their own tv relay systems. The Commission's proposal received virtually overwhelming support from broadcasters commenting [B•T, Nov. 15, 1954]. The FCC has not yet made a final decision on that proposal.

Satisfied

ONLY 11% of AT&T's intercity tv connections are being shared, the FCC's Common Carrier Bureau told the Commission last week in a petition to dismiss the five-year-old investigation of the Bell System's allocation of tv facilities among the networks.

Apparently all service requirements are being met satisfactorily, the Common Carrier Bureau said. Thus, the proceedings should be closed.

The investigation began in late 1950 following complaints by DuMont Television Network and ABC that they were being "frozen" out of intercity tv circuits because of the heavier demands for NBC and CBS programs. Before the hearings began, all networks and AT&T evolved a plan for allocating circuits which were approved by all concerned. This worked on a formula involving station requests and a revolving position each month for first choices.

FCC DEFENDS ITS FT. WAYNE RULING

STOUT defense of its decision in the Fort Wayne ch. 69 case was made by the FCC last week.

In a brief filed with the U. S. Court of Appeals in Washington, the Commission insisted that it was justified in denying James R. Fleming and the late Paul V. McNutt (Anthony Wayne Broadcasting) and granting the uhf channel to WANE Fort Wayne.

The FCC, overruling the examiner, decided that WANE was better qualified on the issues of local diversification of the media of communications. It also held that Mr. Fleming and Mr. McNutt are controlling trustees of the *Fort Wayne Journal Gazette*, which in conjunction with the *Fort Wayne News Sentinel* (WGL), requires "forced" combination advertising rates for classified and national advertisers. This makes the qualifications of the Anthony Wayne owners questionable, the Commission held.

Anthony Wayne, in its brief argued that the Commission held erroneously since Mr. Fleming and Mr. McNutt could not breach the contract between the two papers in establishing joint mechanical and business operations. It also held the practice of combination newspaper rates is not illegal [B•T, Feb. 7].

The Commission said:

"That the Commission may take into consideration the responsibility of an applicant for competitive practices which, while perhaps not in violation of law, are nevertheless inconsistent with long established public policy of the United States in favor of competition, is beyond question."

Antitrust Study Asks Curb on Regulation

IMPLIED call for regulatory agencies to lessen their hold on the industries they oversee—in order to promote competition—was made by a special antitrust study committee to the Attorney General last week.

In a chapter on regulated industries, the 60-man committee of attorneys and economists endorsed competition "as the major rule in our private enterprise economy."

With an obvious eye on price fixing, rate regulation, etc., the committee added:

"The committee notes an apparent trend toward . . . government control. We call attention to the fact that such regulation tends to beget further regulation. For if one industry is regulated then it may be urged that its competitors should, in fairness, also be regulated . . ."

Although broadcasting was not mentioned by name—the committee was more concerned with railroads, motor carriers, airlines and other such regulated industries—it is a regulated industry operating under the eye of the FCC.

In general, the committee made the following recommendations among others:

- Repeal of the fair trade laws. This would free many products—including radio and tv receivers—from producer-fixed prices.
- Raise from the present $5,000 to $10,000 the maximum penalty for antitrust violations.
- Give judges discretion to award less than treble damages in private antitrust suits.

Proof that members of a trade association participated in a conspiracy violating antitrust laws should be required, the committee declared. "Blanket findings" based on mere guilt

by membership should be avoided, the committee said.

The committee was appointed by Attorney General Herbert Brownell Jr. last fall.

Few, if any, antitrust actions have been instituted against broadcasters. However, some manufacturers affiliated with broadcast networks and stations have been involved in such litigation. They are RCA, General Electric and Westinghouse, among others. At the present time, RCA has been charged with violation of the antitrust laws by the Dept. of Justice and in a private suit by Zenith Radio Corp. (see stories on pages 86-87). The broadcaster-owned Broadcast Music Inc. also is the defendant in a $150 million antitrust suit filed by the Songwriters of America late in 1953.

Senate Hears FCC Request For $85,000

Commission executive officer Robert Cox points up agency's need for salary finances and indicates curtailed spending on other normal activities.

THE SENATE Appropriations Committee last week heard testimony on a House-passed supplemental appropriations bill (HR 4903) to give $85,000 to the FCC to continue its work on tv applications and other backlogs and to maintain its staff at the present average of 1,030 persons through June 30, end of the 1955 fiscal year.

Robert Cox, FCC executive officer, told the Senate group that the FCC's budget for fiscal 1955 was $700,000 less than that for fiscal 1954.

The FCC requested a reduced budget for this year, he said, in anticipation of "a situation which didn't materialize." He referred to the FCC's "attrition policy," which didn't work out.

Mr. Cox explained that the FCC attrition plan was to replace departing employes only when necessary. But the tightened job situation caused fewer employes than normally to quit and the FCC had to do some recruiting to fill important vacancies left in its Field Monitoring Bureau, he said.

Mr. Cox said the FCC could balance its books only by "a couple of payless days," unless the $85,000 is approved. He said the FCC has frozen its spending on items other than salaries; that the FCC chairman is being "hard-boiled" about traveling expenses, and that the Commission is not carrying through its plan to purchase six more automobiles authorized for field monitoring.

Answering a question from Sen. Spessard Holland (D-Fla.), Mr. Cox blamed delays and time lapses in some FCC cases on the Administrative Procedures Act.

He said the FCC still has three of six temporary hearing examiners hired to help reduce the applications backlog. The regular number of examiners is around 11. All of the six temporary examiners were kept into the 1955 calendar year, he said.

Although the FCC received $300,000 extra for fiscal 1954, there were "strings" tied to it which made it "difficult to operate," Mr. Cox said, referring to the delays under the Administrative Procedure Act. He said the FCC turned back a total of $440,000 for that year because "we didn't want to spend the money just for the sake of spending it."

Mr. Cox made the statements about the money turnback in reply to questions from Sen. Allen Ellender (D-La.) "It just doesn't add up," Sen Ellender had said.

HOUSE APPROVES FUNDS FOR FCC STUDY OF ECONOMICS IN NETWORK RADIO-TV

Appropriations bill earmarks $80,000 for the project. Bill now moves to Senate Appropriations Subcommittee, chairmanned by Sen. Magnuson, who is investigating networks, plus uhf-vhf problems.

THE FCC's ambition of several years' standing —to study the economics of radio and tv networks—was a possibility instead of a dream last week as the House passed an appropriations bill earmarking $80,000 for that purpose in the agency's fiscal 1956 budget.

The House's approval of the Independent Offices Appropriations Bill (HR 5240) came Wednesday after a House Independent Offices Appropriations Subcommittee had submitted the bill boosting by $170,000 the $6.7 million FCC budget recommended by the President.

FCC made its plea for more money last Feb. 17 at a closed hearing before the House Appropriations subcommittee, headed by Rep. Albert Thomas (D-Tex.). Balance of the $170,000 increase—$90,000—is to continue efforts "in eliminating the backlogs of work in television and radio and special services activities," particularly in tv.

The new $6,870,000 FCC budget, as passed by the House and which now goes to the Senate, represents a boost of $240,600 over the agency's budget for fiscal 1955.

The increased FCC budget was submitted over the previous weekend to the full House Appropriations Committee, headed by Rep. Clarence Cannon (D-Mo.), and was reported on the House floor Monday.

Meanwhile, the Senate Appropriations Committee, to which the 1956 appropriations bill will be referred when it reaches the Senate, last week heard testimony from an FCC spokesman on a fiscal 1955 supplemental funds measure (HR 4903) which would give the FCC $85,000 to continue work on the backlog and maintain its present strength of some 1,030 employes until July 1 (see story this page).

Would Add 27

A table submitted by Rep. Thomas during debate Wednesday on the 1956 appropriations bill showed a projected increase of FCC personnel, under the proposed $170,000 budget boost, to 1,057 employes—or 27 more than present strength, including additional staff people for the FCC network study.

These figures do not take into account some 50 to 60 additional FCC employes who work on reimbursable projects and who thus are paid from separate funds. These additional funds would run from a fourth to a third of a million dollars, according to Robert Cox, FCC executive officer.

It has been felt the FCC may be in for some searching questions when the bill reaches the Senate Appropriations Committee. The bill will go for hearing to that group's Independent Offices Appropriations Subcommittee, which is headed by Sen. Warren G. Magnuson (D-Wash.). As chairman of the Senate Commerce Committee, Sen. Magnuson is conducting an investigation of the networks and the uhf-vhf situation, and may want to know whether the FCC study will in any way duplicate the Commerce Committee's probe.

A spokesman for Sen. Magnuson, however, said last week the Washington Democrat is likely to be friendly to FCC funds increase. He said Sen. Magnuson feels the FCC has been too long on a "bread and water" diet imposed on the agency by the Executive Branch's Bureau of the Budget recommendations.

The $80,000 approved by the House for the network study compares with $100,000 suggested by FCC members during the February hearing [B•T, March 28]. FCC spokesmen said the probe would take a minimum of six months. The Commission has requested funds for such a study every year since 1951.

There were varying views last week at the FCC on who should conduct the study, how it should be conducted, how soon it would start and how long it would take.

One spokesman felt there is much the FCC can look into which the Senate Commerce Committee cannot, but thought there should be liaison between the FCC and Senate probers to eliminate unnecessary duplication that would waste money.

FCC's task would be a "study," not an "investigation," he thought, since FCC is not going to prosecute anyone as it usually is thought of in connection with an investigation. He felt FCC should carry out the study both by questionnaires and by going to a station's files to look over its records. Since everyone knows the problems (uhf troubles in getting network affiliations; option time, program syndication by networks, etc.), the end to be accomplished will be to get at the details and learn the whys and wherefores, he believed.

He felt new people—qualified experts—should be hired to do the job.

Another spokesman was against questionnaires or public airing of station problems, because, he said, station operators would be afraid to go on record with their true views. He felt FCC should send investigators to the stations to look over files for factual situations.

This official thought the FCC might contract a private law firm, one not now in the communications field, to conduct the study.

FCC Comr. Robert E. Lee felt a network study by FCC would be in more expert hands than in Congress and thought FCC should assume the "leadership" in such an undertaking. He thinks the FCC, as its first step after receiving funds, should select 8 or 10 expert staff people and assign them to the study, hiring extra outside help if necessary.

Comr. Lee thinks the FCC study should begin with a detailed questionnaire to networks. He believes the study would take 90 days to get underway and about a year to complete.

Although Comr. Lee does not feel a probe will turn up any serious evils, he believes the FCC should review the problems and air them.

Comr. Frieda B. Hennock was flatly against a network study by the FCC, feeling that the Commission is too susceptible to industry influence. It was understood she is much more favorable toward a probe by the Senate, with no holds barred, believing this is the only certain way to get at the bottom of the problem and obtain legislative correction. Comr. Hennock didn't feel that FCC's chain broadcasting or any other Commission rules are adequate, and she already is on record in this respect.

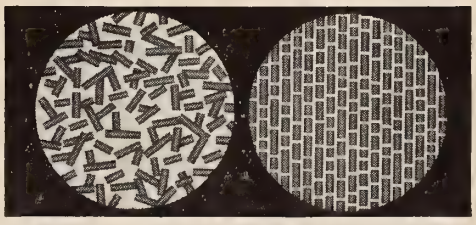
She said the FCC never has acted on the protest filed in 1947 against CBS by National Assn. of Radio Station Representatives (NARSR) that the network was entering the spot representation field [B•T, Oct. 6, 1947]. She recalled that a hearing was held, but that FCC never took any action.



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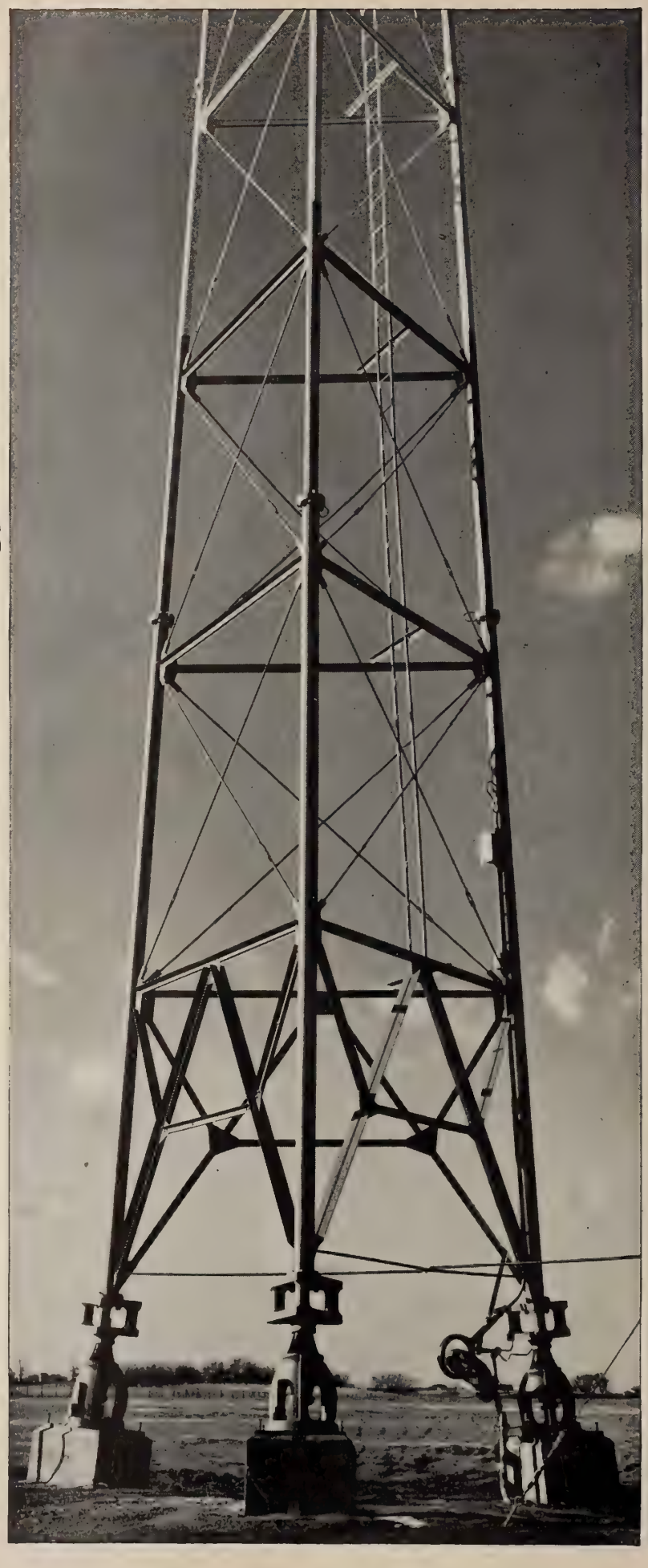
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SALANT, PLOTKIN DEBATE TV VIEWS

CBS vice president and former Senate commerce counsel debate problems of option time and de-intermixture at Federal Communications Bar Assn. luncheon in Washington.

A WARNING that adoption of the Plotkin proposal that network option time be abolished [B•T, Feb. 7] might mean the death of television networking was sounded last week by Richard S. Salant, CBS vice president.

Mr. Salant made his prediction in a debate with Harry M. Plotkin, author of the report bearing his name, before members of the Federal Communications Bar Assn. at a luncheon meeting in Washington.

Conversely, Mr. Plotkin warned that unless a solution is found to the uhf problem, networks may become common carriers through legislation.

Television networking is big business, Mr. Salant said. It has to be because it has to use "acres of studios, of storage space for props," a large working force and millions invested in equipment, Mr. Salant pointed out. Yet, he admonished, a "nice" profit can be turned into a huge loss in a hurry "by just a couple of cancellations."

The real "touchstone," Mr. Salant pointed out, is public opinion.

"The public has placed a greater stamp of approval on the tv industry than on any other industry," he said. Tv and the networks live in a goldfish bowl and have got to operate in the public interest, he added.

The problems are internal, Mr. Salant emphasized. The solution must come from within the industry rather than from the outside through regulation or legislation.

"We must be careful," he said, "that we don't throw the baby out with the bath water."

Small Station Problem

Basically, Mr. Salant said, the uhf problem is the problem of small stations.

Before any move is made against present network practices, Mr. Salant said, two questions have to be answered:

Do you want networks? And, have they done more harm than good?

This, after all, Mr. Salant said, involves "only five hours and 28 minutes a day."

Mr. Plotkin, former FCC assistant general counsel, held that the answer to the uhf economic plight lay in assuring a greater source of programs and making affiliates more independent of networks.

He said that where there are three or more tv outlets in a single market, stations become "subservient" to the networks.

Abolition of option time would permit stations to assert their freedom from network domination, Mr. Plotkin said.

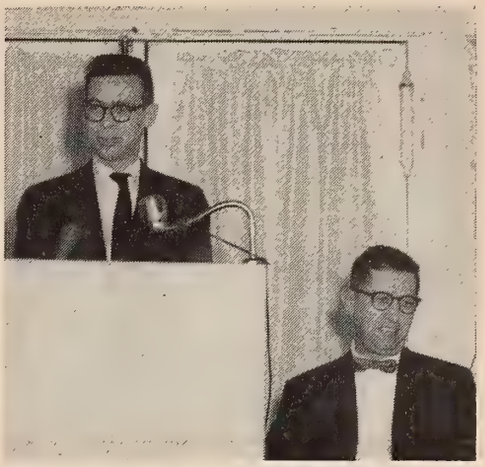
Present network practices, Mr. Plotkin said, mean that when a station has a national spot account in option time, the network can preempt the time on 56 days notice. Even on non-option time, the station generally will accede to a network's request for time, Mr. Plotkin said. This does not give stations enough stability to build up non-network programming and advertising, he said.

Mr. Plotkin also repeated his convictions that moving all tv to uhf was perhaps the most logical move, but not feasible. The 30 million sets now in existence would mean an "extensive dislocation" which might ruin tv, he said. Among other things, he pointed out, moving all tv stations to uhf would mean that present fringe viewers would lose service altogether.

Mr. Plotkin also frowned on de-intermixture. Where there is no vhf station on the air, he explained, it might be possible. Otherwise, de-intermixture would also result in dislocations.

Deletion of the excise tax on all-channel tv receivers would help, Mr. Plotkin said. It would bring price parity to vhf and uhf sets, he said.

In answer to a question from the floor suggesting the equalization of vhf and uhf by reducing vhf power and antenna heights and mileage separations, Mr. Plotkin said that he did not believe shrinking service areas would benefit stations. It would mean the loss of advertising support, he said, and result in poor programming.



SALANT AND PLOTKIN

SPOKESMAN for the accused says the accuser's plan would kill tv networking.

L'HEUREUX SEEN AS GOP COUNSEL

Attorney, now counsel on Senate Commerce Committee's staff, is considered Bricker's choice to head minority side of network, uhf-vhf probe.

SPECULATION on the appointment of Robert L'Heureux, counsel on the Senate Commerce Committee's professional staff, as Republican counsel for the committee's investigation of network and uhf-vhf troubles gained increasing currency last week.



MR. L'HEUREUX

Although no official announcement had been made by late Thursday, it was understood Mr. L'Heureux had been chosen to represent GOP committee members by Sen. John W. Bricker (R-Ohio), the group's ranking Republican and its chairman in the 83d Congress.

Mr. L'Heureux has been with the committee since the opening of the 83d Congress in 1953, when he joined as chief committee counsel under the chairmanship of the late Sen. Charles Tobey (R-N.H.). Mr. L'Heureux, also from New Hampshire, moved to the Commerce Committee from the Senate Banking & Currency Committee, where he also had served as chief counsel.

He became counsel for the committee's Business & Consumer Interests Subcommittee upon the death of Sen. Tobey in 1953 [B•T, July 27, 1953]. In the 84th Congress he has performed various committee jobs in behalf of Sen. Bricker and other GOP committee members.

Mr. L'Heureux also has served as counsel to the Joint Congressional Committee on Defense Production. He is a graduate of St. Anselm's College, Manchester, N. H. (1934), and the Georgetown U. (D.C.) Law School (1938). He holds master's degrees from Georgetown U. and George Washington U. (D.C.) and a Litt. B. from the U. of Montreal.

Meanwhile, Sidney Davis, who had been named the week before as Democratic counsel for the committee's network probe by Chairman Warren G. Magnuson (D-Wash.), officially assumed his new duties last week. He indicated no announcement would come until after the Senate's Easter recess (April 5-12, inclusive) concerning the date the committee's upcoming hearings will begin.

Coordinating the network probe will be Nicholas Zapple, the committee's professional communications counsel.

Upon his appointment, Mr. L'Heureux would succeed Robert F. Jones, former FCC commissioner and former Ohio congressman, who served as GOP counsel for the probe from its preliminary phase last summer until last February, when he submitted a progress report on his findings [B•T, Feb. 21]. Mr. Davis succeeds Harry M. Plotkin, former FCC assistant general counsel, who likewise left the post of Democratic counsel for the inquiry upon submitting a memorandum of suggestions [B•T, Feb. 7].

The FCC and the Justice Dept. are scheduled to testify at the coming hearings on the recommendations of Messrs. Jones and Plotkin. The two agencies also have been asked to make interim reports, with final reports in six months.

Senate Passes Over Rule To Give Witness Tv Choice

A RESOLUTION entitling a witness in a Senate committee hearing to object to being televised was passed over by the Senate last week on a call of the calendar.

The resolution (S Res 17) would permit a witness to object to being televised on grounds of distraction, harassment or physical discomfort, with committee members present ruling on his request.

The measure was passed over upon the request of Sen. Alan Bible (D-Nev.) Monday on a call of the calendar. It would amend Rule XXV of the Senate's standing rules.

S Res 17 was based on recommendations made by a Senate Rules Subcommittee in January [B•T, Jan. 10] after hearings during the 83d Congress on overhauling Senate committee procedures. The subcommittee, under chairmanship of Sen. William E. Jenner (R-Ind.) during the 83d, also recommended a study of the practicability of installing modern facilities on Capitol Hill for radio-tv and other coverage of committee hearings.

During last year's hearings [B•T, July 5, 1954, *et seq.*], radio-tv broadcasters rallied strongly to the defense of their media's rights [B•T, Aug. 9, 1954].

COMR. LEE URGES SELF-POLICING

He tells Tennessee broadcasters the FCC receives complaints of excessive and/or lengthy commercials, bait-and-switch advertising and bad taste programming.

CALL for radio and tv operators to be militant in self-policing, rather than allow the task to fall to the FCC or some other government agency, was voiced last Monday by FCC Comr. Robert E. Lee in a talk before the Tennessee Assn. of Broadcasters at Nashville.

Complaints received by FCC now fall into three categories, he said, listing them as (1) excessive commercials, both as to number and duration, (2) bait-and-switch advertising and (3) bad taste programming. Although noting "that a clamor from a militant minority can frequently create an impression of a serious problem that may or may not exist," Comr. Lee urged "serious self appraisal of where we stand today in the delicate matter of programming the public interest."

As to excessive commercials, Comr. Lee personally said he would not object to "99.4% commercially sponsored time, but I do object to an unreasonable amount of the broadcast hour being devoted to the sales pitch." He warned that the practice is harmful because it drives listeners away until all are gone, followed by the advertiser.

"You have no solution when you cram more and more commercials down the throats of fewer and fewer listeners," he said. "It would be infinitely better to redouble efforts to improve programming, thus capturing more audience and hence more advertising."

Although bait-and-switch advertising is of primary concern to the Federal Trade Commission, Comr. Lee noted, FCC "cannot ignore this type of advertising and, as one member of the Commission, I condemn it."

'Bad Taste' Responsibility

Comr. Lee said bad taste programming "does not give me personally the problem it does others. As a father of three, there are some programs I would prefer my children not to watch. I admit that there are bad programs on the air —there are bad books, too. By and large, however, I do not believe broadcasters are contributing to juvenile delinquency through programming.

"In order to have heroes you must have villains. The Indian has scalped the cowboy since time immemorial without prostituting the nation. Robin Hood was something of a communist in endeavoring to spread the wealth by stealing from the rich to give to the poor. Jack and the beanstalk was a real delinquent who disobeyed his mother, ran away, killed his neighbor, stole his property and returned in triumph to share his ill-gotten gains with his mother for a happy remaining life."

Mentioning the colorcast of *Macbeth* as "one of the finest tv productions I have seen to date," Comr. Lee said he was not aware of any complaints "on the horrible sights enacted. Most of the Commandments were broken in this play with vivid action."

Comr. Lee hesitated in defining FCC's responsibility in such problems because "the line between public interest and censorship is dangerously close."

"If we deny a station the right to broadcast horse-race odds as an aid to gambling, are we not in effect censoring?" Comr. Lee asked. "I do not know where public interest leaves off and censorship begins, but if I ever have to make the decision I would probably take a calculated risk and refuse to censor, since I am well aware of the dangers to the American way of life that such a step could lead."

In respect to license renewal policy and "overall program review," Comr. Lee said, "continued abuse by broadcasters of their public service responsibility may bring us closer to a semblance of censorship that we all want to shun. Don't force the FCC to enter this dangerous area."

WKAT FAVORED FOR MIAMI CH. 10

THIRD commercial vhf tv station for Miami came in prospect last week as FCC Examiner Herbert Sharfman issued his initial decision proposing to grant ch. 10 there to A. Frank Katzentine's WKAT-AM-FM Miami Beach. The examiner would deny competitive bids by L. B. Wilson Inc. (WCKY Cincinnati), North Dade Video Inc. and Public Service Television Inc. (National Airlines).

Already operating at Miami are ch. 4 WTVJ (TV) and George B. Storer's ch. 23 WGBS-TV. Initial decision to grant ch. 7 to Biscayne Television Inc. (merger of WIOD and WQAM) is awaiting final ruling by FCC. Permits for ch. 33 WMFL (TV) and educational ch. 2 WTHS-TV are outstanding.

In a detailed comparative analysis of the four applicants, Examiner Sharfman concluded that WKAT has a "clear lead in the composite consideration of local ownership, civic participation and integration of ownership and management. When this is coupled with the assurances of operation in the public interest inferable from its long past broadcast record as a whole, it is apparent that the greater likelihood it offers of fulfilling its promises are a formidable challenge to any competitor who would try to overtake it."

The examiner noted that "the other applicants are not without virtures of their own, as WKAT itself recognizes. Wilson is a broadcast licensee of long standing, and while its Cincinnati programming is subject to criticism [commercial percentage at night], it was felt that traits of character exhibited by its operators justified a conclusion that reliance could be placed upon its proposals here. It made an admirable preparatory effort.

"Unfortunately for it, however, its one real link with the Miami area was broken when Mr. [L. B.] Wilson died, and the assurance it offers cannot be held to measure up to those of WKAT, enjoying the advantages alluded to."

North Dade, headed by steel fabricator Frank Brysen, and including as vice president-manager, Walter Compton, tv consultant and former manager of WTTG (TV) Washington, also could not match WKAT's merits, the examiner concluded.

"North Dade is a group of nine local amateurs and one professional. That it hopes to break into the glamorous field of television is not in itself to be held against it, as the way is open to any qualified applicant, veteran or newcomer," Mr. Sharfman wrote. "It merits recognition, apart from local residence and attendant factors, because of the television experience of its 10% stockholder and proposed general manager, a fact which also entitles it to a slight preference point on staffing. But it, like Wilson, falls short of equaling the appeal of WKAT."

The examiner pointed out that although Public Service "is a newcomer to the field," it is wholly owned by National Airlines, "a corporation with deep local roots, with principals intimately identified with Florida and the Miami area. Its parents's primary business, however, is not radio or television, but air transportation. Its management team is accustomed to regulation, though there were signs on the record of this proceeding that it is occasionally restive and demands a free rein."

Considering the resemblances between the two fields as "superficial," the examiner felt that "with the best will in the world, success in one field does not automatically promise equal success in the other. Accordingly, though full weight is accorded National Airlines' record as an air carrier . . . it's total qualifications as a television applicant do not equal those of WKAT, already revealed in its long broadcasting record in the community, an operation subject to the jurisdiction of this commission."

The examiner explained "the preference which has been accorded WKAT in the preceding discussion survives despite the fact that in one or two program categories its proposals did not come up to its opponents." The examiner also refused to disqualify WKAT because of onetime horse-race programs aired by the station.

FCC Defends Decision In Allentown-Easton Case

DEFENSE of the Court of Appeals' decision in the nine-year-old Allentown-Easton, Pa., 1230 kc case was submitted to the Supreme Court last week by WHOL Allentown.

The court is expected to hear argument on the case the week of April 18.

WHOL held that the FCC was wrong in deciding the Allentown-Easton radio hearing on the ground that Easton needed a new station more than Allentown did. WHOL claimed that the Communication Act requires a full hearing on all comparative issues.

It also charged that the FCC's grant to Easton Publishing Co.—overturned last summer by the U. S. Court of Appeals in Washington—permitted an overconcentration of control of the media of communications and was based on "tainted" testimony. It also declared that Easton Publishing Co.'s program proposals were "shrouded in uncertainty."

Easton Publishing Co. owns the *Easton Express* and is the licensee of ch. 57 WGLV (TV) Easton.

The FCC erred further, WHOL said, in overruling the examiner's findings based on the demeanor of witnesses.

Following a hearing with three other applicants, what is now CBS-affiliated WHOL, began operating on 1280 kc in Allentown. This decision was appealed by Easton and sustained by the courts. A second hearing was held in 1951, which resulted in the examiner proposing to affirm the grant to WHOL. The Commission, however, reversed the examiner and issued a final grant to the Easton applicant. WHOL then appealed and again the appellate court remanded the case to the Commission. It is this decision which the FCC appealed to the Supreme Court.

Earlier this month, the Commission told the Supreme Court that the lower court was applying its own judgment on policy for the Commission's [B•T, March 7]. It also claimed that the court misunderstood a high tribunal decision regarding the right to overrule an examiner's judgment regarding witness' demeanor.

Earlier last month, the Supreme Court refused to permit the Easton Publishing Co. to intervene in this case.



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Three Am CPs, Two Switches Among Authorizations by FCC

NEW standard stations at Clifton, Ariz., Campbell, Ohio, and Madison, Ga., were authorized by the FCC last week.

A 250 w fulltime outlet on 1450 kc at Clifton was granted to Henry Chester Darwin, doing business as Darwin Bcstg. Co. Mr. Darwin is owner of KPAS Banning, Calif.

A 250 w daytimer on 1570 kc at Campbell went to Myron Jones, president-majority stockholder and general manager of WJET Erie, Pa. Grant is subject to such interference as may be caused by the proposed operation of WAKU Latrobe, Pa., which is to increase its power to 1 kw on 1570 kc.

At Madison, a new 1 kw daytime on 1250 kc went to David Leonard Hitchcock, owner of a local electrical appliance company.

Also, the FCC granted authority to WKOZ Kosciusko, Miss., to change from unlimited 250 w operation on 1340 kc to daytime operation with 5 kw on 1350 kc. KWEW Hobbs, N. M., was granted change in its facilities from 250 w unlimited operation on 1490 kc to 1480 kc with 1 kw fulltime, utilizing a nighttime directional array.

Meanwhile, by memorandum opinion and order, the FCC granted petitions of WWNH Rochester, N. H., and WVDA Boston, Mass., for reconsideration of the Commission's action of last January granting without hearing the bid of Granite State Broadcasting Co. for a new 5 kw fulltime am station at Dover, N. H., on 1270 kc, directional antenna. FCC postponed the effective date of the Granite State grant pending final determination of hearing to be held April 27.

By separate order, the FCC dismissed the protest of WHK Cleveland, Ohio, for reconsideration of the Commission's grant without hearing of the application of WCED Dubois, Pa., to change its daytime directional pattern.

Industry Testimony Invited On Campaign Funds Hearing

REPRESENTATIVES of the networks and NARTB have been invited to testify at hearings in Washington April 12-13 by a Senate Elections Subcommittee on a bill to boost campaign expenditures for elections of Presidents and congressmen.

The bill (S 636), introduced by Sen. Thomas C. Hennings (D-Mo.), subcommittee chairman, would boost national committee spending during presidential elections from $3 million to $12.3 million and would set similar upward ceilings for candidates for senator and representative [B•T, March 28].

WSPA-TV Move Protests To Be Heard April 25

HEARING on protests against the move of the ch. 7 transmitter of WSPA-TV Spartanburg, S. C., to Paris Mt., 5½ miles outside Greenville, S. C., will be held April 25, the FCC announced last week.

The Commission acted following an appeals court ruling that protestants ch. 23 WGVL (TV) Greenville and ch. 40 WAIM-TV Anderson, S. C., must be given a hearing on their objections to the WSPA-TV move [B•T, March 28].

The uhf stations charged that the WSPA-TV move was dictated by its desire to secure a CBS affiliation. At its original site, Hogback Mt., the Greenville and Anderson stations said, WSPA-TV would overlap coverage with CBS-affiliated WBTV (TV) Charlotte, N. C. This would prevent WSPA-TV from securing a CBS affiliation, they said, and it was for this purpose that the Paris Mt. site was chosen.

WSPA-TV received its grant in 1953 with its transmitter on Hogback Mt. Early in 1954, it asked the FCC for permission to begin temporary operation on Paris Mt. This was opposed by the Greenville and Anderson stations and after a court-directed stay order, WSPA-TV dropped its temporary authority and asked for a permanent move to Paris Mt. After the FCC granted this, further court appeals were taken by the two uhf stations. Two weeks ago, the court ruled that the FCC must allow the protestants to plead their cases in an administrative hearing.

Hearings Set This Week On Tv-Delinquency Tie-up

THE SENATE Juvenile Delinquency Subcommittee has set hearings for Wednesday and Thursday this week on television programming as possible factors in juvenile delinquency.

The hearings will be held from 10 a.m. to noon both days, tentatively in the old Supreme Court Room of the Capitol Bldg., according to James H. Bobo, chief counsel.

Chairman Estes Kefauver (D-Tenn.) has invited all the tv networks and NARTB to send representatives for testimony. He said the hearings will be open to radio-tv coverage.

Witnesses scheduled by last week for the hearings, which may run over into a third day, were: Wednesday—Prof. Dallas Smythe, Illinois U. Institute of Communications Research; Dr. Eleanor E. Maccoby, Harvard U. social relations department; Dr. Ralph Banay, Columbia U. research psychiatrist; Harold Fellows, president, and Edward Bronson, Tv Code affairs director, both NARTB. Thursday—FCC Comr. Frieda B. Hennock; Dr. Paul Lazarsfeld, Columbia U. sociology department; William A. Wood, station manager, educational WQED (TV) Pittsburgh.

Messrs. Fellows and Bronson will make a progress report on what NARTB has done in stepping up its monitoring program and in increasing its Tv Code staff.

Merchandising Tie-ins Under Scrutiny of FTC

THE Federal Trade Commission has under investigation merchandising tie-ins, on local radio and tv stations, that tend to discriminate against other advertisers in the same market.

This was revealed by FTC Chairman Edward F. Howrey before a House appropriations subcommittee last February. The extent of the probe was not made public, but Chairman Howrey did cite two general situations—one involving food processors or manufacturers and the other manufacturers of drug products.

In the first case, local radio or tv stations have afforded "free advertising" to local retail chains on condition that they make available space for display and promotional services on behalf of an advertising food processor or manufacturer. Through this tie-in between national advertising and local retail store displays, the FTC claims, manufacturers may be providing advertising and promotional facilities which discriminate against competitors of the chain stores that receive the benefits of the arrangement.

The second case involved a group of drug chains that brought pressure upon drug manufacturers to purchase time on a national tv program, with the manufacturers bearing the major burden of the cost. The drug chains sponsored the show cooperatively on local stations.

Tulsa Competitors Charge KTVX (TV) Misrepresentation

CHARGES that KTVX (TV) Muskogee was misrepresenting itself as a Tulsa station were made by KOTV (TV) and KVOO-TV Tulsa in complaints filed with the FCC last week.

The two Tulsa stations asked the Commission to issue cease and desist orders to prevent ch. 8 KTVX from continuing the alleged practices. They also asked that the Muskogee station be set for hearing if it persisted in identifying itself as a Tulsa station.

Gist of the complaints by the two Tulsa vhf stations are as follows:

That in its advertising and promotion, KTVX is identifying itself as a Tulsa area station or as a Muskogee-Tulsa station. That KTVX is omitting mention of its location in Muskogee in station identifications and that it implies it is a Tulsa station by mentioning its ownership by Tulsa Broadcasting Co. (KTUL). That it is advertising heavily in Tulsa newspapers, but not at all in Muskogee newspapers. That a Tulsa address is given for the station in some of its trade advertising. That in some commercials, listeners are urged to write the station, at a Tulsa box number. That in its trade promotion it is exaggerating its coverage of eastern Oklahoma.

Other charges alleged that KTVX plans to build its studios in Tulsa and that it boasts of its tie with Griffin Grocery Co., and uses this connection possibly in restraint of trade.

Similar allegations were made last year by then operating ch. 23 KCEB (TV) Tulsa. The Commission held that the charges were made prematurely, since KTVX had not yet begun operating.

Robert S. McCaw Wins Grant For Yakima, Wash., Ch. 23

NEW tv station on ch. 23 at Yakima, Wash., was granted by the FCC last week.

The station is owned by Robert S. McCaw, doing business as Chinook Tv Co. Mr. McCaw is president and one-third owner of KYAK Yakima, KALE-AM-FM Richland, and KLAN Renton, all Washington, and also is 10% owner of Harbor Tv Corp., community tv system at Aberdeen.

The new tv station will operate with an effective radiated power of 21.9 kw visual and 11.7 kw aural, with antenna 960 ft. above average terrain. Estimated construction cost was listed as $114,156 with first year operating cost as $120,000.

Ch. 29 KIMA-TV is presently the only operating station at Yakima.

FCC Grants WTAP (TV) Sale To Zanesville Publishing Co.

SALE of ch. 15 WTAP (TV) Parkersburg, W. Va., by Howard L. Chernoff and associates for $124,609 to Zanesville Publishing Co., received FCC approval last week.

Zanesville Publishing, 63% owner of WHIZ-AM-TV in that Ohio city, and publisher of the *Zanesville Signal* and *Times-Recorder*, is owned by Clay Littick and family. WHIZ-TV operates on ch. 18.

WTAP began operating in November 1953. A balance sheet submitted as of December 31, 1954, listed total liabilities of $334,595 with a 1954 loss of $128,088. (For details of other sales receiving FCC approval last week see FOR THE RECORD, page 93.)



Did you smear it on the cat?

If that's how you tested your Advertising Council campaigns, she licked the right ideas. Just look below at the job done by four of the many hundreds of campaigns you've created since 1942. And by you, *we mean all the agency account men, writers, artists, and media people who have given the Advertising Council their time, talent, and space for free. But the job's not finished, so don't give away your cat. You'll need her to test ideas for new Advertising Council campaigns to help solve some of America's most pressing problems.*

PUBLIC SERVICE · ADVERTISING COUNCIL ·

Helped drop death rate for all accidents to lowest figure on record.

Created Smokey, the Fire Preventin' Bear, who helped reduce forest fires.

Helped raise the number of local citizens' committees working for Better Schools from 17 to 9000 in 4 years.

Recruited 350,000 volunteer skywatchers for the Ground Observer Corps.

The Advertising Council, Inc., 25 West 45th Street, New York 36, N. Y.



TV OUTLETS START IN TAMPA, WACO

SECOND tv outlets for Tampa, Fla., and Waco, Tex., were scheduled to begin commercial programming last Friday (April 1).

In Tampa, WTVT (TV), on ch. 13, will be affiliated with CBS and represented by Avery-Knodel Inc. Opening program was to include a half-hour film of Ybor City, local Latin section. W. Walter Tison is vice president and general manager.

In Waco, KWTX-TV, the first vhf there, is represented by John E. Pearson Tv Inc. The ch. 10 station is owned by KWTX Broadcasting Co. Equipment is RCA.

Two other new tv stations have reported construction progress:

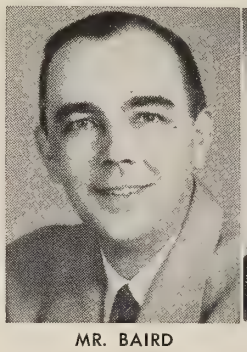
WBRZ (TV) Baton Rouge, La., began test patterns last Wednesday and expected to begin commercial programming on April 14 affiliated with NBC and ABC. Doug Manship is president of the ch. 2 station. National representative is George P. Hollingbery Co.

KGMB-TV Honolulu (ch. 9) has announced that its satellite KHBC-TV Hilo (ch. 9) has begun test patterns and that its other satellite, KMAU (TV) Wailuku (ch. 3), will complete installation of equipment in about three weeks. The programs of KGMB-TV will be rebroadcast in their entirety. There will be no rate increase, C. Richard Evans, vice president and general manager, said.

Pearson Appoints Baird To Head Atlanta Office

PLANS for the expansion of John E. Pearson Co., New York, station representative firm, were announced last Thursday by John E. Pearson, president. The company will open a new office in Atlanta, servicing advertisers and agencies in the Southeast and going as far west as New Orleans and Memphis.

Robert M. Baird, a vice president who has been in charge of the company's Dallas office for three years, has been appointed head of the Atlanta operation.


MR. BAIRD


MR. MURPHY

Mr. Baird will be replaced in Dallas by Thomas R. Murphy, formerly a vice president of Grant Adv. in charge of the agency's Dallas office.

Prior to his association with the agency, Mr. Murphy was with KRLD Dallas, as an account executive.

The Atlanta office is the seventh branch operation to be opened by Pearson.

KSD, 'Post-Dispatch' Head Joseph Pulitzer Dies At 70

JOSEPH PULITZER, 70, president of KSD-AM-TV St. Louis and editor-publisher of the *St. Louis Post-Dispatch*, died Wednesday night from a ruptured blood vessel in the abdomen.

Last week Mr. Pulitzer had been going about his duties normally and had been at his office all day Wednesday after attending the annual gridiron dinner of the St. Louis Ad Club, Tuesday. He became ill about 9:30 p.m. Wednesday and was taken to Barnes Hospital where he died.


MR. PULITZER

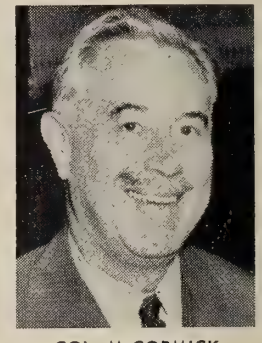
Shortly after broadcasting began in the early 20s, Mr. Pulitzer asked his advertising manager, George M. Burbach, what he thought about radio. Mr. Burbach figured radio programs and a radio page in the newspaper would attract advertising linage. Mr. Pulitzer left business details of the project to Mr. Burbach and the station took the air in 1922. About a year later KSD was granted its present 550 kc frequency. KSD-TV took the air Feb. 8, 1947, on ch. 5.

Mr. Pulitzer is survived by his widow; two sons, Joseph Jr., associate editor of the *Post-Dispatch* and vice president of the Pulitzer Publishing Co., and Michael, of Boston; two daughters, a brother and a sister, and eight grandchildren.

Mr. Pulitzer had been head of the *Post-Dispatch* over 40 years, taking over from his father, the elder Joseph Pulitzer, who died Oct. 29, 1911.

Col. Robert McCormick Dies; WGN-AM-TV Among Holdings

COL. ROBERT R. McCORMICK, 74, president of WGN-AM-TV Chicago, died early Friday at his farm home west of Chicago. Col. McCormick had been hospitalized several times in recent years, having suffered from erysipelas and pneumonia as well as undergoing an abdominal operation.


COL. McCORMICK

Col. McCormick had been active in his work until early in March despite a January operation to correct adhesions and had spent part of the winter in Florida. He returned to Chicago March 10, spending a period under observation in a hospital and then moving out to his farm.

As president of the Tribune Co. he also controlled WPIX (TV) New York, a unit of News Syndicate Co. which is owned by Tribune Co.

In 1910 he joined his cousin, the late Joseph Medill Patterson, in taking over control of the *Tribune*. WGN was founded in 1924.

Col. McCormick's wife, Mrs. Maryland Mathison McCormick, survives.

Knight Replaces Chatfield As WMAZ News Director

BEN F. CHATFIELD, news director of WMAZ Macon, Ga., since 1946, has announced his resignation from the station, effective Friday. Ferrell Knight, with the WMAZ news staff since 1948, has been named successor by Wilton E. Cobb, WMAZ general manager.

Mr. Chatfield is the holder of citations, including the Peabody award given by the Henry W. Grady School of Journalism, U. of Georgia. He holds the Bronze Star and other citations for Pacific duty in World War

II and covered the early occupation of Japan and the surrender on the *Missouri*.

During the Truman administration Mr. Chatfield was a member of the President's Radio & Tv Advisory Council. A former president of the National Assn. of Radio & Tv News Directors (1951) he continues to be active in the association's operation and is chairman of the convention arrangements committee.

The WMAZ staff now includes, besides Mr. Knight, Orion Hudson, assistant news director, and Herb Kassner, tv news director. Joe Andrews, formerly of the staff, is now secretary of the Macon Chamber of Commerce.

W. WARD DORRELL ELECTED BLAIR V.P.

GREATER use of research data and technique in national spot selling was cited last week as motivating the election of W. Ward Dorrell, research director and program consultant at John Blair & Co. and Blair-Tv, to vice president.



MR. DORRELL

In announcing Mr. Dorrell's promotion, John Blair, president of the national representation firms, said Mr. Dorrell also will acquire stock.

This additional emphasis on research, Mr. Blair explained, will be reflected in the new responsibilities which fall to Mr. Dorrell.

These include close work with stations—in solving individual research problems, particularly toward improvement of local program quality; with agency research directors and timebuying departments — toward improving understanding and effective use of available research in the spot field, and with Blair salesmen—toward similar improvement in their knowledge and use of research techniques with a view to increasing national spot sales.

Mr. Blair said the election of Mr. Dorrell "highlights the increasing importance of research of all types in national spot selling, particularly as it applies to the increasing importance of local programming to radio stations today, and the application of research thinking to such problems as station rates."

He cited a three-year study made by Mr. Dorrell of local programming trends on Blair-represented stations. This analysis, he said, proved that "properly programmed stations can increase audiences substantially against television competition." In the markets studied, Mr. Blair said, daytime local audience increased an average of 24% between 1952 and 1955.

Mr. Dorrell, a vice president of C. E. Hooper Inc. for nine years, joined Blair in 1951.

WXYZ-TV Boosts to 316 Kw With New 50 Kw Transmitter

TWO-YEAR program to achieve maximum transmitting power by WXYZ-TV Detroit, on ch. 7, reportedly was climaxed last Friday with the final installation of super power equipment, including a 50 kw transmitter. The station at that time was due to boost its power to the maximum 316 kw video, 158 kw audio.

The power increase involved the installation of approximately $250,000 worth of equipment, James G. Riddell, president, said. The change also makes it possible for the station to transmit color programs, Mr. Riddell added.

1 NORFOLK...
(Virginia's No 1 City)
leads the country in business gain

According to data released in February by B C Forbes & Sons Publishing Company, Norfolk was at that time the best city in the nation in business gain over last year (up 14%). WTAR-TV blankets not only Norfolk, Virginia's no. 1 city, but all of prosperous northeast North Carolina and eastern Virginia including Richmond. Put your advertising dollars to work in a market where business is brisk. They'll work best on WTAR-TV.

Buy Only WTAR-TV to Sell America's Miracle Market
channel 3
NORFOLK
Represented By Edward Petry & Co., Inc.

Bolling Co. Forms Three New Divisions

FORMATION of three new divisions of The Bolling Co., representative firm, was announced last week by George W. Bolling, president.

Robert Hill Bolling was named head of the radio department. The new television department will be headed by G. Richard Swift. Special events department, whose creation was described as an innovation in the field, will be headed by Edwin A. Pancoast Jr.

R. H. Bolling has been in the representative field for 20 years. Working with him in the department will be Lloyd Raskopf, previously with the *New York Daily News.*

Before joining Bolling in 1952, Mr. Swift was general manager of WCBS-TV New York. Don Buck, who has had 10 years with ABC, has been added to the tv department.

The special events department has been created to handle the radio-tv representation of



R. H. BOLLING



MR. SWIFT

the New York Yankees Home of Champions Network and the Brooklyn Dodgers network of stations.



MR. PANCOAST

Mr Pancoast who heads the new department, also is in charge of Bolling's sales development plan. John J. MacDonald Jr., Advertising Research Foundation, moves to Bolling as director of research. In the sales development plan. Nancy Noonan, formerly with WCAU-TV Philadelphia, will be merchandising and promotion manager.



AS WEMP Milwaukee last Monday switched to 1250 kc with 5 kw, WRIT there, a new station, took over the former's facilities (1340 kc with 250 w) and physical assets, which it purchased. L to r: seated, Andrew M. Spheeris, WEMP president; James Foster, WRIT president; standing, Hugh K. Boice, WEMP vice president-general manager; Barton McLendon; Gordon McLendon, WRIT vice president; Ray Hamilton, Blackburn-Hamilton, station brokers, and Bill Weaver, WRIT general manager.

French Named by WNOE

STEPHEN C. FRENCH has been named vice president and general manager of WNOE New Orleans succeeding James E. Gordon who has resigned [B•T, March 28], it was announced by James A. Noe, station owner and president.

WARM Names Dawson as V.P.

WILLIAM M. DAWSON, general manager of WARM - AM - TV Scranton, Pa., has been elected vice president, Martin F. Memelo, president of licensee Union Broadcasting Co., has announced. Mr. Dawson, who joined the WARM stations in 1940, has been general manager since 1950 and secretary of the company since 1953. He was graduated from the University of Pennsylvania.



MR. DAWSON

WLDB Tower Up in One Day

STAINLESS Construction Co. in one day, March 16, erected a 150-ft. tower for WLDB Atlantic City, N. J. The new tower, type G-17, is the first of a new series developed by Stainless Inc., North Wales, Pa., parent firm of Stainless Construction. Walter L. Guzewicz is president of both companies. Leroy Bremmer is owner and general manager of WLDB.

REPRESENTATIVE PEOPLE

Harry B. Simmons, formerly with NBC-TV sales dept., to Bolling Co., as account executive.

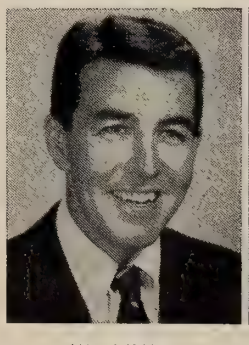
Albert W. Oberhofer joins the Bolling Co. as account executive.

George A. Baron, KOWL Santa Monica, Calif., manager, named vice president and signed to seven-year contract with station.

STATION PEOPLE

M. Franklyn Warren, formerly account executive, Howard M. Irwin & Assoc. (adv. agency), Los Angeles, appointed sales manager, KULA Honolulu. **Bill Heaton,** field merchandising representative, KTTV (TV) Hollywood, to KULA-TV as account executive.

Ken Kilmer, general manager, KBOE Oskaloosa, Iowa, has been named general manager, WMRI Marion, Ind. **Glen Stanley,** commercial



MR. KILMER



MR. STANLEY

manager of KBOE, has been named general manager to succeed Mr. Kilmer.

Jack Reeves, account executive, KSTV Stephen-

THE LATEST WCKY STORY

Get ALL The Audience This Spring and Summer

"Out of Home" Listeners in the Cincinnati Market Area, Tune to WCKY *PREDOMINANTLY*

*Av. Summer "Out of Home" Share of Audience
6 a.m.—6 p.m.; Monday thru Sunday

WCKY 30.6%
Net Sta. A 23.8%
Net Sta. B 10.8%
Net Sta. C 5.7%
Net Sta. D 8.5%

* Summer '54 Pulse

L. B. Wilson Inc. WCKY CINCINNATI

You Get ALL — When You Buy WCKY

ville, Tex., to KTAN Sherman, Tex., as station manager.

William C. O'Donnell, assistant sales manager, KXOK St. Louis, promoted to head of commercial dept.



MR. O'DONNELL

Col. Edgerton Merrill, formerly with U. S. Air Force and lately engaged in management consultant work, to WOL Washington as assistant to president, for sales promotion.

Charles Martin appointed field merchandising representative, KTTV (TV) Hollywood, Calif.

Lee Curran, publicity director, KDKA Pittsburgh, to KTRK-TV Houston, Tex., as promotion manager.



MR. CURRAN

Jim Harmon, program director and assistant operational manager, KOTV (TV) Tulsa, Okla., to KFMB-TV San Diego, Calif., as program director.

Vince Leonard named WISH-TV Indianapolis news director. **John Fraim** appointed WISH news director. **Karl Eisele,** formerly with KAOK Lake Charles, La., to WISH, as account executive.

Bud Gillis, children's personality, WLWC (TV) Columbus, Ohio, assumes additional duties as station program director.



MR. GILLIS

Robert Hodges, producer, WNEW New York, appointed production supervisor.

Fay Martin, copywriter, WHLI Hempstead, N. Y., appointed continuity director.

Edith M. Carolin, formerly with WTVJ (TV) Miami, named director of continuity, KOB Albuquerque, N. M. **Mary McDonald** joins KOB production staff. **Reed Upton,** formerly with WNOX Knoxville, Tenn., to announcing staff.

Ford Rush, western personality, appointed WTVP (TV) Decatur, Ill., farm director.

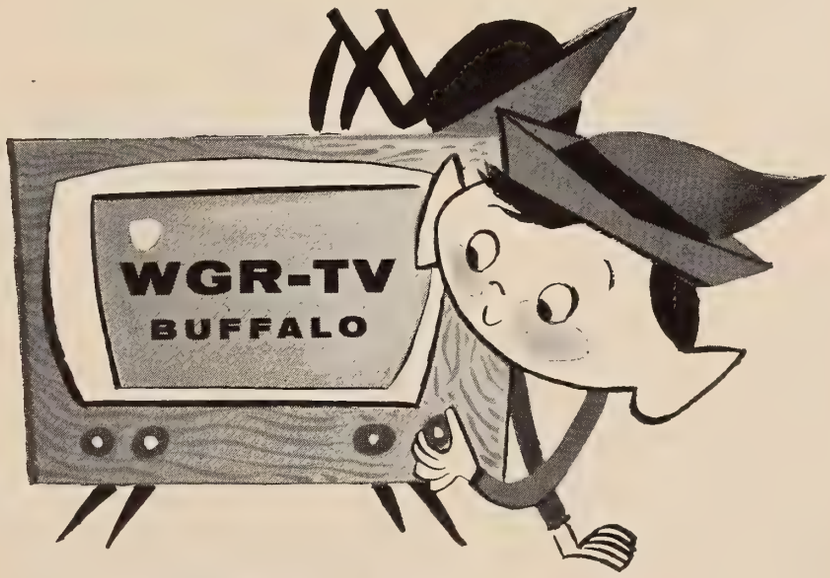
Peter Winn, formerly assistant to director of public relations, Amherst College, named director of public relations, educational WGBH-FM-TV Boston.

Charles Vanda, vice president in charge of tv and program director, WCAU-TV Philadelphia, and producer of CBS-TV's *The Big Top* circus show, to visit England, France, Italy and Denmark in search of feature acts for his CBS-TV show. Mr. Vanda, who leaves April 12 for London, will be joined in Paris by **Glenn Gundell,** vice president of National Dairies, Sealtest sponsor of *The Big Top.*

2 FACTS

Buffalo-Niagara Falls is the nation's 14th largest market.

WGR-TV completely dominates* this rich market, serving 447,938 U. S. sets and a bonus of 407,619 in Canada.



Channel 2

Buffalo's favorite station

REPRESENTATIVES — Headley-Reed
In Canada — Andy McDermott-Toronto

* **WGR-TV** leads in 21 of the 24 weekday quarter-hour segments between 6 PM and midnight. (Pulse)

James Duffy, formerly with Wisconsin Telephone Co. adv. dept., to WOKY Milwaukee, as account executive. **Pat Klopatek,** formerly account executive, Barnes Agency, Milwaukee, named station copy supervisor. **Joan Skinner,** previously with WOKY-TV heads WOKY traffic dept.

Mark Workman named KDB Santa Barbara, Calif., account executive.

Helen Wood, vice president, Richard O'Connell Inc., N. Y., to WPAT Paterson, N. J., as account executive.

Leonard V. Kehl, salesman, KCSJ-TV Pueblo, Colo., to KLZ-TV Denver, in same capacity.

Frazier Thomas has moved his *Garfield Goose* children's program from WBKB (TV) Chicago to WGN-TV there.

Elizabeth Vaughan, women's personality, stars as Kay West of KEX Portland, Ore., *Coffee with Kay West* and *Kay West Show,* women's programs.



MRS. VAUGHAN

Ken Conant, head of guest relations dept., KTLA (TV) Hollywood, named junior publicist.

Larry Berrill, news director, KBIG Avalon, Calif., adds announcer duties on *Latin Holiday* and *Clete Roberts World Report,* both KCOP (TV) Hollywood.

Don Lamond, former producer-announcer, KERO-AM-TV Bakersfield, to KBIG Avalon, Calif., as announcer, succeeding **William Barnard,** transferred to KBIF Fresno.

Claude Evans, formerly with WKRG Mobile, Ala., appointed WDSU New Orleans announcer.

Dan Baxter, former instructor, Cambridge School of Radio & Tv, New York, to WVEC-AM-TV Hampton, Va., as sports announcer.

Farrell Smith, formerly with WIS-TV Columbia, S. C., to announcing staff, WMAZ-TV Macon, Ga.

Arnold Snyder, news director, WTTM Trenton, N. J., father of boy, Scott Lawrence, Feb. 27.

Robert G. Peters, chief auditor, WPTZ (TV) Philadelphia, father of boy, Kenneth Alan, Feb. 25.

Bernard Phaneuf, engineer, KNXT (TV) Hollywood, father of boy, Donald Harrison Farnsworth.

Jack Jennings, account executive, KHJ-TV Hollywood, father of girl, Jodie Ann, March 3. **Bill Brundige,** sportscaster, KHJ-TV, father of boy, March 2.

E. D. Rivers Jr., chairman of board, WEAS Decatur, Ga., father of girl, Maria Kells, Feb. 27.

Ralph A. Renick, news director, WTVJ (TV) Miami, elected treasurer, Greater Miami professional chapter, Sigma Delta Chi.

Merritt Hilliard, host, WGBS-TV Miami's *Fishin' Roundup,* appointed chairman, South Florida Wetlands Conservation Committee by National Wildlife Federation.

NETWORKS STRENGTHEN JUVENILE LURE

'Disneyland's' astounding success and the prospect of another strong competitor next fall in ABC-TV's 'Mickey Mouse Theatre,' spurs the major networks to blueprint ambitious schedules in a fight for the kiddie audiences during late afternoon and early evening.

SPURRED by the fabulous success of *Disneyland* on ABC-TV, the major networks have drawn plans for an all-out war to hold and expand the rich juvenile market.

NBC-TV in an effort to meet the imminent advent of a new ABC Disney program, *Mickey Mouse Theatre* (5-6 p.m. EST weekly, starting in the fall) will enlarge its *Howdy Doody* program to a full hour and change the format to include several additional stars, including Pinky Lee.

CBS-TV meanwhile is drawing blueprints for an ambitious daily lineup of children's programs in the 7:30-8 p.m. EST slots. This is part of the program redevelopment plan secretly projected at the special tv affiliates meeting held last month in New York.

CBS-TV is moving up its *Doug Edwards and the News* from 7:30 p.m. to 7:15 p.m. EST across the board, thus leaving the 7:30-8 p.m. EST period available for children's fare.

The network has already signed *Cohise, Apache Chief* in the Wednesday, 7:30-8 p.m. EST period. The network is also negotiating with General Mills for its *Lone Ranger* series (now running on ABC-TV and CBS-TV) and with National Biscuit Co. for *Rin Tin Tin,* currently on ABC-TV, Friday, 7:30-8 p.m. EST. Both advertisers are expected to decide on moves, if any, in about 10 days.

'Gunsmoke' May Be on Tv

CBS-TV is also discussing with Liggett & Myers the possibility of sponsoring a tv version of its radio series *Gunsmoke* in the 7:30-8 p.m. EST period. *The Perry Como Show,* heard three times weekly, and sponsored by Chesterfield, 7:45-8 p.m. EST, will go off the air. Meanwhile, NBC-TV is expected to present *Perry Como* in an hour-long variety show, Saturdays, 8-9 p.m. EST (see story, page 84) opposite the Jackie Gleason show on CBS-TV.

General Foods Corp. in a one time shot to capture the juvenile audience signed to present the *Roy Rogers World Championship Rodeo* starring Roy Rogers and Dale Evans, on NBC-TV, 8-9 p.m. EST on June 21. The show emanates from the Coliseum in San Antonio, Tex. Benton & Bowles, New York, is the agency.

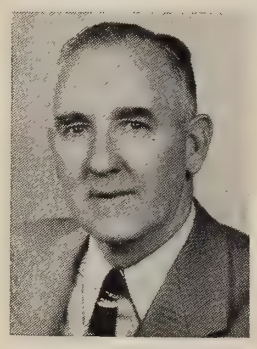
Welch Grape Juice, long-time advertiser on the *Howdy Doody* program, is understood to be considering switching to the new *Mickey Mouse* series. Decision is expected through the agency, Kenyon & Eckhardt, New York, early next week.

'Peter Pan' Record Rating

FINAL count of viewers who watched "Peter Pan" on NBC-TV March 7, totaled 67,300,000—reportedly the largest audience ever to see a network television show. The figure was announced last week by A. C. Nielsen Co., whose survey showed the telecast received a 66.1 rating. The study also revealed that 43% of all American families saw *Peter Pan* with homes reached totaling 20,400,000. The Nielsen ratings do not include the "uncounted" audiences assembled at public places or at a number of parties arranged in schools and hospitals for the telecast.

Henry Starts NBC News Show

BILL HENRY last week joined the NBC news commentators' staff and began a regular series on NBC Radio on Wednesdays and Thursdays (9:55-10 p.m. EST). The program originates in Washington, where Mr. Henry has been a correspondent for more than a decade.



MR. HENRY

Mr. Henry started work in radio as a special events announcer in 1923 in Los Angeles, and has since worked as a newspaperman and a newscaster for several networks. Last fall he participated in the coverage of the national elections for NBC. He is a former president of the Radio Correspondents' Assn. in Washington and an official historian for the Olympic Games.

AB-PT EARNINGS UP, BUT NETWORKS LOSE

Goldenson says tv operation is reaching competitive plane, and added sponsors now will be reflected in earnings.

NET operating earnings of American Broadcasting-Paramount Theatres Inc. in 1954 increased slightly over 1953 but the ABC division operated at a "slightly larger loss" than in the preceding year.

These highlights were provided in an annual report distributed to stockholders last week by Leonard H. Goldenson, AB-PT president. In his comments on the broadcasting operations, Mr. Goldenson offered this analysis:

"ABC has made substantial progress during the year [1954], gaining greater audience and sponsor acceptance as a major network. Higher television network operating and program costs offset the profits from radio and ABC's five owned stations, and resulted in loss for the year. However, the network is now beginning to benefit from the better programs and improved station clearances.

"Its *Disneyland* show, which reaches an estimated weekly audience of 45 million people and is carried over 150 stations, has, since its inception in the fall of 1954, rated as one of the top programs on television. With new programs being readied for the coming year, including a daytime children's show to be produced by Walt Disney, we feel that ABC is on its way toward realizing its true potential as a profitable division of the company."

Total income of AB-PT for 1954, Mr. Goldenson said, rose to $188,796,000 from $172,196,000 for the preceding year, and net operating earnings after taxes were $4,722,000, or $1.06 per share of common stock, compared

with $4,480,000, or $1 per share of common stock in 1953.

The company's financial position was characterized by Mr. Goldenson as continuing "strong." Working capital was up slightly at $26,080,000, he said, and theatre capital expenditures were $5,862,000, of which $2,748,000 was for new wide screen and sound equipment. ABC capital expenditures of $3,355,000, Mr. Goldenson said, were principally for the increased transmitting power equipment for its five owned tv stations, renovation of the ABC center in San Francisco and other physical improvements. He reported that depreciation increased from $7,466,000 to $8,390,000 in 1954, and added that capital expenditures are expected to be "much smaller" in 1955.

The ABC loss was described by Mr. Goldenson as being "a reflection of the necessary expenditures to develop the tv network from a secondary to a competitive place." He predicted that "from this point on, each sponsored program should have a beneficial effect upon the earnings of the division."

He stated that progress was made during the year on strengthening the program structure and improving station clearances, citing the winning of six "Emmy" awards by ABC as evidence of its "continued growth despite keen competition." Other advances, he said, were made at the five owned tv stations, where the installation of increased transmitter power equipment has been completed, affording better reception, extending the coverage and improving the value of these stations to advertisers.

Mr. Goldenson reported that ABC Radio gross billings held close to 1953 levels. He said radio has continued to "show vitality, as well as its ability to deliver advertisers results consistent with its costs." The radio set sales in 1954 and in previous years, Mr. Goldenson added, attest to its strong public appeal.

Color tv, Mr. Goldenson observed, is expected to attract many new advertisers and provide additional revenues. He said that ABC is "carefully studying developments in this field and will participate in color broadcasting when the number of sets in circulation is sufficient to warrant its use by advertisers."

Repeat of Radio-Tv Success Forecast for Color Television

THE PATTERN of boosting the American economy and consequently helping to raise the standard of living that was set by the advent of radio and followed by tv in the post-World War II period will be repeated by color tv when it is "harnessed to the sale of goods and services."

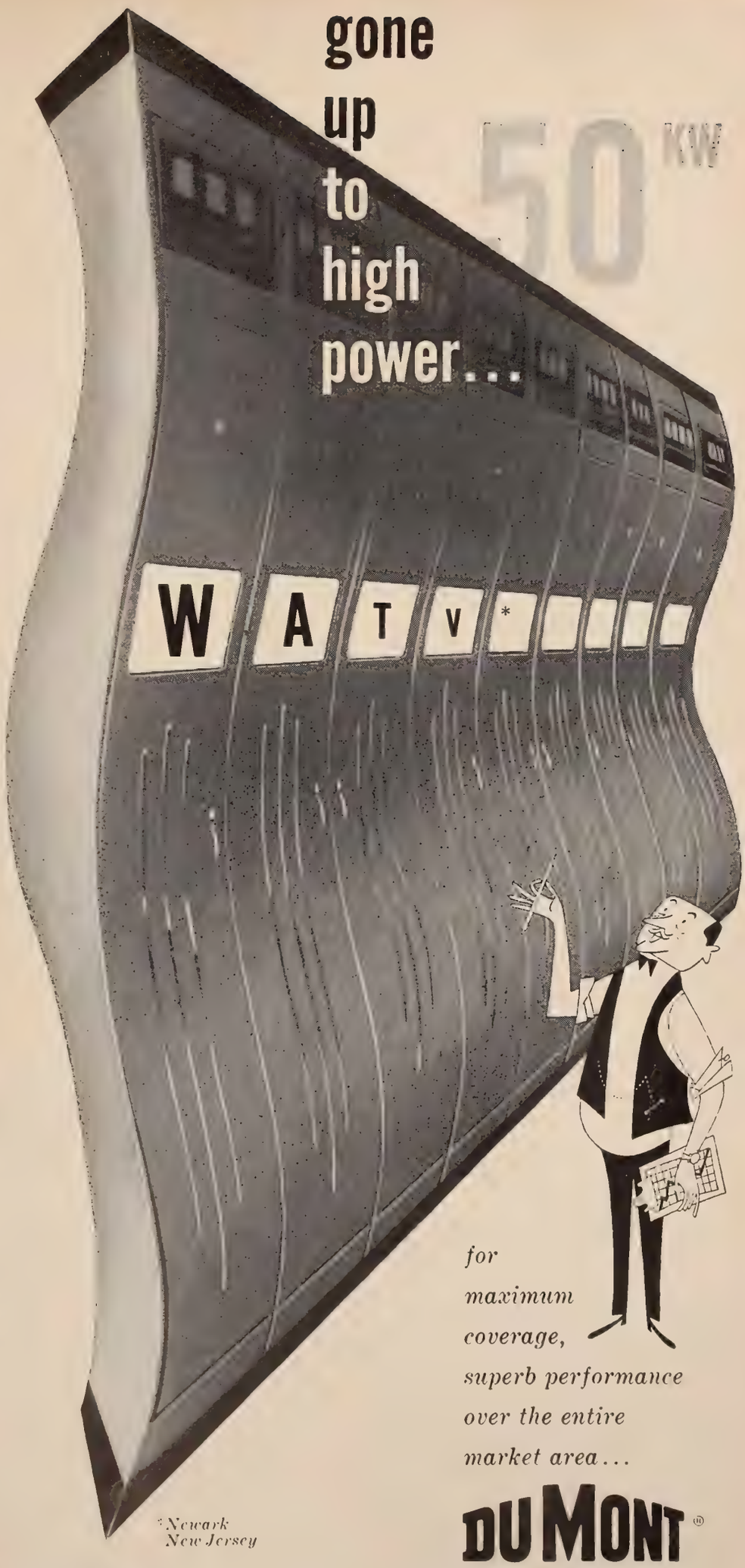
This prediction was made March 25 by Harry Bannister, NBC's vice president of station relations, in a speech before the National Convention of Electrical Women at the Hotel Statler, Detroit.

Color tv, Mr. Bannister said, "will explode the American economy to a new high" and "markedly affect the standard of living, raising the old levels and broadening the base."

The medium's "vividness and its power to interest and convince," he said, "will move more goods than anything hitherto known."

Herro to MBS Sales Post

APPOINTMENT of George P. Herro, for the past 10 years publicity and promotion manager of Mutual's Midwest Div., as an account executive in the Chicago office was announced last week by Carroll Marts, director of midwest operations. Elizabeth Troughton, assistant to Mr. Herro for the past two years, has succeeded him in the publicity and promotion post.



NBC-TV GETS NCAA '55 FOOTBALL RIGHTS

NBC-TV has acquired the rights to the 1955 National Collegiate Athletic Assn. series of eight national football telecasts for a price understood to total about $1.3 million.

The announcement that NBC-TV had been awarded the rights to the games was made in New York on March 26 by E. L. Romney, chairman of the 1955 NCAA Tv Committee and commissioner of the Mountain States Conference. The committee had weighed bids from other television networks and from agencies and sponsors before selecting NBC-TV.

NBC-TV's national rights cover football games on seven Saturday afternoons and an additional contest on Thanksgiving Day. Under the NCAA's "national-regional" plan [B•T, March 28], five dates are set aside for regional telecasting. A spokesman for the NCAA Tv Committee told B•T last week that discussions currently are underway by individual colleges and conferences to grant rights for the regional dates.

The NCAA tv football series was on ABC-TV last year, and that network has acknowledged it sustained financial losses on the telecasts since it had not been able to obtain a single national sponsor but had sold the package on a participating basis. NBC-TV presented the series in 1951 under the sponsorship of Westinghouse Electric Corp., and in 1952 and 1953 for General Motors Corp.

Pacific Conference Moves To Adapt NCAA Tv Policy

THE PACIFIC Coast Conference tv and radio committee was authorized last week to develop a program for live football telecasts "within the scope and pattern of the National Collegiate Athletic Assn. formula" [B•T, March 28].

The NCAA formula, in general, provides that games may be televised on a regional basis five times during the 1955 season. On seven other Saturday afternoons and on Thanksgiving day, a national game-of-the-week will be televised.

"The conference favored televising on a regional basis throughout the season," said PCC Commissioner Victor O. Schmidt in Los Angeles. "The NCAA formula allows considerably less, but it does present some new possibilities in bringing college football to the television audience which the conference wishes to explore."

Last week's action also authorized the PCC radio-tv committee, headed by Alfred R. Masters of Stanford U., to develop a conference tv policy for the 1955-56 basketball season.

MBS' Stock News Show

DESIGNED to capitalize on the growing interest of the average person in stock investments, a program will be launched on Mutual today (Monday) titled *America's Business* (Mon.-Fri., 5:45-5:50 p.m. local time). A Mutual spokesman believed it was the first network-wide radio show covering business news. The program will be prepared and written by the business news staff of the *Chicago Tribune* and broadcast by Bruce MacFarlane. It will cover major business news, stock activities, and commodities and credit developments as they affect the average American.

ABC to Open Parley Today With Owned-Outlet Executives

EXECUTIVES of ABC's nine owned radio and tv stations will convene in New York today (Monday) for a two-day meeting to discuss station operations and their integration with network operations for the 1955-56 season.

The opening session will be attended by Leonard H. Goldenson, president of AB-PT. Robert E. Kinter, ABC president, will open each day's session. Harold L. Morgan Jr., vice president and controller, will preside over the joint meetings and the television sessions. Jason Rabinovitz, assistant controller, will preside over the radio sessions.

Attending from New York: Michael Renault, acting general manager of WABC; Ted Oberfelder, vice president and general manager, WABC-TV, and Ardien B. Rodner, program manager, WABC-TV; from Detroit: James Riddell, president and general manager, WXYZ-AM-TV; Harold Christian, vice president, WXYZ, and John Pival, vice president, WXYZ-TV; from Chicago: Sterling C. Quinlan, vice president in charge of WBKB (TV), and Matthew Vieracker, treasurer, ABC Central Div.; from Los Angeles: John S. Hansen, manager, KABC; Selig Seligman, general manager, KABC-TV, and Elton Rule, sales manager, KABC-TV; from San Francisco: James H. Connolly, vice president in charge of the San Francisco office, and David Sacks, sales manager, KGO-AM-TV.

WTVY (TV) Joins CBS-TV

AFFILIATION of WTVY (TV) Dothan, Ala., with CBS-TV was announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. The contract is part of the network's Extended Market Plan designed to bring network tv to small market stations. The EMP list now numbers 21 stations. WTVY, on ch. 9, is owned and operated by Alabama-Florida-Georgia Television Inc.

Nine Colorado Stations Form Columbine Network

FORMATION of the Columbine Network composed of nine Colorado radio stations with headquarters in Denver was announced last Friday by the management of the stations.

Columbine Network assumes the name of a former Colorado regional organization. It will cover 1.3 million of the state's 1.5 million people, the announcement said. The stations range in power up to 5 kw.

Columbine officers are: George Cory, KUBC Montrose-Delta, KRAI Craig and KSLV Monte Vista, president; Dale G. Moore, same stations, vice president, and Ed E. Koepke, KMYR Denver, general manager. In addition, Robert Kittleson, formerly of KUBC, is sales manager.

Other Columbine member stations are: KYOU Greeley, KVOR Colorado Springs, KGHF Pueblo, KFXJ Grand Junction and KGLN Glenwood Springs.

Central offices are at Denver's Arneill Bldg.

ABC, NBC, NABET Contract Awaits Union Ratification

ABC AND NBC and the National Assn. of Broadcast Employes & Technicians (CIO) reached agreement on a new contract last Monday and the proposed contract was submitted to the membership of the union for ratification. Final action is expected this week.

In a statement from George Maher, executive secretary of NABET, and officials of the two networks, it was pointed out that the agreement would run until Jan. 31, 1958. This latest contract proposal is the third to be formulated; two others had been rejected by the membership of the union.

Though details of the contract were not available, it was reported that agreement had been held up because of dispute over wage scales of non-technical employes, jurisdiction over tv film production and editing, a job security provision and a pension plan at ABC.

Como Switches to NBC-TV

NBC-TV has signed a 12-year contract with Perry Como, who will appear on a new hour-long NBC-TV variety show (Saturdays). Although unannounced, it was understood that the time period would be 8-9 p.m. Saturdays opposite CBS-TV's Jackie Gleason.

The contract was described by NBC as "one of the largest financial deals in the history of television" and was signed by Thomas A. McAvity, NBC-TV vice president in charge of the television network, and Thomas G. Rockwell, president of General Artists Corp., agency for Mr. Como. Mr. Como will conclude his present three times weekly program on CBS-TV, sponsored by Chesterfield, July 1.

The new hour-long program will go on the air in October. Three sponsors will be sought.

NETWORK PEOPLE

Jack Smight, producer-director, NBC-TV *One Man's Family,* to NBC-TV New York as director of *Philco Tv Playhouse.*

Caroline Burke, producer-director, NBC-TV, to teach "Introduction to Television Production & Direction," fifth annual Summer Institute of Radio-Tv, Barnard College, N. Y., presented in collaboration with NBC, June 27-Aug. 5.

Ted Bergmann, managing director, DuMont Television Network, hospitalized in New York for treatment of a gastric condition; expected to be back at office late this week or early next week.

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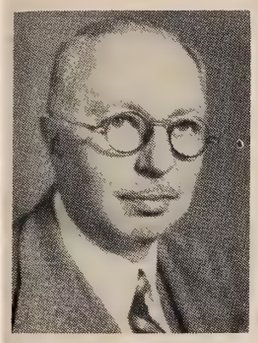
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PAY-TV OPPONENTS MARSHAL FORCES

Newly formed Organizations for Free Tv join with Committee Against Pay-As-You-See Tv in retaining John V. L. Hogan and Hogan Labs Inc. as engineering counsel in fight against subscription television.

OPPONENTS to subscription tv took new organizational moves last week.

Formed Tuesday in New York was Organizations for Free-Tv made up of "regional and state tv station operators," veterans organizations, local, county and state retail associations, hospital service groups, and various other organizations including theatre operators and restaurant owners.



MR. HOGAN

In announcing the formation, spokesmen also said an "information center" to assist various organizations throughout the country which wish to make known their views to the FCC has been set up at 608 Fifth Ave., New York.

On Wednesday, that organization and another, the Committee Against Pay-As-You-See Tv, announced they had jointly retained John V. L. Hogan and Hogan Labs Inc. The Hogan firm will act as engineering counsel and conduct research and prepare studies into technical aspects of petitions now before the FCC seeking adoption of subscription tv, it was explained.

Co-chairmen Alfred Starr and Trueman T. Rembusch of the Committee Against Pay Tv said they were "confident" that Mr. Hogan and his firm would "develop information that will be most useful to the Commission."

Mr. Hogan's findings will be filed with the FCC by the committee's legal counsel, Marcus Cohn of the Washington law firm of Cohn & Marks. Along with the engineering studies, an economic analysis being prepared by Dr. Dallas Smythe of the U. of Illinois, also retained in consultant capacity, will be filed with the Commission.

The Organizations for Free-Tv, which actually is working together with the Committee Against Pay-As-You-See Tv, said its member groups have been sent "preliminary studies" showing that conversion of tv sets for "decoders" to unscramble subscription-tv signals "would impose a severe economic hardship on the viewing public running into hundreds of millions of dollars." A survey is being made, it said, on weekly and annual program costs under the proposed subscription tv systems.

OFT, asserting that diversion of "free tv" channels to the fee system would not be in the public interest and that it would mean an eventual disappearance of commercial sponsorship, said it will conduct "educational" campaigns on the local, regional and state level.

Anti-Toll Tv Committee Promised Turn on 'Omnibus'

CBS-TV's *Omnibus* on March 27, dealing with toll television, prompted a protest from the Committee Against Pay-as-you-See Tv and a subsequent reassurance that the network will schedule another program to insure full treatment of the committee's viewpoint. The show is produced by the Radio-Tv Workshop of the Ford Foundation.

The committee protested by telegram to CBS-TV and the Workshop, claiming that a film sequence of George Storer, president of Storer Broadcasting Co., and an opponent of pay-as-you-see tv, was faulty and could not be seen or heard as clearly as films of proponents of toll tv.

Robert Saudek, director of the Workshop, acknowledged that the sequence in question was of "somewhat inferior recording quality" but insisted it was "sufficiently intelligible to me." Frank Stanton, president of CBS, agreed in a telegram that the committee's viewpoint had not been given "full justice" and suggested that another program be scheduled after April 10 in the same period, with Mr. Storer invited to present his views.

The committee last Wednesday recommended to Mr. Stanton that another program be set for April 24, pointing out that May 9 is the current deadline for filing reports with the FCC on the question of subscription tv.

75 Stations Sign Contracts For New RCA Thesaurus Plan

SIGNING of 75 local radio outlets for "Shop at the Store with the Mike on the Door," new local radio promotion and merchandising plan recently announced by RCA Thesaurus ([B•T, March 21] was reported last week by the transcription firm.

By participating in the plan a station receives voice tracks recorded by well-known stars plugging the overall theme of the promotion. Sponsors are supplied with decals carrying station call letters which signify that the store displaying the emblem is a member of "Shop at the Store with a Mike at the Door."

Thesaurus is also furnishing stations with sales brochures that outline the plan as well as a 25-page "operating manual," which gives details and offers suggestions on how the plan can be exploited locally. Stations also receive promotion kits containing spots, photos, publicity stories, ad mats and tie-in art.

CARE Liked 'Album' C-C; 415 Pay to See in L. A.

SATISFACTION of CARE Inc. with the closed-circuit telecast of the American National Theatre & Academy's *Album of Broadway* by the DuMont Television Network was expressed by Paul Comly French, executive director of the relief organization, who termed the telecast "an unusual marriage for television, theatre and charity."

The telecast last Monday, created by ANTA, was sponsored by CARE. All television facilities, including the producer, director and theatre, were made available for the telecast by DuMont, Mr. French said. The show was seen in 31 theatres throughout the country.

Net proceeds from the ANTA show, which is an annual theatrical event, will be divided between CARE and ANTA.

Only 415 persons paid the $5-to-$10 admission to see the ANTA closed-circuit tv showing from New York in the Fox Wilshire Theatre, Los Angeles.

PROGRAM SERVICE SHORTS

Song Ads Co., radio-tv singing jingle firm, and **Peter Randell,** theatrical agent, both Hollywood, have formed Randell-Song Ads Productions to produce live music-quiz program, *Story Behind*

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Les Johnson, Vice Pres. & Gen. Mgr.



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Represented by Avery-Knodel, Inc.

Your Song, featuring pianist-humorist **Oscar Levant** and a guest panel.

Alvin E. Unger, vice president in charge of of sales, Frederic W. Ziv Co., N. Y., announced last week that the *Eddie Cantor Show,* radio series packaged by Ziv, has been sold in a total of 114 markets. Program is for sale on a spot, single half-hour unit or across-the-board basis.

Oertel Brewing Co. (Oertel's beer), Louisville, Ky., through M. R. Kopmeyer Co., same city, and **P. F. Peterson Baking Co.** (Peter Pan and Betsy Ross breads), Omaha, through Allen & Reynolds Adv., same city, name Song Ads Co. (radio-tv singing commercials), Hollywood, to create radio-tv spot announcement series.

Wayne Steffner Productions, Hollywood, has syndicated radio program, *Art Baker's Notebook,* starting on WKY Oklahoma City, KOMO Seattle, KEX Portland (Ore.), KARM Fresno (Calif.) and KCRA Sacramento, Calif., bringing total stations to 20.

PROGRAM SERVICE PEOPLE

Ervin J. Brabec, MCA, N. Y., elected vice president and will direct firm's industrial div.

Frank Mullen, former NBC executive vice president and former president, Vitapix Corp., Hollywood; **Mrs. Florence Mullen,** former executive assistant to Brig. Gen. David Sarnoff, RCA-NBC board chairman and **Allen Buckley,** former ABC-TV executive, form Mullen-Buckley Corp., Hollywood tv and business management consultants, with offices at 8949 Sunset Blvd. Telephone: Bradshaw 2-1764.

Fred Darwin, announcer, WPAT Paterson, N. J., forms Broadcast Coaching Assoc. (disc m.c. school), 1697 Broadway, N. Y.



RCA ASKS FOR ANTITRUST DISMISSAL, SAYS PATENT LICENSES AID GROWTH

Electronics manufacturer denies all allegations in the Justice Dept. suit. Firm says its licenses contain no restrictions and that they are granted to competitors on reasonable terms. It says electronics leadership is 'by example, not by control.'

ASSERTING that its patent licensing policies have aided the growth of the electronics industry, including radio and tv, RCA last week moved for dismissal of a government civil antitrust suit of last November [AT DEADLINE, Nov. 22, 1954].

The Justice Dept. suit, pending in U. S. District Court in New York, had attacked RCA's patent system and practices. It charged RCA with monopolizing and conspiring to restrain competition in the radio-tv licensing business.

RCA called the government's request for relief "unreasonable, unnecessary and contrary to the public interest." In its brief, filed with the court by John T. Cahill of the New York law firm of Cahill, Gordon Reindel & Ohl, RCA denied all allegations in the Justice complaint that had charged violation of the Sherman Act.

RCA said its electronics leadership has been "by example, not by control in any way, shape or form" and if it had been "followed, it is because RCA's courage, vision and foresight have been right and RCA has acted in the best interests of the industry and the public, and not through any dominance, restraint or control."

Allegations that RCA engaged in "package licensing" or had compelled prospective licensees to accept licenses under more patents than they wanted, the brief declared RCA "grants patent licenses to competitors and others on reasonable and non-discriminatory terms and without restriction."

Licenses from RCA, the brief asserted, "contain no restrictions as to price, quantity, territory, or anything else, require no minimum royalty, and are offered under any one or more patents and for any apparatus as may be desired by any prospective licensee.

RCA Royalties Reduced

"RCA's present royalty rates are further reduced, now being only ½ of 1% for radio broadcast receivers using tubes, 1⅛% for radio broadcast receivers using transistors, 1¼% for black-and-white television receivers, 1¾% for color television receivers, 1¼% for electron tubes other than color tubes, 1¾% for color tubes, 2% for color television commercial apparatus except government apparatus, 1½% for other commercial apparatus except government apparatus, and 1% for all commercial apparatus manufactured for government use."

RCA, in discussing patents and rates, also made these points:

- Its license agreements provide for various deductions "which make the actual rates even lower." Royalty rates are based on the manufacturer's selling price, and when applied to retail selling prices to the public, rates are "substantially cut in half."
- Its royalty rates "compare most favorably with those of other licensors" both within and outside of the electronics industry. In return, licensees can obtain a license "under, or using, any one or more patents under which RCA has the right to grant licenses." This policy has resulted in RCA licensees having "complete freedom to manufacture apparatus in competition with RCA under any and all patents available to RCA. . . ."

To substantiate its statement that no restraint of industry is involved in the suit, RCA detailed the rapid progress of the electronics industry, the appearance of large numbers of independent companies making and selling tv receivers in open and active competition with RCA, and increases of receiver sales. RCA said it "admits that more people buy RCA television receivers than any other make of television receiver and that more station owners buy RCA television transmission equipment than any other make." But, the brief asserted, in all categories of radio and tv equipment, "intense and effective competition" exist.

In its suit, the Justice Dept. had charged that since 1932 RCA had attempted to monopolize radio-tv research, patent holdings, patent acquisition and issuance and exchange of radio-tv patent licenses.

Charges Refuted

RCA denied each of these allegations. The firm contested the complaint on research by noting that it had spent more money on research and development during 1951 than it had received in royalty payments that year and under its patent licenses had made "available" the results to its "competitors and others on reasonable and non-discriminatory terms and without restriction or additional charge." Additionally, RCA listed "many other substantial competitors" which have large resources for research and development in the radio and tv field.

RCA also pointed out that it had spent more than $50 million on development, research and promotion of black-and-white tv before realizing any profit from its expenditures and a like amount on compatible color. RCA said it is still pioneering color tv activities at a "substantial loss."

In its brief, RCA said it admitted that "substantially all radio-television manufacturers located in many of the states and territories of the United States and the District of Columbia are licensed by RCA." But, it said, its policy of licensing patents to competitors and others "on reasonable and non-discriminatory terms and without restriction" helped increase the number of tv receivers in public hands and to a continued lowering of their price.

Explaining the cross-licensing by RCA, the brief traced the history of the corporation when it was formed in 1919 at the urgence of the government and the setting up then of patent cross-licenses with General Electric, American Telephone & Telegraph Co., Westinghouse and others.

These cross-licenses, RCA said, were to free the industry, for without them it would have been "paralyzed by conflicting patent holdings and endless patent litigation." Also cited was the consent decree of the '30s which provided for GE, AT&T and Westinghouse to dispose of stock in RCA and for new cross-licenses to be drawn up.

The agreements were reaffirmed by the courts in 1942, RCA said, as the best way to continue the growth of a competitive radio-tv industry

free from restraint. As recently as last year, RCA said, the court reasserted that the cross-license pacts were approved by the consent decree.

RCA declared: "These agreements expired by their terms on Dec. 31, 1954, so far as new inventions are concerned. Yet the complaint filed only six weeks before this expiration is an attack on these very agreements which were recommended and stated to be in the public interest by the government in 1932."

In its brief, RCA averred that the complaint failed to state a claim upon which relief can be granted. It said that "each and every claim for relief proposed to set forth in the complaint is barred by the doctrine of *res judicata*.

RCA Plea to Postpone Chicago Trial Denied

RCA appeal to the Supreme Court to force postponement of the Chicago $16 million, treble-damage, antitrust suit by Zenith Radio Corp., was denied last week. The Supreme Court, in a brief order, rejected the appeal.

This paved the way for resumption of the multi-million dollar suit in the Chicago Federal Court [B•T, Nov. 22, 1954, *et seq.*]. Pending is a similar suit in Delaware Federal Court. RCA's contention was that the Delaware trial should be held first. Both suits involve RCA patents and licensing arrangements.

Former Democratic Presidential candidate Adlai E. Stevenson represented RCA in the appeal. It was Mr. Stevenson's first case before the Supreme Court since the 1952 elections.

Stromberg-Carlson Sales Decline; Net Earnings Up

NET SALES for all divisions of Stromberg-Carlson Co., Rochester, N. Y., declined to $63,509,429 in 1954 from $65,241,861 in 1953, but net earnings rose to $1,981,754 from $1,667,308 in 1953, according to the company's annual report made public last week.

After provision for preferred dividends, the report states, net earnings per common share amounts to $3.65 on each of the 509,115 shares, as compared to $3.40 on each of the 484,551 shares outstanding at the end of 1953.

The radio-television division during 1954 shipped 31% more television receiver units than in 1953 and sold them at approximately $50 more per unit than the industry average, it was reported.

In the broadcasting phases of the company's operations, the report said, WHAM-TV Rochester switched channels from 6 to 5, accompanied by an increase in power to 100 kw.

Two Cuba Tv Networks Install RCA Transmitters

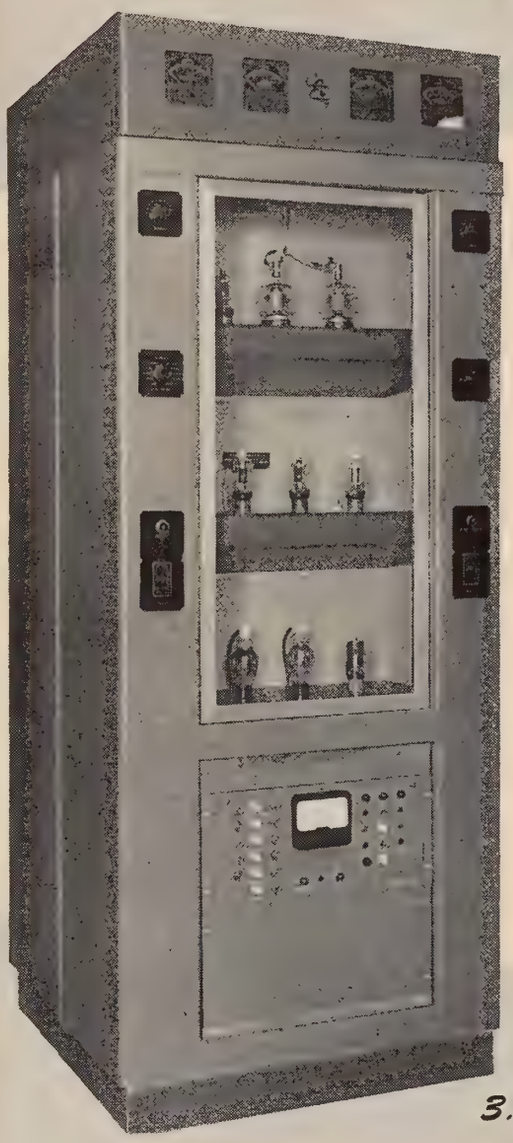
TWO RCA television transmitters are being installed at the key stations of Television Nacional and CMQ-TV networks in Havana, it was announced last week by Meade Brunet, vice president of RCA and managing director of the RCA International Div.

The transmitters, raising to seven the total number of RCA-built tv transmitters in Cuba, will be installed in the same building and share the same tower facilities. Mr. Brunet noted that Havana, with five stations, has more than any city outside the U. S. Four of these stations, he said, have been built by RCA.

Mr. Brunet reported that both Television Nacional and CMQ-TV are expanding tv network services to their other stations in Santa Clara, Camaguey and Santiago de Cuba.

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4. The remote control system that uses only DC circuits—with conventional relays and contactors. No tubes, tones, or dials.
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GE Conferences Highlight Basic Tv Lighting Problems

FUNDAMENTALS of black-and-white tv, color tv and studio lighting will highlight two 2-day Tv Studio Lighting Conferences to be held in the General Electric Lighting Institute at Nela Park, Cleveland, April 4 through 7.

Discussions and demonstrations will be presented by GE lighting specialists and guest speakers from tv stations. Special attention will be focused on studio lighting problems and their solutions.

The clinics will be conducted in a model demonstration studio which will have a 65 kw connectable lighting load. Black-and-white and color tv cameras will take pictures of the actual lighting situations created. These will be monitored so that the relative values of the lighted sets can be compared. Climax of each of the two conferences will be a session devoted to progress in color tv.

GE Appoints Beldon

APPOINTMENT of Jack S. Beldon as manager of marketing for the radio-tv department of General Electric Co., Syracuse, N. Y., was announced last Friday by Herbert H. Riegelman, general manager of the department. He replaces Eugene F. Peterson, now manager of International General Electric Co.'s consumer goods export department.

Mr. Beldon joined GE in 1953 handling special assignments in the company's marketing operation in New York.

RCA Cuts Vidicon Price

REDUCTION in the retail price of the vidicon television camera tube (RCA-6198) from $345 to $315 was announced last week by Lee F. Holleran, general marketing manager of the tube division, RCA. This marks the second reduction since commercial introduction of the tube in 1952.

The reduced price was made possible, Mr. Holleran explained, because of "constantly increasing applications of the vidicon.

Electronic Typesetting

NEW DEVICE seen futuristically as an electronic means of typesetting has been developed by RCA. The new product was described as an electron-image tube that can translate coded signals from tape, keyboard or radio into clearly defined letters and figures at a speed of up to 100,000 words per minute for high-speed photographic recording.

When it achieves commercial form, an RCA spokesman said, its initial application is likely to be in electronic message transmission and computing systems. Further development is expected to fit it for wider application in general printing. The new tube was developed by Warren H. Bliss and John E. Ruedy under the supervision of C. J. Young and Dr. G. A. Morton of the technical staff of RCA's David Sarnoff Research Center.

New Microphone Developed

ELECTROVERT Inc., New York, has announced the introduction of a new microphone, designed especially for tv and motion picture studios. Unique feature, according to Gustav Szabo, vice president, is its built-in low frequency equalizer which automatically eliminates "rumble and hum." The new microphone will be sold and serviced by Camera Equipment Co., New York.

MANUFACTURING PEOPLE



MR. BURNS

Matthew D. Burns, general manager, electronic tube operations, Sylvania Electric Products Inc., N. Y., elected vice president of the company.

Douglas Wallace, assistant vice president, Graybar Electric Co., N. Y., elected vice president.

Robert L. Jablonski, western district sales manager, Hoffman Electronics Corp., L. A., radio-tv set manufacturers, named national service manager.

A. H. Jackson, sales manager, tower dept., equipment div., Blaw-Knox Co., Pittsburgh, named general manager, division's engineering and development dept. **Robert A. Troman,** assistant sales manager, tower dept., promoted to sales manager of dept.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St., New York 19

CKNW Sale on Heavy Agenda Facing CBC Board April 15

BOARD of governors of the Canadian Broadcasting Corp., to meet in Ottawa on April 15, will consider a number of important transfers of ownership in radio stations, applications for four new radio and two new tv stations and changes in some CBC regulations.

The Canadian inter-provincial Rugby Football Union is asking the CBC board to change regulations permitting reconstruction of play-by-play broadcasts of sporting events. The new regulations would require permission from the participating organizations and clear identification every 15 minutes that the broadcast is reconstructed.

New tv licenses are being requested by CJOC Lethbridge, for ch. 7 with 102.8 kw video and 57.7 kw audio, and by CFCY Charlottetown, for ch. 13 with 21 kw video and 12.5 kw audio.

Am licenses are being applied for by Greg-May Broadcasting Ltd., at Lindsay, Ont., for 1 kw on 910 kc; John William Pellie, at Smith Falls, Ont., for 250 w on 1070 kc; Jean Lalonde, at St. Jerome, Que., for 1 kw on 900 kc, and Phillip Bodnoff, at Weyburn, Sask., for 250 w on 1340 kc.

Control of CKNW New Westminster, B. C., 5 kw station on 1320 kc, has been sold for an undisclosed sum to the Southam Co. Ltd., Vancouver, subject to CBC board approval. New controlling ownership also owns daily *Vancouver Province;* shares in CFAC Calgary and *Calgary Herald;* CJCA Edmonton and the *Edmonton Journal;* CKOY Ottawa, and CHCH-TV Hamilton, through CJSH-FM Hamilton and the *Hamilton Spectator.*

William Rea Jr., president of International Broadcasting Co., which relinquishes CKNW, said that the sale was for reasons of personal health. Following a fire at CKNW in May of last year, Mr. Rea collapsed and since then has been recuperating in California. Bill Hughes has been managing CKNW. No changes in personnel or program policy are planned by the new owners.

Transfer of control also is being requested for CKOV Kelowna, B. C.; VOCM St. John's, Nfld., and CFDA Victoriaville, Que.

CKRD Red Deer, Alta., is asking for a change in frequency from 850 kc to 1440 kc with 1 kw power.

Dunton Says Union Demands Prevent Program Exchange

CANADIAN entertainment unions are pricing themselves out of the U. S. market by seeking large extra payments for Canadian Broadcasting Corp. programs requested for U. S. networks, it was indicated last week. A. D. Dunton, CBC board chairman, told the Canadian Parliamentary Committee on Broadcasting at Ottawa on March 24 that Canadian talent and

*PULSE proves BILL PIERCE your BEST BUY...
...IN THE SCRANTON MARKET!
From 6:00 to 9:00 A.M. (12 Quarter Hours)...BILL PIERCE
• Beats Network Station A Nine Times, Ties Twice For First, Is Second Once!
• Beats Network Station B Twelve Times!
• Beats Indie Station B Twelve Times!
• Beats Network Station C Twelve Times!
• Beats All Other Stations Combined Twelve Times!
• Beats Indie Station A Twelve Times!
BILL PIERCE...SCRANTON'S TOP SALESMAN FOR 25 YEARS
ask Meeker
WQAN
*November 1954
SCRANTON, PA.

creative work is not being heard outside Canada because of such union demands.

Mr. Dunton told the members of the Canadian Parliament that exchange programs from the U. S. carried on Canadian radio networks and television stations carry no such extra payments. He said Canadian unions want CBC, U. S. networks or individual U. S. stations to pay talent costs for programs originating in Canada and that this is keeping programs from being sent as exchange features to U. S. networks.

He also pointed to agreements with musicians unions which require stand-by orchestras when amateur musicians are used, although the union musicians do nothing. CBC was asked by the committee to report how much was paid union musicians in the past year for stand-by purposes. Mr. Dunton was asked what action the unions would take if the CBC tried to use amateur performers without stand-by payments. He told the committee that although the word "strike" was never used, the CBC had been told forcibly and at some length that the musicians union would not have the services of its members available to the CBC.

Mr. Dunton also said that it was difficult to obtain enough good Canadian scripts for tv dramatic programs, even though every effort was being made to encourage Canadian writers.

European Set Count Shows British Domination in Tv

OF THE 3,742,000 tv receivers in use in Western Europe at the end of 1954, 3.5 million are in the British Isles—leaving 242,000 for the eight countries on the Continent.

This information was reported by the Bureau of Foreign Commerce of the Dept. of Commerce in a trade information service pamphlet entitled "Foreign Television Development" (Part 4, No. 55-2).

Inadequate revenue for programming and technical development and the present high cost of receivers were cited as the two major drawbacks to more rapid expansion of tv in Europe.

During the first experimental Eurovision telecast—linking eight countries in a single telecast —18 programs were televised, the study reported. The international hookup took place during the period from June 6 to July 4, 1954, and linked Italy, Switzerland, West Germany, Denmark, Netherlands, Belgium, France and Great Britain.

CBC Promotes Three

THREE SENIOR administrative changes at the Canadian Broadcasting Corp.'s head office in Ottawa have been announced.

Marcel Carter, director of personnel and administrative services, has been appointed executive assistant. His new post will be the coordination of radio and integrated services. C. E. Stiles, with CBC and its predecessor since 1933, becomes director of personnel and administrative services. Kenneth M. Kelly, with CBC since 1939 and for past year planning and development officer in the personnel and administrative division, has been appointed assistant director of the division.

Tv Set Sales Up in Canada

IN the first two months of 1955 a total of 111,386 tv receivers valued at $35,331,344 were sold in Canada, compared to 73,675 sets in the same period of 1954, according to the Radio-Television Mfrs. Assn. of Canada.

JCET APPOINTS JORGENSEN HEAD

JOINT COMMITTEE on Educational Television, meeting in Washington last week, chose as chairman at its annual election Dr. Albert N. Jorgensen, president of the U. of Connecticut and the JCET representative of the National Assn. of State Universities.

The organization, beginning its fifth year of activity, named as vice chairman Dr. Edgar Fuller, executive secretary of the Council of Chief State School officers.

JCET also announced that the American Assn. of School Administrators has been added to its membership. Dr. Worth McClure, AASA executive secretary, will represent the group on the JCET.

NBC-TV Operas Are for All, Stanley Tells Chicago Meet

NBC-TV operas in English are creating an "exciting new art form" in line with the network's objective to assume a social responsibility to the entire American population and not just cultural groups, Edward Stanley, NBC manager of public service programs for radio-tv, said March 25 in a speech before the Chicago Area Educational Television Conference at the Illinois Institute of Technology. He charged wide exposure of cultural fare by radio-tv is often resented by some "intellectuals," and claimed the recent NBC-TV production of *Peter Pan* demonstrates it is possible to make "something spectacularly fine" available to the American people. Mr. Stanley spoke on "educational programming for networks."

In another talk, Harry K. Newburn, director of the Educational Television & Radio Center, Ann Arbor, Mich., asserted the educational tv movement is "beset with problems of all kinds and descriptions." Among trouble spots he cited (1) failure of community-type stations to resolve hardships in organization and long range support; (2) delays in delivery of equipment; (3) problems of staff members in learning operation of equipment and inexperience of station personnel, and (4) difficulties of producers in coordinating the work of teacher with that of professional.

Weed Scholarships Announced

THE WEED Broadcasting Scholarship, established by Joseph Weed, president of Weed & Co., station representative, for students applying radio and tv to a major field of study at Iowa State College, Ames, has been announced by WOI-TV there, station owned by the college. The scholarship, an annual award of $500, will be presented to a senior or graduate student now enrolled at an accredited school.

Applications, to be submitted prior to May 2, may be obtained from Richard B. Hull, Director of Radio-Television, Iowa State College.

WIBW Awards Scholarships

SCHOLARSHIPS worth $250 have been presented to two Kansas State College students by WIBW Topeka for their 4-H Club achievement, leadership and community service, J. Harold Johnson, state club leader, has announced. The winners are Jane Mills, freshman in elementary education, and Sylvester Nyhart, freshman in speech.

ACL® MASTER MONITOR permits critical supervision of video signals

The new ACL Master Monitor — of proven design — based on exhaustive operational field tests over the past year, provides quality picture and waveform presentation with excellent viewing in high ambient light.

Check these features of the ACL Master Monitor!



- ✓ **1.** Stabilized pulse cross presentation providing expanded and reversed polarity display.
- ✓ **2.** Interchangeable CRO calibration scales featuring edge-lighting and zero parallax
- ✓ **3.** 2% CRO calibration accuracy
- ✓ **4.** Maximum amplitude distortion of 2% for full 2½" CRO display
- ✓ **5.** Separate picture and CRO inputs
- ✓ **6.** 5 MC waveform response or IRE roll-off
- ✓ **7.** Designed for counterbalanced mounting in console housing (ACL Type CH-3A optional)
- ✓ **8.** Designed to operate with conventional, regulated power supply (ACL type PS-12 optional)
- ✓ **9.** Type M-16 Master Monitor, $2150.00 net

This versatile unit is now available for prompt delivery. For the best value in performance and serviceability check with ACL *first*.

ACL PRODUCTS, INC.

TV Station Equipment Subsidiary of ADLER COMMUNICATIONS LABORATORY
One LeFevre Lane, New Rochelle, N. Y. New Rochelle 6-1620

KANS, WBZ-TV WIN GOLD MEDAL AWARDS

Wichita and Boston stations receive top public service awards in fire safety and fire prevention from National Board of Fire Underwriters.

GOLD Medal Awards of the National Board of Fire Underwriters, New York, have been won by KANS Wichita, Kan., and WBZ-TV Boston for outstanding public service in fire prevention and fire safety during 1954. Winners were announced last Thursday by J. Victor Herd, president of the National Board and executive vice president of the American Fore, group of insurance companies. *The Kalamazoo* (Mich.) *Gazette* and *Illinois Valley News*, Cave Junction, Ore., also received gold medals.

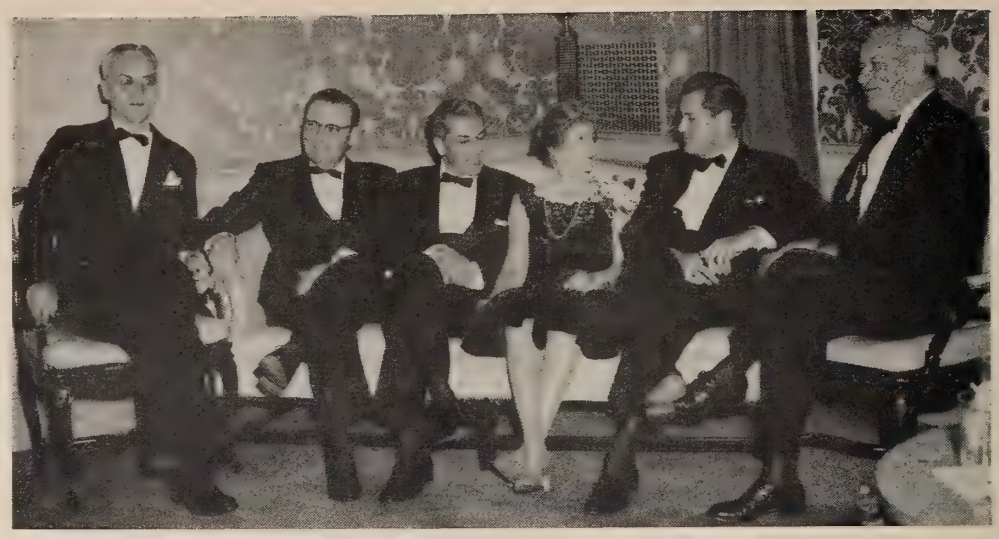
In addition to the gold medal winners, recipients of honor award citations in the radio classification were: WOWO Ft. Wayne, Ind., first honor award citation; WHO Des Moines, Iowa, second honor award citation; WHLM Bloomsburg, Pa., honor citation, and WMUB (FM) Oxford, Ohio, honor citation.

Television stations that were cited were: WMAR-TV Baltimore, first honor award citation; KTTS-TV Springfield, Mo., honor award; WFMY-TV Greensboro, N. C., honor award, and WHAM-TV Rochester, N. Y., honor award.

Among the six honor awards in the daily newspaper category were the *Twin City Sentinel* (WSJS-AM-TV), Winston Salem, N. C.; and *Memphis* (Tenn.) *Commercial Appeal* (WMC, WMCF [FM], WMCT [TV]).

Mr. Herd announced that presentation of awards is usually made at a civic function in the recipient's community. A gold medal went to KANS for a campaign which included the preparation of original recorded safety jingles sent to all radio stations in the state and outside activities beyond the limits of Kansas.

WBZ-TV merited the award, Mr. Herd said, for the production of an original film entitled *Cry in the Night*, which was concerned with the safety of portable heaters. The film was made available to outside organizations as a public service.



GATHERED prior to the March 25 presentation of the Alfred I. duPont Awards in Washington's Mayflower Hotel [B•T, March 28] are (l to r): O. W. Riegel, curator, Alfred I. duPont Awards Foundation, and professor of journalism, Washington & Lee U.; Merle Tucker, owner of KGAK Gallup, N. M., winner of the small station award; Victor Sholis, vice president-director WHAS-AM-TV Louisville, winner of large station award; Mrs. Alfred I. duPont; Eric Sevareid, winner of commentator award; Francis P. Gaines, president of Washington & Lee and chairman, board of judges.

MONTANA CALLS HOLLYWOOD GRAD



ANTON (TONY) GAYHART, a recent graduate of Northwest Radio & Television School's new Hollywood Studio, has gone to work in film and announcing for KGVO-TV, Missoula, Montana.

Broadcasters all over the country are finding that screened, professionally-trained graduates like Tony are saving them both money and time. Let us help you by referring qualified people to you with complete details, as they fit your specific need.

There's no charge, of course, and we assure you of prompt, personal attention. Write or call collect, John Birrel, Northwest Radio & Television School, 1221 N. W. 21st Ave., Portland 9, Oregon. We have schools in Hollywood, Chicago, Washington, D. C., and Portland.

Mpls.-St. Paul Awards Made

U. S. Treasury awards for outstanding achievement in promoting the sale of savings bonds have been presented to 11 radio and tv stations in Minneapolis-St. Paul. The stations were cited for conducting an intensive sale campaign during the second week in December, contributing to Minnesota's total for that month of $9.5 million, the highest monthly total since 1945.

The stations are: KEYD, KTIS, KUOM, WPBC, KSTP-AM-TV, WLOL, WCCO-AM, WCCO-TV, WTCN-AM-TV, WDGY and WMIN-TV. A personal award for leadership as chairman of the state radio-tv committee was presented to Larry Haeg, WCCO.

Radio Writers Award Set Up

FOLLOWING the announcement of the first tv writers award, to be given by Writers Guild of America West, Hollywood [B•T, March 21], the WGAW Radio Branch announced an award for radio writers.

Winners, confined to WGAW membership at present, will be selected for best programs in four categories: dramatic anthology series, dramatic episode series, situation comedy series and variety comedy or personality series. Nominations for eligible programs, from July 1954 to June 1955, will come from WGAW members, networks, independent stations and packagers.

AWARD SHORTS

Dave Showalter, director of public affairs, Columbia Pacific Radio Network, was only member of radio industry to receive a "Job Well Done" award for 1954 from National Vocational Guidance Assn.

George Putnam, KTTV (TV) Hollywood news commentator, tendered a special award for "outstanding work with California youth" by California State Juvenile Officers' Assn., marking first time group has "so sponsored anyone in public life."

Dale Evans, co-star of NBC-AM-TV *Roy Rogers Show* received first Annual Achievement Award of Radio-Tv Women of Southern California as "that woman in the radio-tv industry who has most distinguished herself during the past year by her contributions beyond the normal demands of her professional career."

WJAR-TV Providence, R. I., awarded a certificate of appreciation from National Exchange Club of Toledo, Ohio, sponsors of National Crime Prevention Week, for on-the-air promotion in support of Crime Prevention Week.

S. Olive Young, salesman, WAGA Atlanta, Ga., winner of Atlanta Sales Executives Club's Victor Award as "the most outstanding Atlanta salesman for 1954." Mr. Young, a four-year WAGA veteran, has led the radio sales staff in sales for those four years.

Harris-Tuchman Productions, Hollywood, for third consecutive year received top award for tv commercials in the annual Arizona Advertising Awards, with the winning entry produced for Arizona Brewing Co., Phoenix.

Lewis G. Cowan, producer of *Down You Go* WABD (TV) New York, presented certificate of appreciation from American Cancer Society "for notable assistance in the crusade to conquer cancer."

Melvin L. Gold, president, Mel Gold Productions, N. Y., presented with a plaque and the title of "Honorary Lifetime President" by the National Television Film Council. Mr. Gold was founder of NTFC in 1948; held the office of president for four terms, and was chairman of the board for two terms. In his honorary post, he will become a member of the executive committee and *ex-officio* member of the board of directors.

TWO POINTS OF VIEW

PROMOTION PIECE pointing up the superiority of its sales reach over that of a rival newspaper has been put out by *Los Angeles Times*-owned KTTV (TV). The mailing duplicates an ad in which the *Los Angeles Herald Express* said a 210-line ad in its pages attracted 138,478 readers, or 844 readers per dollar. By comparison, KTTV noted, an advertiser buying KTTV's "Triple Pay Plan" gets a commercial on *Mr. and Mrs. North, Boston Blackie,* and *Lone Wolf,* thereby attracting 1,178,586 viewers, or 1,236 viewers per dollar. "As a matter of fact," the promotion maintains, "any commercial you buy on KTTV on any day, will deliver an average of 1,185 viewers per dollar!"

WLWC (TV) ENDS TALENT HUNT

WLWC (TV) Columbus, Ohio, has completed an eight-week talent contest through five central Ohio counties. The station reports that this competition was the most extensive attempted in that area. The winner receives a five-day expense-paid vacation in New York and a paid in-person appearance on NBC's *Tonight.*

WBSC CLAIMS 'FIRST'

WBSC Bennettsville, S. C., has issued a 12-page brochure giving information about the central Carolina market and plugging its new *Neil Terrell & the News* show. The station also reports it is airing what it believes to be the first all-Negro radio quiz show.

SEARCH FOR A SALESMAN

SALES Executives Club of Chicago is cooperating with the local *Tribune* on a search to find "Chicago's Salesman of the Year," who will be announced April 24 and honored at a rally sponsored by SECC at the Civic Opera House May 4. Winning salesman and the nominating party each will receive a $250 cash prize, and 38 additional $25 prizes will be given to runners-up. The contest closes April 17 and entries will be judged by a jury to be appointed by the SECC.

KRCA (TV) UPS NEWS COVERAGE

INCREASED interest in news of the situation in the Far East has motivated KRCA (TV) Hollywood to augment its news coverage to 14 telecasts per day. Total of 85 minutes of news per weekday reportedly gives KRCA more news programming than any other tv station in southern California.

TIMES SQUARE 'SPECTACULAR'

SALESMEN at WRCA-AM-TV New York will see their names in lights starting today (Mon.). The following message will be spelled out in moving letters which operate on the stations' "Spectacular" in Times Square: "Advertisers: You can sell more on WRCA and WRCA-TV. Phone salesmen George Stevens, Jay Heiten, Dan Sobel, Jim Barry, Bill Kreitner, Herman Maxwell, Carl Shutz at Circle 7-8300." The station estimates that the message will be carried once every six minutes and will be seen by approximately one million people every week.

TONS OF MONEY

TO POINT OUT how big the farm market is that KMA Shenandoah, Iowa, services, the station is sending to agencies and advertisers 5½"x7" mailing pieces which put the figures in perspective. The farm market income totals $1,910,798,000, according to KMA, and the cards explain that the money represents 54,594 tons of dimes, quarters or half dollars—enough silver coin to load 1,091 average size freight cars which would measure 8.3 miles in length. The station bases its deductions on the formula, as provided by a local banker, that it takes $17.50 in silver coin to equal one pound. The promotion piece suggests that the reader, by contacting the station or Edward Petry & Co., its representative, investigate "the market so rich it takes 1,091 freight cars to haul away the KMA farm income each year."

CARTB PROMOTES STATIONS

TO REACH more national and regional advertisers throughout Canada, a series of two-minute messages about national selective radio is being sent to advertisers and agencies by the Canadian Association of Radio & Television Broadcasters. The folders, first of which was entitled "You Can Call the Shot" deal with the advantages of spot radio on Canadian stations. To keep the informational messages together, CARTB also mailed to advertisers and agencies a folder which shows on a map of Canada a list of the 126 member radio stations. CARTB also is distributing a booklet with the message that "Radio in Canada reaches more people, covers more homes, more often at less cost" and points out that there are more than 6 million radio sets in use in Canada's 3,886,000 homes.

WOR SALES SERIES

ABOUT 200 advertising agency timebuyers, account executives and media personnel in New York were invited by WOR there to attend a four-day series of breakfasts at Schrafft's Restaurant for a sales presentation on the station's personalities. The meetings, which were under the direction of Gordon Gray, vice president and general manager of WOR-AM-TV, and Bill Dix, WOR sales manager, were devoted to a presentation pointing up the success of the recent John B. Gambling Madison Square Garden rally, [B•T, March 14, 7], attended by more than 25,000 fans, and the sales appeal of WOR's lineup of other personalities.

'A Matter of Time'

HEART research film titled *A Matter of Time,* released last December through Association Films Inc., New York, has been shown on 328 television stations to date, according to an announcement made last week by the Institute of Life Insurance, New York, which produced the film. A spokesman for the institute also said that the documentary, which deals with the progress medical science has made in its fight against heart disease, has been carried by the DuMont Television Network and ABC-TV and portions of it have been used on *Omnibus,* Sundays on CBS-TV. Prints of the 16mm 15-minute film are available in color or black-and-white from Association Films, 347 Madison Ave., New York 17.

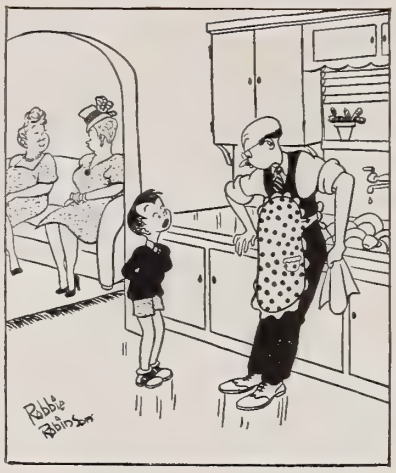
THE BEST MUSIC IN AMERICA

a repertory of distinction



and an outstanding Transcribed Library

SESAC INC.
475 Fifth Avenue
New York 17, N.Y.



"Didn't Mom tell you she heard KRIZ Phoenix advertising an electric dish-washer?"



WKY-TV Oklahoma City personnel transferring to WSFA-TV Montgomery, Ala., whose purchase by WKY-TV ownership (Oklahoma Publishing Co.) has been approved by the FCC, prepare to take a "pledge of allegiance" to the Confederate flag. Hoyt Andres, seated, former assistant manager of WKY-TV, becomes manager of WSFA-TV. Standing (l to r): Scott Berner, chief photographer; Phillis Lewis, film department; Bob Tuttle, promotion and traffic manager; Bob Doty, program manager and assistant to Mr. Andres; Mack Rogers, news director, and Gene Jacobson, production manager.

KFWB GETS AIRBORNE

WITH permission already granted by the Civil Aeronautics Authority and cooperation pledged by law enforcement agencies, KFWB Hollywood is awaiting FCC clearance before introducing regular aerial traffic bulletins into the station's programming.

KFWB President Harry Maizlish announced that the station has acquired an airplane to fly over Los Angeles' crowded streets and freeway system during peak traffic hours to broadcast bulletins aimed at motorists. The bulletins would inform the motorists how best to avoid congested routes, as well as warning them away from the freeway system when accidents and breakdowns cause traffic jams. FCC approval is required of plane-to-ground broadcasts.

TRIBUTE TO A COMMENTATOR

FUNERAL services Thursday for Walter White, 61, who died March 16, were broadcast by WLIB New York as a final tribute to the civil rights leader who had been a commentator on the station for the past three years. Mr. White, executive secretary of the National Assn. for the Advancement of Colored People, died in New York of a heart attack. Last October, he had twice entered the hospital for treatment. WLIB also devoted portions of all programs broadcast on Tuesday to tributes to Mr. White. Various aspects of his life were treated in six morning community news broadcasts. During the regularly-scheduled *Walter White Show* over the weekend (Sat., 5 p.m. EST), the station presented talks by close friends and associates of the late champion of the Negro's cause.

KFOX GOES TO MOVIES

SERIES of wide-screen motion picture trailers is used in seven local theatres by KFOX Long Beach, Calif., to reach an estimated audience of over 65,000 potential listeners a week.

KELLOGG PREMIUM PROMOTION

KELLOGG Co. of Battle Creek, Mich., has been distributing to grocers newly-designed cereal boxes with full-color portraits of Mary Hartline and Cliffy the Clown (from ABC-TV's *Super Circus*) and containing premium offers for Mary Hartline Magic Doll Kits. The premium offer is being made in connection with the purchases of Kellogg's Sugar Smacks, advertised on the network program each Sunday. Millions of the boxes have been prepared for sale by the cereal firm in recent months.

CALL OF THE YUKON

NEW crop of landowners developed among Southern California radio editors and columnists recently, when Quaker Oats Co., through KHJ Hollywood, distributed signed and notarized land deeds granting the writers full ownership of one square inch of the Canadian Yukon. Just "incidentally," the Mutual-Don Lee Broadcasting System station announced that the *Sgt. Preston of the Yukon* series can be heard each Tuesday and Thursday on the network.

Now It's Easter Radios

SPECIAL spot announcements were started March 20 on WCUE Akron to launch a "give a radio for Easter" promotion designed by that station. Tim Elliot, president-general manager, has reported that all radio dealers in the Akron area were advised of the drive in the event that they wished to tie in with the promotion through broadcast and visual advertising and through special point-of-sale displays.

Mr. Elliot pointed out that 98% of the homes in Summit county in which Akron is located are radio-equipped but that the trend toward a radio in every room is growing. The WCUE promotion is intended to stimulate the trend. He also announced plans for a portable radio promotion which will get underway later in the spring.

THE SMART BUY IN MILWAUKEE
REGIONAL COVERAGE AT LOCAL RATES
WFOX
860 KC
Adam J. Young Jr., Inc., Nat'l Reps.

WORLD FAMOUS
S-5
synchronous magnetic film recorder for motion pictures and television
STANCIL-HOFFMAN
921 N. Highland Hollywood 38, Calif.
send for particulars

REVERSAL PROCESSING FOR TV
Specializing in one day Reversal Processing and Duplicating for television. Special attention and temperature control within .2 of one degree insure perfect density prints for TV.
Write for free catalogue.
NATIONAL CINE LAB
Box 4425 Washington 17, D. C.

Station Authorizations, Applications

(As Compiled by B • T)

March 24 through March 30

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Feb. 28, 1955 *

	AM	FM	TV
Licensed (all on air)	2,687	525	130
CPs on air	5	17	†318
CPs not on air	101	11	130
Total on air	2,692	542	448
Total authorized	2,793	553	578
Applications in hearing	137	2	167
New station requests	186	5	17
New station bids in hearing	76	0	151
Facilities change requests	146	7	36
Total applications pending	755	67	222
Licenses deleted in Feb.	0	3	0
CPs deleted in Feb.	1	0	2

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary through March 30

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,705	2,696	114	190	76
Fm	542	526	30	7	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	275	319	596[1]
Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	308	107	415
Noncommercial on air	9	3	12

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	958	337	739	537	1,277[2]
Educational	57		29	28	57[3]
Total	1,015	337	768	565	1,334[4]

[1] One hundred-thirty-six CPs (26 vhf, 110 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 35 already granted.
[4] Includes 629 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

Mobile, Ala.—WKRG-TV Inc. granted vhf ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 520 ft., above ground 460 ft. Estimated construction cost $294,000, first year operating cost $212,298 revenue $232,118. Post office address 205 Government St., Mobile. Transmitter location Cottage Hill Rd., 0.58 mi. West of intersection with Azalea Rd. Geographic coordinates 30° 39′ 12″ N. Lat., 88° 08′ 59″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkenson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include Pres. **Kenneth R. Giddens** (20%); **Shirley Rester Konrad** (10%); **T. J. Rester** (10%); **Spring Hill College** (6.6%); **Alfred F. Delchamps** (4.4%), real estate; and 15 other minority stockholders. Messrs. Giddens and Rester operate WKRG Mobile. Granted March 24.

Yakima, Wash.—Robert S. McCaw d/b as Chinook Tv Co. granted uhf ch. 23 (524-530 mc); ERP 21.9 kw visual, 11.7 kw aural; antenna height above average terrain 960 ft., above ground 150 ft. Estimated construction cost $114,156, first year operating cost $120,000, revenue unknown. Post office address % Radio Station KYAK, P. O. Box 172, Yakima. Studio location corner Fair & Mead Ave., Yakima. Ahtanum Ridge Rd., south of Yakima. Geographic coordinates 46° 31′ 56″ N. Lat., 120° 30′ 30″ W. Long. Transmitter and antenna RCA. Consulting engineer John Walker, Aberdeen, Wash. Mr. McCaw is pres.-⅓ owner KYAK Yakima; pres-⅓ owner KALE-AM-FM Richland, Wash.; pres.-⅓ owner KLAN Renton, Wash., and 10% owner Harbor Tv Corp., community tv system at Aberdeen, Wash. Granted March 30.

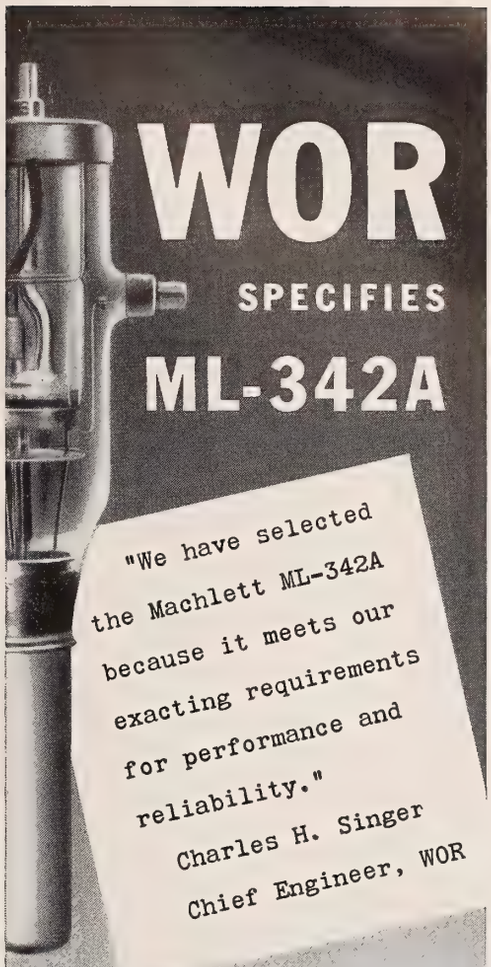
Existing Tv Stations . . .

ACTIONS BY FCC

WTVT (TV) Tampa, Fla.—Tampa Tv Co. granted STA to operate commercially on ch. 13 for the period ending Sept. 21. Granted March 18; announced March 29.

WILL-TV Urbana, Ill.—U. of Ill. granted mod. of CP for reserved ch. 12 to change station location from Champaign to Urbana; change transmitter location to NW corner of U. of Ill. Stadium, S. 1st St. at Florida Ave., Champaign; studio location to South Wright, Urbana; ERP to 45.7 kw visual; 22.9 kw aural; antenna height above average terrain 160 ft. Granted March 22; announced March 29.

WITN (TV) Washington, N. C.—North Carolina Tv Inc. granted mod. of CP for ch. 7 to change studio location to U. S. Hwy. 17, 2.6 miles S of Washington and waiver of Sec. 3.613 of the rules. Granted March 22; announced March 29.



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KTBC-TV Austin, Tex.—Texas Bcstg. Corp. granted CP to change ERP to 247 kw visual, and 124 kw aural. Granted March 23; announced March 29.

KTVE (TV) Longview, Tex.—East Texas Tv Co. granted mod. of CP for ch. 32 to change ERP to 224 kw visual, 132 kw aural; antenna height above average terrain 290 ft. Granted March 23; announced March 29.

KANG-TV Waco, Tex.—Texas Bcstg. Corp. granted mod. of CP for ch. 34 to change ERP to 18.6 kw visual, 10 kw aural; change description of studio and transmitter location to 4811 Bosque Blvd.; antenna height above average terrain 505 ft. Granted March 22; announced March 29.

STATIONS DELETED

WFTL-TV Ft. Lauderdale, Fla.—Tri-County Bcstg. Co. FCC granted request to cancel CP and delete call letters for tv station on ch. 39. Deleted March 25.

WIBG-TV Philadelphia, Pa.—Daily News Tv Co. FCC granted request to cancel CP and deleted call letters for tv station on ch. 23. Deleted March 25.

KTVP (TV) Houston, Tex.—R. L. Wheelock, W. L. Pickens & R. H. Coffield d/b as Uhf Tv Co. FCC deleted tv station on ch. 23 for lack of prosecution. Deleted March 24.

Dallas, Tex.—R. L. Wheelock, W. L. Pickens & H. H. Coffield d/b as Uhf Tv Co. FCC deleted tv station on ch. 23 for lack of prosecution. Deleted March 24.

WTLB (TV) La Crosse, Wis.—La Crosse Tv Corp. FCC deleted tv station on ch. 38 for lack of prosecution. Deleted March 24.

APPLICATIONS

KHBC-TV Hilo, Hawaii—Hawaiian Bcstg. System Ltd. seeks mod. of CP for ch. 9 to change ERP to 1.01 kw visual, 0.51 kw aural; antenna height above average terrain 293 ft. Filed March 25.

WABD (TV) New York, N. Y.—Allen B. DuMont Labs seeks mod. of CP for ch. 5 to change ERP to 16.7 kw visual, 8.8 kw aural; antenna height above average terrain 1,329 ft. Filed March 25.

KDUB-TV Lubbock, Tex.—Texas Telecasting Inc. seeks mod. of CP for ch. 13 to change ERP to 316 kw visual, 158 kw aural; antenna height above average terrain 823 ft. Filed March 28.

CALL LETTERS ASSIGNED

WAIQ (TV) Andalusia, Ala.—Alabama Educational Tv Commission, reserved ch. 2.

WBIQ (TV) Birmingham, Ala.—Alabama Educational Tv Commission, reserved ch. 10. Changed from WEDB (TV).

WTIQ (TV) Munford, Ala.—Alabama Educational Tv Commission, reserved ch. 7. Changed from WEDM (TV).

KLEW-TV Lewiston, Idaho—Lewiston Tv Co., ch. 3.

KTBS-TV Shreveport, La.—KTBS Inc., ch. 3.

KTVI (TV) St. Louis, Mo.—Signal Hill Telecasting Corp., ch. 36.

WIMA-TV Lima, Ohio—WLOK Inc., ch. 73. Changed from WLOK-TV.

WKOK-TV Sunbury, Pa.—Sunbury Bcstg. Corp., ch. 38.

WVAA (TV) Petersburg, Va.—Petersburg Tv Corp., ch. 8. Changed from WPRG (TV).

New Am Stations . . .

APPLICATIONS

Bakersfield, Calif.—Morris Mindel, 1490 kc, 250 kw unlimited. Post office address Booth 11, 2736 Divisadero Ave., Fresno. Estimated construction cost $14,965, first year operating cost $36,000, revenue $45,000. Mr. Mindel is ½ owner KGST Fresno. Filed March 21.

Homer, La.—Claiborne Bcstg. Corp., 1320 kc, 1 kw daytime. Post office address % W. M. Bigley, Magnolia, Ark. Estimated construction cost $16,500, first year operating cost $30,000, revenue $40,000. Principals include Pres. **Frank Harkness Jr.** (25%), auto agency salesman; Vice Pres. **William M. Bigley** (25%), general manager-12½% owner KVMA Magnolia, and sec.-treas.-⅓ owner KRBB (TV) El Dorado, Ark.; Sec. **Dr. Joe F. Rushton** (25%), pres.-30% owner KVMA and pres.-⅓ owner KRBB (TV); and Treas. **L. L. Griggs** (25%), cafe owner. Filed March 21.

Robinson, Ill.—Keith Moyer tr/as Ann Bcstg. Co., 1570 kc, 250 w daytime. Post office address 1025 W. Market St., Taylorville, Ill. Estimated construction cost $13,000, first year operating cost $30,000, revenue $40,000. Mr. Moyer is 91½% owner WBBA Pittsfield, Ill. Filed March 25.

White Castle, La.—Big League Bcstg. Co., 1380 kc, 500 w daytime. Post office address % Elayn Hunt, 700 Reywood Bldg., Baton Rouge, La. Estimated construction cost $15,831, first year operating cost $14,000, revenue $22,500. Principals include Pres. **William C. Lee Jr.** (⅓), laundry, dry cleaning; Vice Pres. **J. Edward Van Velkenburg** (⅓), chief engineer WLCS Baton Rouge, La., and Sec.-Treas. **Elayn Hunt** (⅓), attorney. Filed March 25.

Lansing, Mich.—Booth Radio & Tv Stations Inc., 1390 kc, 500 w daytime. Post office address 700 Buhl Building, Detroit. Estimated construction cost $43,700, first year operating cost $110,000, revenue $120,000. Booth Radio & Tv owns WJLB-WBRI (FM) Detroit, WBBC Flint, WSGW Saginaw, and WIBM Jackson, all Michigan. Principals include Pres. **John L. Booth** (69.2%); **Mrs. John L. Booth** (13.9%); **John L. Booth II** (10.9%), and **Ralph H. Booth II** (5.8%). Filed March 22.

Goldsboro, N. C.—Wayne Bcstg. Co., 1300 kc, 1 kw daytime. Post office address 116 W. Mulberry St., Goldsboro. Estimated construction cost $16,385, first year operating cost $38,000, revenue $57,500. Principals include Pres. **John L. Henderson** (4%), insurance; Vice Pres. **LaMont L. Edgerton** (8%), farm equipment; Sec.-Treas. **Lawrence B. Carr** (52%), program director WMPH Smithfield, N. C., and **Benjamin F. Carr** (16%). Filed March 21.

Coos Bay, Ore.—Harold C. Singleton tr/as Coos County Bcstrs., 950 kc, 1 kw daytime. Post office address 1011 SW 6th Ave., Portland, Ore. Estimated construction cost $16,700, first year operating cost $32,000, revenue $36,000. Mr. Singleton is vice pres.-52% owner KTEL Walla Walla, Wash.; sec.-treas.-9.9% owner KGAL Lebanon and owner KRTV Hillsboro, Ore. Filed March 18.

Elizabethtown, Pa.—Will Groff tr/as Colonial Bcstg. Co., 1600 kc, 500 w daytime. Post office address 651 W. Market St., York, Pa. Estimated construction cost $18,746, first year operating cost $30,000, revenue $30,000. Mr. Groff is announcer-sales employe at WNOW-TV York. Filed March 18.

Milton, Pa.—John S. Booth, 1260 kc, 1 kw daytime. Post office address 220 Norland Ave., Chambersburg, Pa. Estimated construction cost $12,050, first year operating cost $48,000, revenue $55,000. Mr. Booth is vice president-general manager-⅓ owner WCHA-AM-FM Chambersburg, and ⅓ owner WTVE (TV) Elmira, N. Y. Filed March 17.

Savannah, Tenn.—Florence Bcstg. Co., 1010 kc, 250 w daytime. Post office address % Joe T. Van Sandt, Box 137, Florence, Ala. Estimated construction cost $8,000, first year operating cost $30,000, revenue $36,000. Principals include Pres. **Joe T. Van Sandt** (63.3%); Vice Pres. **Anthony J. Smith** (33.3%), and Sec.-Treas. **Velma L. Van Sandt** (3.3%). Florence Bcstg. owns WJOI-AM-FM Florence, Ala. Filed March 25.

Rusk, Tex.—E. H. Whitehead, 1580 kc, 500 w daytime. Post office address Box 316, Rusk. Estimated construction cost $14,959, first year operating cost $25,200, revenue $36,000. Mr. Rusk is publisher of *The Rusk Cherokeen* (weekly) and *The Citizen* (monthly). Filed March 24.

Tyler, Tex.—Louis Alford, Phillip D. Brady & Albert M. Smith d/b as Radio Bcstg. Service, 1330 kc, 1 kw daytime. Post office address % Louis Alford, Box 604, McComb, Miss. Estimated construction cost $17,700, first year operating cost $30,000, revenue $40,000. Principals in equal partnership include **Louis Alford, Phillip D. Brady** and **Albert M. Smith,** all associated in ownership of WAPF McComb and WMDC Hazelhurst, Miss. Filed March 21.

APPLICATIONS AMENDED

Elkhart, Ind.—Clarence C. Moore amends bid for new daytime am station on 910 kc, 500 w directional to specify 1050 kc. Filed March 28.

Plymouth, Mass.—Sherwood J. Tarlow amends bid for new am station on 990 kc, 1 kw daytime to specify 1390 kc, 500 w. Filed March 23.

Cleveland, Tenn.—R. B. Helms, Carl J. Hoskins & Jack Helms d/b as Southeastern Enterprises amends bid for new am station on 580 kc, 500 w daytime to specify 1570 kc, 1 kw. Filed March 23.

Salem, Va.—R. B. Helms, Jack Helms & Carl J. Hoskins d/b as Southeastern Enterprises amend bid for new daytime am station on 1360 kc, 1 kw to specify 1480 kc. Filed March 25.

Thermopolis, Wyo.—Mildred V. Ernst amends bid for new am station on 1240 kc, 250 w unlimited to specify 1490 kc. Filed March 25.

Existing Am Stations . . .

ACTIONS BY FCC

KFJF Webster City, Iowa—Land O'Corn Bcstg. Co. granted permission to sign off at 6:30 p.m., CST, April through August. Granted March 22; announced March 29.

WPLY Plymouth, Wis.—Eastern Bcstg. Co. granted permission to sign off at 6 p.m. April through September. Granted March 22; announced March 29.

Existing Fm Stations . . .

ACTION BY FCC

WUOT (FM) Knoxville, Tenn.—U. of Tenn. granted CP to change ERP to 79 kw; antenna height above average terrain 125 ft. Granted March 22; announced March 29.

Ownership Changes . . .

ACTIONS BY FCC

WDEL-TV Wilmington, Del.—WDEL Inc. granted transfer of control to Paul F. Harron through sale of all stock for $3.7 million. Mr. Harron is owner of WIBG-AM-FM Philadelphia. Granted March 23.

WBOY Tarpon Springs, Fla.—WBOY Inc. granted voluntary assignment of license to Freede-Miller Bcstg. Co. for $76,000. Principals include Pres. **Hal. M. Freede** (48%), organist; Treas. **Justin McCarthy Miller Jr.** (48%), commercial manager of WSPB Sarasota, Fla.; Sec. **Beatrice A. Freede** (2%), and Vice Pres. **Margaret G. Miller** (2%). Granted March 30.

KJAY Topeka, Kan.—S. H. Patterson granted voluntary assignment of license to Robert Rohrs for $105,000. Mr. Rohrs is salesman for KOA Denver. Granted March 30.

KOTV (TV) Tulsa, Okla.—KOTV Inc. granted relinquishment of positive control by John Hay Whitney through sale of 9.5% interest of J. H. Whitney & Co. to Walter N. Thayer, C. R. Petersmeyer and John K. Schemmer. Mr. Whitney will now own 44% interest. Granted March 30.

WLBG Laurens, S. C.—WLBG Inc. granted voluntary assignment of license to Scotland Bcstg. Co., for $21,393. Scotland Bcstg. is operator of WEWO-AM-FM Laurinburg, N. C. Principals include Pres. **Edwin Pate** (26%); Vice Pres. **Wade S. Dunbor** (8.6%); Sec.-Treas. **J. R. Dalrymple** (13%), and six others each holding 8.9% interest. Granted March 30.

WMAK Nashville, Tenn.—Volunteer State Bcstg. Co. granted voluntary transfer of control to Howard D. Steere, Emil J. Popke Jr. and J. D. Berkey through sale of all stock for $16,500 plus assumption of liabilities. Principals include **Howard D. Steere** (75%); Vice Pres. **Emil J. Popke Jr.** (15%), and Sec. **J. K. Berkey** (10%), all associated in ownership of WKMI Kalamazoo, Mich. Granted March 30.

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KCAR Clarksville, Tex.—B. B. Black, June Brewer, Mattie Lou Hurt, executrix of the estate of Reagan Hurt, deceased, d/b as Texo Bcstg. Co. granted voluntary assignment of CP to Robert (n) Wagner and Owen Cowan d/b as Texo Bcstg. Co. for $1,500. Principals include **Robert Wagner,** chief engineer, KFYN Bonham, Tex., and **Owen Cowan,** insurance and investments. Granted March 30.

KYOK Houston, Tex.—KYOK Inc. granted voluntary relinquishment of negative control by both Jules J. Paglin and Stanley W. Ray Jr. through sale of 14.3% interest to 4 station employes. Principals will now include **Jules J. Paglin** (42.8%); **Stanley Ray Jr.** (42.8%); **Edward J. Prendergast** (6.4%); **Frederick D. Schwarz** (2.5%); **Thomas A. Gresham** (3.5%) and **Ray K. Rhodes** (1.7%): Granted March 30.

KCNC Ft. Worth, Tex.—Blue Bonnet Bcstg. Corp. granted voluntary acquisition of positive control by J. H. Speck through purchase of 21 shares from Elliot Wilkenson for $15,000. Mr. Speck will now own 51% interest. Granted March 21; announced March 29.

WETZ New Martinsville, W. Va.—Magnolia Bcstg. Co. granted voluntary transfer of control from J. Patrick Beacom to Harry G. Bright through sale of 90% interest for $20,400. Mr. Bright is field representative for Sesac Inc. Mr. Beacom retains 10% interest. Granted March 30.

WTAP (TV) Parkersburg, W. Va.—W. Va. Enterprises Inc. granted assignment of CP to The Zanesville Publishing Co. for $124,600. Zanesville Pub. Co. owns 63% of WHIZ-AM-TV Zanesville, Ohio. Principals include Pres. **Clay Littick** (87.5%); Vice Pres. **Arthur S. Littick** (3.3%), and Sec.-Treas. **William O. Littick** (9.2%). Granted March 30.

APPLICATIONS

KGPH Flagstaff, Ariz.—The Frontier Bcstg. Co. seeks voluntary assignment of license to Frontier Tv Co. No consideration involved. Filed March 24.

WTOR Torrington, Conn. — The Torrington Bcstg. Co. seeks voluntary transfer of control to Edmund W. Waller through purchase of 804 shares for $6,030 from Harold Thomas. Mr. Waller is manager of the station. Filed March 23.

WJCM Sebring, Fla.—Clearfield Bcstrs. Inc. seeks voluntary transfer of control to William K. Ulerich through purchase of 5 shares from Frank G. Smith for $750. Mr. Ulerich will now own 39.8% but obtains control through ability to elect 3 out of 4 directors. Control of WCPA Clearfield and WAKU Latrobe, both Pennsylvania, are also involved in sale. Filed March 23.

WFTL Ft. Lauderdale, Fla.—Gore Pub. Co. seeks voluntary transfer of control to R. H. Gore Sr. (54.3%) through stock reorganization. R. H. Gore Co., parent company, will own the remaining 45.6% interest. Filed March 24.

WRCD Dalton, Ga.—James Q. Honey & Kenneth H. Flynt d/b as Whitfield Bcstg. Co. seek voluntary assignment of license to Whitfield Bcstg. Co. with recapitalization. Principals will now include **James Q. Honey** (50%), **Kenneth E. Flynt** (25%) and **Edwin B. Jordan** (25%). Filed March 21.

WESM Pocomoke City, Md.—Walter F. Harris Jr. seeks involuntary assignment of CP to **Ruth Ellen Harris** (100%), executrix of the estate of Walter F. Harris Jr., deceased. Filed March 21.

WJMJ Philadelphia, Pa.—Patrick J. Stanton seeks voluntary assignment of license to WJMJ Bcstg. Corp. Principals will now include Pres. **Patrick J. Stanton** (60%) and Vice Pres. **James T. Duffy Jr.** (40%). Mr. Duffy's interest is in lieu of loan of $20,000. Filed March 18.

WCPA Clearfield, WAKU Latrobe, Pa.—Clearfield Bcstrs. Inc. seeks voluntary transfer of control to William K. Ulerich through purchase of 5 shares from Frank G. Smith for $750. Mr. Ulerich will now own 39.8% interest but obtains control through ability to elect 3 out of 4 directors. Control of WJCM Sebring, Fla., is also involved in sale. Filed March 23.

WCBR Memphis, Tenn—Chickasaw Bcstg. Co. seeks voluntary transfer of control to Jeffrey B. Crawford through sale of about 58% interest for assumption of $25,500 liabilities. Mr. Crawford is owner of Memphis Music Equipment Co., radio system. Filed March 21.

WBTH Williamson, W. Va.—Williamson Bcstg. Corp. seeks voluntary transfer of control to Alice Shein through purchase of 48.7% interest for $18,900. Alice Shein wil now own 60.1% interest. Filed March 21.

WLOH Princeton, W. Va.—Mountain Bcstg. Service seeks voluntary assignment of license to Robert L. Harrison d/b as Mountain Bcstg. Co. for $65,000. Mr. Harrison is 20% owner of KCRV Caruthersville, Mo. Filed March 21.

Hearing Cases . . .

FINAL DECISION

Mobile, Ala.—New tv, ch. 5. FCC announced its decision granting construction permit to WKRG-Tv Inc., for new tv station on ch. 5 in Mobile, Ala., and denying the competing application of The Mobile Television Corp. Commissioner Doerfer dissented. Granted March 23.

INITIAL DECISION

Miami Beach, Fla.—New tv, ch. 10. FCC Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of the application of WKAT Inc., for new tv station on ch. 10 in Miami Beach, Fla., and denial of the competing applications of L. B. Wilson Inc., North Dade Video Inc., and Public Service Television Inc., for the same channel in Miami. Action March 30.

OTHER ACTIONS

Elizabethtown, N. C.—FCC Hearing Examiner Basil P. Cooper granted petition of Cape Fear Bcstg. Co. for leave to amend am bid to specify 1450 kc with 100 w instead of 250 w and removed amended applicaiton from hearing. Action March 24; announced March 29.

Emporium, Pa.—FCC Comr. E. M. Webster granted petition of Bucktail Bcstg. Corp. (WBTL) for dismissal without prejudice of its bid for reinstatement of CP for 980 kc, 500 w daytime. Action March 29.

WSPA-TV Spartanburg, S. C.—Spartanburg Radiocasting Co. Upon remand by U. S. Court of Appeals, the Commission designated for hearing on April 25 application for Mod. of CP (ch. 7) to locate transmitter on Paris Mountain with ERP of 200 kw visual and 120 kw aural, antenna height above average terrain 1182 ft., change main studio location within city, etc.; postponed effective date of April 20, 1954 grant to said application pending final determination after hearing; placed burden of proof on protestants Greenville Television Co. (WGVL (TV) ch. 23), Greenville, and Wilton E. Hall (WAIM-TV, ch. 40), Anderson. The designation order is subject to stay, withdrawal or other appropriate action in the event that the Court does not issue its mandate in these protest cases in the usual course. Action March 30.

KLTV (TV) Tyler, Tex.—Lucille Ross Lansing. FCC by letter, dismissed, for lack of compliance with rules, request for STA to operate private tv intercity relay system (off-the-air pickup) between Tyler and Dallas. KLTV operates on ch. 7. Action March 30.

Thermopolis, Wyo.—FCC Hearing Examiner William G. Butts granted petition of Mildred V. Ernst for leave to amend bid for new am station on 1490 kc to specify 1240 kc and remove amended application from hearing docket. Action March 21; announced March 24.

Routine Roundup . . .

March 24 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Herbert Sharfman on March 22

Erie, Pa., Dispatch Inc.—Issued his Memorandum of Ruling announcing his denial of motion for decision by Dispatch Inc., at the oral argument held March 16 and 17 in re renewal of license of station WICU (TV) (Docket 11048), and noted exception for the applicant.

By Hearing Examiner James D. Cunningham on March 22

WERD Atlanta, Ga., Radio Atlanta Inc.—Granted motion to strike, as irrelevant, several portions of proposed findings filed in behalf of Dorsey Eugene Newman, Hartselle, Ala., in re CP's for am facilities (Dockets 10638 et al.).

By Hearing Examiner Annie Neal Huntting on March 22

KGEO-TV Enid, Okla., Streets Electronics Inc.—Ordered all parties, or their attorneys, to appear at a prehearing conference on March 24 in proceeding re Docket 11302.

Miners Bcstg. Service Inc., Ambridge, Pa.; Louis Rosenberg, Tarentum, Pa.; Somerset Bcstg. Co., Painesville, Ohio—Issued second statement concerning prehearing conference and order in re applications for am facilities (Dockets 11202 et al.).

By Hearing Examiner Hugh B. Hutchison on March 22

Abilene, Tex., Bill Mathis—By Memorandum Opinion and Order granted petition for leave to amend his application for a new am station to increase the operating power from 500 watts to 1 kw on 1280 kc (Docket 11180; BP-8917).

March 24 Applications

ACCEPTED FOR FILING

Renewal of License

KXJK Forrest City, Ark., Forrest City Bcstg. Co.—(BR-2273).

KDLA DeRidder, La., Sabine Bcstg. Co.—(BR-2574).

KANE New Iberia, La., New Iberia Bcstg. Co.—(BR-1343).

KSLO Opelousas, La., KSLO Bcstg. Co.—(BR-1839).

WFOR Hattiesburg, Miss., Forrest Bcstg. Co.—(BR-725).

Renewal of License Returned

KOSE Osceola, Ark., Osceola Bcstg. Corp.—(Re: signature).

KSYL Alexandria, La., KSYL Inc.—(Re: Section II & signature).

WSSO Starkville, Miss., The Starkville Bcstg. Co.—(Re: Section II date & Section IV).

Remote Control

WKBC North Wilkesboro, N. C., Wilkes Bcstg. Co.—BRC-685.

Modification of CP

KABC-TV Los Angeles, Calif., American Bcstg.-Paramount Theatres Inc.—Mod. of CP (BPCT-1424) as mod., which authorized changes in facilities of existing tv station to extend completion date (BMPCT-2976).

KTVU (TV) Stockton, Calif., San Joaquin Telecasters—Mod. of CP (BPCT-1465) as mod., which authorized a new tv station to extend completion date to 10-7-55 (BMPCT-2975).

WFIE (TV) Evansville, Ind., Premier Television Inc.—Mod. of CP (BPCT-1014) as mod., which authorized a new tv station to extend completion date to 10-1-55 (BMPCT-2977).

WJTV (TV) Jackson, Miss., Mississippi Pub. Corp.—Mod. of CP (BPCT-719) as mod., which authorized a new tv station to extend completion date to 10-8-55 (BMPCT-2978).

WNBF-TV Binghamton, N. Y., Clark Associates Inc.—Mod of CP (BPCT-770) as mod., which authorized changes in facilities of existing tv station to extend completion date to 10-8-55 (BMPCT-2979).

Modification of License

WFIL-TV Philadelphia, Pa., Triangle Publications Inc. (The Philadelphia Inquirer Division)—Mod. of License to change name to Triangle Pub. Inc. (Radio and Television Division) (BMLCT-28).

KSL-TV Salt Lake City, Utah, Radio Service Corp. of Utah—Mod. of CP (BMPCT-835) as mod., which authorized changes in facilities of existing tv station to extend completion date to 7-8-55 (BMPCT-2980).

March 25 Decisions

ACTIONS ON MOTIONS

By Commissioner E. M. Webster on March 25

Broadcast Bureau—Granted petition for an extension of time to March 24 to file exceptions to the initial decision in ch. 5 tv proceeding at Bristol, Va.-Tenn. (Dockets 10879-80).

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By Hearing Examiner Basil P. Cooper on March 24

On Examiner's own motion, ordered that hearing re application of Bucktail Broadcasting Corp. (WBTL), Emporium, Pa., be continued from March 29 until 15 days after the Commission has acted on the petition of applicant to dismiss its application without prejudice (Docket 11217; BP-9306).

Ordered further hearing on March 29 in ch. 9 proceeding, Orlando, Fla., involving applications of WORZ Inc. and Mid-Florida Television Corporation (Dockets 11081-83, BPCT-1153, 1801).

By Hearing Examiner James D. Cunningham on March 23

On Examiner's own motion, and with consent of all parties to the proceeding, ordered that the petition of Mid-Atlantic Bcstg. Co., filed Sept. 16, 1954, to reopen the record for the acceptance of exhibits, be dismissed (Dockets 11045-46, BR-1724, BTC-1639).

By Hearing Examiner Herbert Sharfman on March 24

Pursuant to agreement of counsel for Dispatch Inc., Erie, Pa. (WICU [TV]) and the Broadcast Bureau, ordered that a further hearing be scheduled for April 1, at 10:00 a.m. (Docket 11048, BRCT-42).

By Hearing Examiner Elizabeth C. Smith on March 23

New Orleans, La., The Times-Picayune Pub. Co.—Granted petition requesting certain specified corrections be made to the transcript in ch. 4 tv proceding, New Orleans, La. (Dockets 8936 et al.).

March 25 Applications

ACCEPTED FOR FILING

Modification of CP

WAEL Mayaguez, P. R., Mario Acosta—Mod. of CP (BP-8883) as mod., which authorized change frequency; increase power; change type transmitter and install DA-1 for extension of completion date (BMP-6802).

Renewal of License

KFSA Ft. Smith, Ark., Southwestern Radio & Television Co.—(BR-1503).

KOSY Texarkana, Ark., Gateway Bcstg. Co.—(BR-2684).

WAUG Augusta, Ga., Garden City Bcstg. Co.—(BR-2730).

WSGC Elberton, Ga., Elberton Bcstg. Co.—(BR-1391).

Renewal of License Returned

WNAT Natchez, Miss., Old South Bcstg. Co.

Modification of CP

WIRK-TV West Palm Beach, Fla., WIRK-TV Inc.—Mod. of CP (BPCT-908) as mod. which authorized new tv station to extend completion date to 9-20-55 (BMPCT-2986).

WJIM-TV Lansing, Mich., WJIM Inc.—Mod. of CP (BPCT-883) as mod. which authorized changes in facilities of existing tv station to change corporate name from WJIM Inc. to Gross Telecasting Inc. (BMPCT-2973).

Modification of License

WJIM-TV Lansing, Mich., WJIM Inc.—Mod. of license to change corporate name from WJIM Inc. to Gross Telecasting Inc. (BMLCT-27).

March 28 Applications

ACCEPTED FOR FILING

Renewal of License

KAMD Camden, Ark., Camden Radio Inc.—(BR-1255).

KWFC Hot Springs, Ark., Spa Bcstg. Co—(BR-1072).

WARB Covington, La., A. R. Blossman Inc.—(BR-2887).

KMIB Monroe, La., Liner's Bcstg. Station Inc.—(BR-790).

KBSF Springhill, La., Springhill Bcstg. Co.—(BR-2992).

KTLD Tallulah, La., Howard E. Griffith—(BR-3000).

KTIB Thibodaux, La., Delta Bcstrs. Inc.—(BR-2928).

WBIP Booneville, Miss., Booneville Bcstg. Co.—(BR-2513).

WLAU Laurel, Miss., Southland Bcstg. Co.—(BR-2021).

Renewal of License Returned

KJOE Shreveport, La., Audiocasting Inc.—(Dated wrong).

WSKB McComb, Miss., WSKB Inc.—(Re: name of applicant).

Application Returned

WGRM Greenwood, Miss., P. K. Ewing—Voluntary assignment of license to Mrs. P. K. Ewing and F. C. Ewing.

Renewal of License

KLCN-FM Blytheville, Ark., Harold L. Sudbury—(BRH-428).

WAUG-FM Augusta, Ga., Chester H. Jones et al. d/b as Garden City Bcstg. Co.—(BRH-756).

License for CP

KGO-FM San Francisco, Calif., American Bsctg.-Paramount Theatres Inc.—License to cover CP (BPH-2007) which authorized changes in licensed station (BLH-1042).

WXYZ-FM Detroit, Mich., WXYZ Inc.—License to cover CP (BPH-1981) which authorized changes in licensed station (BLH-1041).

Renewal of License

WERS (FM) Boston, Mass., Emerson College—(BRED-39).

KACC-FM Abilene, Tex., Abilene Christian College, a Texas Corp.—(BRED-102).

Modification of CP

KBID-TV Fresno, Calif., John H. Poole tr/as John Poole Bcstg. Co.—Mod. of CP (BPCT-1069) as mod. which authorized a new tv station to extend completion date to 10-12-55 (BMPCT-2983).

WMBR-TV Jacksonville, Fla., The Washington Post Co.—Mod. of CP (BPCT-877) as mod. which authorized changes in facilities of existing tv station to extend completion date to 10-12-55 (BMPCT-2981).

WTLE (TV) Evanston, Ill., Northwest Television Bcstg. Corp.—Mod. of CP (BPCT-1724) as mod. which authorized a new tv station to extend completion date (BMPCT-2984).

WAAB-TV Worcester, Mass., WAAB Inc.—Mod. of CP (BPCT-1241) as mod. which authorized a new tv station to extend completion date to 10-12-55 (BMPCT-2982).

WEOL-TV Elyria, Ohio, Elyria-Lorain Bcstg. Co.—Mod. of CP (BPCT-1134) as mod. which authorized new station to extend completion date to 10-11-55 (BMPCT-2989).

License for CP

WAAG Adel, Ga., Robert A. Davis., W. M. Forshee and W. T. Scott d/b as Cook County Bcstg. Co.—License to cover CP (BP-9459) which authorized new standard broadcast station (BL-5665).

WBFC Fremont, Mich., Paul A. Brandt—License to cover CP (BP-9441) as mod. which authorized new standard broadcast station (BL-5664).

Renewal of License

WHXY Bogalusa, La., Bogalusa Bcstg. Co.—(BR-2921).

WQBC Vicksburg, Miss., Delta Bcstg. Co.—(BR-721).

Applications Returned

KBBA Benton, Ark., Benton Bcstg. Service—Renewal of license (name wrong and dated wrong).

WKLJ Sparta, Wis., Sparta-Tomah Bcstg. Co.—CP to change frequency from 990 kc to 1290 kilocycles; increase power from 250 w to 1 kw and install a new transmitter (to be notarized).

Modification of CP

KTRE-TV Modesto, Calif., KTRE Bcstg. Co.—Mod. of CP (BPCT-1721) as mod. which authorized new tv station to extend completion date to 10-17-55 (BMPCT-2996).

KBOI-TV Boise, Idaho, Boise Valley Bcstrs. Inc.—Mod. of CP (BPCT-1489) as mod. which authorized new tv station to extend completion date to 6-13-55 (BMPCT-2993).

WBKB (TV) Chicago, Ill., American Bcstg.-Paramount Theatres Inc.—Mod. of CP (BPCT-1493) as mod. which authorized changes in facilities of existing tv station to extend completion date (BMPCT-2995).

KVTV (TV) Sioux City, Iowa, Cowles Bcstg. Co.—Mod. of CP (BPCT-1851) as mod. which authorized changes in facilities of existing tv station to extend completion date to 6-25-55 (BMPCT-3001).

WPTV (TV) Ashland, Ky., Albert S. Polan, E. G. Polan, Lincoln M. Polan, Charles M. Polan and Lake Polan Jr. d/b as Polan Industries—Mod. of CP (BPCT-1009) as mod. which authorized new tv station to extend completion date to 10-13-55 (BMPCT-2992).

WSPD-TV Toledo, Ohio, Storer Bcstg. Co.—Mod. of CP (BPCT-1538) as mod. which authorized changes in facilities of existing tv station to extend completion date to 10-18-55 (BMPCT-2997).

KGEO-TV Enid, Okla., Streets Electronics Inc.—Mod. of CP (BPCT-1421) as mod. which authorized new tv station to extend completion date to 9-30-55 (BMPCT-2991).

KRBC-TV Abilene, Tex., Abilene Radio and Television Co.—Mod. of CP (BPCT-1163) as mod., which authorized new tv station to extend completion date to 7-15-55 (BMPCT-2994).

WQED (TV) Pittsburgh, Pa., Metropolitan Pittsburgh Educational Television Station—Mod. of CP (BPET-25) as mod. which authorized new educational tv station to extend completion date to 5-13-55 (BMPET-68).

March 29 Decisions

ACTIONS ON MOTIONS

By Commissioner E. M. Webster on March 25

WWBZ Vineland, N. J., Community Bcstg. Service Inc.—Granted in part, petition for extension of time in which to file exceptions to initial decision in proceeding re Docket 10133, and the time was extended to and including April 8.

By Hearing Examiner William G. Butts on March 25

Thermopolis, Wyo., Thermopolis Bcstg. Co.—Continued hearing now scheduled for March 31 to April 15 re (Docket 11127).

By Hearing Examiner Annie Neal Huntting on March 25

WSDR Sterling, Ill., Blackhawk Bcstg. Co.—Issued a second statement concerning prehearing conference and order which shall govern the proceeding in re Docket 11146.

By Hearing Examiner Elizabeth C. Smith on March 23

Broadcast Bureau—Granted petition for an extension of time to March 25 in which to file proposed findings in re application of Tupelo Bcstg. Co. (WELO), Tupelo, Miss. (Docket 11002); and the time in which to file reply findings was extended to April 8.

By Hearing Examiner J. D. Bond on March 25

Issued fourth pretrial order which shall govern the course of the further proceeding to the extent indicated in re applications of The Toledo Blade Co., et al., for ch. 11 at Toledo, Ohio (Docket 11084 et al.), and ordered hearing of evidence to commence on June 14.

By Hearing Examiner Hugh B. Hutchison on March 25

Cambridge, Md., The Shore Bcstg. Co.—Pursuant to agreement by counsel, the hearing scheduled for April 12 is changed to April 13, in re Docket 11144.

BROADCAST ACTIONS

By the Broadcast Bureau
Actions of March 25
Granted License

WVAM Altoona, Pa., The General Bcstg. Corp.—Granted license covering change to directional antenna night use only (DA-N) (BL-5633).

KVFC Cortez, Colo., Jack W. Hawkins and Barney H. Hubbs—Granted license for am broadcast station (BL-5640).

Modification of CP

The following were granted extensions of completion dates as shown: WIRK-TV West Palm Beach, Fla., to 9-20-55; WMBR-TV Jacksonville, Fla., to 10-12-55; WAAB-TV Worcester, Mass., to 10-12-55; WAEL Mayaguez, P. R., to 9-1-55, conditions; WTVN Columbus, Ohio, to 9-15-55, con-

(Continued on page 101)

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RADIO

Help Wanted

Managerial

Commercial manager. Must know business and be a producer. Salary $85 plus over-ride on total station gross. Send complete details, photo and references. Box 782G, B•T.

Radio sales manager wanted with lots of ideas for progressive midwest station. Wonderful opportunity. Send complete details first letter. Box 872G, B•T.

Manager . . . new kilowatt daytimer K-BAM! Longview, Washington. Above average salary plus bonus. Only exceptional men from west or midwest considered. Resumes to Box 891G, B•T.

Radio Station WOIC needs a commercial manager with a desire to become part owner of a successful 1000 watt station without any investment. Must be experienced; emphasis on sales and sales ideas. No floaters considered. This is not a swivel chair position. It will take a qualified aggressive salesman who is not afraid to work. Seldom is an opportunity of this kind offered. Contact F. A. Michalak, Radio Station WOIC, Columbia, South Carolina.

Salesmen

Florida—experienced man, draw against 15%. Box 661F, B•T.

Excellent opportunity for good time salesman able to handle own copy. $75 a week salary plus 5% commission. Send complete details, photo and references. Box 781G, B•T.

Mature conscientious salesman! Assume list of excellent accounts, many on air. High commission potential. Virginia. Box 880G, B•T.

$100.00 weekly guarantee for experienced salesman . . . salary and commission, advancement depending upon aggressiveness. Permanent employment. Full details, Box 906G, B•T.

Sales representative wanted, fully expanding staff; fully experienced, sound ideas, aggressive intelligent approach. Send background, references and picture to Box 909G, B•T.

Salesman—experienced salesman is wanted by CBS affiliate located in prosperous southwestern town of 25,000. Man must have proven sales record. Give complete details in first letter and necessary starting income. This is a permanent connection with good future for the right man. Box 928G, B•T.

Going 5000 watts. Position open radio salesman, also radio salesman with first phone, and announcer-engineer. Experienced personnel only. Send photo, references. KCHJ, Delano, California.

Sales opportunity for right man as sales manager or commercial manager for radio and tv. Contact Radio Station KSJB, Jamestown, North Dakota.

Immediate opening for salesman in west Texas market. Some announcing preferred but not essential. Contact Tom Huksey, KTUE, Tulia, Texas.

Experienced salesman needed to fill definite opening in sales staff at 5,000 watt NBC station in Eugene, Oregon. Competitive market, but good list of active one the air accounts to start. Send complete background and photo to KUGN, P.O. Box 112, Eugene, Oregon.

Announcers

Florida—pop DJ personality. Send tape and resume. Box 662F, B•T.

Staff announcer for North Carolina daytimer. Good opportunity for an all-around man. Experience not necessary if have ability. Box 800G, B•T.

Experienced, mature voice, announcer, disc jockey, Pa. kw daytime. Salary, talent, profit sharing. Send tape. Box 904G, B•T.

Negro disc jockey, married, fine opportunity for advancement. Box 913G, B•T.

RADIO

Help Wanted—(Cont'd)

Humorous DJ—Fast flowing ad lib. Jovial, full of fun, infectious personality. Production minded. Actor background. Single. For Pa., N. Y., Michigan, Ohio, Illinois area. Box 933G, B•T.

5000 watt CBS affiliate has opening for staff announcer. Strong on news, music and board operation. Good opportunity to work into tv. Send disc, picture and salary required to Program Director, KFBB-Radio, Great Falls, Montana.

Immediate opening for good newsman who can handle farm and sports programs. KIRX, Kirksville, Missouri.

Wanted, combo, 1st ticket, good engineer, strong on announcing. Excellent opportunity for good worker. Send tape, photograph, references to KTFS, Texarkana, Texas.

Wanted—Experienced special events man for 5000 watt station. Handle all remote broadcasts, gather and write local news, plus early morning announcing duties. Contact Greeley N. Hilton, Manager, WBUY, Lexington, N. C.

WFRL, Freeport, Illinois, wants qualified staff announcer. One year experience minimum. Salary offer based on present earnings. Contact Charles Harlan, WFRL.

Good announcer, minimum one year's experience. Contact Bill Jaeger, WJWL, Georgetown, Delaware.

Combination announcer—first phone engineer. Central Penna. University town. M. J. Bergstein, WMAJ, State College, Pa. Phone Adams 7-4959.

Florida station has immediate opening for girl DJ with third class ticket. Must have pleasing voice, ability to run control board and have working knowledge of music. $50 for 40 hours to start. Send tape, photo and resume direct to Chick Catterton, WSBB, New Smyrna Beach, Florida.

Wanted . . . all-around staff announcer and DJ. Must have 3rd class phone license. Contact Mr. H. G. Borwick, WVOS, Monticello, N. Y.

Technical

Combo man, 1st phone, permanent. Pleasant New England city. Daytime station. Send resume, photo, tape. Box 915G, B•T.

Engineer or control operator, announcing limited, permanent position 5000 watt CBS. Send full particulars including photo, audition, salary desired, KSPR, Casper, Wyoming.

Chief engineer. Must be experienced. Good salary. Permanent position. Radio Station WMJM, Cordele, Ga.

Wanted: Engineer, first phone, network station. WSYB, Rutland, Vermont.

Chief engineer, am station, 250 watts, WWIN, Baltimore 1, Maryland.

Programming, Promotion, Others

Can you whip out imaginative copy? Pinch-hit on the air? Tend to commercial traffic with dispatch and discretion? This is no job for daydreamers or dawdlers. It is a top job with an eastern seaboard independent. Write completely please. Box 879G, B•T.

Help wanted: Experienced program director and announcer for 5000 watter. Must be good morning man. Box 930G, B•T.

Need girl with ideas, to write selling copy. Permanent job for right person. State salary expected. Reply, John L. Cole, WHLF, South Boston, Virginia.

Immediate opening for experienced copywriter both radio and tv accounts. Established CBS radio and vhf tv operation. Send experience, salary and references to Paul Clarkson, Continuity, WTAD, WHQA-TV, Quincy, Ill.

News reporter—announcer. Must be able to gather and write local news, deliver authoritative newscasts and do some announcing. Salary $75.00 a week. Send experience, tape and sample news copy to WVSC, Somerset, Pennsylvania.

RADIO

Situations Wanted

Managerial

General manager ready to take complete charge of station. Sales, programming, etc. Midwest only. Daytimer preferred, will invest. Box 625G, B•T.

Successful general manager—thoroughly experienced. 15 years all phases. Excellent references. Available soon. Box 820G, B•T.

General manager, age 29, married, university graduate. 5 years experience from ground up. Held present managership 3 years. Hard worker. Want lifetime position. Willing to invest portion of salary in part ownership. Box 860G, B•T.

Radio station manager available. Seven years experience all phases. Family man, sober, civic minded. Excellent record, Prefer small town, but consider any. Could invest in small station. Write Box 869G, B•T.

Aggressive, selling manager, ten years experience, available. Operate economically. Interested south-midwest-southwest salary percentage basis. Travel for interview. Employer references. Box 897G, B•T.

Manager . . . 25 years radio . . . 2 years television . . . management or sales direction. References. Now available. Box 899G, B•T.

Sales manager—am—independent 500 w plus—north central or northwest. County population over 50,000. Salary plus commission—experienced. Box 903G, B•T.

Announcers

Announcer, deejay, available now. Go anywhere, eager to please. Coached by top New York announcers, but no hot-shot. Looking for opportunity to prove myself an asset to your station. Sober, dependable. Tape and resume on request. Box 756G, B•T.

Sports and newscaster, seeks more responsibility, wire service stringer. Employed met market. DJ, promotion, photography. Box 797G, B•T.

Negro announcer and DJ, a smooth salesman, very good boardman. Box 813G, B•T.

Announcer. First class license. Good voice. Experienced. Box 863G, B•T.

Superior experienced announcer available. Good salary, working conditions required. Family. Box 866G, B•T.

Announcer: Radio or television, 2 years experience all phases radio, DJ, news, continuity, promotion, direction, 2 years college. Box 867G, B•T.

Versatile: Strong on news, DJ and personality. Smooth pleasant delivery for women's commentary program. Family man. Trenton, N.Y., Phila. area. Box 868G, B•T.

Veteran announcer, seven years experience. Definitely no floater. Excellent references. Box 875G, B•T.

Announcer, six years experience, DJ, news, staff, available immediately. Box 881G, B•T.

Announcer: 3 years experience metropolitan market. Excellent voice. Married, vet, college grad. Seek permanent position medium market. Tape, photo, details on request. Box 883G, B•T.

Staff announcer looking for sports minded station. Good sports background and worked all phases of radio. Not a drifter and is ambitious, plus good recommendations. Box 884G, B•T.

Talented, ambitious negro platter spinner. Outstanding show for programming, marketing, Selling voice. Revealing tape, history. Box 885G, B•T.

Announcer—24, married, vet, mature voice, strong on news and commercials. Resume, tape on request. Box 894G, B•T.

Staff announcer. Strong on writing commercials. News, DJ, 3rd class ticket. Box 905G, B•T.

Three years experience. Excel sports. Staff, sales, PD and tv agency background. Married, 24, veteran. Box 907G, B•T.

Announcer, stations staff, light experience. High potential, good news, smooth commercials, pleasing platters, seeking permanent connection. Travel, resume, tape. Box 908G, B•T.

"Radioactive?"—This announcer's summer objective in vacation relief. N.E. seaboard preferred. Amply experienced. Instructing full-time basis N.Y.C. Mature, pleasant commercial delivery. DJ performance easy articulate. Solid news, strong background classical music. University degree, 29, veteran. Available about July 1st. Tape, resume upon request. Box 917G, B•T.

RADIO

Situations Wanted—(Cont'd)

First phone announcer—PD 5 years experience, age 31, single, desire early morning air shift—sales in afternoon. Will consider any and all offers and areas, but prefer east. Box 919G, B•T.

Staff announcer, personality deejay, pop singer. Employed but looking for good future in good market. Will relocate. Single, 26, vet. Box 921G, B•T.

Announcer, looking for opening with small station. Fully qualified in all phases. Recent radio school graduate. Travel, tape. Box 922G, B•T.

Staff announcer, DJ, recent graduate, willing to work hard and learn. Tape, resume on request. Box 923G, B•T.

Staff announcer—very pleasant voice, authoritative news, strong commercials, unique DJ style, good knowledge sports, light experience, dependable, ambitious, immediate availability, tapes, resume. Box 924G, B•T.

Staff announcer—married, friendly mature voice, all phases, light experience, ambitious, tape, resume. Box 925G, B•T.

Personality disc jockey, strong commercials, news, easy to please, good disposition. Free to travel. Tape, resume on request. Box 926G, B•T.

All-around staff announcer, strong on news, DJ, and commercials. Light experience. Looking for position in small station. Will travel. Sober, dependable, with good references. Tape, photo, resume on request. Write Box 927G, B•T.

Announcer-DJ, tired Hollywood hassel, smog and phonies, willing to make financial sacrifice return east. 15 years experience. Now CBS staff. Box 932G, B•T.

Negro DJ, license. Tape, references. W. Betner, Jr., 107-28 139 Street, Jamaica.

Colored disc jockey, good personality. Willing to work. Will travel. Former graduate Cambridge School Radio & Television. Good ideas. Consider all offers. Write, call Reg Dwyer, 933 St. Marks Avenue, Brooklyn, N. Y. Telephone: PR 8-5314.

Announcer, copywriter, strong commercials, news. Dependable, will travel. James L. Moran, 1061 Mayfair Road, Union, New Jersey. MUrdock 8-4115.

Midwestern graduate desires position as announcer; experience, board, DJ, news, commercials. Single. Degree, vet. Tape, resume on request. Bill Parker c/o W. Piasecki, 2219 N. Parkside Ave., Chicago, Ill. BE-7-6721, after 6:00 p.m.

Staff: Well versed all phases (will travel). Limited experience. Contact: Allen Richards, 67-40 110th Street, Forest Hills, L. I., N. Y. Call: BO 8-2510.

Conscientious announcer—DJ, news, sports. Experienced Florida indie. Married. Held Navy sports publicity job. Prefer tv potential or progressive am. Northeast—Florida—Carolinas. Gordon Robbie, 619 East Camp Street, Lake City, Fla. Phone 135.

Experienced combo, excellent references, midwest preferred. Phone 90. Jack Teiken, Box 404, Twin Valley, Minnesota.

Experienced staff announcer. Authoritative newscasts. Relaxed commercial delivery. Korean veteran. Will travel. Mel Topper, 934 N. Harper Ave., L. A. 46.

Technical

Experienced am-tv. 2½ years tv studio and transmitter. Am chief 5kw directional seven years. Family man. Box 817G, B•T.

Engineer, first phone, ham license, experienced. Box 861G, B•T.

Midwest only. Want vacation work at 5 to 50 kilowatt station. Experienced studio and xmtter. First fone. Box 862G, B•T.

1st phone, no experience—Navy vet. Grad radio & tv school—31—married—taking CIRE—3rd telegraph—can travel. Box 865G, B•T.

Engineer: Experienced all phases, past chief, Ohio, Michigan. Box 876G, B•T.

Tv engineer, experienced xmtr, studio microwave. 1st phone. Permanent only. Box 877G, B•T.

Engineer: Licensed, fourteen years electronic experience. Four years tv installation, maintenance and operation. Desires position New England, New York area. Box 878G, B•T.

Chief engineer, 15 years experience. Results, no excuses. References. Box 900G, B•T.

RADIO

Situations Wanted—(Cont'd)

First class radio-telephone engineer. Two years experience. Has done some announcing. Box 931G, B•T.

Position desired—first telephone — experienced. Also D. A. Delbert King, 6621 South First Avenue, Birmingham, Ala. Phone 59-9935.

First phone engineer. 7½ years experience all phases broadcast work, including directional. Available immediately. C. A. Terry, R.F.D. No. 1, Platte City, Missouri. c/o F. M. Miller.

Production-Programming, Others

Need creative copywriter? Send for one man's samples if you are a midwest station with TV, and away we'll go. Box 794G, B•T.

Experienced cameraman—video, audio, floor manager, lighting, films, directing. Seeking permanent, or summer position with production opportunity. References; will relocate. Box 864G, B•T.

Newsman . . . experienced in both radio and television writing, editing, beat pounding and presentation. Prefer tv or combined operation. Put me to work and stand back. Box 886G, B•T.

News editor, specializing local news, seeks employment major market. 14 years radio experience, excellent references. Box 890G, B•T.

Copywriter, experienced radio and agencies, wants to relocate in Florida. Can do air work, woman's shows. Box 901G, B•T.

Sales, sales development, sales promotion man. Now delivering for syndicator. Would like to deliver for station. Box 918G, B•T.

Program-production man, twenty years' experience, desires affiliation with established station that still believes in radio and interested in sound programming. Family man. Presently employed. Address Box 934G, B•T.

Professional organist-pianist (former radio announcer—deejay) wants tv experience—staff position. Veteran-single. L. A. Elliott, 710 Fillmore Place, Bay City, Michigan.

Utility men. Pianist, organist, traffic, copy, programming. Victim of cutback. Southern location desired. References. Charlie Friar, 2600 McClintock Road, Apt. 4. Telephone: 2-6768.

TELEVISION

Help Wanted

Managerial

Commercial manager for vhf station in the southeast. Opportunity with established pioneer vhf station having major network. Excellent market. The man needed must be thoroughly experienced in local and national sales; able to lead and direct local sales staff. Prefer one who has knowledge of promotion and media advertising. Habits and character must be above reproach. This is no position for loafers or playboys, yet it is not a sweat shop. An honest day's work is all we expect. Our employees like our shop and fine working conditions. Very seldom does one leave us. This opening is unusual and offers excellent place for the right man. Write with detailed background about yourself, giving present income, experience, business and character references, family status, health; club, church and civic activities if any. All replies "strictly" confidential. Enclose photograph with application. Box 850G, B•T.

Regional sales manager for vhf station to travel midwest territory. Exceptional potential. Send complete details first letter. Box 873G, B•T.

Salesman

Illinois tv only operation has opening (2) for salesmen. Interested in young aggressive men with radio sales experience and anxious for tv transition. Compensation salary plus commission. Write Box 847G, B•T.

Technical

Tv engineer wanted. Experience operating tv studio equipment. State experience and reference. Box 824G, B•T.

Immediate opening for experienced television studio transmitter engineer. Please give qualifications and salary requirement. Call or wire Richard Cochran, Chief Engineer, WFAM-TV, Lafayette, Indiana.

TELEVISION

Situations Wanted

Managerial

Tv sales executive. High calibre, proven, aggressive leader. Seek position as sales manager or top-level salesman with leading metropolitan operation. Long, successful record as top man with present company. Thorough knowledge of entire tv business. Finest references and background. Box 935G, B•T.

Salesmen

Five years radio sales and sales management experience. Desire tv sales opportunity in southeast. Box 882G, B•T.

Technical

Tv transmitter engineer desires to relocate. Two and one half years experience. High power vhf. not a drifter. Have very good reason for leaving present position. Box 888G, B•T.

Radio, motion picture, photography, projectionist experienced. Audio-radio-television graduated. 1st phone. College—engineer major. Seeks television or radio position. Box 902G, B•T.

Studio technician—cameraman. Graduate Television Workshop, New York. Have fine photography background. Veteran. Family man. Will relocate. Box 937G, B•T.

Cameraman—technician: Graduate top New York school. Have fine administrative background, along with photography. Widely traveled. Veteran. Family man. Will relocate. Write Box 938G, B•T.

Production-Programming, Others

Film editor presently employed in major northeast vhf, desires position as film director and buyer. Box 826G, B•T.

Need someone with these qualifications? BA degree, production experience, special services officer, presently directing. Available immediately. Details on request. Box 898G, B•T.

Television farm director—fifteen years in farm and ranch radio and television production. Film and direct farm and rural programs. Newspaper—newsreel and press service experience. Desire station realizing value of rural programming. Continuous national sponsorship for over ten years proof of a job well done. Location no preference Box 893G. B•T.

I can be the hostess with mostest on your tv show! I can sing, dance, play piano and act, and I can cook too! With complete theatrical background, now eyeing tv. Hope you'll saye "aye" after seeing pix, resume, etc. Please write Box 911G, B•T.

College graduate desires job in tv production, complete tv training, married, presently radio announcer, will accept most positions, job must have potential. Prefer midwest area. Alvan E. Murphy, 303 E. Broadwell, Albion, Michigan. Phone: 6420.

FOR SALE

Stations

Midwest. 1 kw. Independent. Earns $30,000 year. Priced right. Box 887G, B•T.

For sale—Radio station upper midwest. Local outlet, network affiliate, excellent market, no tv. Ideal for manager-owner. No brokers please. Give financial responsibility in first letter. Write Box 889G, B•T.

West Florida daytimer earning approximately $20,000 priced $65,000, half cash. Paul H. Chapman, 84 Peachtree Street, Atlanta, Georgia.

Radio station. 1000 watt. Daytime. Southern area. Market over 600,000 per owner. Priced under $60,000. Financially qualified principals write Ralph Erwin, Broker, Box 811, Tulsa.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment

Two good used Stancil-Hoffman model M5A mini-tape recorders; will sell together or separately. Box 639G, B•T.

RCA TF5A superturnstile. Tuned channel 5 but tunable 4 or 6. Box 772G, B•T.

Complete Trans Lux news sign, excellent condition, ideal promotion and advertising—$11,000.00. Terms and details on request. Box 871G, B•T.

Fm 10 kw amplifier (less 1 kw driver). Also power supply. Western Electric type 506B-2. New. Reasonable. Box 895G, B•T.

FOR SALE—(Cont'd)

For sale: 3 Western Electric 9A reproducers and arms—as a unit or separately. Any reasonable offer considered. Box 916G, B•T.

Western Electric: Double jack panels $17.00; 110A limiter $60.00; 119C repeating coils $8.00; 111C repeating coils $7.00. Box 920G, B•T.

Gates transmitter control console type SA-97 complete with power supply. Suitable for studio operation. Price $500.00. KGHF, Pueblo, Colorado.

For sale: RCA 1 kw uhf transmitter, antenna, and accessories. Also, Federal transmitter, console, antenna, monitor, and 220 foot non-insulated self supporting tower. Contact Lyle C. Motley, WBTM, Danville, Va.

For sale: RCA BTF-3B 3kw fm broadcast transmitter. WHBL, Inc., Sheboygan, Wis.

Complete uhf off-air pickup, video and audio output, 9.6 ft. parabolic dish, receiver monitor, F.I. meter, satisfactory use up to 40 miles—$1,-500.00. Address Henry Root, Chief Engineer, WLAM, Lewistown, Maine.

Job recorder, Stromberg timeclock model 36, orig. $176.74. Excellent for use on announcers logs. Best offer takes it. Station WUST, Washington 9, D. C.

10 watt REL fm transmitter, excellent condition, 40' tower, REL antenna, 100' of co-ax cable and guying cables. All for $800. City Schools, New Albany, Indiana. Attention Vernon McKown.

RCA-1kw uhf transmitter, antenna, monitors and complete studio set up for channel 28 operation. Full specifications and conditions of sale available. Write to: D. L. McNamara, Purchasing Agent, University of Southern California, University Park, Los Angeles 7, California.

Wanted to Buy

Stations

Ft. Lauderdale, Fla., will trade for radio property beautiful 10 unit, 10 bath apartment, ½ block from ocean. Box 752G, B•T.

Wanted to buy radio station construction permit for small town. Prefer southeast. Box 870G, B•T.

Want to lease good radio station in growing market. All replies strictly confidential. Box 914G, B•T.

Radio stations, Kansas, Missouri, Oklahoma, Arkansas. Ralph Erwin. Broker. Box 811, Tulsa.

Equipment

Wanted: Tv remote equipment including microwave relay. Box 791G, B•T.

250 watt fm transmitters in good working order. Give fullest particulars and price asked. Box 795G, B•T.

Used 1 kw am transmitter. Prefer Gates BC-1F. Consider any at right price. Box 846G, B•T.

Need 220-foot tower, kilowatt transmitter, other equipment for new station. Also WX-2 field intensity meter. Box 874G, B•T.

5000 watt transmitter, used or new; full studio equipment. Box 912G, B•T.

Wanted: Used, but in good condition GPL-Watson vari-focal lens, Model PA-861. KTVK, Phoenix, Arizona.

Wanted to buy. An RCA BC-2B audio consolette in good condition. George B. Smith, WNDU-TV, Notre Dame, Indiana.

Wanted—GR type 732-P1 range extension filter. State price and condition. WGL, Fort Wayne, Indiana.

Wanted: Am frequency monitor. Chief Engineer, WTSB, Lumberton, N. C.

Tv equipment needed—Lenses needed: 2—35mm; 2—50mm; 2—90mm; 2—135mm. Also needed: 1—DuMont portable sync generator; 5—headsets; 2—connecting DuMont "A" cables with connectors. Forward information including price, condition, age and guarantee, if any, to Northwest Radio and Television School, 1221 N. W. 21st Ave., Portland, Oregon.

Complete am transmitter, console, and tower for 1000 watt station. Advise any part you might have to sell. C. A. Kennedy, P. O. Box 71, Columbia, Tennessee.

Want used, good condition, ready to go, short wave and broadcast transmitters, five to one hundred kilowatts. Must be priced right. Payment dollars stateside. Airmail complete details to: Advertiser, 2 Eltisley Avenue, Cambridge, England.

Used dual channel console, 1 DW, fm, transmitter. Radio Department, Ashland College, Ashland, Ohio.

INSTRUCTION

Get your FCC first phone license in 8 weeks. Intensive personalized instruction by correspondence or in residence. Free brochure. Grantham, Dept. 1-E, 6064 Hollywood Blvd., Hollywood, California.

Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesmen will call). Get the best—it costs no more! Northwest Radio & Television School, 1221 N. W. 21st Avenue, Portland 9, Oregon.

FCC 1st phone license in 5 to 6 weeks. Bill Ogden, 1150 W. Olive, Burbank, California. See display ad next week.

RADIO

Situations Wanted

Managerial

RADIO-TV SALESMANAGER OFFERS SECURITY*

* Security, Mr. Prospective Employer, is the knowledge that this seasoned and responsible man can manage your sales and allied departments in an efficient and profitable manner.

New York and other major market experience with key radio-tv stations of major network. Have been on the local and national operational sides as Account Executive, in charge of Sales Development, Director of Advertising & Promotion and Sales Manager.

Currently employed, married, age 38. Opportunity for growth is important. Resume, photo and top industry references are available on request.

Box 910G, B•T

PROMOTION MANAGER

Promotion Manager, 5 years promo experience in top market AM-TV stations. Sales presentations, publicity, merchandising, public relations. Graduate degree in advertising. References.

Box 936G, B•T

Technical

TECHNICANS

Due to operational changes in staff, we have four experienced technicians in TV and Radio—(one good film man) that we would like to help relocate. Complete details in confidence if you are interested.

C. G. DeLaney
WHEC
40 Franklin St.
Rochester, New York

TELEVISION

Help Wanted

Managerial

WE BELIEVE IN UHF

MR. TV MANAGER DO YOU?

We need immediately a capable, experienced TV manager and TV sales manager to operate the affairs of a UHF station located in a large midwestern city. Must be willing to accept capital stock of the company substantially in lieu of financial reimbursement. Sufficient financial reimbursement will be made to cover living expenses. Give full details as to your qualifications, experience, family, previous employment, and date available.

Box 811G, B•T

Salesmen

TV SALESMAN WANTED

KCRG-TV, Channel 9. Cedar Rapids, Iowa. Has excellent opportunity for experienced salesman. Station owned by newspaper. Currently constructing 1,085 foot tower. State's highest. New facilities. Including maximum power. Operative this spring giving station Iowa's greatest coverage. Cedar Rapids is fastest-growing city in Iowa. Position offers enterprising man bright future. Guarantee plus commission. Principal accounts would be regional. Wire, call, write Manager Pat Patterson. 4-4194. Full particulars. Applications confidential.

Programming-Production, Others

THE FINDER

Man to find people, places, things to stir imagination of young people. Daily TV program KETC (VHF-educational) St. Louis. Experience helpful, talent essential. Must have own sense of humor. Present Finder leaving soon for CBS and network show after only six months. Send biog., pic., experience to Richard Hartzell, Producer, THE FINDER, KETC, ST. LOUIS, MO.

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

For Sale—(Cont'd)

Equipment

FOR SALE—USED

2 RCA 70C2 Turntables, complete with RCA & Gray arms and RCA & GE pickups; 1 RCA 86A1 Limiting Amplifier; Channel 4 RCA 19104C Sideband filter modified for 25 kw; Channel 4 RCA 5 kw Notch Diplexer; 1 RCA TT1A Television Microwave System including (Transmitter less wave meter, Transmitter control, Receiver and Receiver control); 1 RCA WM20; 1 Jones MM200 Micromatch; 1 GE BM1A FM Monitor; 1 RCA BTF3B/C FM Transmitter.

NEW

1 RCA BC2B Audio Console.

Contact

J. L. Berryhill

KRON-TV

San Francisco, California

OVER 100 NEEDED

That's what J. T. Snowden, Jr., Secretary-Treasurer of the North Carolina Association of Broadcasters, said when he ordered three ads in our Classified Section.

In less than three weeks Mr. Snowden reported the response "Overwhelming". . . . In fact . . . "We have been able to place dozens of good experienced broadcasters throughout the radio and television industry of North Carolina".

Week after week, B•T has consistently produced top results for classified advertisers.

So, whether it's personnel or equipment you need, let B•T help you solve your problems through a classified ad.

(Continued from page 96)

ditions; WTLE Evanston, Ill., to 10-12-55; KBID-TV Fresno, Calif., to 10-12-55; KABC-TV Los Angeles, Calif., to 10-10-55; WFIE (TV) Evansville, Ind., to 10-1-55; KTVU Stockton, Calif., to 10-7-55; WNBF-TV Binghamton, N. Y., to 10-8-55; WJTV Jackson, Miss., to 10-8-55; KSL-TV Salt Lake City, Utah, to 10-8-55.

Actions of March 24

Granted License

WESO Southbridge, Mass., WESO Inc.—Granted license for am broadcast station (BL-5659).

KXLY-TV Spokane, Wash., Northern Pacific Television Corp.—Granted license for tv broadcast station (BLCT-142).

Remote Control

WKBC North Wilkesboro, N. C., Wilkes Bcstg. Co.—Granted authority to operate transmitter by remote control.

Modification of CP

KCAR Clarksville, Tex., Texo Bcstg. Co.—Granted Mod. of CP for extension of completion date to 8-12-55.

Actions of March 22

Los Angeles, Calif., Paramount Television Productions Inc.—Granted informal application for Mod. of Permit to transmit video transcriptions of the program "Wrestling from Hollywood" via air or rail express to Canadian Television Stations, CBUT-TV Vancouver, British Columbia, CHSJ (TV) St. John, New Brunswick, CBWT (TV) Winnipeg, Manitoba, CBMT (TV) Montreal, CJCB-TV Sydney, Nova Scotia, CHCT-TV Calgary, Alberta, CFCM-TV Quebec City, Quebec, CBHT-TV Halifax, Nova Scotia, CFPL-TV London, Ontario, CBOT (TV) Ottawa, Ontario, CBLT (TV) Toronto, Ontario, and CKCO-TV Kitchener, Ontario, for broadcast by these stations in Canada, for the period ending Feb. 1, 1956.

Granted License

WCRS-FM Greenwood, S. C., Grenco Inc.—Granted license covering changes in fm station (BLH-1039).

WHBF Rock Island, Ill., Rock Island Bcstg. Co.—Granted license covering installation of a new transmitter and antenna, at main studio location, as an auxiliary transmitter and antenna (1270 kc, 250 w) (BL-5653).

WPRY Perry, Fla., Taylor County Bcstg. Co.—Granted license covering change of facilities (BL-5649).

KOLR Sterling, Colo., High Plains Bcstg. Corp.—Granted license for am broadcast station (BL-5648).

KYNT Yankton, S. D., Yankton Bcstg. Co.—Granted license for am broadcast station (BL-5647).

WCKI Greer, S. C., Greer Radiocasting Co.—Granted license for am broadcast station (BL-5650).

WALD Walterboro, S. C., Walterboro Bcstg. Co.—Granted license covering change of facilities, installation of new transmitter and changes in antenna system (increase in height) (BL-5652).

WGST Atlanta, Ga., Board of Regents, U. of Georgia—Granted license covering installation of a new transmitter, as an alternate main transmitter, to operate on 920 kc, 1 kw night and 5 kw day (BL-5654).

Modification of CP

The following were granted extensions of completion dates as shown: KSPG Tulsa, Okla., to 10-4-55; KTVO Kirksville, Mo., to 8-1-55; KERO-TV Bakersfield, Calif., to 10-5-55; KPTV Portland, Oreg., to 10-4-55; WBRC-TV Birmingham, Ala., to 10-4-55; WKVM San Juan, P. R., to 6-25-55, conditions.

Actions of March 21

Modification of CP

The following were granted extension of completion dates as shown: WSLI-TV Jackson, Miss., to 9-22-55; WQXI-TV Atlanta, Ga., to 10-19-55; WJDM Panama City, Fla., to 9-21-55; KMYR Denver, Colo., to 10-12-55, conditions.

ACTIONS ON MOTIONS

By Commissioner E. M. Webster

Broadcast Bureau—granted petition for an extension of time to and including April 12, to file exceptions to the initial decision in ch. 12 tv proceeding, Richmond, Va. (Dockets 8945, 10805) (Action 3/28).

By Hearing Examiner H. Gifford Irion on March 28

Upon request of applicants in ch. 7 tv proceeding, Buffalo, N. Y. (Great Lakes Television Inc., et al) and without objection by Broadcast Bureau, ordered that the further hearing now scheduled for March 30 is continued to April 14.

By Hearing Examiner Elizabeth C. Smith on March 28

Granted joint motion of applicants in ch. 4 tv proceeding (Television City Inc., McKeesport, Pa., et al), for corrections in various respects to the transcript of evidence (Dockets 7287, et al).

By Hearing Examiner H. B. Hutchison on March 28

Issued Statement and Order concerning matters agreed to between the parties which shall govern the course of the hearing re application of Streets Electronics Inc. (KGEO-TV), Enid, Okla., for Mod. of CP (Docket 11302, BMPCT-2729).

March 29 Applications

ACCEPTED FOR FILING

Renewal of License

KXRJ Russellville, Ark., The Valley Bcstrs.—(BR-1508).

WALB Albany, Ga., Herald Pub. Co.—(BR-1134).

WDAR Savannah, Ga., WDAR Inc.—(BR-1318).

KTRY Bastrop, La., Morehouse Bcstg. Co.—(BR-1900).

KSIG Crowley, La., Acadia Bcstg. Co.—(BR-1553).

KVOL Lafayette, La., Evangeline Bcstg. Co.—(BR-859).

KANV Shreveport, La., Northwest Louisiana Bcstg. Corp.—(BR-2978).

WLOX Biloxi, Miss., WLOX Bcstg. Co.—(BR-2033).

WJMB Brookhaven, Miss., Brookhaven Bcstg. Co.—(BR-1995).

WTOK Meridian, Miss., Southern Television Corp.—(BR-1521).

Renewal of License Returned

WRJW Picayune, Miss., Moseley Brothers.

Modification of CP

WVLN-FM Olney, Ill., Olney Bcstg. Co.—Mod. of CP (BPH-1976) as mod. which replaced expired permit for extension of completion date (BMPH-4988).

KRCA (TV) Los Angeles, Calif., National Bcstg. Co.—Mod. of CP (BPCT-1462) as mod. which authorized changes in facilities of existing tv station to extend completion date to 6-18-55 (BMPCT-3000).

WMGT (TV) North Adams, Mass., Greylock Bcstg. Co.—Mod. of CP (BPCT-1259) as mod. which authorized new tv station to extend completion date to 10-15-55 (BMPCT-2999).

KOIN-TV Portland, Ore., Mount Hood Radio & Television Bcstg. Corp.—Mod. of CP (BPCT-1029) as mod. which authorized new tv station to extend completion date to 10-21-55 (BMPCT-2998).

License for CP

KWK-TV St. Louis, Mo., KWK Inc.—License to cover CP (BPCT-324) as mod. which authorized new tv station (BLCT-281).

WSVA-TV Harrisonburg, Va., Shenandoah Valley Bcstg. Corp.—License to cover CP (BPCT-1324) as mod. which authorized new tv station (BLCT-284).

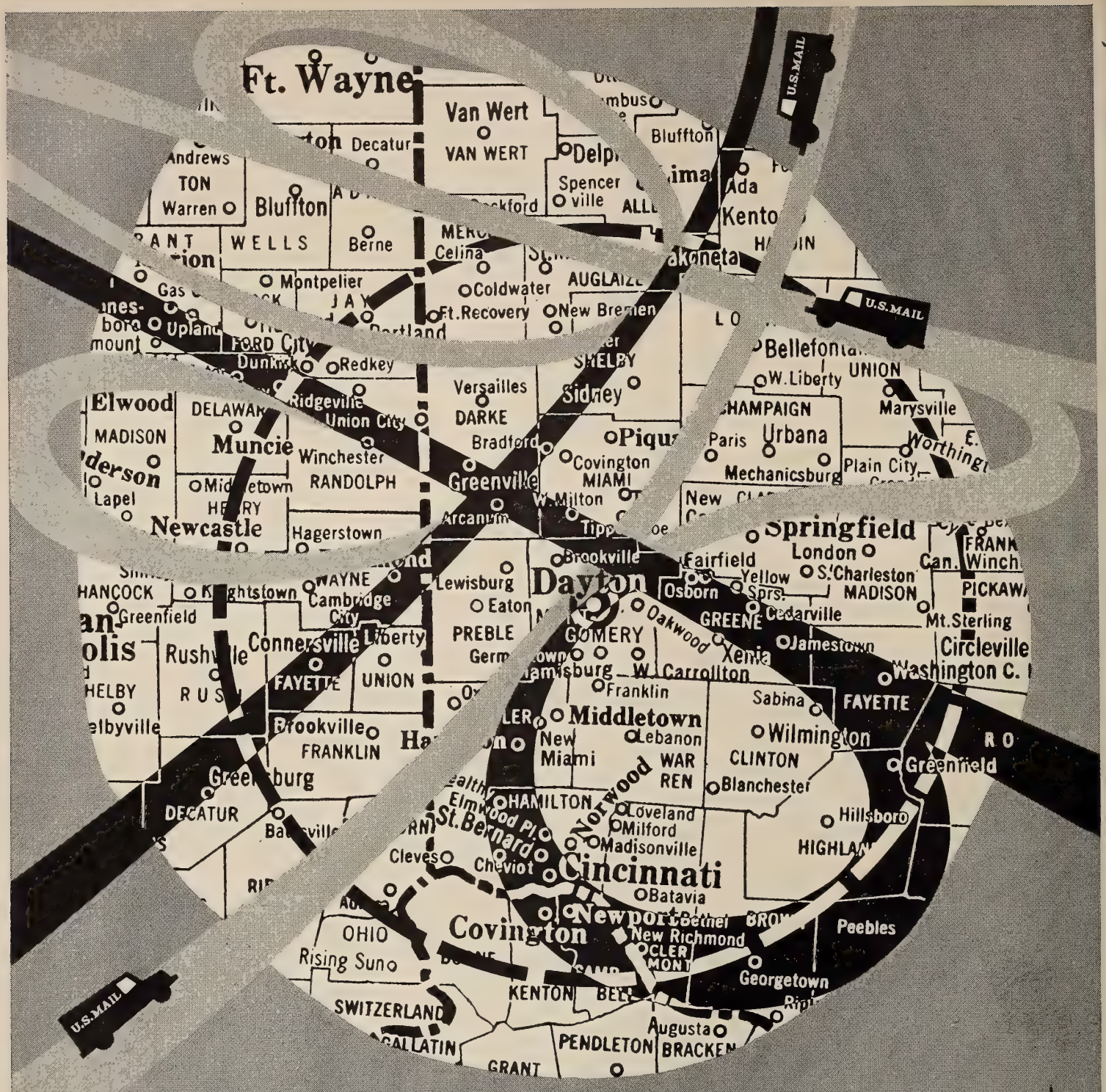
March 30 Decisions

BROADCAST ACTIONS

By the Commission en banc

Renewal of License

The following stations were granted renewal of license on regular basis: WAJF Decatur, Ala.; WAYX Waycross, Ga.; WBGR Jesup, Ga.; WBHF Cartersville, Ga.; WBIA Augusta, Ga.; WGFS Covington, Ga.; WGLS Decatur, Ga.; WGRA Cairo, Ga.; WHBB Selma, Ala.; WIMO Winder, Ga.; WKAB Mobile, Ala.; WOWL Florence, Ala.; WPBB Jackson, Ala.; WPID Piedmont, Ala.; WTUS Tuskegee, Ala.; WZOB Fort Payne, Ala.; WHBO Tampa, Fla.



During 1954, more than 60% of all WHIO-TV mail came from areas outside Metropolitan Dayton. In fact, 13% of WHIO-TV mail carried postmarks—outside the estimated primary and secondary viewing areas. Further proof that when you want an area station, you want WHIO-TV, one of America's great area stations. And when you want WHIO-TV, call our national representative, George P. Hollingbery.

whio-tv

CBS • DUMONT

Channel 7 Dayton, Ohio

ONE OF AMERICA'S GREAT AREA STATIONS

TELESTATUS

April 4, 1955

Tv Stations on the Air With Market Set Counts And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Andalusia†—
WAIQ (*2) 3/9/55-Unknown

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 306,318
►WBRC-TV (6) CBS, DuM; Katz; 318,000
WJLN-TV (48) 12/10/52-Unknown
WBIQ (*10) 10/13/54-Unknown

Decatur†—
►WMSL-TV (23) CBS, NBC; Walker; 26,230

Dothan†—
►WTVY (9) Young

Mobile—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 101,100
WKAB-TV (48) See footnote (c)
WKRG-TV Inc. (5) 3/23/55-Unknown

Montgomery—
►WCOV-TV (20) ABC, CBS, DuM; Raymer; 61,259
►WSFA-TV (12) NBC; Katz; 89,110

Munford†—
►WTIQ (*7)

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 118,560

Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 118,560
►KPHO-TV (5) CBS, DuM; Katz; 118,560
►KTVK (3) ABC; Weed

Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 37,957
►KVOA-TV (4) ABC, NBC; Raymer; 37,957

Yuma†—
►KIVA (11) NBC, DuM; Grant; 26,136

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
►KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 27,500
KNAC-TV (5) Rambeau; 6/3/54-Unknown

Jonesboro†—
KBTM-TV (8) 1/12/55-Unknown

Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 95,581
KTHV (11) Branham; 11/4/54-Unknown
►KATV (7) (See Pine Bluff)

Total stations on air in U. S. and possessions: 427; total cities with stations on air: 282. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use, 36,029,308.

*** Indicates educational stations.**

† Cities NOT interconnected.

(a) Two Buffalo, N. Y., tv stations, in addition to their U. S. set counts, report the following set coverage in Canada: WBEN-TV, 459,256; WGR-TV, 419,577.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205-544 on July 10, 1952.

(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; WLAM-TV Lewiston, Me.; WPMT (TV) Portland, Me.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KMPT (TV) Oklahoma City; KCEB (TV) Tulsa, Okla.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WTOV-TV Norfolk, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee.

(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

New Tv Station

The following tv station is the newest to start regular programming:

WPRO-TV Providence, R. I. (ch. 12), March 27.

Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 91,389

Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Weed; 87,000
►KERO-TV (10) CBS, NBC; Hollingbery; 146,398

Berkeley (San Francisco)—
►KQED (*9)

Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 60,801

Corona†—
KCOA (52), 9/16/53-Unknown

Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 19,500

Fresno—
KBID-TV (53) See footnote (c)
►KJEO (47) ABC, CBS, DuM; Branham; 156,035
►KMJ-TV (24) CBS, NBC; Raymer; 142,000
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54

Los Angeles—
►KABC-TV (7) ABC; Petry; 2,058,196
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Weed; 2,058,196
►KHJ-TV (9) DuM; H-R; 2,058,196
►KNXT (2) CBS; CBS Spot Sls.; 2,058,196
►KRCA (4) NBC; NBC Spot Sls.; 2,058,196
►KTLA (5) Raymer; 2,058,196
►KTTV (11) Blair; 2,058,196

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC; Weed; 127,500
KCRA Inc. (3) Initial Decision 6/3/51
►KBET-TV (10) CBS, ABC; H-R

Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371

San Diego—
►KFMB-TV (8) ABC, CBS; Petry; 290,000
►KFSD-TV (10) NBC; Katz; 285,533
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 1,068,555
►KPIX (5) CBS; Katz; 1,068,555
►KRON-TV (4) NBC; Free & Peters; 1,068,555
►KSAN-TV (32) Stars National; 210,000

San Jose†—
KQXI (11) 4/15/54-Unknown

San Luis Obispo†—
►KVEC-TV (6) ABC, CBS, DuM; Grant; 82,836

Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 464,192

Stockton†—
►KOVR (13) DuM; Blair; 1,054,000
►KTVU (36) NBC; Hollingbery; 120,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area . . .
NOW
456,000
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000

Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 53,604
► KRDO-TV (13) NBC; McGillvra; 40,000

Denver—
► KBTV (9) ABC; Free & Peters; 273,069
► KFEL-TV (2) DuM; Hoag-Blair, Blair Tv; 273,069
► KLZ-TV (7) CBS; Katz; 273,069
► KOA-TV (4) NBC; Petry; 273,069
KRMA-TV (*6) 7/1/53-Unknown

Grand Junction†—
► KFXJ-TV (5) NBC, CBS, DuM; Holman; 9,600

Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340

Hartford—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 291,299

New Britain—
► WKNB-TV (30) CBS; Bolling; 284,169

New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 934,448

New London†—
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
WCNE (*63) 1/29/53-Unknown

Stamford†—
WSTF (27) 5/27/53-Unknown

Waterbury—
► WATR-TV (53) ABC; Stuart; 193,320

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 2,051,000

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 707,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 672,200
► WTTG (5) DuM; H-R; 642,000
WETV (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Daytona Beach†—
WMFJ-TV (2) McGillvra; 7/8/54-7/1/55

Fort Lauderdale—
► WITV (17) ABC, DuM; Bolling; 145,600 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC, CBS; McGillvra; 11,726

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 405,600
WOBS-TV (30) Stars National; 8/12/53-Spring '55

Miami—
► WGBS-TV (23) NBC; Katz
WMFL (33) 12/9/53-Unknown
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS; Free & Peters; 307,600
Biscayne Tv Corp. (7) Initial Decision 1/17/55
► WITV (17) See Fort Lauderdale

Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 80,000

Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 24,750

Pensacola†—
► WEAR-TV () ABC, CBS, DuM; Hollingbery; 89,500
► WPFA (15) 32,500

St. Petersburg—
► WSUN-TV (38) ABC, CBS, DuM; Weed; 134,000

Tampa†—
► WFLA-TV (8) NBC; Blair; 175,000
WTVT (13) CBS; Avery-Knodel; 9/2/54-4/1/55 (granted STA March 18)

West Palm Beach—
► WEAT-TV (12) ABC; Walker; 231,000
► WIRK-TV (21) DuM; Weed; 42,708
► WJNO-TV (5) NBC, CBS, DuM; Venard; 231,000

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC, DuM; Crosley Sls.; 465,000
► WQXI-TV (36) 23,742
► WSB-TV (2) NBC; Petry; 484,725

Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 133,000
► WRDW-TV (12) CBS; Headley-Reed; 131,444

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 84,690
► WRBL-TV (4) CBS; Hollingbery; 95,412

Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 94,628
► WNEX-TV (47) NBC; Branham; 62,032

Rome†—
► WROM-TV (9) McGillvra; 150,990

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel: 60,107
WSAV-TV (3) 1/26/55-Unknown

Thomasville†—
WCTV (6) Stars National; 12/23/53-Spring '55

IDAHO

Boise†—
► KBOI-TV (2) CBS, DuM; Free & Peters; 43,985
► KIDO-TV (7) ABC, NBC; Blair; 41,900

Idaho Falls†—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna 32,419

Lewiston†—
KLEW-TV (3) 2/9/55-Unknown

Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown

Twin Falls†—
KLIX-TV (11) ABC; Hollinbery; 3/19/53-Unknown

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 320,000

Bloomington—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,877,600
► WBKB (7) ABC; Blair; 2,074,000
► WGN-TV (9) DuM; Hollingbery; 2,080,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000

Decatur—
► WTVP (17) ABC, DuM; Bolling; 160,000

Evanston†—
WTLE (32) 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000

Peoria—
► WEEK-TV (43) NBC, DuM; Headley-Reed; 229,274
► WTVH-TV (19) CBS, ABC; Petry; 229,274
WIRL Tv Co. (8) Initial Decision 11/5/54

Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 150,000
► KHQA-TV (7) See Hannibal, Mo.

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 256,600
► WTVO (39) NBC, DuM; Weed; 100,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 295,201

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 95,000
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

INDIANA

Anderson†—
WCBC-TV (61) 2/2/55-5/1/55

Bloomington—
► WTTV (4) NBC, DuM; Meeker; 622,727 (also Indianapolis)

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 208,139

Evansville—
► WFIE (62) ABC, NBC, DuM; Venard; 94,315
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54

Fort Wayne—
► WKJG-TV (33) NBC, DuM; Raymer; 132,547
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC; Katz; 662 000
► WISH-TV (8) ABC, CBS, DuM; Bolling; 540,020
► WTTV (4) See Bloomington

Lafayette†—
► WFAM-TV (59) CBS, DuM; Rambeau 66,500

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 107,250

Notre Dame (South Bend)†—
WNDU-TV (46) NBC; Meeker; 8/12/54-7/15/55

Princeton†—
WRAY-TV (52) See footnote (c)

South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 206,473

Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 154,000

Waterloo (Fort Wayne)—
► WINT 15) ABC, CBS; H-R; 133,478

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 315,600

Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,000
► WMT-TV (2) CBS; Katz; 266,800

Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 295,165

Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 302,000
Cowles Broadcasting Co. (8) 3/23/55-Unknown

Fort Dodge†—
► KQTV (21) NBC, DuM; Pearson; 22,100

Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 135,932

Sioux City—
► KTIV (4) NBC, ABC, DuM; Hollingbery; 152,835
► KVTV (9) ABC, CBS, DuM; Katz; 152,835

Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 162,159

KANSAS

Great Bend†—
► KCKT (2) NBC; Bolling; 126,258

Hutchinson—
► KTVH (12) CBS, DuM; H-R; 199,012

Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown

Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz, 91,552

Topeka—
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 426,427

Wichita—
► KAKE-TV (10) ABC; Hollingbery; 195,110
► KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown

Henderson (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 80,831

Lexington†—
WLAP-TV (27) 12/3/53-Unknown
► WLEX-TV (18) NBC, ABC, DuM; Forjoe

Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 434,912
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21). See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-Unknown

Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria—
► KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 107,600

Baton Rouge—
► WAFB-TV (28) ABC, CBS, DuM; Young; 80,000
WBRZ (2) Hollingbery; 1/28/54-4/14/55 (granted STA March 17)

Lafayette†—
KLFY-TV (10) 9/16/53-7/1/55

Lake Charles—
► KPLC-TV (7) ABC, NBC; Weed; 66,000
► KTAG (25) CBS, DuM; Young; 44,550

Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 206,000

New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Unknown
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 306,096
► WJMR-TV (61) ABC, CBS, DuM; Bolling; 121,840

Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM Raymer; 77,730
Shreveport Tv Co. (12) Initial Decision 6/7/54-See footnote (d)
KTBS Inc. (3) 2/16/55-9/1/55

MAINE

Bangor—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 96,000
► WTWO (2) CBS; Venard

Lewiston—
WLAM-TV (17) See footnote (c)

Poland Spring—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933

Portland—
► WCSH-TV (6) NBC, DuM; Weed; 164,343
► WGAN-TV (13) ABC, CBS; Avery-Knodel
WPMT (53) See footnote (c)

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 598,207
► WBAL-TV (11) NBC; Petry; 598,207
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 598,207
WTLF (18) 12/9/53-Unknown

Cumberland†—
WTBO-TV (17) 11/12/53-Unknown

Salisbury†—
► WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 50,710

MASSACHUSETTS

Adams (Pittsfield)—
► WMGT (19) DuM; Walker; 169,015

Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,290,537
► WGBH-TV (*2)
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,290,537

Brockton†—
WHEF-TV (62) 7/30/53-Unknown

Cambridge (Boston)—
► WTOA-TV (56) DuM; Everett-McKinney; 190,000

Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 172,000
► WWLP (61) ABC, NBC; Hollingbery; 172,000

Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 86,478

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 24,000
WUOM-TV (*26) 11/4/53-Unknown

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown

Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793

Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 64,920

Detroit—
WBID-TV (50) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,553,277
WTVS (*56) 7/14/54-Unknown
► WWJ-TV (4) NBC; Hollingbery; 1,466,000
► WXYZ-TV (7) ABC; Blair; 1,469,000
► CKLW-TV (9) DuM; Young; 1,496,000. See Windsor, Ont.

East Lansing†—
► WKAR-TV (*60)

Flint—
WJRT (12) 5/12/54-Unknown

Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 510,566
WMCN (23) 9/2/54-Unknown

Kalamazoo—
► WKZO-TV (3) CBS, ABC, NBC; DuM; Avery-Knodel; 542,409

Lansing—
► WTOM-TV (64) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 417,000

Marquette†—
WAGE-TV (6) 4/7/54-Unknown

Muskegon†—
WTVM (35) 12/23/52-Unknown

Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000

Traverse City—
► WPBN-TV (7) NBC; Holman; 36,965

MINNESOTA

Austin—
► KMMT (6) ABC; Headley-Reed; 54,515

Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 93,300
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (c)

Hibbing†—
KHTV (10) 1/13/54-Unknown

Minneapolis (St. Paul)—
► KEYD-TV (9) DuM; H-R; 585,000
► WCCO-TV (4) CBS; Free & Peters; 573,300
► WTCN-TV (11) ABC; Blair; 573,300

Rochester—
► KROC-TV (10) NBC; Meeker; 95,833

St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 573,300
► WMIN-TV (11) ABC; Blair; 573,300

MISSISSIPPI

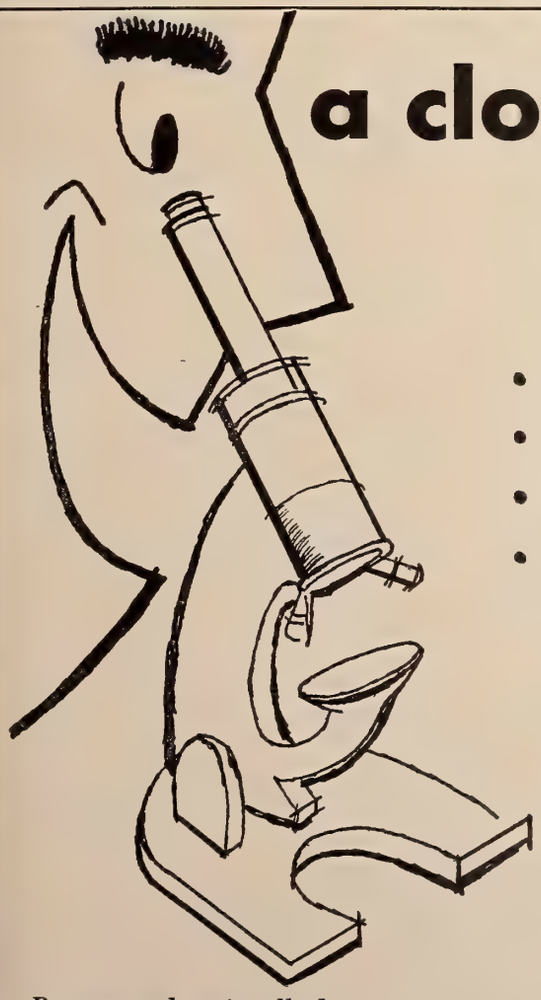
Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)

Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-7/1/55

Jackson—
► WJTV (25) CBS, DuM; Katz; 68,404
► WLBT (3) NBC; Hollingbery; 122,765
► WSLI-TV (12) ABC; Weed; 115,000

Meridian†—
WCOC-TV (30) See footnote (c)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800

Tupelo†—
WTWV (9) 12/8/54-Fall '55



a close look at facts...

WTHI-TV Channel 10 is the ONLY station with complete coverage of the Greater

WABASH VALLEY

- One of the Mid-west's most prosperous industrial and agricultural markets
- $714,500,000 Retail Sales in year '53-'54
- Blanketed ONLY by WTHI-TV's 316,000 watt signal
- 227,000 Homes *(147,000 TV homes)*

118,000 UNDUPLICATED WTHI-CBS TV HOMES!

TERRE HAUTE, IND.

316,000 Watts

WTHI-TV

Represented nationally by:
The Bolling Co. New York & Chicago

MISSOURI

Cape Girardeau—
► KFVS-TV (12) CBS; Headley-Reed; 115,200

Clayton†—
KFUO-TV (30) 2/5/53-Unknown

Columbia—
► KOMU-TV (8) NBC, ABC, DuM; H-R; 63,295

Festus†—
KACY (14) See footnote (c)

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 150,504
► WGEM-TV (10) See Quincy, Ill.

Jefferson City†—
► KRCG (13) CBS; Hoag-Blair, Blair-Tv

Joplin—
► KSWM-TV (12) CBS; Venard; 84,680

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 483,376
► KMBC-TV (9) CBS; Free & Peters; 483,376
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 483,376

Kirksville†—
KTVO (3) 12/16/53-Unknown

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 129,716

St. Louis—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 761,760
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
KTVI (36) 3/9/55-Unknown (station currently operates on ch. 54 at Belleville, Ill. [WTVI (TV)]

Sedalia†—
► KDRO-TV (6) Pearson; 57,000

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 62,370
► KYTV (3) NBC; Hollingbery; 69,300

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 20,000

Butte†—
KOPR-TV (4) See footnote (c)
► KXLF-TV (6) ABC; No estimate given

Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Hoag-Blair, Blair-Tv; 20,500

Missoula†—
► KGVO-TV (13) ABC, CBS, DuM; Gill-Perna; 18,750

NEBRASKA

Hastings†—
The Seaton Publishing Co. (5) 2/11/55-Unknown

Kearney (Holdrege)—
► KHOL-TV (13) ABC, CBS, NBC, DuM; Meeker; 53,492

Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 117,208
► KUON-TV (*12) 76,618

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 286,000
► WOW-TV (6) NBC, DuM; Blair; 286,000

Scottsbluff†—
KSTF (10) 8/18/54-6/1/55

NEVADA

Henderson†—
► KLRJ-TV (2) NBC; Pearson; 28,200

Las Vegas—
► KLAS-TV (8) CBS, ABC, DuM; Weed; 21,244

Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 17,250

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown

Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 381,338

Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
WRTV (58) See footnote (c)

Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown

Camden†—
WKDN-TV (17) 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Petry; 4,290,000

New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 55,630
► KGGM-TV (13) CBS; Weed; 55,630

Roswell†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 25,427

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 150,000
WTRI (35) See footnote (c)
DTVZ (*17) 7/24/52-Unknown

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 321,490
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 452,256. See footnote (a).
► WBUF-TV (17) 170,000
► WGR-TV (2) NBC, ABC, DuM; Headley-Reed; 455,043. See footnote (a).
WTVF (*23) 7/24/52-Unknown

Carthage (Watertown)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 60,960

Elmira—
WTVE (24) See footnote (c)

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 28,500

Lake Placid† (Plattsburg)—
► WIRI (5) DuM; McGillvra; 80,740

New York—
► WABC-TV (7) ABC; Weed; 4,290,000
► WABD (5) DuM; Avery-Knodel; 4,290,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,290,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,290,000
► WPIX (11) Free & Peters; 4,290,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,290,000
► WATV (13) See Newark, N. J.

Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC, ABC, DuM; Hollingbery; 300,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 281,790
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 281,790

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 425,800

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 361,220
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 361,220

Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 159,100

NORTH CAROLINA

Asheville—
► WISE-TV (62) CBS, NBC; Bolling; 37,000
► WLOS-TV (13) DuM; Venard; 307,610

Chapel Hill†—
► WUNC-TV (*4) 377,350

Charlotte—
WQMC (36) See footnote (c)
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 466,402

Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 207,760

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WTVX (48) 4/7/54-Unknown

Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 301,108

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 102,770

New Bern†—
Nathan Frank (13) 2/9/55-Unknown

Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 124,440

Washington†—
WITN (7) 10/27/54-Unknown

Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 50,003
WTHT (3) 2/17/54-Unknown

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 257,600
► WTOB-TV (26) ABC, DuM; H-R; 86,200

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Hoag-Blair, Blair-Tv 26,261

Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000

Valley City†—
► KXJB-TV (4) CBS, DuM; Weed; 69,981

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066

Ashtabula†—
► WICA-TV (15) 116,285

Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown

Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) ABC, DuM; Branham; 1,084,810
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC NBC Spot Sls.; 1,164,000
► WXEL (8) CBS; Katz; 1,089,000

Columbus—
► WBNS-TV (10) CBS; Blair; 427,239
► WLWC (4) NBC; WLW Sls.; 350,800
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) ABC, DuM; Katz; 381,451

Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (c)
► WLWD (2) ABC, NBC; WLW Sls.; 321,000

Elyria†—
WEOL-TV (31) 2/11/54-Unknown

Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) NBC; H-R; 71,285

Mansfield†—
WTVG (36) 6/3/54-Unknown

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel 1,083,900

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 310,170
WTOH-TV (79) 10/20/54-Unknown

Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 149,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 148,588

Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 180,000

Ardmore†—
KVSO-TV (12) 5/12/54-Unknown

Enid—
► KGEO-TV (5) ABC; Pearson; 174,780

Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540

Muskogee†—
► KTVX (8) ABC, DuM; Avery-Knodel; 248,750

Oklahoma City—
KETA (*13) 12/2/53-Unknown
KMPT (19) See footnote (c)
► KTVQ (25) ABC; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 313,060

Tulsa—
KCEB (23) See footnote (c)
► KOTV (6) CBS; Petry; 248,650
KSPG (17) 2/4/54-Unknown
► KVOO-TV (2) NBC; Blair; 248,000
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 40,109

Klamath Falls†—
KFJI-TV (2) Grant; 12/2/54-Summer '55

Medford—
► KBES-TV (5) CBS; Hoag-Blair, Blair-Tv; 26,750

Portland—
► KLOR (12) ABC; Hollingbery
► KOIN-TV (6) ABC, CBS; CBS Spot Sls.; 287,400
► KPTV (27) NBC; NBC Spot Sls.; 240,806
North Pacific Tv Inc. (8) Initial Decision 6/16/54

Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
► WFMZ-TV (67) Avery-Knodel; 32,000
WQCY (39) Weed; 8/12/53-Unknown

Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 490,528

Bethlehem—
► WLEV-TV (51) NBC; Meeker; 89,307

Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915

Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
► WSEE (35) CBS, DuM; Avery-Knodel; 61,670

Harrisburg—
► WCMB-TV (27) Forjoe
► WHP-TV (55) CBS; Bolling; 193,002
► WTPA (71) ABC, NBC; Headley-Reed; 193,002

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 859,470

Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 823,448
WWLA (21) 5/7/53-Unknown

Lebanon†—
WLBR-TV (15) See footnote (c) (expects to be back on air April 1)

New Castle—
WKST-TV (45) See footnote (c)

Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,904,946
► WFIL-TV (6) ABC, DuM; Blair; 2,043,972
► WPTZ (3) NBC; Free & Peters; 2,035,222

Pittsburgh—
► KDKA-TV (2) CBS, NBC, DuM; Free & Peters; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 425,000
WKJF-TV (53) See footnote (c)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,370

Scranton—
► WARM-TV (16) ABC; Hollingbery; 200,000
► WGBI-TV (22) CBS; Blair; 210,000
► WTVU (73) Everett-McKinney; 250,000

Sunbury†—
WROK-TV (38) 2/9/55-Unknown

Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 235,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 250,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Fall '55

York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 95,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,404,002
► WNET (16) ABC, CBS; Raymer; 88,000
► WPRO-TV (12) Blair

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SOUTH CAROLINA

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 127,400

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 166,528
► WUSN-TV (2) NBC; H-R; 138,500

Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 76,000
► WIS-TV (10) NBC, DuM; Free & Peters; 153,964
► WNOK-TV (67) CBS; Raymer; 78,000

Florence—
► WBTW (8) CBS, NBC, ABC, DuM; CBS Spot Sls.; 111,340

Greenville—
► WFBC-TV (4) NBC; Weed; 315,717
► WGVL (23) ABC, DuM; H-R; 113,000

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Unknown

SOUTH DAKOTA

Rapid City†—
KOTA-TV (3) 12/8/54-6/1/55

Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 112,387

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 132,219
Mountain City Tv Inc. (3) Initial Decision 7/5/54

Jackson†—
► WDXI-TV (7) CBS; Burn-Smith

Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360

Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 103,970
WBIR-TV (10) Initial Decision 1/5/55
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 101,890

Memphis—
► WHBQ-TV (13) CBS; Blair; 343,078
► WMCT (5) ABC, NBC, DuM; Branham; 343,078
WREC Broadcasting Service (3) Initial Decision 8/27/54

Nashville—
► WSIX-TV (8) ABC, DuM; Hollingbery; 234,750
► WSM-TV (4) NBC, DuM; Petry; 234,750

Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 237,400

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 43,620

Amarillo—
► KFDA-TV (10) ABC, CBS; H-R; 69,933
► KGNC-TV (4) NBC, DuM; Katz; 69,933

Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 112,853

Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000
KFDM-TV (6) CBS; Free & Peters; 8/4/54-4/24/55

Big Spring†—
KBST-TV (4) CBS; Pearson; 7/22/54-July '55

Corpus Christi†—
► KVDO-TV (22) NBC, ABC, CBS, DuM; Young, Brown; 38,850
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
K-SIX Tv Inc. (10) Initial Decision 1/20/55

Dallas—
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 456,000
► WFAA-TV (8) ABC, NBC, DuM; Petry; 456,000

El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► KROD-TV (4) ABC, CBS, DuM; Branham; 67,585
► KTSM-TV (9) NBC; Hollingbery; 63,868

Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 455,000
KFJZ-TV (11) H-R; 9/17/54-Spring '55

Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 378,000

Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 48,215

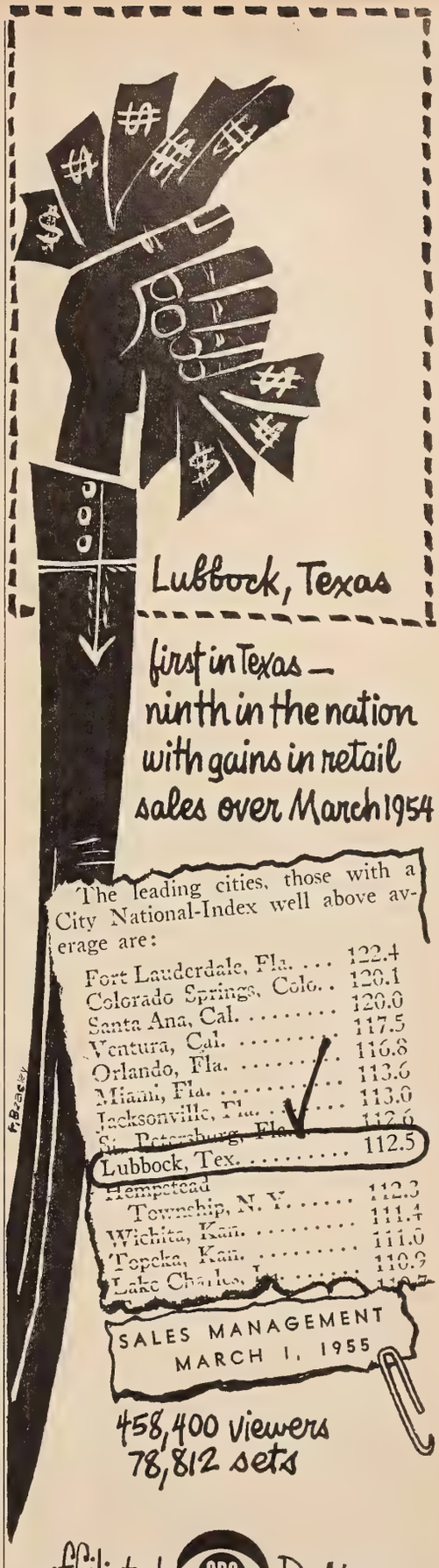
Houston—
KNUZ-TV (39) See footnote (c)
► KPRC-TV (2) NBC; Petry; 404,500
► KTRK-TV (13) ABC, DuM; Blair; 404,500
► KUHT (*8) 300,000
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
► KTVE (32) Forjoe; 45,628

Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 78,812
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 78,812

Lufkin†—
KTRE-TV (9) NBC; Venard; 11/17/54-7/1/55
(Station will receive NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 39,250



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KDUB-TV

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PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54
San Angelo—
► KTXL-TV (8) CBS; Melville; 38,598
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-April '55
► KENS-TV (5) ABC, CBS, DuM; Free & Peters; 246,795
► WOAI-TV (4) ABC, NBC, DuM; Petry; 244,350
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 112,975
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 112,440
Tyler†—
KETX (19) See footnote (c)
► KLTV (7) ABC, CBS, NBC, DuM; Pearson; 80,294
Waco†—
► KANG-TV (34) CBS, ABC, DuM; Raymer; 46,965
KWTX-TV (10) Pearson; 12/1/54-4/1/55
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 48,215
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 88,430
► KWFT-TV (6) CBS, DuM; Hoag-Blair, Blair-Tv; 89,750

UTAH

Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 170,400
► KTVT (4) NBC; Katz; 170,400
► KUTV (2) ABC; Hollingbery; 181,500

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC; Weed; 121,639

VIRGINIA

Bristol†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55
Danville†—
WBTM-TV (24) See footnote (c)
Hampton (Norfolk)—
► WVEC-TV (15) NBC, DuM; Avery-Knodel; 183,000
Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 104,570
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 201,000
Newport News—
► WACH-TV (33) Walker
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 352,962
WTOV-TV (27) See footnote (c)
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54
► WVEC-TV (15) See Hampton
Petersburg†—
WVAA (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 484,695
Richmond Tv Corp. (12) Initial Decision 2/21/55
Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 325,769
Times-World Corp. (7) Initial Decision 3/16/55

WASHINGTON

Bellingham—
► KVOS-TV (12) CBS, DuM; Forjoe; 158,653
Pasco†—
► KEPR-TV (19) 47,567 (satellite of KIMA-TV Yakima)
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 422,375
► KOMO-TV (4) NBC; Hollingbery; 422,375
► KCTS (*9)
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) NBC; Katz; 113,360
► KREM-TV (2) ABC; Petry; 99,247
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 106,992
Tacoma (Seattle)—
► KTVW (13) Barry, N. Y.; Clark, Chicago; 422,375
► KTNT-TV (11) CBS, DuM; Weed; 422,375
Vancouver†—
KVAN-TV (21) Bolling 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 47,567

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown
Charleston—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
WKNA-TV (49) See footnote (c)
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-Spring '55
Fairmont†—
WJPB-TV (35) See footnote (c)
Huntington—
► WSAZ-TV (3) NBC, ABC; Katz; 525,265
WHTN-TV (13) 9/2/54-Spring '55
Oak Hill (Beckley)†—
► WOAY-TV (4) ABC; Pearson; 262,840
Parkersburg—
► WTAP (15) ABC, NBC, DuM; Forjoe; 35,802
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) NBC, ABC; Hollingbery; 306,000
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000
Green Bay—
► WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) ABC, DuM; Headley-Reed; 3/10/54-4/15/55
► WMBV-TV (11) See Marinette
La Crosse†—
► WKBT (8) ABC, CBS, NBC, DuM; Raymer; 55,000
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 103,000
► WMTV (33) ABC, NBC, DuM; Bolling; 75,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000
Milwaukee—
WCAN-TV (25) See footnote (c)
► WXIX (19) CBS; CBS Spot Sls.; 393,255
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 764,004
► WTVW (12) ABC, DuM; Petry
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 101,200
► KDAL-TV (3) See Duluth, Minn.
Wausau—
► WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 56,300

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KENI-TV (2) ABC, CBS; Weed; 15,000
► KTVA (11) NBC, DuM; Alaska Radio-Tv Sls.; 15,000
Fairbanks†—
► KFAR-TV (2) NBC, ABC, CBS; Weed
► KTVF (11) DuM; Alaska Radio-Tv Sales

HAWAII

Hilo†—
KHBC-TV (9) 1/19/55-Unknown (granted STA March 14)
Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 65,000
► KONA (11) NBC; NBC Spot Sls.; 69,000
► KULA-TV (4) ABC, DuM; Young; 69,000
Wailuku†—
KMAU (3) 1/19/55-Unknown

PUERTO RICO

Mayaguez†—
Radio Americas Corp. (5) 1/27/55-Unknown
San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
► WKAQ-TV (2) CBS; Inter-American; 65,000
Dept. of Education of Puerto Rico (*6) 2/2/55-Unknown

CANADA

Calgary, Alta.—
► CHCT-TV (2) CBC; All-Canada, Weed; 13,000
Edmonton, Alta.—
► CFRN-TV (3) CBC; Radio Rep., Young; 15,000
Halifax, N. S.†—
► CBHT (3) CBC, CBS
Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 120,000
Kingston, Ont.†—
► CKWS-TV (11) Weed; 30,000
Kitchener, Ont.—
► CKCO-TV (13) CBC; Hardy, Weed; 102,000
London, Ont.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 95,000
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216
Ottawa, Ont.—
► CBOT (4) CBC; CBC; 38,500
Port Arthur, Ont.—
► CFPA-TV (2) CBC; All-Canada, Weed; 6,000
Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy, Weed; 28,500
Regina, Sask.†—
► CKCK-TV (2) CBC, CBS; All-Canada, Weed; 15,000
Rimouski, Que.†—
► CJBR-TV (3) CBC; Stovin, Young; 7,000
St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 22,638
Saskatoon, Sask.†—
► CFQC-TV (8) CBC; Radio Rep., Young; 11,000
Sault Ste. Marie, Ont.†—
► CJIC-TV (2) CBS; CBC; Weed; 5,000
Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 14,545
Sydney, N. S.†—
► CJCB-TV (4) Weed; 17,426
Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000
Windsor, Ont. (Detroit, Mich.)—
► CKLW-TV (9) CBC, DuM; Young; 1,496,000
Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 51,481
Tijuana† (San Diego)—
► XETV (6) Weed; 296,402

UPCOMING

APRIL

April 4: RAB Clinic, Billings, Mont.
April 5: RAB Clinic, Boise, Idaho.
April 6: RAB Clinic, Portland, Ore.
April 7: RAB Clinic, Spokane, Wash.
April 8: RAB Clinic, Seattle, Wash.
April 8-9: Alabama Broadcasters Assn. meeting, Whitney Hotel, Montgomery.
April 11: Washington State Assn. of Broadcasters meeting, Seattle.
April 12: NARTB Tv Board, NARTB Headquarters, Washington.
April 13-15: National Federation of Adv. Agencies Inc. meeting, Escape Hotel, Ft. Lauderdale, Fla.
April 15: Board of Governors, Canadian Broadcasting Corp., Parliament Bldgs., Ottawa.
April 15: Deadline, Nominations for Advertising Hall of Fame, New York.
April 15: Nebraska Broadcasters Assn. meeting, Hotel Madison, Norfolk.
April 15: BMI Clinic, Skirvin Hotel, Oklahoma City.
April 15-16: Spring Technical Conference, Cincinnati section of Institute of Radio Engineers, Engineering Society of Cincinnati Bldg.
April 17: BMI Clinic, Hotel Samar, Salina, Kan.
April 17: Kansas Assn. of Radio Broadcasters meeting, Hotel Samer, Salina.
April 17-22: Inside Advertising Week, Hotel Biltmore, New York.
April 18: New York State Assn. of Radio & Television Broadcasters meeting, Utica.
April 18: RAB Clinic, Milwaukee.
April 18: BMI Clinic, Hotel Utica, Utica, N. Y.
April 18-21: National Premium Buyers' Exposition, Navy Pier, Chicago.
April 19: RAB Clinic, Grand Rapids, Mich.
April 19-23: Society of Motion Picture & Television Engineers, Drake Hotel, Chicago.
April 20: Peabody Award presentation, Hotel Roosevelt, N. Y.
April 20: CBS Inc. stockholders meeting.
April 20: RAB Clinic, Detroit.
April 20: BMI Clinic, Hotel Somerset, Boston.
April 21: RAB Clinic, Cleveland.
April 21-23: American Assn. of Adv. Agencies annual meeting and dinner, Boco Raton Hotel and Club, Boca Raton, Florida.
April 21-23: Southern California Adv. Agencies Assn. meeting, El Mirador Hotel, Palm Springs, Calif.
April 22: BMI Clinic, Bangor House, Bangor, Me.
April 22: RAB Clinic, Cincinnati.
April 25: Texas Assn. of Broadcasters meeting, Gunter Hotel, San Antonio.
April 28-29: Pennsylvania Assn. of Broadcasters meeting, Bedford Springs Hotel, Bedford.

MAY

May 2: Deadline applications, Weed Broadcasting Scholarship, Iowa State College, Ames.
May 2: RAB Clinic, Chicago.
May 3: RAB Clinic, Peoria, Ill.
May 4: RAB Clinic, Louisville, Ky.
May 5: RAB Clinic, Indianapolis, Ind.
May 5-8: American Women in Radio & Television Annual Convention, Drake Hotel, Chicago.
May 6: RAB Clinic, Fort Wayne, Ind.
May 15: Deadline Applications WAAM Television Fellowship, Johns Hopkins U., Baltimore.
May 16: RAB Clinic, Trenton, N. J.
May 16-17: *Chicago Tribune* Forum on Distribution and Advertising, WGN studio, Chicago.
May 17: RAB Clinic, Philadelphia.
May 18: RAB Clinic, Pittsburgh.
May 19: RAB Clinic, Buffalo, N. Y.
May 20: RAB Clinic, Syracuse, N. Y.
May 22-26: NARTB Convention, Shoreham and Sheraton-Park hotels, Washington.
May 22: Radio Pioneers Banquet, Washington.
May 31: Deadline, Fund for the Republic Television Awards (script contest), New York.
May 31: RAB Clinic, St. Louis.
(RAB Clinics are scheduled through Nov. 18.)

JUNE

June 1: RAB Clinic, Wichita, Kan.
June 2: RAB Clinic, Denver.
June 3: RAB Clinic, Salt Lake City.
June 6-8: National Community Tv Assn. convention, Park Sheraton Hotel, New York.
June 13: BMI Clinic, Turf Club, Twin Falls, Idaho.
June 13: RAB Clinic, New York.
June 14: BMI Clinic, Rainbow Hotel, Great Falls, Mont.
June 14: RAB Clinic, Hartford, Conn.
June 15: BMI Clinic, Hotel Utah, Salt Lake City.
June 15: RAB Clinic, Boston.
June 16: RAB Clinic, Manchester, N. H.
June 17: BMI Clinic, Hotel Denver, Glenwood Springs, Colo.
June 17: BMI Clinic, Edgewater Beach Hotel, Detroit Lakes, Minn.
June 17: RAB Clinic, Bangor, Me.
June 17-18: Colorado Broadcasters Assn. meeting, Denver Hotel, Glenwood Spring.
June 20-22: National Assn. of Tv & Radio Farm Directors meeting, Washington.

ON THE DOTTED LINE . . .



CONTRACT to sponsor *Dodge News Final* five nights a week on WLAC-TV Nashville is agreed to by the Dodge Dealers of Middle Tennessee. Signing the pact is Jim Brady, Jim Brady Motor Co., McMinnville, chairman of the group's advertising committee. With him are (l to r): John O'Connor, Dodge representative; Ray Bauer, Dodge district manager; Mack Sawyer, Cumberland Motor Co., Nashville (world's oldest Dodge franchise); T. B. Baker Jr., WLAC-TV Inc. executive vice president and general manager; W. W. (Bill) Walker, WLAC-TV commercial manager, and Loy G. Hardcastle, Hardcastle Motor Co., Franklin, advertising committee member.



THE JIM BURKE Buick Co. completes negotiations with WBRC-TV Birmingham, Ala., to sponsor *Million Dollar Movie*, Sundays, 10 to 11:30 p.m., for 52 weeks, effective immediately. L to r: Oliver Naylor, WBRC-TV general sales manager; Mr. Burke; Tom Whitley, WBRC-TV account executive, and J. Robert Kerns, station vice president-managing director.



COMPLETING arrangements between WVJS Owensboro, Ky., and Green River R.E.A. (appliance division), for 52-week sponsorship of *A Chat With Jack McClure*, featuring County Agent Jack McClure, are (l to r): seated, Mr. McClure and J. R. Miller, R.E.A. manager, and (standing), Leola C. Hayden, WVJS promotion manager-salesman, and Elton Dawson, department manager for the appliance division. The station believes that the contract may represent the first on-the-air sponsorship of a county agent.



AMERITONE's first tv contract, calling for thirteen 75-minute feature films on KRCA (TV) Hollywood, is signed by (l to r) Beep Roberts, station account executive; Victor Schneider, executive, Vi-Cly Industries Inc. (manufacturers of Ameritone Vinyl-Bond Paint), and Harold Dreyfus, president, Dreyfus Co., Los Angeles agency.



THE ROYAL CROWN Bottling Co., Newark, N. J., will sponsor the Ames Brothers in a 15-minute musical show beginning April 1 on WABD (TV) New York. At the signing are (l to r): seated, Eugene F. Donnelly, RC executive vice president; George L. BarenBregge, WABD general manager; standing, William T. Blair, RC advertising manager, and Perry Frank, WABD sales staff.

June 20-July 1: WSM-Peabody College Radio-Tv Workshop, Nashville, Tenn.
June 26-29: Adv. Assn. of the West convention, Portland, Ore.
June 27: RAB Clinic, Bismarck, N. D.
June 27-30: Western Assn. of Broadcasters (Canadian) convention, Jasper Park Lodge, Jasper, Alberta.
June 28: RAB Clinic, Minneapolis.
June 29: RAB Clinic, Omaha, Neb.
June 30: RAB Clinic, Des Moines, Iowa.

JULY

July 11-31: Institute in Live & Filmed Tv, U. of Miami, Coral Gables, Fla.

AUGUST

Aug. 1-9: Educational Television Workshop, Michigan State College, East Lansing.

SEPTEMBER

Sept. 12-14: CBS Radio Affiliates meeting, Detroit.

BROADCASTING TELECASTING *subscription order blank*

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.
I've checked service desired.

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Juvenile Jury

IT WAS just about four years ago that Sen. Estes Kefauver became the first politician to star on television. With a slight strain of the memory it is possible to recall that a minor Kefauver-for-President boom followed his sudden exposure as the righteous and relentless ringmaster of the Senate crime committee hearings of 1951.

One finds it hard to suppress the suspicion that Mr. Kefauver hopes to do it all again—this time, he presumably hopes, with more success. The national political conventions are to be held next year. This week he will begin a new round of hearings on a subject of popular interest.

He is chairman of the Senate Juvenile Delinquency Subcommittee, which has $125,000 to spend. His first big order of business will be to spend part of it on public hearings to investigate the effects of television programming on juvenile crime.

At this stage, the projected hearings do not seem to promise the intense drama and occasional, if unintentional, comedy of Mr. Kefauver's first big production. It is doubtful that there will be witnesses as fascinating as, say, Frank Costello, the shy gangster, or Virginia Hill, who testified to "trysts," as the tabloids of the times called them, with such practiced trysters as Bugsy Siegel, the late West Coast director of Murder Inc.

The Senator will indeed have difficulty in assembling another cast like that. But he is a resourceful man, and undoubtedly a hungry one after nearly four lean years without much attention from the public. He can be counted on to get as much excitement out of juvenile delinquency as juvenile delinquents themselves. Somewhere, we cannot help thinking, he has hidden a junior Frank Costello, a mere slip of a Virginia Hill, who await his cue to come rushing with their eye-popping stories to the cameras and the microphones.

Certainly the cameras and microphones will be there, if Sen. Kefauver has to lug them in himself. He already has hinted that his committee would never be one to ban coverage by radio and television. The principle of admitting radio-tv to public hearings is, of course, sound. The Senator is to be commended for adhering to that principle.

In this case, broadcasters are in a rather ticklish position, since it is they, in a sense, who will be on trial at the very hearing which they have been invited to cover. It is to be hoped, however, that they are not frightened into overplaying Mr. Kefauver's show.

To be sure, they cannot ignore it in their newscasts. They are not, however, under compulsion to rebuild the Senator into a candidate for the Democratic Presidential nomination in 1956—not even if he produces from the wings a whole mob of wee hoodlums.

Dollars for Football

FOLLOWERS of the history of college football television last week got the impression that this was where they came in. NBC bought, for a reported $1.3 million, the television rights to the seven "national" games which the National Collegiate Athletic Assn. will permit to be telecast this year.

Last year ABC paid roughly $4 million for the right to telecast 13 games, and lost its shirt. It is not to criticize NBC, which won the rights by competitive bidding, to say that the price is still ridiculous. What is worse, the system is still ridiculous too.

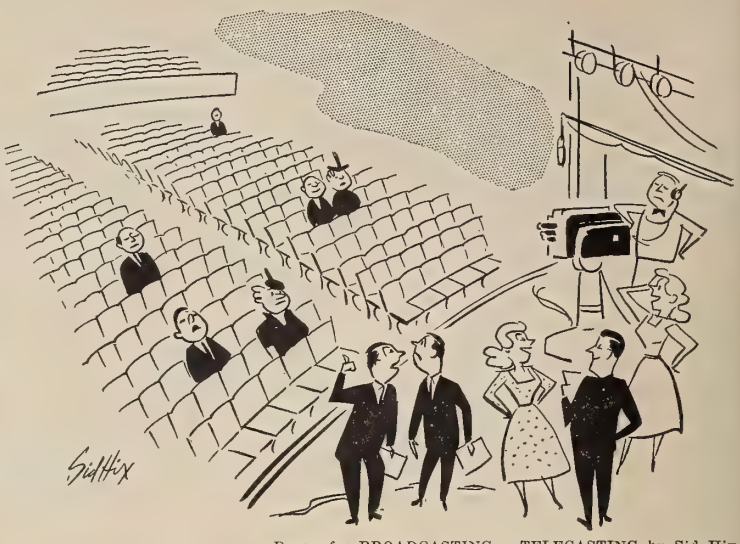
The new NCAA football tv plan represents a slight concession to the regional interests of its members, but it is still a long way from the unrestricted television that must eventually come.

It is still, in short, rigidly controlled programming, with the NCAA continuing to act as a central authority of great power.

The original NCAA control formula was based on panicky predictions that tv would demolish the gate receipts needed to support high-pressure football. Through a curious logic foreign to classroom teachings, the fears were soon accepted as facts on the basis of inadequate and inconclusive research that reflected the drama of tv's arrival in many communities.

College officials committed another pedagogical blunder when they refused to recognize the conclusive research data in the Jerry Jordan studies, which used gate receipts to show how entrance of tv in an area sets up a "honeymoon" period after which people go back to normal living habits—and normal stadium attendance. They compounded their blunder by maneuvering research data to yield conclusions not justified by the field findings.

In the long run, the NCAA will have to relinquish its tight control and let its members decide their television futures for themselves—that is, if the cherished academic freedom of American universities and colleges is not to be barred at the stadium gate.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"I think we'd better skip our usual pan shot of the audience this morning."

Network 'Studies'; Uptown & Downtown

SOME semblance of orderly procedure seems to be emerging from the confusion precipitated by the Plotkin and Jones reports stemming from the overall television situation.

It looks as though the FCC, after all, will get funds to conduct its own "study" of networks, now that the House has approved an $80,000 special appropriation ear-marked for this purpose. The Senate Commerce Committee proposes to spend a substantial part of its $200,000 budget for an overall "study" looking toward updating of the Communications Act to fit present conditions, which were undreamed of in 1934 when the Act became law.

The FCC, of course, still has to hurdle the Senate on its appropriation, but since much of that which it hopes to develop will be of basic value to the Magnuson Committee, approval should be forthcoming. The FCC for several years has asked Congress to give it additional funds for this special study, but has been stopped by the House, in which appropriations originate.

Once the FCC gets money, it will be in a position to chart its course. At that time, it is evident, it should consult the Magnuson Committee on the scope of its activity, so that the Committee's special staff will not duplicate this work, and concentrate on those matters not otherwise covered.

The FCC is an expert body. It is an arm of the legislative branch—a point made repeatedly by Chairman Magnuson and his predecessors and subscribed to by FCC's new chairman, George C. McConnaughey. The extent to which the Senate Committee, which has many other things to do, involves itself in a grass-roots inquiry into the network-tv field, will depend in large measure upon how well the FCC does its job, assuming, of course, that the Senate concurs in giving it the funds.

AN EXPERT SHOW...
because all the stars are experts

"THE HOMEMAKERS"

Each personality on "The Homemakers" is an expert in her own field, chosen for this show because she is an expert. This brings talent, knowledge and entertainment to thousands of housewives in the WBAL-TV audience.

Monday thru Friday, 1:30 to 2:00 PM . . . what housewife isn't ready to relax at this hour? It's lunch time . . . the time they sit down for an hour and treat themselves to learning more about everything that interests them most.

Known as the Women's Magazine of the Air, "The Homemakers" combine all the factors usually found in several different magazines. It's a 30 minute, fast moving session, divided into three sections; cooking and kitchen demonstrations—news for women, including interviews with famous guests—fashion highlights.

And better yet, "The Homemakers" is backed by merchandising to help food brokers, appliance distributors and sales representatives.



MARY LANDIS
Cooking Expert
This culinary genious stresses variety in meals. Her famous recipes have been collected on her travels throughout the world.



MOLLIE MARTIN
Homemaking Expert
Inspiring and friendly Mollie brings amazing new interests to all housewives plus most intriguing interviews.

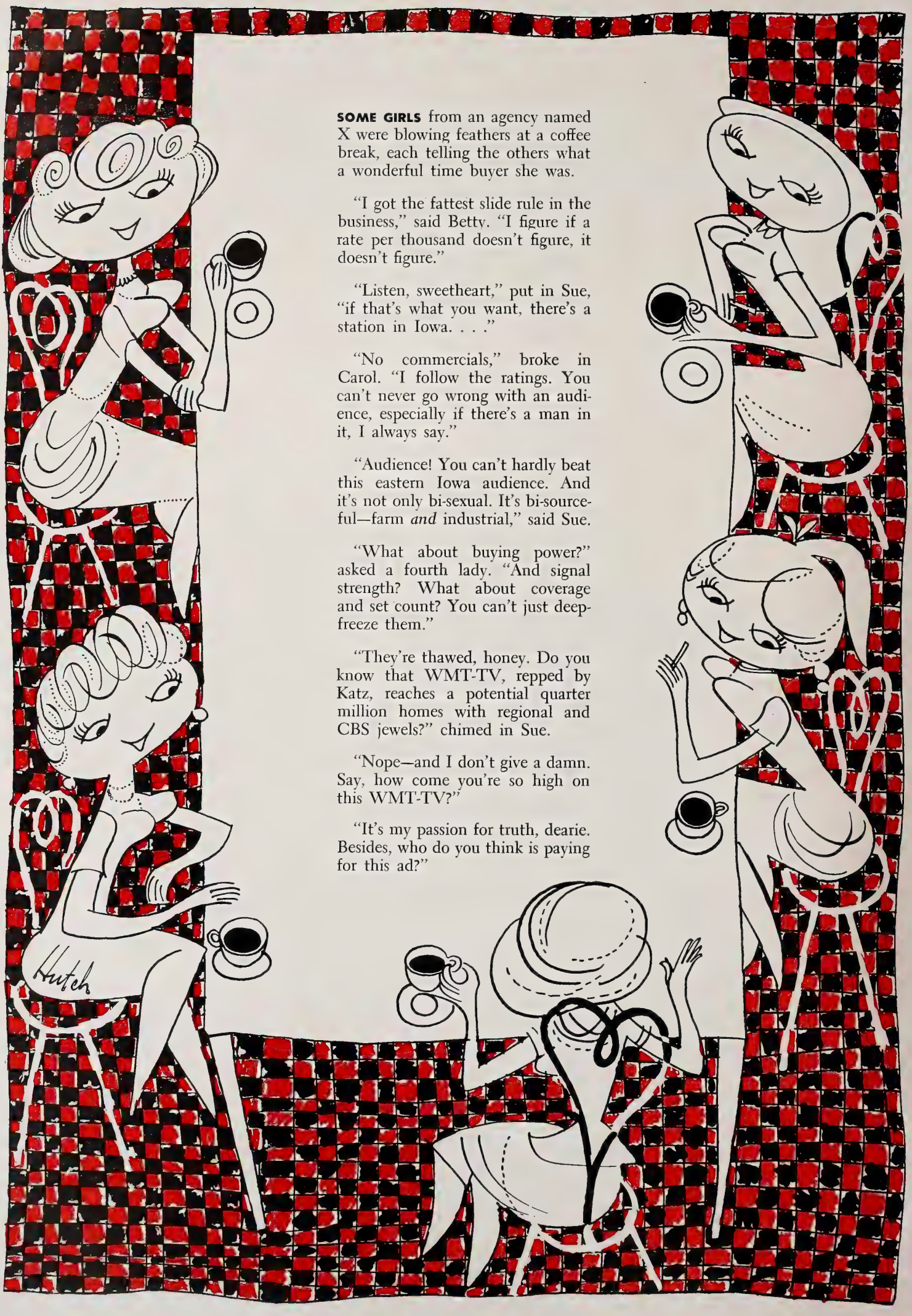


BOB JONES
Expert Announcer
Bob adds continuity from one set to another . . . keeps the show moving. When he does a commercial, he sells, BUT GOOD!

NBC AFFILIATE • TELEVISION BALTIMORE

Nationally Represented by
EDWARD PETRY & CO.

WBAL-TV



SOME GIRLS from an agency named X were blowing feathers at a coffee break, each telling the others what a wonderful time buyer she was.

"I got the fattest slide rule in the business," said Betty. "I figure if a rate per thousand doesn't figure, it doesn't figure."

"Listen, sweetheart," put in Sue, "if that's what you want, there's a station in Iowa. . . ."

"No commercials," broke in Carol. "I follow the ratings. You can't never go wrong with an audience, especially if there's a man in it, I always say."

"Audience! You can't hardly beat this eastern Iowa audience. And it's not only bi-sexual. It's bi-sourceful—farm *and* industrial," said Sue.

"What about buying power?" asked a fourth lady. "And signal strength? What about coverage and set count? You can't just deep-freeze them."

"They're thawed, honey. Do you know that WMT-TV, repped by Katz, reaches a potential quarter million homes with regional and CBS jewels?" chimed in Sue.

"Nope—and I don't give a damn. Say, how come you're so high on this WMT-TV?"

"It's my passion for truth, dearie. Besides, who do you think is paying for this ad?"

APRIL 11, 1955

35c PER COPY

BROADCASTING TELECASTING

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Republic May Film For Tv Exclusively
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Tv Research Urged f Delinquency Probe
Page 79

EATURE SECTION
Begins on Page 63

24TH year

THE NEWSWEEKLY OF RADIO AND TV

Radio-Active Homemakers!



Radio is truly the housewife's constant companion . . . because Radio alone permits her to work and listen too.

As she goes about her daily chores, she listens in the kitchen, in the living room, in the bedroom—in fact, throughout the house. And she's listening even more this year than last.

And, Spot Radio turns Radio-Active homemakers into customers for advertisers.

WSB	Atlanta	NBC
WFAA*	Dallas / Ft. Worth	NBC / ABC
KOA	Denver	NBC
WIKK	Erie	NBC
KPRC*	Houston	NBC
WJIM	Lansing	NBC / ABC
KARK	Little Rock	NBC
KABC	Los Angeles	ABC
KSTP	Minneapolis / St. Paul	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
WRNL	Richmond	ABC
WOAI*	San Antonio	NBC
KFMB	San Diego	CBS
KGO	San Francisco	ABC
KMA	Shenandoah (Iowa)	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC
ABC	Pacific Radio Regional Network	

*Also represented as key stations of the TEXAS QUALITY NETWORK

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • ATLANTA



COLGATE-PALMOLIVE COMPANY

Traditionally in the Public Confidence . . .

Colgate-Palmolive's top position in a highly competitive field is a mark of consumer confidence. A confidence built and maintained by years of continuing research and experience in producing quality products that give maximum results. In the field of broadcasting and telecasting, quality pays off in results. Havens & Martin, Inc., Stations provide a variety of programs of superior quality developed by years of first-hand experience in serving a loyal and responsive audience in one of the South's richest areas. Join with confidence the growing list of advertisers who convert vast audiences into sales over the First Stations of Virginia, WMBG-AM, WCOD-FM and WTVR-TV—Richmond's only complete broadcasting institution.

PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET

WMBG AM WCOD FM WTVR TV

MAXIMUM POWER 100,000 WATTS • MAXIMUM HEIGHT 1049 FEET

WTVR Represented Nationally by BLAIR TV, INC.
WMBG Represented Nationally by THE BOLLING CO.



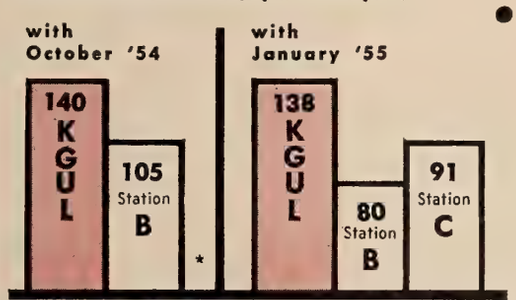
Speaking of Share!

WE'RE PROUD OF OUR SHARE* IN THE TEXAS GULF COAST

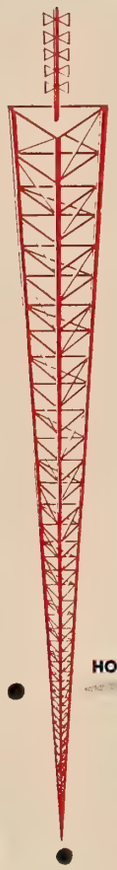
and too — we're proud that **KGUL-TV's** audience grows and grows

The Houston-Galveston Area A. R. B. for February 1955 also shows that KGUL-TV is consistently increasing its audience for more programs than either of the other two stations in the area.

Comparison of February 1955 Quarter Hour Increases (5 p.m.-12:00 p.m.)



* KGUL-TV and only one other station on the air in October



HOUSTON

GALVESTON

*for example

BETWEEN 6 AND 6:30 P.M. KGUL-TV HAS 64.4% OF THE AUDIENCE MONDAY THRU SATURDAY

(A.R.B. February 1955 For Houston-Galveston Area)

Best Buy in Texas

kgul TV

GULF TELEVISION COMPANY — GALVESTON

FOR THE GULF COAST AREA — CHANNEL 11

CBS TELEVISION NETWORK

REPRESENTED NATIONALLY BY CBS TELEVISION SPOT SALES

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



going on seven . . . **and growing all the time**

On March 18, 1949, WGAL-TV televised its first show. Since that day, there have been many happy returns for both viewers and advertisers. In six years' time, WGAL-TV has grown from a pioneer in the field of television to a vital and dominant public-service force. Still growing, WGAL-TV enters its seventh year with a pledge to continue to give its viewers, its abundant area and its advertisers many happy returns.

WGAL-TV

LANCASTER, PA. NBC • CBS • DUMONT

STEINMAN STATION
Clair McCollough, Pres.

Representatives

MEEKER TV, Inc.

New York
Chicago
Los Angeles
San Francisco

closed circuit®

FEWER CHIEFS, MORE INDIANS • Now that NARTB has telescoped its 17 district meetings into eight regional conferences, movement is afoot to reduce size of NARTB board by eliminating all 17 district directors. Project, however, is not scheduled for consideration at annual convention next month. View advanced is that board, with overall membership of 41, is too unwieldy and that association might revert to variation of old system of having clear channel, medium station and small station directors, plus tv and fm directors.

B•T

WLW Cincinnati, pre-eminent clear channel station, may soon appoint national sales representative for radio and perhaps tv. WLW now maintains its own sales offices in New York and Chicago for both radio and tv but is represented in Detroit and on West Coast by NBC Spot Sales for both services (Crosley, in turn, represents NBC owned and operated stations in Cincinnati, Dayton and Columbus.) Move presumably would entail transfer of Carlos Franco, general sales manager in New York, to Cincinnati headquarters as well as shift of Chicago personnel.

B•T

SUBSCRIPTION STUDY • Louis Hausman, staff vice president of CBS Inc., recently promoted from CBS-Columbia to 20th floor echelon, is heading subscription tv task force as special project. Initial study of toll tv was undertaken months ago by Sidney Alexander, economic advisor to CBS President Frank Stanton, and Hausman-directed project is in preparation for preliminary FCC proceeding next month. (For status report on toll tv issue, see page 31.)

B•T

CLOSED MEETINGS in New York last week with AT&T Long Lines executives and special NARTB committee on rates reportedly revealed that AT&T and associated companies are realizing some return on coaxial cable and microwave relays but apparently below usual common carrier profit margin. Heading AT&T group in conversations are: R. L. Helmreich, director of operations, Long Lines Dept.; H. I. Romnes, chief engineer—operations; and Frank A. Cowan, assistant director of operations—engineering, Long Lines Dept. NARTB subcommittee includes Richard Salant, CBS Inc. vice president; Chris Witting, president, Westinghouse Broadcasting Co., and W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex., but number of other station and network engineering executives have participated. Report of committee will be submitted to NARTB convention next month.

B•T

DAYTIME FILMS • Details of new daytime tv program plan whereby stations run filmed programs once without payment, receiving films and all rerun rights in exchange, to be outlined tomorrow (Tuesday) by Harry Trenner, president, newly formed Station Film Library Inc., at news conference in New York. First presentation of plan in selected markets understood to have produced good station response.

B•T

MBS understood to be screening executives for national sales manager post. Vice presidency probably would be attached to job.

B•T

TABLE TALKS • Cross-section of tv broadcasters affiliated with all networks will meet with Senate Majority Leader Lyndon B. Johnson (D-Tex.) at luncheon in Washington next Tuesday, April 19, and hold forth with members of FCC at dinner session same evening. Group sparked by P. A. (Buddy) Sugg, WKY-TV Oklahoma City, presumably will advance affiliates' view toward tv network situation, underscoring necessity of networks in light of both Congressional and FCC "studies". In addition to Chairman Sugg, group includes: Walter J. Damm, WTMJ-TV Milwaukee; James D. Shouse, Crosley; Jack Harris, KPRC-TV Houston; David M. Baltimore, WBRE-TV Wilkes-Barre; A. H. Kirchhofer, WBEN-TV Buffalo; Charles H. Crutchfield, Jefferson Standard Broadcasting Co., Charlotte, N. C.; L. H. (Bud) Rogers II, WSAZ-TV Huntington, W. Va.; Edwin K. Wheeler, WWJ-TV Detroit; Victor A. Sholis, WHAS-TV Louisville, and Harold See, KRON-TV San Francisco.

B•T

THAT hitherto undisclosed Procter & Gamble product placing radio-tv spot campaign effective April 18 in about 75 markets [B•T, April 4] is Golden Fluffo. Shortening has been using spot in several markets but will expand coverage to promote its yellow color. Biow-Beirn-Toigo, New York, is agency.

B•T

BLUE NOTES • There's nothing on NARTB's convention agenda yet, but May meeting is bound to take up, at some point, increasingly difficult problem of how to cope with off-color recordings that flood stations. Hot discs usually are fed to disc jockeys who slip same by station receptionists. Even most severe station discipline can't remove danger of risque numbers.

B•T

IMMINENT retirement of Col. Edwin L. White, chief of FCC Safety & Special Radio Services Bureau (see page 98), after 33 years of government service, may be forerunner of number of top level staff changes in FCC. There's prospect that Curtis B. Plummer, chief of Broadcast Bureau and former chief engineer, who is expert in aeronautical and safety field, may take over Col. White's post. Who will head important Broadcast Bureau is problematical but there's considerable sentiment in favor of John J. FitzGerald, who has carried load in Opinions & Review.

B•T

SPOT SPREAD • Contrary to most salesmanship concepts, NBC Radio in its new *Monitor* series is willing to say flatly to advertisers: "Don't buy one or two-time shots with *Monitor.*" NBC figures series of announcements, spread over weekend, will produce maximum results (see page 52).

B•T

WITH INITIAL decisions on comparative hearing cases involving tv approaching point of being current, FCC may shortly transfer number of staff attorneys to Opinions & Review staff, which writes final decisions for FCC, to eliminate bottleneck there. Ten attorneys are in O&R branch under Chief John L. FitzGerald, who took over last fall. Since last Dec. 9, when James D. Cunningham became chief examiner, 15 tv initial decisions have been issued.

B•T

HIS HONOR • J. Patrick Beacom, owner of WVVW Fairmont, W. Va. and of suspended WJPB-TV (ch. 35), is candidate for mayor of Fairmont, and, according to reports, is shoo-in May 1. He served two terms in West Virginia legislature.

B•T

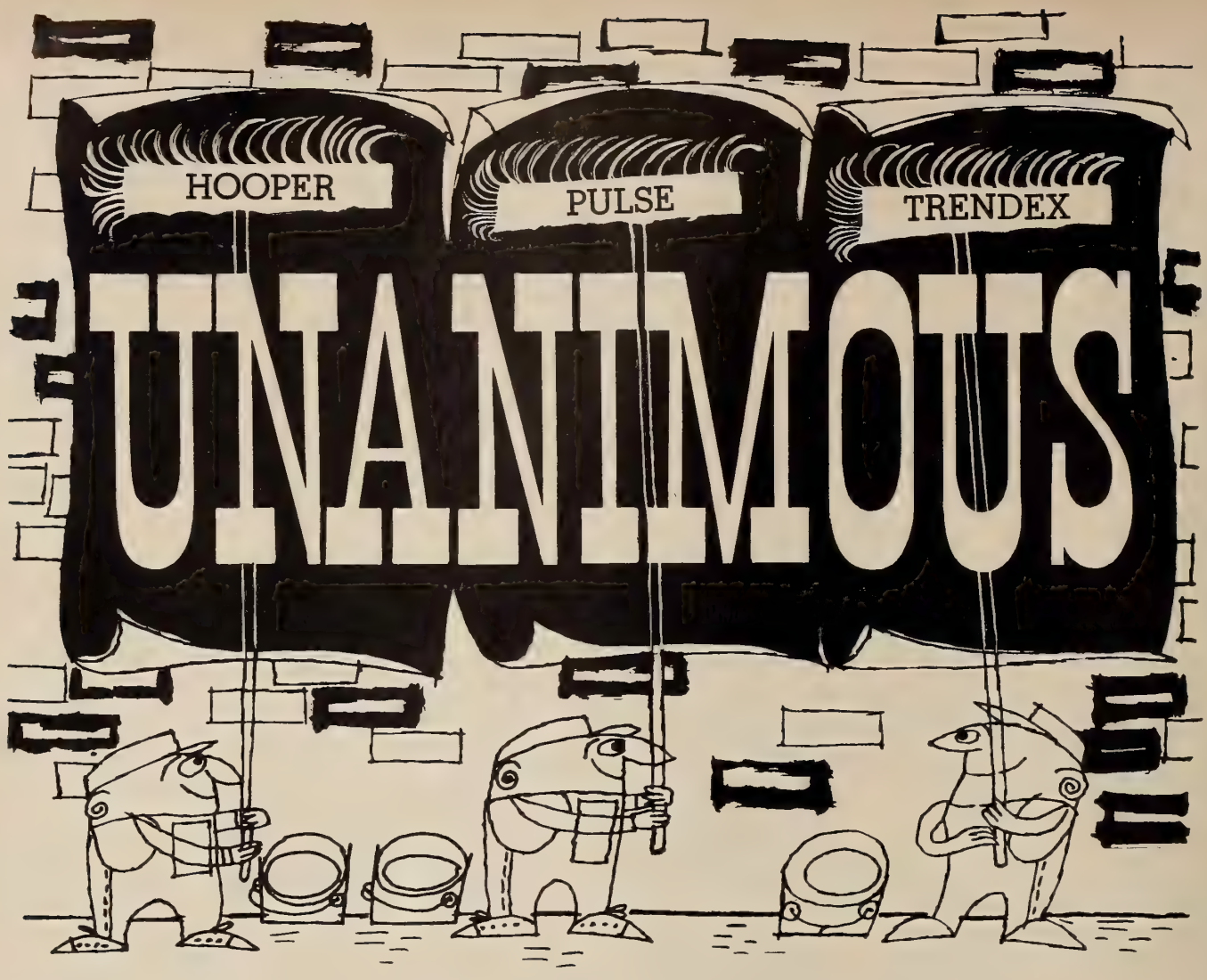
WHILE headquarters of Westinghouse Broadcasting Co. move next month to New York (space has been leased in Chanin Bldg., 122 E. 42nd), Joseph E. Baudino, executive vice president, and his immediate staff will remain in Washington to cover regulatory front. Operating direction of WBC stations has been assigned by President Chris Witting to Don McGannon, who joined WBC three months ago, after having served in second slot at DuMont Network. Mr. McGannon was elected to WBC board last month.

B•T

AWARDS FOR COMMERCIALS • Trade-wide survey has been instituted by Sam Shain, editor of *Space & Time (Inside Advertising)* on attitude toward awards for radio and tv commercials. Comments range from "too many awards now" to all out support. "Handle with care" admonition underscores most attitudes.

B•T

WALL STREET JOURNAL, *which caught merry ned from many broadcasters and Station Representatives Assn. because of its March 21 lead story headlined "Fading Radio," is now going to do follow-up on what goes in non-network radio. Number of important stations over country have been asked for comments, and Joseph M. Guilfoyle, who authored March 21 piece, is motorman on follow-up job, too.*



There's unanimity in Kansas City:

No matter how you count the audience the no. 1 station is

WHB

10,000 WATTS, 710 KC

HERE IS THE WHB LEADERSHIP LINE-UP:

FIRST PLACE—HOOPER

Average share of audience, 7 a.m.-6 p.m. Mon.-Sat., Jan.-Feb., 1955

FIRST PLACE—TRENDEX

Average share of audience, 8 a.m.-6 p.m. Mon.-Fri., Jan.-Feb., 1955

FIRST PLACE—PULSE

Average share of audience, 6 a.m.-6 p.m. Mon.-Sat., Jan.-Feb., 1955

This is what Mid-Continent programming, ideas and excitement have achieved for WHB! All three national surveys—PULSE, HOOPER, TRENDEX—give WHB the top daytime spot with ratings as high as 48.9% (Hooper). So no matter which ratings you buy by, your best Kansas City buy is WHB. Talk to the man from Blair or WHB General Manager, George W. Armstrong.

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

KOWH, Omaha
Represented by
H-R Reps, Inc.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

WHB, Kansas City
Represented by
John Blair & Co.

at deadline

Fourteen Directors Elected To NARTB Radio Board

FOURTEEN places on NARTB Radio Board filled, effective with May convention, in election process completed Friday, according to C. E. Arney Jr., secretary-treasurer.

Directors elected in odd-numbered districts follow:

1—Herbert L. Krueger, WTAG Worcester, Mass., re-elected.

3—George H. Clinton, WPAR Parkersburg, W. Va., re-elected.

5—Owen F. Uridge, WQAM Miami, replacing John Fulton, WQXI Atlanta.

7—Robert T. Mason, WMRN Marion, Ohio, replacing F. Ernest Lackey, WHOP Hopkinsville, Ky. (elected as small station director).

9—William Holm, WLPO LaSalle, Ill. (unopposed), replacing Hugh K. Boice Jr., WEMP Milwaukee.

11—F. E. Fitzsimmonds, KFYR Bismarck, N. D., re-elected.

13—Alex Keese, WFAA Dallas, replacing Kenyon Brown, KWFT Wichita Falls, Tex.

15—William D. Pabst, KFRC San Francisco, re-elected.

17—Richard M. Brown, KPOJ Portland, Ore., re-elected.

Large Stations—John M. Outler Jr., WSB Atlanta (two years, most votes), and John F. Patt, WJR Detroit (one year), replacing John H. DeWitt Jr., WSM Nashville, and Martin B. Campbell, WFAA Dallas (resigned).

Medium Stations—Cecil B. Hoskins, WWNC Asheville, N. C., replacing G. Richard Shafto, WIS Columbia, S. C.

Small Stations—F. Ernest Lackey, WHOP Hopkinsville, Ky., replacing Edgar Kobak, WTWA Thomson, Ga.

Fm Stations—Edward A. Wheeler, WEAW-FM Evanston, Ill., replacing Ben Strouse, WWDC-FM Washington.

Regional Meeting Schedule Of NARTB Opens Sept. 19

NEW schedule of eight NARTB regional meetings, replacing 17 district meetings, set up Friday by C. E. Arney Jr., secretary-treasurer. Itinerary gives members of NARTB traveling party and "flea circus" time to return to home offices between meetings. Schedule follows:

Region 4 (Dist. 7, 8, 9, Ky., Ohio, Ind., Mich., Ill., Wis.)	Sept. 19-21	Edgewater Beach Hotel, Chicago
Region 1 (Dist. 1, 2, New England States, N. Y., N. J.)	Sept. 21-23	Saranac Inn, Saranac, N. Y.
Region 3 (Dist. 5, 6, Fla., Ga., Ala., Miss., La., Ark., Tenn., Puerto Rico)	Sept. 26-28	Jung Hotel, New Orleans
Region 2 (Dist. 3, 4, Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 12-14	Roanoke Hotel Roanoke, Va.
Region 8 (Dist. 15, 16, 17, Wash., Ore., Calif., Nev., Ariz., Hawaii, Alaska)	Oct. 24-26	St. Francis Hotel, San Francisco
Region 7 (Dist. 14, N. M., Colo., Utah, Wyo., Idaho, Mont., Western S. D.)	Nov. 1-3	Broadmoor Hotel, Colorado Springs
Region 5 (Dist. 10, 11, Minn., N. D., Eastern S. D., Iowa, Neb., Mo.)	Nov. 7-9	Fort Des Moines Hotel, Des Moines
Region 6 (Dist. 12, 13, Kan., Okla., Tex.)	Nov. 15-17	Baker Hotel, Dallas

2,100-MILE TV REMOTE

KTTV (TV) Los Angeles will stage 2,100-mile remote Tuesday when it carries four-hour coverage of Salk Polio vaccine report direct from National Foundation for Infantile Paralysis Conference at Ann Arbor, Mich. KTTV will sign on at 6:45 a.m., telecasting entire conference, described as what may be most significant medical announcement of century. Equipment flown to Ann Arbor for pickup. Ed Reimers will describe conference and conduct interviews. Robert Breckner, program director, and Edward Benham, chief engineer, in charge of planning. Station booked only outgoing tv line from Ann Arbor to Toledo. It will make program available to other stations and networks on pool basis.

CBS-TV, NBC-TV Reveal Summer Hiatus Plans

SUMMARY of summer hiatus policy for advertisers on CBS-TV and NBC-TV was reported last Friday, but plans from DuMont and ABC-TV were not as yet available.

CBS-TV's hiatus policy will be in effect from July 3 to Aug. 27 and provides for suspension of broadcasting in Class A periods from 8-11 p.m. EST Monday through Friday; 6-11 p.m. Saturday and 5-11 p.m. Sunday. Shared sponsorship programs are excluded from eligibility. Sponsors of alternate-week periods are entitled to hiatus of four alternate-week broadcasts during summer.

Advertisers and agencies have been advised to notify CBS-TV of intention to suspend during summer period by May 1. At same time firm commitment for resumption of broadcasting should be made for minimum of 13 weeks, effective with first broadcast following end of hiatus. (Upon completion of this commitment, normal cancellation cycles may be resumed.)

NBC-TV's summer interval plan does not specify any dates but is confined to periods advertisers may select. Hiatus also is for eight-week period for sponsored programs in Class A time from 7:30-10:30 p.m. EST weekdays, and 5-11 p.m. Saturdays and Sundays. It does not apply to co-sponsored programs. To be eligible, advertiser must have sponsored show for 13 weeks prior to hiatus and must sign non-cancellable contract to resume broadcasting at conclusion of summer interval.

Alabama Broadcasters Review Management, Cost Problems

SERIES of station and individual awards presented to Alabama stations by Associated Press as Alabama Broadcasters Assn. opened weekend meeting in Montgomery. J. Dige Bishop, WCTA Andalusia, ABA president, presided at meetings.

Oliver S. Gramling, AP assistant general manager, presented station awards for outstanding performance to WAPI Birmingham, WOWL Florence, WBRC Birmingham, WTBF Troy and WHBS Huntsville. Individual awards went to Maury Farrell, Cal Douglas, Dan Daniels, Fred Taylor, WAPI; Richard Biddle, Nell Bigbee, Bill Mapes, Shirley Moseley, WOWL; Davenport Smith, Dave Campbell, WBRC; Jess Jordan, Asa Dudley, WTBF; John Neal, Hudley Crockett, WHBS.

T. E. Martin, WAPX Montgomery, ABA legislative chairman, directed panel covering legislative activities. Charles H. Tower, NARTB labor manager, moderated panel on management problems and was luncheon speaker. W. Emmett Brooks, WEBJ Brewton, spoke on wage-hour problems.

Panel on remote control of transmitters was led by Hoke Williford, WAPX Montgomery. Taking part were Malcolm Street, WHMA Anniston, and Louis Blizzard, WHOS Decatur. F. S. Holliday, FCC liaison officer, spoke on Conelrad. Pat M. Courington, WAVU Albertville, explained ways of keeping operating costs at a minimum.

IDEAL DOLL NEGOTIATING • Ideal Doll Co., through Grey Adv., N. Y., understood to be negotiating for possible sponsorship of *Macy Day Parade* on NBC-TV next Thanksgiving, as well as sponsorship of children's show on either CBS-TV or NBC-TV.

MONTICELLO RADIO • Monticello Drug Co., Jacksonville, for 666 (malaria preparation), starting radio spot announcement campaign mostly on Negro-appealing programs in coastal areas. Campaign breaks May 15, Thursdays and Fridays, for 52 spots in 35 markets. Charles M. Hoyt, N. Y., is agency.

GRIFFIN SPOTS • Griffin Mfg. Co., Brooklyn (shoe polish), through Bermingham, Castleman & Pierce, N. Y., starting annual radio campaign using spots, 7 to 9 a.m., effective mid-April in southern markets, about 48 stations, then traveling north as weather gets warmer. Contracts run from 26 to 32 weeks.

FALSTAFF IN TEXAS • Falstaff Brewing Corp. (Falstaff beer) working out budget to use nighttime spots in radio for 26-week campaign in Texas area. Dancer-Fitzgerald-Sample, New York agency, will probably place campaign effective late April or early May.

MOTOR WEEK • Participations on NBC-TV's *Today* (Mon.-Fri.) have been bought for several automobile manufacturers for week of April 18-22, coinciding with negotiations on new contract with United Automobile Workers Union (CIO). That week program, which will originate in Detroit, will present participations for Oldsmobile (through D. P. Brother), Pontiac and Cadillac (MacManus, John & Adams), Chrysler (McCann-Erickson), Buick (Kudner), Chevrolet (Campbell-Ewald), DeSoto (BBDO) and Packard (Ruthrauff & Ryan).

New Hazel Bishop Product

HAZEL BISHOP Inc. has started nationwide shipment of new product, Compact Makup. Additional $3 million budget has been allocated for introductory campaign of this new product, Raymond Spector, board chairman of Hazel Bishop and president of Raymond Spector Agency, announced. Negotiations are underway for purchase of two additional tv shows and time on CBS-TV and NBC-TV.



A STORER STATION

STORER NATIONAL SALES HEADQUARTERS

GAYLE V. GRUBB, V. P., West Coast Sales Manager, 111 Sutter St., San Francisco, SUtter 1-8689
TOM HARKER, V. P., National Sales Director, 118 E. 57th Street, New York, ELdorado 5-7690
BOB WOOD, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago, FRanklin 2-6498

Represented Nationally by NBC Spot Sales

at deadline

NBC Buy of WBUF-TV Awaits FCC Approval

FORMAL application for NBC's purchase of ch. 17 WBUF-TV Buffalo filed with FCC late Friday along with promise that upon Commission consent to $312,500 cash sale, NBC "will devote its full efforts to establishing that uhf can compete in a major market in which two vhf stations are already in operation." Network expects to lose nearly $360,000 in first year of uhf operation there.

NBC earlier bought ch. 30 WKNB-TV New Britain, Conn., for $600,000, also subject to FCC consent. It becomes first network and second station operator to acquire full limit of five vhf and two uhf stations. WBUF-TV purchase came month after Plotkin Report cited two-vhf station market is "most difficult" for uhf operator [B•T, Feb. 7].

Application stated WBUF-TV, now airing ABC shows, "will carry the NBC television network program service" as soon as "outstanding commitments permit." Other stations operating in market include ch. 2 WGR-TV, present NBC affiliate, and ch. 4 WBEN-TV, CBS affiliate. WBUF-TV suspended operation earlier this year, resumed upon conclusion of negotiations with NBC [B•T, March 14].

Since WBUF-TV principals Sherwin Grossman and Gary L. Cohen have leased present site for 15 years to WGR-TV, companion application was tendered to move WBUF-TV to new site under NBC ownership. Technical facilities specified effective radiated power of 469 kw visual and 235 kw aural with antenna height above average terrain 489 ft. Estimated first year operating cost of $917,000 and revenue $558,000 were given.

WBUF-TV balance sheet showed net loss to Dec. 31, 1954, was $236,324.42 while net loss in January was $12,196.78. WBUF-TV's total assets at end of January were $470,082.95 with total liabilities and deferred income $627,354.15. NBC balance sheet as of Feb. 28 showed current assets $50,008,462, total assets $77,315,992, current liabilities $33,241,099, capital stock $6,500,000, earned surplus $37,082,393.

Fresno All-Uhf Plea

PETITION for rule-making to make Fresno, Calif., all-uhf commercial tv market filed with FCC Friday by ch. 47 KJEO (TV) there which asks that educational reservation on ch. 18 be switched to ch. 12. KARM Fresno awaits final ruling on initial decision favoring it over KFRE there for ch. 12. KJEO pointed out it and ch. 24 KMJ-TV have built tv market there, not served by any other vhf station. KJEO followed other de-intermixture petitions filed last week (early story page 93).

Broadcasters Oppose Pay-See

FORMATION of New England Broadcasters for Free Tv to oppose pay-as-you-see television announced Friday by Leon P. Gorman, general manager, WABI-AM-TV Bangor, Me. Mr. Gorman said group will attempt to consolidate opposition to toll tv among elements of broadcasting industry and cooperate with other organizations.

CHAIRMAN'S CHUCKLE

WHILE FCC Chairman George C. McConnaughey wouldn't commit himself on Commission's subscription tv policy during *Capitol Cloakroom* program on CBS Radio (Sat., 6:30-7 p.m.), he chuckled when Panelist Ted Church asked if he'd heard crack, "Television cannot exist half free, half fee." Chairman was more specific in discussing other basic radio-tv problems (story page 98).

Westinghouse Management Meetings Set This Week

PROGRAM managers and film buyers of Westinghouse Broadcasting Co. tv stations—WBZ-TV Boston, WPTZ (TV) Philadelphia, KDKA-TV Pittsburgh, KPIX (TV) San Francisco—meet today (Monday) for session on film programming, hearing film company presentations during day, concluding with evening session on feature films. Live tv programming will be discussed tomorrow at all-day session of program managers. Richard Pack, WBC national program manager, will preside at two-day meeting in New York. General managers, program managers, sales managers and promotion managers of WBC tv stations will spend Wednesday-Friday at Skytop Club at Cresco, Pa., for three-day discussion of general station management problems with group of top WBC executives headed by Chris Witting, president.

House, FCC Set Session

HOUSE Commerce Committee will hold briefing session with FCC Wednesday on Commission's legislative program this year. Expected to come up for discussion are FCC's proposal to amend Sec. 309 (c) of Communications Act and proposals by Reps. Oren Harris (D-Ark.) and Carl Hinshaw (R-Calif.) to limit tv towers to 1,000 feet (H J Res 138 and 139, respectively). Sen. Warren G. Magnuson (D-Wash.) has introduced bill (S 1648) to amend Sec. 309 (c) (protest procedures) in Senate (see story page 97).

UPCOMING

April 11: Washington State Assn. of Broadcasters, Seattle.
April 12: NARTB Tv Board, NARTB Headquarters, Washington.
April 12-14: Radio-Electronics-Tv Mfrs. Assn. spring meeting, Hotel Roosevelt, N. Y.
April 13-15: National Federal of Adv. Agencies Inc., Escape Hotel, Ft. Lauderdale, Fla.
April 15: Board of Governors, Canadian Broadcasting Corp., Parliament Bldgs., Ottawa.
April 15: Nebraska Broadcasters Assn., Hotel Madison, Norfolk.
April 17: Kansas Assn. of Radio Broadcasters, Hotel Samer, Salina.

For other Upcomings, see page 125.

PEOPLE

ALFRED PAUL BERGER, former copy chief at Emil Mogul Co., N. Y., and recently head of his own agency, rejoins Mogul as member of plans board.

ART THORSEN, script writer at WBBM Chicago, appointed continuity editor, succeeding **JOSEPH L. STRADER,** who becomes engineering schedule manager at WBBM-TV.

H. S. GWYNNE, manager, market plans and analysis, tube industry sales section, RCA Tube Div., appointed manager of section.

F. A. (MIKE) WURSTER, formerly with BBDO and WABD (TV) New York, to Kieswetter, Baker, Hagedorn & Smith, N. Y., as media director, succeeding **ELIZABETH THOMPSON ANDERSON,** retiring after 10 years with agency.

JULIUS ROSEN, executive vice president, elected president of Charles Antell Inc., and **LEONARD ROSEN** re-elected chairman of board, it was announced Friday. Both purchased all stock and interests of company from **CHARLES KASHER,** former president. Account still contemplating new agency [B•T, March 28].

Central Region of AAAA Elects Bliss President

ELECTION of new officers and governors for Central Region of American Assn. of Adv. Agencies, including that of Vincent R. Bliss, president of Earle Ludgin & Co., as president, announced in Chicago Friday.

L. O. Holmberg, Compton Adv., named vice chairman and E. J. Lauesen, Fuller & Smith & Ross, elected secretary-treasurer. Four new governors are F. Strotter Cary, Leo Burnett Co.; James G. Cominos, Needham, Louis & Brorby; Clinton E. Frank, Clinton E. Frank Inc., and Milton H. Reynolds, Allen & Reynolds. Five ex-officio officers, including G. B. Bogart of Calkins & Holden, new AAAA Chicago Council chairman, also will serve on new board. Two more ex-officio members to serve after forthcoming St. Louis and southwest elections.

Twenty-one state region will plan its fall Chicago convention shortly after national AAAA meetings in Boca Raton, Fla., April 21-23.

MBS Ticket-Tv Forum

SPECIAL program will be carrier April 17 on Mutual's *Northwestern Reviewing Stand* (Sun., 11:30-12 noon EST), titled "What About Subscription Tv?" Panel will consist of Trueman T. Rembusch, midwestern director, Organizations-forFree-Tv; Larry Wolters, tv editor, *Chicago Tribune;* Joseph S. Wright, general counsel, Zenith Radio Corp., and James McBurney, dean of School of Speech, Northwestern U., moderator.

'Mickey Mouse' Sponsors

SIGNING of four additional sponsors for *Mickey Mouse Club,* new Walt Disney series scheduled to bow Oct. 3 in Mon.-Fri. 5-6 p.m. time slot, was announced Friday by Slocum Chapin, vice president in charge of network sales, ABC-TV. Newly-signed sponsors are: American Dairy Assn., Chicago, through Campbell-Mithun, same city; Carnation Co., Los Angeles, through Erwin, Wasey & Co., same city; Mars Inc., Chicago, through Leo Burnett Co., same city, and Welch Grape Juice Co., Westfield, N. Y., through Kenyon & Eckhardt, New York. Eight national advertisers have signed to sponsor series to date.

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WOOD

WOODland CENTER

30,000 SQUARE FEET *of the most modern complete broadcasting facilities in Western Michigan*



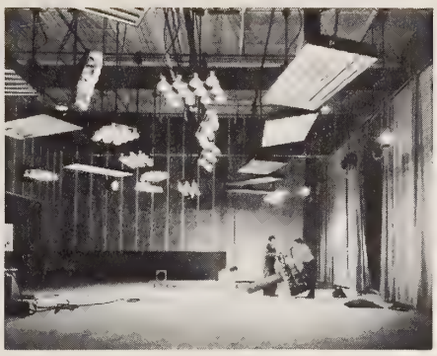
Completion of WOODland CENTER marks a long line of "firsts" in the facilities and services offered you by WOOD. In 1924, WOOD was Grand Rapids' first radio station. Today, it's Grand Rapids' *only* 5000 watt station, covering the heart of the rich WOODland market area. WOOD-TV was Western Michigan's *first* TV station on the air, first *anywhere* to deliver 316,000 watts from a 1000′ tower. Other Western Michigan WOOD TV firsts are:

- Local Live Programs
- A T & T Network Service
- Color Service
- I N S Fax News Photo Service

If you, too, want to be first in Western Michigan, schedule WOOD and WOOD-TV!

FIRST FLOOR

1. Reception Room
2. Radio Studio
3. Announcer's Booth
4. Radio Control Room
5. Recording Studio
6. Music Record Library
7. Film Editing
8. Film Projection
9. Film Developing
10. Announcer's Lounge
11. Engineer's Lounge
12. Shipping Room
13. Office Supplies
14. Maintenance Shop
15. TV Power Room
16. Heating, Air Conditioning
17. Telephone Equipment



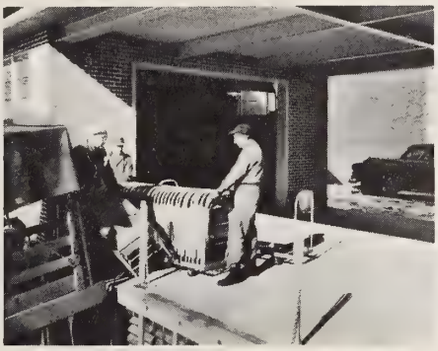
Studio A, 60'x 40', is equipped with 39 suspended lighting fixtures . . . permits simultaneous display of 8 automobiles on one set.



Unique central TV control room serves both Studio A and Studio B . . . makes possible split-second shifts from one studio to another.



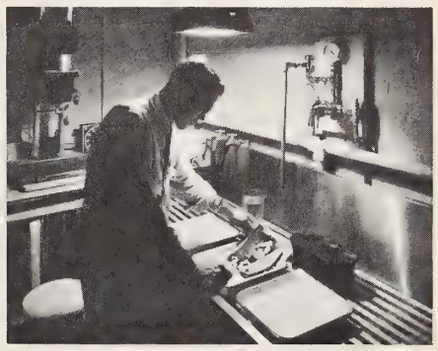
Studio B, 30'x 40', houses a complete kitchen unit for homemaking shows, which can be screened off by folding doors when desired.



Loading ramp adjoins TV studios . . . permits truck unloading at bed level on one side; driving of autos from 100-car parking lot on other side.



News department is complete with every modern device for fast service, via local police radio systems, AP wires, International News Facsimile Photos.



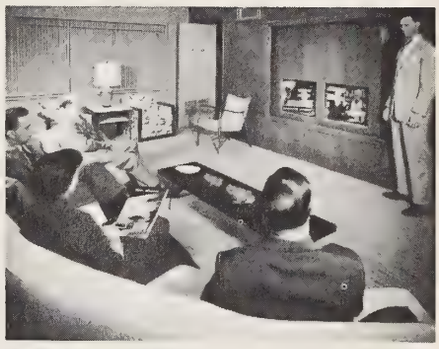
Fully equipped dark room permits quick development of on-the-spot movie and still shots made by WOOD-TV news correspondents.

SECOND FLOOR

1. News Department
2. TV Control
3. TV Studio A
4. TV Studio B
5. Loading Ramp
6. Program Department
7. Dressing Rooms
8. Chief Engineer
9. Accounting
10. TV Announcer's Booth
11. Audio-Video Rack Room

THIRD FLOOR

1. TV Studio A
2. TV Studio B
3. Client Viewing Room
4. Conference Room
5. Traffic, Continuity
6. Promotion
7. Sales
8. Sales Manager
9. Sec., General Manager
10. General Manager
11. Business Service
12. Women's Lounge



Client's room overlooks TV studios; has color and black-and-white TV. Remote controlled panels reveal film audition screen, easel displays.



In the continuity department, scripts are written . . . commercials prepared . . . slides and other visual props arranged for clients.

WHAT'S IN WOODland CENTER FOR YOU?

most modern TV and AM facilities

RADIO

- Large AM studio for local live programs
- Air personalities—the best
- Fully equipped recording studio
- NBC programs
- Daytime news, every hour on the hour
- 5000 watts day and night

TELEVISION

- Two large, fully equipped TV studios
- Three 16 mm film projectors
- Full slide and telop facilities
- Panel controlled, complete lighting equipment
- Excellent prop storage facilities
- Expanded arrangements for audience-participation
- Spacious, completely equipped client room
- Top-rated network and locally produced programs



Expanded audience-participation facilities permit full enjoyment of local programs . . . here, Buckaroo Rodeo, favorite of the younger set.



Projection room has three film projectors; two Telojectors with a capacity of 12 slides each; and Telop projector which holds 10 telop cards.



All props, from the largest background flat to the smallest, most delicate properties, are carefully handled —and fed, if the situation requires.



Everything from Bach to boogie is quickly available in the extensive WOODland CENTER music library.

serving all of Western Michigan!

WOOD





GRAND RAPIDS, MICHIGAN

ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, INDIANA
WFDF, FLINT, MICHIGAN, WEOA, EVANSVILLE, INDIANA

REPRESENTED BY KATZ AGENCY

TV:
316,000 WATTS, NBC, BASIC: ABC AND DuMONT

RADIO:
5000 WATTS, NBC AFFILIATE

PRINTED IN WOODLAND U. S. A.

REUNION IN VIENNA

THE LAST 15 minutes of "Reunion in Vienna" were almost worth watching the first 75—but not quite. It was Greer Garson's television debut, and it was a sorry show.

Biggest puzzle of the performance was trying to decide what the playwright had in mind. After it was over you guessed it must have been an attempt at romantic comedy, but it succeeded only in being an unsuccessful farce.

The play dealt with has-been aristocracy in Vienna in the 1930's. A band of the former favorites of the court had decided to have a party to recall the "old days." Miss Garson played a former member of the court set who was now the wife of a successful psychoanalyst. She was enticed to go to the party on the promise that a former lover, an exiled archduke, would attend. Her husband, who felt he had been competing with the memory of the lover all those years, encouraged her to go so she could get him out of her system.

She went, she saw, and she was almost conquered. In fact, she was almost seduced right before the nation's televiewers. It may have been sophisticated on the stage, but it came through as indecent on tv. Brian Aherne, as the playboy archduke, was distastefully lecherous instead of romantically naughty.

Only in the third act did a professional touch grace the show. The scene in which the amorous archduke confronts the husband and baldly demands permission to make love to his wife was wittily written and adroitly played. Especially clever was the ending. The husband had left the wife and would-be-lover alone for the night, sort of putting them on their honor. You thought they were going to "do the right thing" about it all when suddenly the lights dimmed and the camera left them holding hands on a terrace. When the husband returned in the morning everyone was gay as birds, and the viewer suspected the worst. Then, at the close, the wife produced a medal which the archduke had given her and recited a motto—evil to him who evil thinks! Then it was the viewer's turn to blush.

Television can ill afford to waste the talents of people like Miss Garson. It's to be hoped she and others like her—along with the viewers—won't be scared off by occasional blunders.

Production costs: $300,000.

Broadcast on NBC-TV, Mon., April 4, in color and black-and-white, on Producer's Showcase, *monthly series sponsored by Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt and Grey Adv. Agency.*

NBC producers: Fred Coe; guest producer: Jean Dalrymple; associate producer: Bill Nichols; director: Vincent Donahue; associate director: Dominick Dunne.

Adapted for tv by David Shaw from play by Robert Sherwood.

Stars: Greer Garson, Brian Aherne, Peter Lorre, Robert Fleming, Cathleen Nesbitt, Lilli Darvas, Herbert Berghof.

Settings: Rouben Ter-Artunian; makeup: Dick Smith; musical director: Harry Sosnik; technical director: Larry Elikann; unit manager: Perry Cross.

THE WHISTLER

TO THE devotees of mystery drama on radio, the return of *The Whistler* to the full CBS Radio network after a hiatus of eight years should prove welcome. This program has long been a steady favorite on the West Coast.

Perhaps it should be explained, for the benefit of the uninitiated, that the Whistler is a hollow voice, omnipresent and omniscient, which sets the scene and narrates the innermost thoughts of some miscreant in the process of a crime.

The stories usually follow a pattern: The person is driven by circumstances to commit his crime; he apparently is successful in covering his tracks; and at the final moment, a trick of fate reveals his guilt.

In one episode, "Alibi," a murderer has convinced a detective that he was taking a nap in his room during the time of the murder committed in another part of the city. However, the detective discovers an alarm clock in the murderer's apartment, still ringing, and still set for the time the murderer supposedly was taking his nap.

Generally, this series errs on the side of stereotyped characterization, which is perhaps inevitable in such a rigid format. Also, it must be noted that a half-hour is too short a time period to develop believable characterization, either on radio or tv (*The Whistler* is also a syndicated tv series).

However, it must be admitted that the interest of the listener is maintained, because one cannot be sure just how the murderer is going to get his comeuppance, although one can be sure that he will.

Production costs: $2,350.

Network: CBS Radio, Thursdays, 8-8:25 p.m. EST (West Coast, Sundays, 7:30-7:55 p.m. PST). Transcribed Hollywood origination.

Format: Psychological drama.

Producer: Joel Malone; director: Gordon T. Hughes; music conductor: Wilbur Hatch; writers: various.

Sponsor: (West Coast) Lever Bros. Co. (for Rinso), through Ogilvy, Benson & Mather Inc., N. Y.

★ ★ ★

BOOKS

THIS IS EDUCATIONAL TELEVISION, by William Kenneth Cumming. Communications Series, Lansing, Mich. 264 pp. $4.40.

THOROUGH coverage of educational television in all its phases, including programming, operation of a commercial or non-commercial station by an educational institution, cooperation with outside commercial stations and networks, administrative problems, etc., is provided by this volume. The book is based largely on personal interviews with educators who have been active in tv and on the author's own observations as a member of the department of journalism of Michigan State College and producer-coordinator of the college's tv station, WKAR-TV East Lansing.

STATISTICAL YEARBOOK (sixth issue) by Statistical Office of United Nations, New York, N. Y., 594 pp., $7.50 (clothbound), $6 (paperbound).

BROADCASTERS and students of broadcasting will find particularly interesting that section of the *Statistical Yearbook* dealing with radio and tv stations in countries throughout the world and with radio and tv set ownership. The *Yearbook* estimates there are more than 230 million radio sets in use throughout the world, of which more than 120 million are located in the U. S. and 70 million in Europe. In television, the U. S. is credited with 31.5 million sets; the United Kingdom, 3.4 million; Canada, 655,000; France, 72,000. The *Yearbook* notes that Soviet Russia claimed about 700,000 tv sets in January 1954.

The range of coverage of the *Yearbook* can be suggested by the main topics, including statistics on population, manpower, forestry, fishing, manufacturing, transport, internal trade, finance, national income and communications, among others.



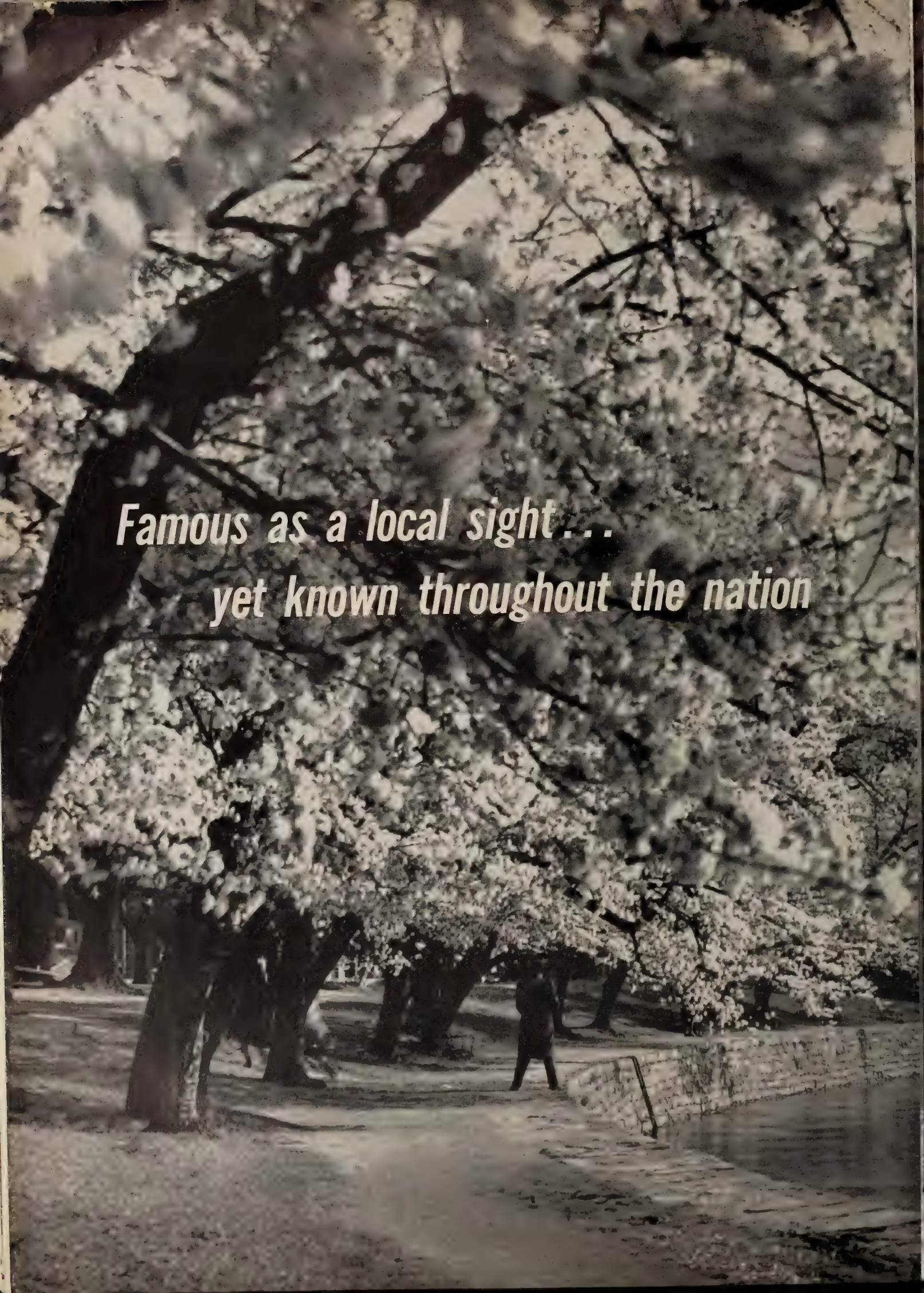
a 24-county market with Effective Buying Income of $1,543,515,000 (Sales Management 1954 Survey of Buying Power)

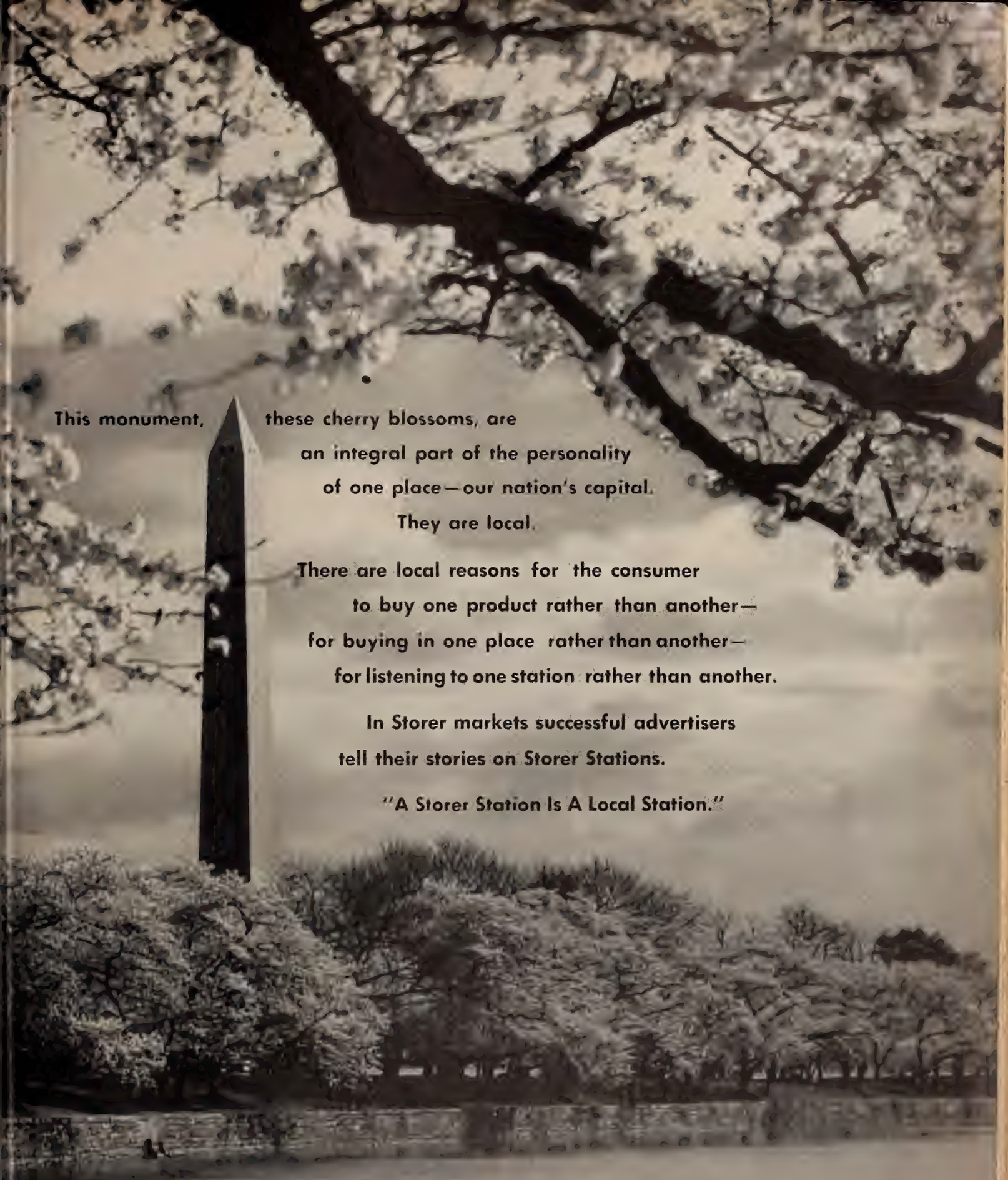
NOW SHOWING!—ALL NBC COLOR SHOWS

NBC

Interconnected Television Affiliate

National Representative:
The Headley-Reed Company


Famous as a local sight...
yet known throughout the nation



This monument, these cherry blossoms, are
an integral part of the personality
of one place—our nation's capital.
They are local.

There are local reasons for the consumer
to buy one product rather than another—
for buying in one place rather than another—
for listening to one station rather than another.

In Storer markets successful advertisers
tell their stories on Storer Stations.

"A Storer Station Is A Local Station."

STORER BROADCASTING COMPANY

NATIONAL SALES HEADQUARTERS:

TOM HARKER, V. P., National Sales Director
118 E. 57th St., New York 22, ELdorado 5-7690 • **BOB WOOD**, Midwest National Sales Mgr.
230 N. Michigan Ave., Chicago 1, Franklin 2-6498



Happy Wilson
Star of
"Yawn Patrol"
4:45 to 6:30 AM Monday-Friday

Stars Sell on Alabama's greatest radio station

WAPI

Happy is starting his 20th year as a WAPI star! On "Yawn Patrol" he entertains the early-rising rural folk with tops in folk and hillbilly music, gives time and weather reports, chats in his folksy manner. His ratings don't quite double those of the next station, but they're close! He increases his popularity. . . . and his value to sponsors! . . . by making personal appearances over the state. At 9 on Saturday nights he is joined by his Golden River boys for a half-hour of live entertainment.

You can SELL Your Products to Alabama folks

If you TELL them on programs they enjoy hearing

Represented by
John Blair & Co.

Southeastern Representative:
Harry Cummings

Sweeney Interview

EDITOR:

We agree with Sweeney almost 100% and are delighted with the interview feature [B•T, March 28] (which) provides valuable ammunition for us. . . . Are reprints of this and the Georgia bank story available?

William J. Green
Radio-Tv Director
Lewis Edwin Ryan Agency
Washington, D. C.

[EDITOR'S NOTE: Reprints of the B•T Interview with Kevin Sweeney are available at $15 per 100, and reprints of "A Georgia Bank Banks on Radio" at $5 per 100, with discounts of 10% on orders of 1,000 or more of either article.]

EDITOR:

The interview you had with Kevin Sweeney, president of Radio Advertising Bureau [B•T, March 28], is terrific, tremendous, colossal, provocative and stimulating. Even though I can't agree with all of Kev's points, I think it is wonderful. We would like a dozen reprints.

Simon Goldman, Pres.
WJTN-AM-FM Jamestown, N. Y.

EDITOR:

The Kevin Sweeney B•T interview was a masterpiece. If available, please mail us 25 copies.

Cal Smith, Station Mgr.
KROC Rochester, Minn.

EDITOR:

The interview with Kevin Sweeney was a dandy job. This format seems to make for absorbing reading and I hope B•T can use it often.

Murry Harris
Public Relations Dir.
A. C. Nielsen Co., New York

Who's a Dead Duck?

EDITOR:

It had been rumored about the country that radio is dying or a dead duck, particularly fm. About a year ago we decided to put on an fm classical musical station and finally Sunday, March 27th, we went on the air . . . From 3 p.m. until midnight on Sunday we received over 125 phone calls. Monday both of our phones were kept busy until midnight. We received over 350 letters and more coming in for our program guides.

We really do not know what this indicates except, to us, that there is a listening audience, if we can program things that they enjoy.

Harry Eidelman
KCFM St. Louis

Bobrun Broadcasts Then and Now

EDITOR:

I read with interest the item telling of the first tape-recorded broadcast of a bobrun at Lake Placid, N. Y., made by the sports announcer of the Saranac Lake [WNBZ] station for the Bill Stern network show [B•T, March 14].

I thought it might interest the younger generation to know the first broadcast from the bobrun was made "live" in 1935 . . . by E. S. Darlington a "ham" radio operator then in my employ in the news bureau of General Electric. Pack sets were unheard of in those days. Darlington built his own in true "ham" style. It weighed 25 pounds. . . .

With the pack set securely strapped to his back, a five-foot fishpole antenna sticking up in the air and microphone soldered inside a baseball catcher's mask, so that Darlington's hands could be free to hang onto the bob straps, the run was started. . . . As I recall it, Darlington was so scared after hitting the first curve that most of his "description" of the ride was confined to "Oh boy, another curve" and "we got through," but he carried on to the finish and the few words he did say were broadcast by WGY. A wire line carried his words from the bobrun lodge to Schenectady. . . .

C. D. Wagoner
(Retired from GE Publicity)
Radio Bureau
New York State Dept. of Commerce
Albany, N. Y.

The Carolinas

EDITOR:

. . . A fine job on the Carolinas [B•T, March 21] . . . and we have been mailing them out right and left ever since the reprints came in . . .

Roger A. Shaffer, Mgr.
WSPA Spartanburg, S. C.

EDITOR:

. . . The pieces on The South, on Georgia and on the Carolinas . . . were very well done and I congratulate you on them.

James E. Gates, Dean
College of Business Administration
U. of Georgia, Athens, Ga.

EDITOR:

Congratulations on a fine piece of work. It should prove very valuable to all of us in the business in these two states.

Harold Essex, V. P., Gen. Mgr.
WSJS-AM-TV Winston-Salem

EDITOR:

". . . a beautifully done piece . . . a gem of reporting."

Charles Parker
State Advertising Director
North Carolina Dept. of Conservation & Development
Raleigh, N. C.

EDITOR:

Congratulations to you and Frank Beatty on the excellent story on the "Carolinas." I think it is the finest I have ever seen. Would you please send us 50 reprints on the "Carolinas" story?

Charles M. Marshall
Promotion Manager
WSOC Charlotte, N. C.

[EDITOR'S NOTE: Reprints of "The Carolinas" are available at $25 per 100 copies, with a discount of 10% on orders of 1,000 or more.]

April 1st Promotion

EDITOR:

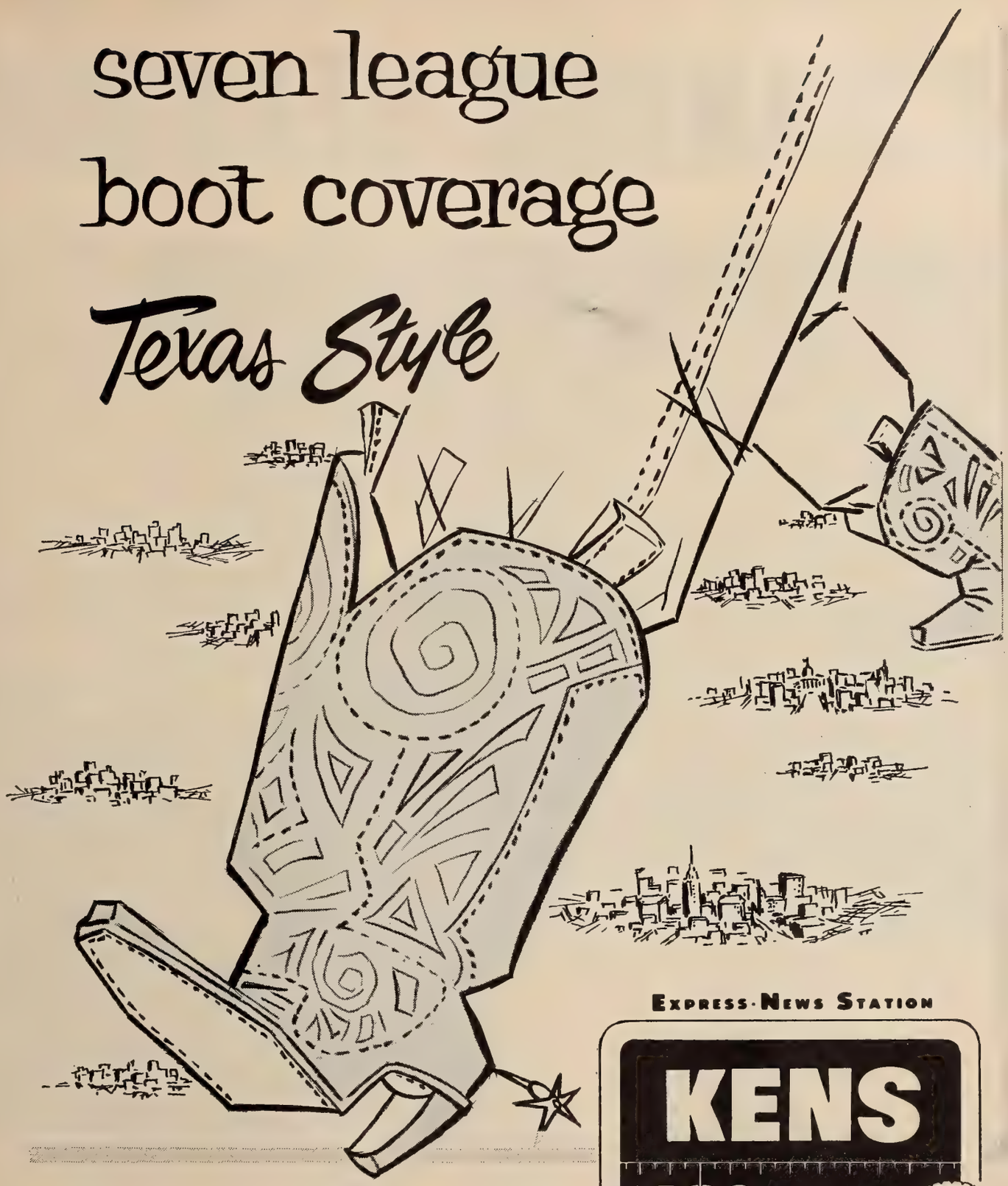
Here is the story of an April Fool's Day promotion on KDRS.

Nobody showed up for work except the manager, the sales manager and the business manager. As far as the radio audience was concerned, the only broadcaster on hand for seven hours (5:30 a.m. to 12:30 p.m. was the manager. I was on the air alone in that period, including newscasts and regular two-man shows.

The objective, obviously, was to set the town talking. It worked. By noon the town was buzzing and listeners were sticking extra close. Two members of the hospital auxiliary staff volunteered to appear on the community chatter show, *Back Fence*. Listeners called the homes of staff members to protest against the cruel prank. (We took the staff off the hook later in the day.) The whole staff appeared on *The Roving Mike* at 12:30 to celebrate their self-declared half holiday.

Ted Rand, Gen. Mgr.
KDRS Paragould, Ark.

seven league boot coverage *Texas Style*



EXPRESS-NEWS STATION

KENS

680 CBS

50,000 WATTS 10 KW NIGHTS

SAN ANTONIO, TEXAS

It takes a giant voice to cover this giant land . . . the rich 105 counties lying between Houston . . . Waco . . . San Angelo . . . Del Rio . . . Brownsville.

The powerful 50,000 watt daytime voice of KENS 680 kc. dominates this vast area of 109,737 square miles and its population of 4,271,400 — accounting for a yearly income of nearly $6 billion!

With CBS and top local programming, the accumulative audience of KENS shows first or in photo-finish-for-first place in ALL rated time segments — Pulse of San Antonio, Nov., 1954

Ask FREE & PETERS, Inc. for details.

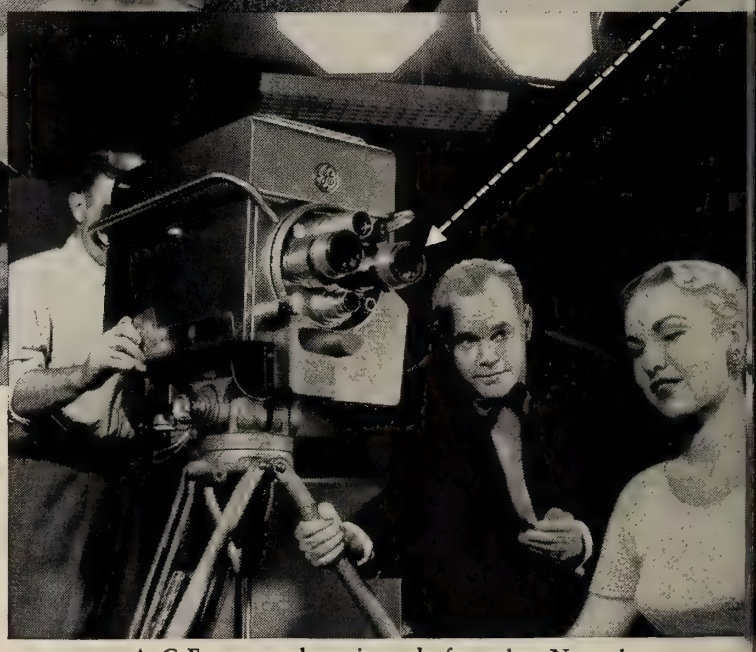
Additional G-E Cameras prepare you fo

EXPANDED SEASONAI



Buy now for black & white

modify for color tomorrow



▲ Cameras above are used with rack-and-console-mounted camera channels designed for fixed studio use. *The same cameras are used in a portable chain.*

▲ G-E camera above is ready for color. Note close similarity in size to the monochrome unit left above.

Have you checked G-E color?

PYRAMID PLAN

FOR COLOR TV

COMPLETE TELEVISION EQUIPMENT FOR VHF and UHF for Black & White plus Color TV

TRANSMITTERS powered from 100 watts to 100 kilowatts.

ANTENNAS to fit every gain and pattern requirement—helical and batwing types.

STUDIO EQUIPMENT for complete audio and video facilities.

PORTABLE EQUIPMENT to handle all remote services.

PROGRAMMING . . .

offer other important advantages!

WITH one or two additional G-E cameras you need not hesitate to expand your "live" programming attuned to spring. New fashion shows, extra sports coverage (be it baseball or racing), special events can help you attract additional advertising revenue. In the studio or on remotes, extra cameras give you the equipment you need to handle this expanded programming.

Consider also these other advantages of spare cameras:

1. They prepare you for any unexpected camera emergency; simply roll out the spare camera.

2. You save on overtime pay for emergency repairs. With extra cameras ready for use, repairs can be made during your regular working hours at regular pay rates.

3. You can enjoy the benefits of a preventive maintenance program—check cameras and service them at regular scheduled intervals, and still keep ample cameras operating for every "live" program. With care like this, your cameras last longer and assure top picture quality year after year.

Let a G-E sales representative check your specific camera needs and suggest a plan of complete camera readiness for your station or network. *General Electric Company, Broadcasting Equipment, Section X245-11, Electronics Park, Syracuse, N.Y.* In Canada, write: *C. G. E. Electronics, 830 Lansdowne Avenue, Toronto.*



Optimum performance per pound of equipment

G-E TV PORTABLE CAMERA CHAIN

There's amazing versatility in this lightweight chain. It answers almost every emergency need on remotes . . . fits easily into your studio layout. Available in from one-to-four camera chains. All units, except the switching and wipe units, are blower ventilated—can operate in high ambient temperatures. Camera, monitor, and circuitry can be modified for color.

- FORCED AIR VENTILATION.
- PRODUCES LAPS, FADES, WIPES, INSERTIONS.
- COMPACT, YET EASILY ACCESSIBLE.
- LIGHTWEIGHT SUITCASE DESIGN.

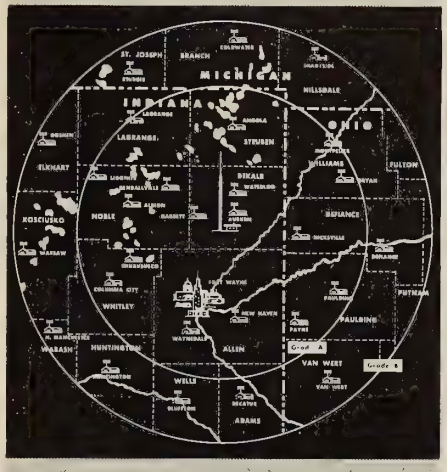
▲ Depend on the G-E portable camera chain to deliver top picture quality in the studio, or out on remotes. Moving the lightweight units to remotes is a cinch.

◀ Control units of portable chain are easily, quickly mounted on the control equipment desk.

Progress Is Our Most Important Product

GENERAL ELECTRIC

BLANKET COVERAGE OF THE RICH FORT WAYNE TRI-STATE MARKET



WIN-T, your station for complete coverage of the thriving 18-county, tri-state market surrounding Fort Wayne, Indiana. Check these billion dollar market facts and figures:

- POPULATION 722,500
- HOUSEHOLDS 228,600
- CONSUMER SPENDABLE INCOME $1,177,771,000
- TOTAL RETAIL SALES $768,150,000

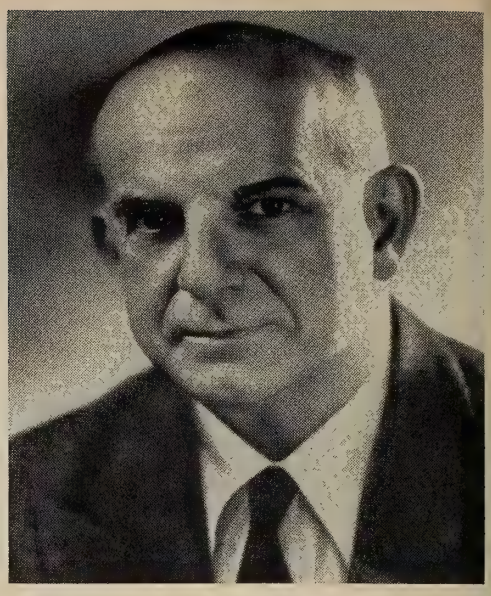
WIN-T

CBS and ABC for FORT WAYNE and the Tri State area of Indiana, Ohio and Michigan.

Nationally represented by
H-R TELEVISION, INC.

our respects

to HERBERT JOHN YATES



FARSIGHTED Herbert John Yates was the first major motion picture producer to act upon the potentialities of tv. He may also be the first to switch to tv-only production, if his remarks to Republic Pictures stockholders last week (see story, FILM SECTION), bear fruit.

Five years ago the president of Republic Pictures Inc. set up Hollywood Television Service Inc. to engage in tv film distribution. Contrary to the manner in which other major studios have since gone about video, Republic entered tv film production only after the distribution arm was a going concern.

With Earl R. Collins as president, Hollywood Tv started moving ahead in 1951 with a package of 100 westerns and 136 features. Currently in distribution through HTS and its 33 branch offices are 505 features plus 39 half-hours in the *Stories of the Century* series.

Studio City Television Productions Inc., with Morton W. Scott in charge, started functioning only last year. Its one series to date, *Stories of the Century*, received the Academy of Television Arts & Sciences' national "Emmy" award for the best western or adventure series, the only syndicated film package so honored.

Studio City is readying four additional series for fall release by HTS. Two half-hours have been completed in *Behind the Scenes* and scripts are being written for *Adventures of Dr. Fu Manchu*. The latter will undoubtedly also become a transcribed radio series, Mr. Yates reveals.

He was born in Brooklyn on Aug. 24, 1880. At 19, while working his way through Columbia U., he became a sales executive for American Tobacco Co. By the time he was 27, he was assistant to the vice president in charge of sales for Liggett & Myers Tobacco Co.

Retiring from the tobacco industry in 1910, he got interested in motion pictures after financing the late Roscoe (Fatty) Arbuckle and receiving 100% profit plus his investment.

After taking time out to lose $100,000 as a "gentleman farmer," he joined Hedwig Film Laboratories in 1915. The processing of film intrigued him to the point that within two years he felt he had acquired enough knowledge and self confidence to establish his own enterprise, Republic Film Laboratories, New York. Within another year he organized Allied Film Laboratories Assn. and by 1922 he had developed Consolidated Film Industries Inc.

From his vantage point in the laboratory he decided the motion picture industry "was a fascinating business, with plenty of room for brains and intestinal fortitude and eternal hunger for capital to provide expansion and improvement."

Republic Pictures was born in 1935 when Mr. Yates engineered the merger of four independent producers, Liberty, Mascot, Monogram and Select, and took over the Mack Sennett lot in North Hollywood.

Besides Republic's tv film production and distribution subsidiaries, the studio itself has made such facilities as 19 sound stages, underwater tank, western back lot and one of the two finest recording studios in the world, available to independent tv film producers. A major tenant is Revue Productions, MCA's film unit. A further tie-up was recently effected in "the biggest contract of its kind in the history of tv" when MCA-TV acquired tv distribution rights to Republic's package of 67 Roy Rogers and 56 Gene Autry feature films.

Republic grossed $7 million for distribution of features to tv during the past two years. Studio rentals to tv producers brought in over $700,000 last year.

Consolidated Film Industries, from which this activity evolved, is today a division of Republic Pictures with labs in Ft. Lee, N. J., and Hollywood, headed by Douglas T. Yates and Sidney P. Solow, respectively. In 1948 CFI processed the first west coast tv film series, NBC-TV's *Your Showtime*, produced by Marshall Grant-Realm for American Tobacco. Currently, approximately 85% of the labs' business is tv film for such clients as Revue, Desilu Productions, Four Star Productions, Gross-Krasne, Guild Films, Ziv and McCadden Corp. It also processes all of CBS-TV's and about half of NBC-TV's Hollywood films and kinescopes.

Mr. Yates' foresight was again demonstrated in the construction of a new plant with specially designed equipment to handle 16mm film. It was conceived with Mr. Solow in advance of the actual need, but planned for the present emergency which has found many other labs reconverting 35mm space and facilities.

Feature-wise, Republic used to be identified solely with westerns. Gene Autry as the first singing cowboy, followed by Roy Rogers and Rex Allen, contributed greatly to the success of the studio, Mr. Yates says. But, series westerns were "a casualty of tv" and Republic now makes about 20 competitive big budget color features per year.

Cited many times for his continual support of American ideals, he takes particular pride in the National Gold Citizenship Medal which was presented to him in 1951 by the Veterans of Foreign Wars for his feature film, "Red Menace."

Married in 1952 to actress Vera Ralston, the Yates' have a home in Sherman Oaks, Calif., one on Long Island and an apartment in Manhattan. The apparently tireless Mr. Yates plays 18 holes of golf every weekend, but Republic with its subsidiaries is his vocation and avocation.

WATE IS NOW **100,000** WATTS • FULL POWER!



All Eyes Are On Knoxville

POWER MARKET OF THE SOUTH

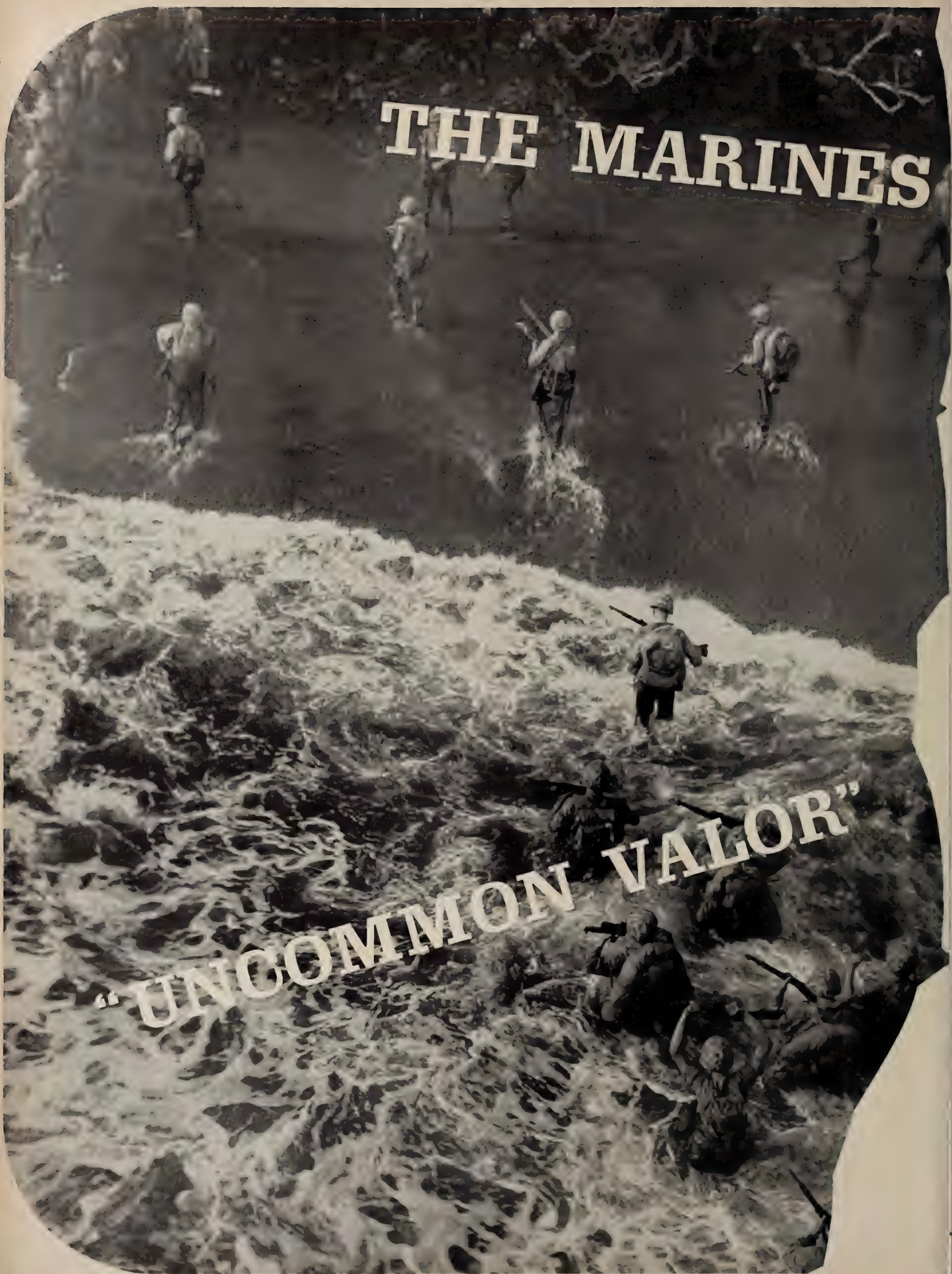
Land of TVA power and Atomic Energy power, Knoxville is fast becoming most famous for the tremendous *buying power* of her people.

Look at the figures: nationally, Knoxville is one of our 60 largest markets ... and is growing rapidly. Within the State of Tennessee and the area, Knoxville ranks first, percentage-wise in: (1) number of married couples living in their own household, (2) largest number of persons per household, (3) lowest median age of population, (4) largest number of industrially employed.

Blanketing this 42-county Knoxville Market is WATE-TV, only VHF station in the area. It's the eyes and ears of sales-minded advertisers who keep consumer buying at record highs. There could be new opportunity here for you. Let us tell you the full story—today!

KNOXVILLE
CHANNEL 6
WATE TV
100,000 WATTS
POWER MARKET OF THE SOUTH

AFFILIATED WITH **NBC** AND **ABC** • NETWORK COLOR
REPRESENTED NATIONALLY BY: **AVERY-KNODEL, INC.**


THE MARINES
"UNCOMMON VALOR"

HAVE LANDED

...with Uncommon Valor...

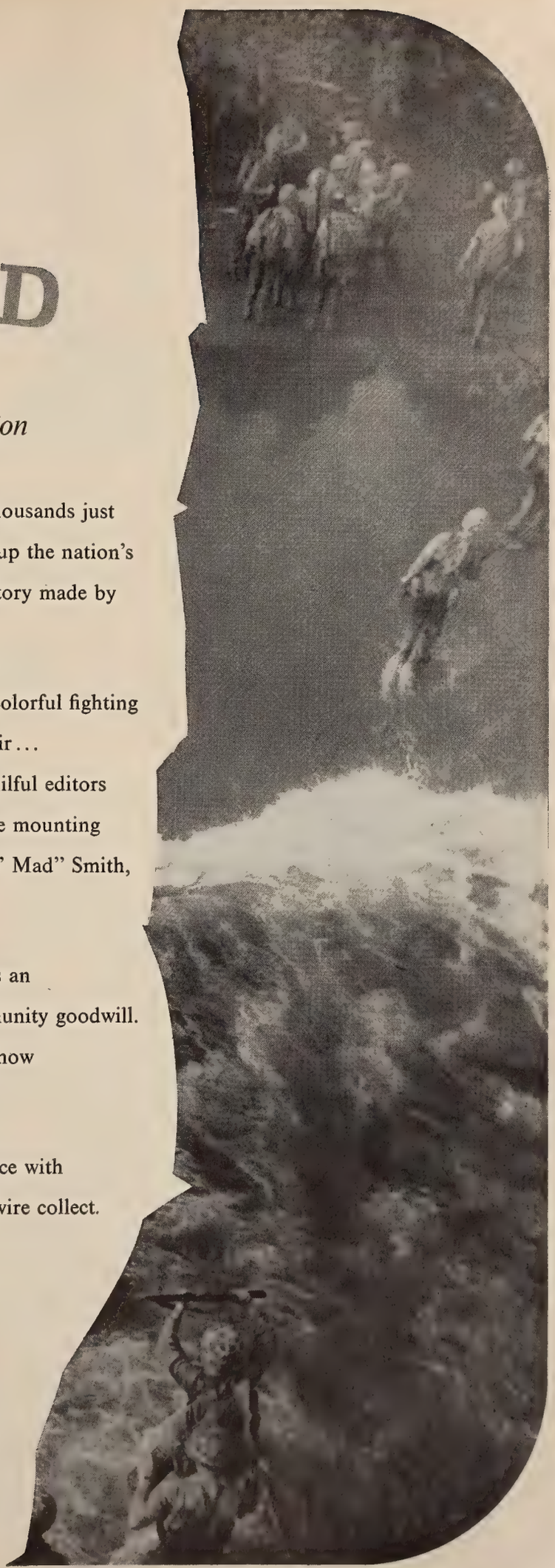
the most powerful new film series in television

The picture that makes these pages come alive is one of thousands just as exciting. In 26 half-hour programs they will soon light up the nation's television screens. And before the eyes of millions, the history made by U.S. Marines will now make history in television.

This is the Leatherneck story. A story of America's most colorful fighting men... of headquarters and foxholes... of land, sea, and air... of unlimited drive to victory. From official film records, skilful editors have created a pageant of action with realism and suspense mounting from beginning to end. Narrator is General H. M. "Howlin' Mad" Smith, one of World War II's great combat leaders.

For both stations and advertisers UNCOMMON VALOR offers an uncommon opportunity to build sales, prestige, and community goodwill. (So popular was a comparable U.S. Navy series that it is now being broadcast in many markets for the fourth time.)

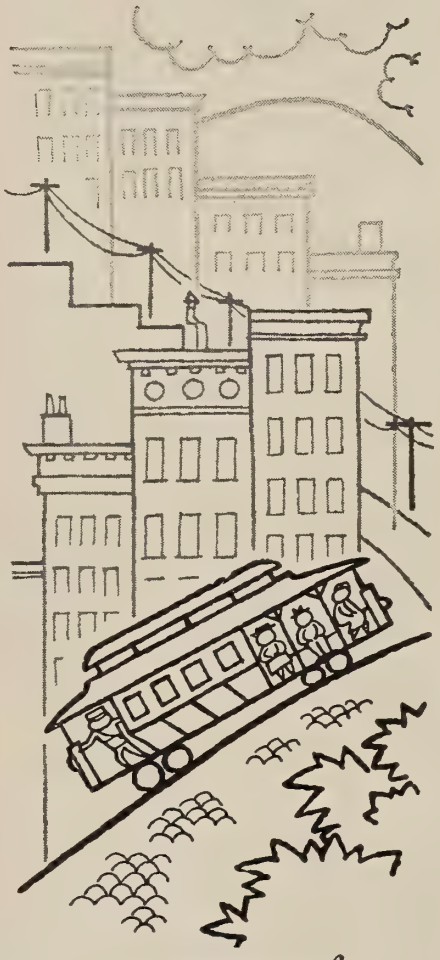
Be the first in your area to attract a regular weekly audience with UNCOMMON VALOR. Write for details today, or better still wire collect.



GENERAL TELERADIO INC

THE FILM DIVISION OF GENERAL TELERADIO, INC.
1440 BROADWAY, NEW YORK 18, NEW YORK
HOLLYWOOD • CHICAGO • HOUSTON • ATLANTA

to cover the
SAN FRANCISCO
Bay area...



. . . use one of America's **2**
GREAT *independents!*

KYA

The Personality Station
. . . 1260 k. c.

NEW YORK OFFICE:
John Barry
28 West 44th St.
BRyant 9-6013-14

CHICAGO OFFICE:
George Clark
316 N. Michigan Ave.
RAndolph 6-0712



PAT BROUWER

on all accounts

A TRANSITION from airlines to agencies and the buying of national spot seems to have been bridged with the characteristic charm attributed to Pat Brouwer, timebuyer at Needham, Louis & Brorby Inc., Chicago.

In her present capacity at this steadily-growing agency, with which she has been associated for over two years, Miss Brouwer is assigned to the task forces on such accounts as Campbell Soup Co. (pork and beans, V-8 cocktail vegetable juices), Kraft Foods Co. (Parkay margarine, Kraft oil), Morton Salt Co., Peoples Gas Light & Coke Co., Phenix Foods Co. (salad dressing), Quaker Oats Co. (Ken-L-Ration products) and Wilson & Co. (canned meats, Cremade soap, Jane Wilson products).

Timebuying has been Patricia Brouwer's forte in Chicago agency circles since October 1949 when she joined Grant Advertising Inc. as an assistant timebuyer. In January 1951 she moved over to Young & Rubicam's media department in a similar capacity, remaining until May 1952. She joined the Needham, Louis & Brorby organization in November of the same year.

Nine Years in Oak Park

A native of Minneapolis (Nov. 5, 1925), Miss Brouwer spent most of her early life (nine years) in Oak Park, Ill., a Chicago suburb, until she moved east to Syracuse, N. Y., in her high school sophomore year. She attended Nottingham High there and later Syracuse U. for two years, majoring in business administration. From January 1946 to April 1947 Miss Brouwer worked for American and Northwest airlines, headquartering at one time in Washington, D. C.

Afer a stint with Real Silk hosiery, Pat Brouwer joined WAGE Syracuse as a secretary, being associated with the station (now WHEN) from December 1947 to October 1949.

It was at this point in her career that Pat Brouwer felt the urge to return to the familiar environs of the Midwest. As a result, her next move was to Chicago and a position at Grant Advertising.

In her tenures at Grant and Young & Rubicam, Miss Brouwer worked on a variety of accounts before joining Needham, Louis & Brorby. She is one of two spot timebuyers at the agency now.

Pat Brouwer is an ardent worker by day and an enthusiastic televiewer by evening. She is single and lives with her mother in Evanston, Ill. Her favorite hobbies are swimming and horseback riding.

to cover the
NEW YORK
Metropolitan area...

...**YOU** owe it to your clients to invest in a station with a growing equity!

• D. J. AVERAGES •

Industrials . . . UP
Chemicals
Utilities . . . UP
. . . . . UP
. . . . . UP
Tele UP

...WINS UP 50%*...

**of audience increase Monday—Saturday Jan. 1954—Jan. 1955 based on pulse, N.Y.*

. . . use one of America's **2**
GREAT *independents!*

WINS
1010

50,000 watts...
...24 hours a day

SAN FRANCISCO OFFICE:
Chuck Christianson
Hotel Fairmount
DOuglas 2-2536

CHICAGO OFFICE:
George Clark
360 N. Michigan Ave.
RAndolph 6-0712

ONLY ON WBT Radio

COLOSSUS OF THE CAROLINAS

Sound-est investment

Only on WBT Radio can you associate for your product the massive, traditional selling power of "Grady Cole Time", now in its twenty-sixth year and stronger than ever. Grady gives each of his forty-six current sponsors individualized benefit of his 8.7 average Pulse rating (5:45 to 9 a.m., Monday through Saturday) plus canny commercializing and immense influence with consumers, retailers and wholesalers.

The rarity of availabilities underlines the prudence of regular contacts with your CBS Radio Sales man.



For the **right** start in **Color**-TV...

you need this RCA Test and Measuring Equipment "Package!"

This indispensable package represents a basic "*must*" for a satisfactory color operation—network, film or live. You need it to check your station performance, maintain your broadcasting standards, assure the highest quality.

The various components of this vital "package" are pictured below. Charts at the right show how these units are used with relation to other station equipment as a means of providing complete testing facilities to meet various situations.

RCA engineers—the acknowledged pioneers in the development of compatible color television—have spent years developing this test equipment which takes the guesswork out of color broadcasting. Already, RCA color test equipment is proving itself in nearly 100 stations, assuring compliance with FCC standards of quality.

The "package" represents the minimum requirements for your station. For peak station performance each of these items should be included. In many stations the duplication of certain of the items will be desirable.

For experienced assistance in planning the installation of this equipment to meet your individual requirements, call on your RCA Broadcast Sales Representative. Or write RCA Engineering Products Division, Camden, N. J.

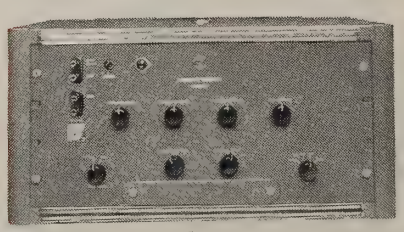
The 6 functions shown here represent the testing facilities required to attain and maintain the highest standards in color operation

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

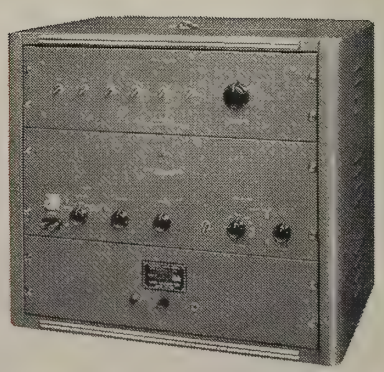
RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION — CAMDEN, N.J.

You will need all of these 5 instruments for color test and measurement...

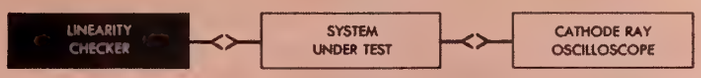


LINEARITY CHECKER
WA-7B



COLOR SIGNAL ANALYZER
WA-6A

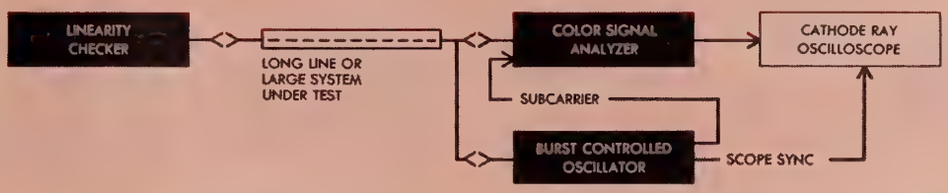
1 Linearity Checker and Oscilloscope test for differential gain.



2 Addition of Color Signal Analyzer makes it possible to check differential gain and differential phase.



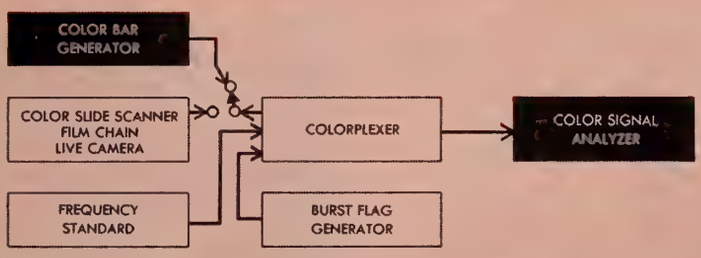
3 Burst-Controlled Oscillator must be added to check differential gain and phase at remote locations where studio sub-carrier is not available.



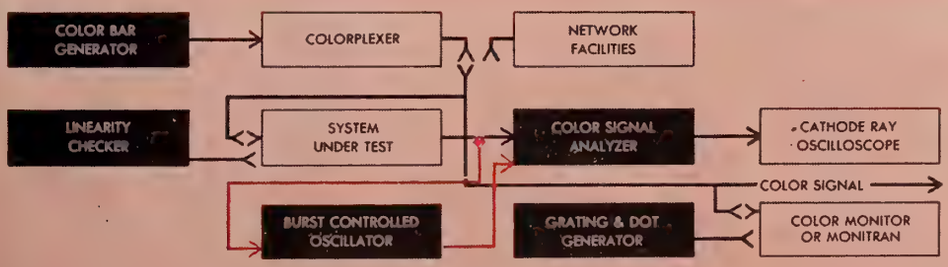
4 Grating and Dot Generator checks convergence and deflection linearity of monitors. Its signal can also be used for checking house monitoring systems.

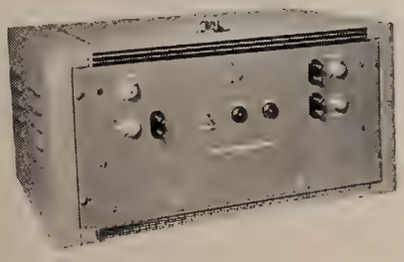


5 The Color Bar Generator shown is used with origination equipment for supplying test signal to system. The Color Bar Generator in conjunction with the Color Signal Analyzer is used for precise alignment of the Colorplexer.

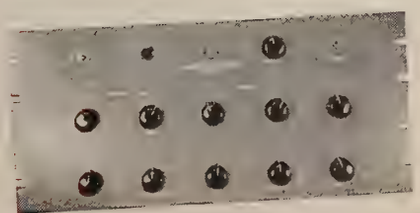


6 Integrated Test Equipment System for color broadcasting. This includes all situations depicted above.





BURST-CONTROLLED OSCILLATOR
WA-4A



GRATING AND DOT GENERATOR
WA-3B



COLOR BAR GENERATOR
WA-1D



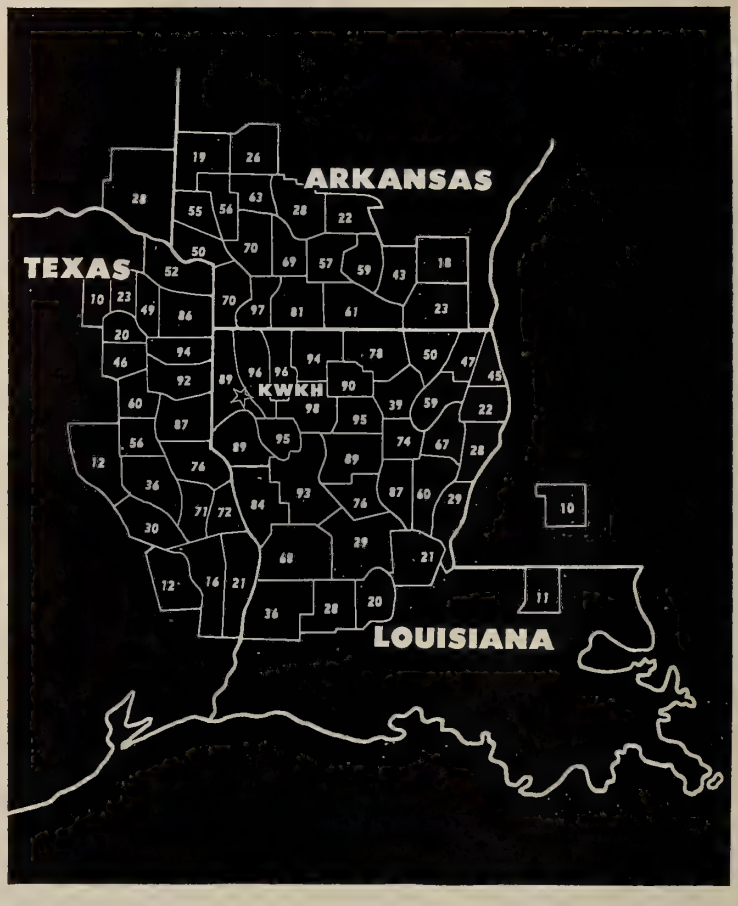
KWKH (SHREVEPORT)

EVEN FLOODS INTO *Water Proof!*

LATEST Hoopers show KWKH favored over the second station . . . *morning, noon* and *night* —up to 104%! Yet, the 50,000-watt power of KWKH gives you tremendously more than Metropolitan Shreveport . . .

Nearly 85% of our coverage is in places like Water Proof, Louisiana (pop. 420) —just one of hundreds of towns and villages in our 80-county daytime SAMS area. Actually, KWKH delivers 22.3% more daytime homes than all six other Shreveport stations *combined!*

Get all the facts from The Branham Company.



Nearly 2 million people live within the KWKH daytime SAMS area. (The area includes additional counties in Texas, Oklahoma, New Mexico and Mississippi not shown on map.)

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager

BROADCASTING TELECASTING

April 11, 1955 Vol. 48, No. 15

SUBSCRIPTION TELEVISION: THE DEBATE GETS HOTTER

COMMENTS SNOWBALL AT FCC—ZENITH CANCELS CBS PROGRAM

CANCELLED CONTRACTS and violent argument developed last week as the fight to change American telecasting by allowing pay-to-see services developed into a major national controversy.

With the deadline for FCC comments just four weeks away, the Commission already has received more public reaction than any tv issue has aroused since the 1950 color hearings.

Principal developments last week were:

• Zenith Radio Corp. charged CBS-TV with censoring its April 3 *Omnibus* commercials promoting subscription tv.

• Accordingly, Zenith said it was cancelling its April 10 sharing of *Omnibus*, last program of the season.

• CBS flatly denied censorship, saying Zenith was trying to deviate from the contract.

• CBS said it would insist on getting paid for the April 10 *Omnibus;* it charged Zenith with "outrageously" inaccurate statements.

• Analysis of comments at FCC showed an approximate split (185 for pay-see, 175 against).

• The total (360 comments) exceeds a normal one-year FCC supply for a single issue; most of the comments take a strong stand one way or the other.

Fiercest exchange of the week was between Joseph S. Wright, Zenith vice president and general counsel, who wrote an indignant letter to Dr. Frank Stanton, CBS Inc. president, and Richard S. Salant, CBS vice president and general executive, who replied to the Wright letter.

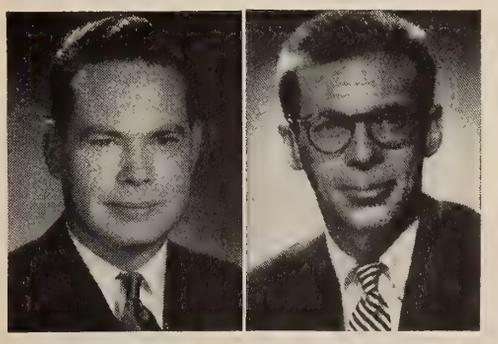
Answering Mr. Wright's charges in connection with refusal to accept a subscription tv commercial on the April 3 *Omnibus,* Mr. Salant explained that Zenith had been advised the copy would be rejected under contract terms limiting commercials to goods and services. He added that CBS policy limits discussion of controversial issues to programs designated for that purpose.

First comments received by the FCC from the public ran 2-to-1 against subscription tv, following the Feb. 10 call for views [B•T, Feb. 14]. After early March, however, the pro-pay forces began to make themselves heard at the FCC—and in quantity.

A review of correspondence sent to the Commission makes two things clear. The more articulate correspondents—and based on the bond note paper and more educated expression, the higher income group—are favorable to pay-tv. The less articulate, writing on ruled, cheaper paper and on postcards, are against subscription tv.

As might be expected, the few broadcasters who already have expressed their views are—with one exception—in favor of pay-tv. These are KSAN-TV San Francisco, ch. 32; KCEB (TV) Tulsa, Okla., ch. 23, now off the air, and, surprisingly, KONA (TV) Honolulu, ch. 11. Lorrin P. Thurston, chairman of KONA, suggested a dual system of subscription tv and free tv for stations. Also in favor is WBBB

LETTER WRITERS



MR. WRIGHT MR. SALANT

CBS maintains Wright is wrong

Burlington, N. C. Only station opposing was KGFF Shawnee, Okla. Both of the last two are am stations.

A couple of Wyoming broadcast employes wrote in asking whether they can apply for Casper ch. 6 for subscription tv. They asked that their letter be kept confidential.

It will be recalled that heavy support for subscription tv came last year from a group of uhf stations, which saw the income from toll-tv as a help in overcoming uhf's financial straits.

Also favorable to pay-tv is a Nevada contingent including Gov. Charles H. Russell, Sen. George W. Malone and Rep. Cliff Young, both Republicans.

Many physicians have written in favoring the pay principle. The Assn. of American Medical Colleges expressed its belief that subscription tv could have serious "potential" value for doctors' training.

Among the advocates of pay tv who have expressed themselves in writing are the president of the Pittsburgh Steelers football team and playwright Philip Dunning.

The opposition correspondents make much of the fact that tv is free to low income families who cannot afford to pay for their entertainment. Also referred to are the plight of shut-ins, pensioners and others on fixed incomes.

Their opposition is sometimes expressed vividly. Words like "violently opposed," "un-American and monopolistic," "criminal scheme from Moscow," and "communistic herring" are expressions that crop up in some of the letters.

Not many theatre owners have written in yet, but the few that have are apparently using a mimeographed form letter, the salient portion of which reads as follows:

"It is the writer's considered opinion that such special interest shows and sporting events, as would normally be presented over this type of service, would find their best outlet in theatres and public places. Such enterprises can best afford, through admission charges, equipment capable of presenting such events in a manner worthy of paid viewing.

"It further seems that home presentation of such programs will tend to syphon off the best of available material from free broadcasts, leaving only such material as to make these broadcasts hardly worth watching.

"It also seems that 'pay-as-you-view' television would tend to encourage monopolistic practices by the organizations owning the coaxial cable network."

One theatreman, however, doesn't seem to share his colleagues views on pay-tv. He asked for information getting FCC-approved franchises for pay-tv. He also offered to come to Washington to help the FCC make up its

mind, based on more than 30 years of theatre ownership and management.

Many letter-writers take broadcasters, networks and advertisers to task for trying to squeeze more income from viewers.

One opposition came from a Frank A. Sause, who signed himself executive vice president of the National Assn. of Tv Advertisers, Glens Falls, N. Y.

In one letter, a Hollywood resident proposed that subscription tv be permitted for stations transmitting 1,000-line pictures. This would give so much more detail than the standard 525 lines, he said, that a lot of people would be glad to pay for it.

Separate Channel

Another proponent qualified his enthusiasm by advocating a "separate channel" for subscription tv, so "we can continue to enjoy sponsored tv."

As the May 9 deadline for comments draws near, it can be assumed that more and more expressions will be received from the viewing public. If they follow the pattern indicated so far, there is going to be a stand off as far as the public's attitude toward this new method of broadcasting is concerned.

Mr. Wright's letter to Dr. Stanton, voicing the Zenith complaint, charged CBS with "arbitrary and unwarranted censorship" and added, ". . . for that reason we refused to participate in the program of April 3, and ask that our name not be used in any way in connection with the forthcoming *Omnibus* program of April 10, 1955." He said Zenith felt the public has a right to be informed about this subject (subscription tv). The letter continued:

"Some months ago you refused to permit an impartial forum discussion of subscription television over your station WBBM-TV in Chicago, and on March 27, 1955, you presented on *Omnibus* a program on subscription television which was unfairly slanted to create an unfavorable reaction on a program which we sponsored and over our objections to same.

"In view of press reports that you intend to oppose subscription television because of its possible effect upon your present competitive position, we protest your refusal to permit a fair presentation of the subject over your facilities, either in a pro-and-con discussion or in our own paid commercial."

Here is the text of Zenith's proposed commercial:

"Have you ever wondered why you never see a first run Hollywood movie or new Broadway play on your home television set? Have you wondered why certain heavyweight championship fights are no longer on home tv?

"The answer is simple!

"Advertising sponsors of the home tv you now enjoy simply cannot pay the price to bring you first run Hollywood movies, Broadway plays, and many other big box office events. But there is a way for you to get this great entertainment in addition to the fine fare you now enjoy on home tv. Subscription television can bring you on the same screen you are now watching programs *not* now available on an advertising-sponsored station. Subscription television has been perfected and is now ready to serve you *all the world's great box office entertainment.* You would have the opportunity, if you chose, to pay a small fee to see these great events without the inconvenience of leaving your home, and at a fraction of the present box office cost.

"Subscription television would supplement the present programming and provide an *extra* and *optional* service which you would use only as you wanted and when you wanted it.

"The Federal Communications Commission in Washington, D. C., wants to find out whether it would be in the public interest to approve subscription television as a supplement to present broadcasting.

"The Commission has asked all interested persons to send them comments on or before May 9, 1955. Are you interested?

"For further information, write Zenith Radio Corporation, Chicago 39, Illinois—who brought you this announcement in the public interest."

Mr. Salant's reply follows:

Dear Joe:

I am replying to your letter of April 4, addressed to Dr. Stanton, and relating to CBS Television's refusal to accept certain controversial advertising copy submitted by Zenith for use in connection with the April 3 broadcast of *Omnibus.* In your letter you have taken a position which I believe to be wholly wrong and you have made some important errors of fact:

1. As you have already been notified by wire from Mr. William H. Hylan, regardless of your non-participation in the April 3 and 10 *Omnibus* broadcasts, we look to you for payments for both broadcasts.

2. You are in error in alleging that our refusal to accept the commercial continuity which was submitted by you for the *Omnibus* program of April 3 was an arbitrary and unwarranted censorship on our part or that it stemmed from our intent to oppose subscription television. The proposed commercial copy which dealt solely with advocacy of subscription television was a violation of the contract between CBS Television and Zenith covering its co-sponsorship of *Omnibus.* Paragraph 2 of the contract explicitly provides:

> "Products or services. The broadcast time period shall be used for the advertising of the following products and/or services of advertisers, and for no other product, service or purpose without prior notice to and approval by CBS Television."

Further, by letter of Oct. 22, 1954, your advertising agency, in placing its order for Zenith's participation in *Omnibus,* expressly stated:

> "It is understood the products which may be advertised during the Zenith portion of the program will include radio and television receivers, phonographs, and hearing aids."

Violates CBS Policy

The proposed copy did not deal with a product at all, hence it was excluded from the contract. Further, as both Dr. Stanton and I personally advised you in another connection on Friday, March 25, it is a fixed policy of CBS not to permit commercials dealing with controversial public issues to be broadcast in the course of an entertainment, news or other program not specifically devoted to discussion of such issues. As we explained to you, this is a uniform policy which we have invoked in a number of instances. We believe that such a policy is distinctly in the public interest and that for many reasons it is highly undesirable to intersperse in the form of commercials a sponsor's views on controversial issues in the course of programs other than those designed for such a purpose. You in no way indicated any disagreement with that policy even though

GRASS ROOTS COMMENTS

HERE are some samples of the type of letters the FCC has been receiving on the question of subscription tv:

Portland, Ore.—Sir: Whats the matter with you birds. Where do you think the average guy is going to get the dough? He won't pay for toll tv. Any blockhead should be able to see its just another suckerplay. The T.V. sponsors and stations are making a mint now getting rich.

Yours disgustedly,
*********.

Millbrae, Calif.—Gentlemen: "Public Asked to Speak Up on 'Pay-TV'," says my morning *Chronicle.*

This is just what I have been wanting to do—speak up for opportunity to have the choicest entertainment in my home. Please put this family on record as HEARTILY FAVORING PAY TV.

I have long followed the efforts of Zenith and others, and wish you would give them a chance to demonstrate.

Considering what many families now pay for entertainment plus the considerable investment in radio and tv in the home, plus regular maintenance expense and monthly power bills, YOU WILL DO SOMETHING FOR THE AMERICAN FAMILY AND THEIR FRIENDS by letting us subscribe to superior entertainment in our homes.

Please do not think of the "great American public"—there isn't any. We are a lot of American minorities in our tastes, educational backgrounds, and ambitions in life. Give us more stations, greater variety of programs, encourage producers to give repetitions of their best shows. We want more OMNIBUS, and NBC TV WORKSHOP productions. This family is willing to pay for the product by direct charge.

Cordially,
*********.

Pittsburgh—Gentlemen: As my friends and I have read in the newspaper that the Television people is trying to get coin boxes in homes to see television—and collect for same, will state that we are not going to have such a system in our homes, as we prefer the nice commercials that go with the programs. And what is wrong in the sponsors selling their merchandise? Many items I saw commercialized on T.V. I purchased as I did not know of them before, nor my friends. In fact, they giving us nice programs induced us to purchase their products —so why now must we consider the slot machines and have collectors pick up coins from our homes for entertainment. If I wish to see some large productions it is wonderfull to dress andgo to the theatre for such entertainment.

So please do not pass such a coin box slot machine idea off on the public—let the theatre people own the larger productions and earn a livelihood too.

We pay enough for a Television set in our homes and wish to enjoy it as we like—notas the money mongers want us to do.

Yours truly,
*********.

now you characterize it as an act of censorship or bad faith.

3. We did not refuse to permit "an impartial forum discussion of subscription television" over WBBM-TV in Chicago. That episode, which occurred in November of last year, was not a result of company policy and was at most a matter of misunderstanding.

4. You are outrageously and knowingly wrong in your statement that "on March 27, 1955 you (CBS) presented on *Omnibus* a program on subscription television which was unfairly slanted to create an unfavorable reaction on a program which we (Zenith) sponsored and over our (Zenith's) objections to same." This matter was fully discussed with you on March 25. We explicitly asked you, after you had seen the proposed copy which had been prepared and provided by the Ford Foundation's Tv-Radio Workshop, producers of *Omnibus,* whether you wanted to take the position that the segment dealing with subscription television should be deleted from *Omnibus.* You took the position that you did not want to ask for its omission. On the contrary, you discussed with me certain changes which you wished to make in the copy to which you objected. In your presence I called Mr. Robert Saudek, director of the Tv-Radio Workshop, and Mr. Saudek agreed to make every one of the changes which you suggested.

You are completely in error when you state that the program "was unfairly slanted to create an unfavorable reaction." The clear facts are that there were two spokesmen in favor of subscription television on this program, one spokesman who could be characterized as a neutral in his comments, and one spokesman, Mr. George Storer, who was opposed to subscription television. The quality of the sound in that portion of the program devoted to Mr. Storer's remarks was inferior and difficult to understand. As a result of this unfortunate operational error, if the program was unfair at all it was unfair to the opponents and not to the proponents of subscription television. In fact, one group opposing subscription television, the Committee Against Pay-As-You-See Television, vigorously and publicly protested that the program was indeed unfair to them.

5. Your charge that we have refused to permit a fair presentation of subscription television over CBS facilities "either in a pro-and-con discussion or in our (Zenith's) own paid commercial" is unjustified. As you must know from detailed reports in the trade press, Dr. Stanton informed Philip F. Harling of the Committee Against Pay-As-You-See Television, in a wire on March 29, 1955, that CBS "proposes on some Sunday shortly after April 10, during the period now occupied by *Omnibus,* to devote a full program period of one-half or an hour to a more comprehensive discussion of the entire issue of subscription television." Our plans for this program are now actively proceeding.

It should be stated for the record that I wholly disagree with your characterization of Zenith's proposed commercial as "a fair presentation" of the issues; any examination of the proposed commercial establishes that it was solely devoted to the pro's of subscription television with no reference to any con's.

Sincerely,
(Signed) Richard S. Salant
(CBS Vice President and General Executive)

COTY SUES REVLON, WEINTRAUB, CBS; CHARGES THEFT OF TV COMMERCIAL COPY

But Hazel Bishop states 'Wake Up Beautiful' copy theme was created for its lipstick, not Coty's nor Revlon's, in 1950.

COTY Inc. cosmetic firm, a tv spot advertiser, has filed a federal civil suit against Revlon Products Corp. (network and spot advertiser), William H. Weintraub & Co. and CBS, charging false representation, copyright infringement and misappropriation of advertising material in its tv commercials.

The action, filed last Thursday in the United States District Court, Southern District of New York, alleges misuse of a trademark, "Wake Up Beautiful," the advertising theme and claims embodied in the current advertising and sales campaign to introduce Coty "24," an "entirely new type" of lipstick.

Norman B. Norman, vice president and account executive on Revlon at the William H. Weintraub agency, told B•T that there was "no truth" in the charges and he denied "each and every one of the allegations."

Julius F. Brauner, secretary of CBS, explained that the network had not been served with the papers and therefore could not make a statement.

A spokesman for Hazel Bishop Inc., one of the largest tv advertisers in the cosmetic field, stated that, although it would not discuss the merits of Coty's lawsuit against Revlon, Hazel Bishop Inc. had advised Coty that Bishop's advertising agency, Raymond Spector, had originated this very campaign idea in 1950 and continued to work on it continuously ever since. The Hazel Bishop spokesman claimed it was strange that the very same caption and much of the copy that appears in the Coty campaign had been prepared by the Spector agency as early as 1951 and 1952. These all included the phrase "wake up in the morning beautiful." The Hazel Bishop spokesman also said it was well known for some time in various circles that Hazel Bishop Inc. intended to promote this benefit which could be achieved by users of Hazel Bishop Long-Lasting Lipstick.

The Coty suit against Revlon charged that, after Coty began its campaign in January of this year, Revlon, aided by the co-defendants, began in March to use the same theme and claims to promote a standard Revlon product for which no new features had previously been claimed.

"Wake Up Beautiful," Coty's companion trademark to "24," has allegedly been misappropriated by Revlon. The complaint characterizes Coty "24" as the longest wearing lipstick offered for sale in the United States and "the only lipstick which forms a thin coloration that becomes bonded to the lips."

"Said lipstick has the unique characteristic that when applied in the evening it may be removed with soap or cream before retiring and permits the user thereof to awaken in the morning with alive color on her lips," the complaint states. It alleges further that Revlon has made false claims for its lipstick, "which is the same lipstick without any change in formula which defendant Revlon has been selling for years and the color of said lipstick will not stay upon the lips for any appreciable length of time after normal removal of the lipstick itself."

Coty officials said tests lasting many months and involving the participation of 6,000 women were conducted to verify the unique characteristics of Coty "24" before the product was introduced.

"Obviously, Coty sustains a heavy loss through competition of this kind," Philip Cortney, Coty president, said. "Of equal importance, however, are the underlying issues which this case poses, and the losses which the entire industry can suffer from them. If practices such as we cite here were to spread very far in the



AT a news conference announcing the June 5 entry into network radio by F. W. Woolworth Co. (dime stores), which will sponsor a new full-hour musical series on CBS Radio, are (l to r) Adrian Murphy, president of CBS Radio; Percy Faith, musical conductor of *The Woolworth Hour;* E. C. Burman, Woolworth Co. advertising director; Rae C. McLaren, Woolworth vice president, and Macdonald Carey, host of the upcoming program.

nation's trade channels, the result would be chaos.

"No industry could hold the confidence and good will of the consumer if the bars of competitive ethics were suddenly lowered to countenance actions which were considered unsound and illegal decades ago. The unwritten, as well as the written, laws of integrity and fair dealing which prevail in an industry are vital to consumer protection. Despite all the safeguards erected by federal regulation, the responsibility for honest representation of a product's properties will forever rest primarily with the manufacturer.

"A major question here, it seems to me, is whether busines will continue to move forward in its bid for public confidence or return to the dark ages of dog-eat-dog competition. We cannot have orderly progress in any industry if innovators and investors can so easily be deprived of the fruits of their enterprise."

Examples of Revlon's alleged misuse of Coty's copyrighted material were filed as exhibits to the complaint, including excerpts from the commercial films on *Danger* and the *Jack Paar Show* on CBS-TV.

Revlon Footsteps Covered

Mr. Cortney said at a news conference, held Thursday morning at New York's Biltmore Hotel to announce the law suit, that originally Coty planned to concentrate in 50 television markets but after a few weeks was forced to appropriate an additional $250,000 to expand to areas where Revlon had entered. He said that Revlon claims of lipstick color lasting overnight were untrue; that the first thing the consumer would discover was that it was not true, and that then Coty had to follow in those areas where the consumer had lost confidence because of Revlon's claims.

Mr. Cortney also said that he tried to avoid a law suit and took three steps to prevent it: (1) that he called Charles Revson, president of Revlon Products, and told him about the copy and Mr. Revson promised to check and call back but never did, (2) that Mr. Cortney informed the Toilet Goods Assn. which wrote to the agency and the sponsor but felt it could not police the industry and (3) that he went to the Better Business Bureau which also drew attention to the matter.

The suit is a civil action. "The amount in controversy, exclusive of interest and costs, exceeds the value of $3,000" the complaint states. In effect, it was said, the suit is not for the monetary value but for injunction purpose.

Spokesmen for Revlon Friday categorically denied all the allegations.

Pulse N. Y. Survey Shows Minorities 62% of Residents

SURVEY conducted in January by Pulse Inc., New York, for the Joseph Jacobs organization, advertising and public relations firm, has revealed that Jewish, Italian, Negro and Puerto Rican residents of New York comprise 62% of the city's total population.

Pulse estimates were based on interviews with 1,585 housewives in the five boroughs of the city. Dr. Sydney Roslow, director of Pulse, said that the findings "underline the need for special advertising and sales approaches to sell each of these markets within America's largest market."

The survey was part of the "Inventory of Food & Drug Products" conducted annually since 1944. The information relating to trends in product usage and brand preference in the food and drug field will be released shortly, Dr. Roslow said.

FASHION EXPERTS PLAN RADIO-TV USE

New York group of designers plans $6 million center fully-equipped for national broadcasting-telecasting of new creations. Seasonal time buys also contemplated.

LEADERS of New York's apparel and fashion industries met last week at the Waldorf-Astoria for a glimpse into radio-tv plans aimed at maintaining the city's leadership in the world of designs and creations.

At the meeting, it was revealed:

• By the middle of 1956, a $6 million, 10-story fashion center will be built at an unspecified location north of New York's garment district and south of the city's new Coliseum now under construction at Columbus Circle. Part of the structure's fifth floor will be devoted to a radio-tv control center, fully-equipped for nationwide broadcasting.

• Once this building is up, the industry will look to nationwide tv timebuying on what is likely to be a seasonal basis.

The latter plan, when it was unveiled at the meeting, reportedly was met with a response indicating that the top garment makers would be willing to enter into such a national project.

The key to tv plans is in the proposed building itself.

The center will be financed through bond issues sold to members of the garment industry in $1,000 to $5,000 units per member. At first, the fashion center will be limited to 3,000 members who represent about 17% of the 17,800 firms allied with the fashion industry in New York.

According to Joseph Love, operator of Joseph Love Inc., New York, maker of children's dresses, and spokesman for the project, $250,000 already has been pledged by his industry.

In the tentative plans for the center, designed by Sydney Goldstone, New York architect, are a facade of limestone, aluminum and glass, and facilities for all members of the fashion industries, including firms dealing in men's, women's and children's clothing and accessories. A 2,000-seat auditorium, lounges, private dining rooms, headquarters for out-of-town press representatives (including radio-tv), a museum of fashion, a fashion library and a Fashion Hall of Fame, are in the plans.

Private Showings

Still other rooms, in addition to the auditorium, will be equipped for private showings, which, according to Mr. Goldstone, could be arranged for radio-tv pickup, channeled through the control center.

According to the building's planners, this "super show case" for New York fashion would contain "all the facilities required to set forth New York fashions in a glamorous manner in order that their style messages may reach all parts of the country as quickly and efficiently as possible."

Mr. Love sees varied uses of the building's radio-tv facilities. In addition to regular timebuying on a seasonal pattern for national showings (assuming that the project's fathers would approve a budget), tie-ups with regular network programs would be sought and other promotional or merchandising plans could be formed.

The idea of the building also is to establish a fashion hookup with conventions being held in the new Coliseum. Regular tie-in programs

Network Feb. Gross 17.5% Over Feb. '54

COMBINED gross time sales of tv and radio networks in February, totaling $41,298,379, gained 17.5% above the February 1954 total, according to Publishers Information Bureau computations.

A slightly less drastic drop was noted in network radio when comparing February with the same month last year, and also last January compared with January 1954. February decline of the four radio networks was 16.7% compared to 18.8% off in January [B•T, March 14].

In tv, the networks combined grossed 35.7% more in February than in the corresponding month last year. Individually, all the tv networks, except one, were up substantially.

Total January-February gross billings for the network: radio—$20,947,920 in 1955 compared to $25,490,176 in 1954; television—$64,598,395 in 1955 compared to $48,000,606 in 1954. For the first two months comparison, this roughly comes to some $4.5 million down in radio but about $16.4 million up in television.

NETWORK RADIO

	February 1955	February 1954	Jan.-Feb. 1955	Jan.-Feb. 1954
ABC*	$ 2,335,414	$ 2,494,737	$ 4,822,554	$ 5,325,391
CBS	3,950,767	4,749,512	8,132,072	9,915,686
MBS	1,291,938	1,783,452	2,664,470	3,680,377
NBC	2,584,620	3,176,849	5,328,824	6,568,722
Total	$10,162,739	$12,204,550	$20,947,920	$25,490,176

NETWORK TELEVISION

ABC	$ 3,567,696	$ 2,502,372	$ 7,285,891	$ 5,282,946
CBS	14,694,726	9,965,481	30,525,867	20,678,810
DuM	597,275	1,108,157	1,321,235	2,553,765
NBC	12,275,843	9,368,148	25,465,402	19,485,085
Total	$31,135,540	$22,944,158	$64,598,395	$48,000,606

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	TOTAL
Jan.	$2,487,140	$4,181,305	$1,372,532	$2,744,204	$10,785,181
Feb.	2,335,414	3,950,767	1,291,938	2,584,620	10,162,739
Total	$4,822,554	$8,132,072	$2,664,470	$5,328,824	$20,947,920

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	TOTAL
Jan.	$3,718,195	$15,831,141**	$ 723,960	$13,189,559**	$33,462,855**
Feb.	3,567,696	14,694,726	597,275	12,275,843	31,135,540
Total	$7,285,891	$30,525,867	$1,321,235	$25,465,402	$64,598,395

* In order to maintain continuity and comparability with previously published data, an adjustment factor of 1.817 has been used by P. I. B. in calculating gross network radio time charges for those nighttime network radio programs where ABC Rate Card No. 6 was in effect.

**Revised as of 4/4/55.

would be initiated at the center for the women attending the convention—auxiliaries and other women's organizations. Highlights of these shows also could be televised.

At last week's meeting, New York's Mayor Robert Wagner said he had indorsed the idea of a fashion center, and that when plans are set, the city would help by offering technical assistance and, if possible, reduce the cost by purchasing land as it did in the case of the Coliseum.

NEHI SERIES SET FOR 193 STATIONS

Other big buys made last week by Florists' Telegraph, G&D Wines, Wax Paper Merchandising Council, Peerless Corp. and Brioschi.

NEHI Corp. (Royal Crown Cola), Columbus, Ga., will sponsor a quarter-hour tv series on more than 193 stations, one of the largest quarter-hour spot campaigns placed in television and leading several other advertisers in spot and participation buys last week.



MISS BENNY

Other advertisers were Florists' Telegraph Delivery Assn., G & D wines, Brioschi, Wax Paper Merchandising Council and Peerless Corp.

Nehi will sponsor the Ames Brothers in a weekly miniature musical tv series entitled *The Ames Brothers,* starting on varied dates during April, on 193 stations. The show is a quarter-hour musical comedy, produced by Revue Productions. Commercials have been done by Joan Benny, who uses an informal approach, and draws rather freely on mentions of her father, comedian Jack Benny. BBDO, New York, is the agency.

Gambarelli & Davitto (G & D wines), through Honig-Cooper Co., San Francisco, is placing a spot campaign directed toward Italian-American audiences. The spots feature Lido Belli and were produced by Empire Film Production Corp., New York.

Brioschi (anti-acid) effective April 8 started a radio spot announcement campaign using over 80 one-minute spots per week in the New York metropolitan market in an attempt to become a New York-known trade name. It is the advertiser's largest campaign. David J. Mahoney Inc., New York, is agency.

Wax Paper Merchandising Council is spending $50,000 in an advertising test in Philadelphia with approximately $25,000 going into radio and television starting April 18. If successful, the test will be explained. Ruthrauff & Ryan, Chicago, is placing campaign.

Florists' Telegraph Delivery Assn. and Interflora, New York, will expand their all-time-high advertising program using a spot radio and television campaign before Easter and Mother's Day. In addition to spots, the firm through its agency, Grant Adv., New York, has bought participations on *Today, Home and Tonight,* all on NBC-TV.

FTD, an association of 10,000 U. S. and Canadian florists who send flowers by wire, reports that sales are 6.7% above the same period last fiscal year. Interflora, with an additional 8,000 retail florists around the world, reports sales increases of over 20%. Easter, Mother's Day and Christmas are the three biggest floral holidays.

Peerless Corp. (Broil-Quick broiler-rotisseries), through Hicks & Greist, is so satisfied with the sales results achieved through its participations on the Steve Allen *Tonight* show on NBC-TV that it has become the first charter member to renew its contract, Max Steinbook, president, announced last week.

Mr. Steinbook revealed that evidence of Mr. Allen's ability to create consumer demand for a product was found in markets where Broil-Quick was advertised only on the tv show. Consumer demand for the company's appliances in these markets was, at times, higher than in areas supported by other media.

The new contract runs until Dec. 31.

Hallmark Sponsors NBC's New Color Tv Drama Series

HALLMARK CARDS will sponsor the new NBC-TV 90 minute, monthly dramatic series, planned for next season in color, Sylvester L. Weaver Jr., president of NBC, announced last week.

Mr. Weaver said Maurice Evans will star in two of the productions planned and will assemble stage and screen personalities for the others.

Mr. Evans had appeared three times during the past two seasons on Hallmark productions of Shakespearean plays. The new series will include Shakespearean plays and also original works written for it.

After *Peter Pan*'s success, the network advertised that Mr. Evans would produce a series of 90-minute dramatic programs called *Sunday Matinee.* The series will start Oct. 23 with originations from NBC's color studios in Brooklyn and Color City at Burbank, Calif., NBC-TV said.

Hallmark Cards, through Foote, Cone & Belding, will replace its current drama series on NBC-TV (*Hallmark Hall of Fame,* Sundays, 5-5:30 p.m. EST) with the new drama show, which will be seen Sundays, 4-5:30 p.m. EST.

Chevrolet, O'Cedar Splurge In Daytime Radio on ABC

DAYTIME sales at ABC Radio perked up last week when the network announced that the Chevrolet Div. of General Motors Corp., Detroit, and O'Cedar Corp., Chicago, had arranged for special campaigns this month.

The sponsorship by Chevrolet of the Monday, Wednesday and Friday 9:45-10 a.m. EST segments of *Breakfast Club* (Mon.-Fri., 9-10 a.m. EST), starting April 18, was described as the first move by a major automotive manufacturer into daytime radio. Campbell-Ewald Co., Detroit, is the agency for Chevrolet.

O'Cedar's contract, placed through Turner Adv., Chicago, covers sponsorship of 50 daytime news and feature programs, concentrated in a 10-day period, starting this Saturday. The purchase is for the full network of 350 stations.

Campbell to Buy Swanson

PLANS to purchase C. A. Swanson & Sons, Omaha, frozen food company, were announced last week by Campbell Soup Co., Camden, N. J. Terms of an agreement which are now being worked out call for Campbell to acquire all of Swanson's outstanding stock in exchange for Campbell stock. Campbell, which has nine plants in the U. S. and Canada, will also acquire the ten plants where Swanson products are made.

Campbell, until its recent entrance into the frozen-food field, was principally a canned-food manufacturer.

Campbell, a regional and national advertiser, is sponsor of *Dear Phoebe* on NBC-TV and *Lassie* on CBS-TV.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

April 14 (8:30-9:30 p.m.): *Shower of Stars,* "Ethel Merman's Showstoppers," Chrysler Corp. through McCann-Erickson.

April 17 (11-11:15 p.m.): *Sunday News Special,* Norwich Pharmacal Co. through Benton & Bowles.

May 4 (10-11 p.m.): *Best of Broadway,* "Broadway," Westinghouse electric Co. through McCann-Erickson.

May 12 (8:30-9:30 p.m.): *Shower of Stars,* "High Pitch," Chrysler Corp. through McCann-Erickson.

NBC-TV

April 15 (11 a.m.-12 noon): *Home,* insert on fashion, participating.

April 24 (7:30-9 p.m.): *Max Liebman Presents,* Hazel Bishop Inc. through Raymond Spector Co., and Sunbeam Corp. through Perrin-Paus Co.

May 2 (8-9:30 p.m.): *Producer's Showcase,* Ford Motor Co. through Kenyon & Eckhardt, RCA through Kenyon & Eckhardt, Al Paul Lefton and Gray Adv. Agency.

May 7 (9-10:30 p.m.): *Max Liebman Presents,* Oldsmobile Div., General Motors through D. P. Brother & Co.

[Note: This schedule will be corrected to press time of each issue of B•T.]

Marcus Explains Doeskin's Reliance on Network Radio

DURING an NBC closed-circuit broadcast last week to affiliated stations, Ray Marcus, merchandising manager of Doeskin Products Inc., advised network radio to look ahead to the beginning of "great new days." The broadcast was aired in connection with the start of Doeskin's sponsorship of Dr. Norman Vincent Peale Monday through Friday on NBC Radio, 10:05-10:15 a.m. EST.

Doeskin recently switched from daytime television to daytime radio and has increased its 1955 advertising expenditures by more than $100,000 over 1954. Mr. Marcus explained that "we are back in radio because we believe in it. We believe radio sells merchandise despite television and what others may think. And we

believe the way to reach women in the daytime is through radio."

Network personnel were urged by Mr. Marcus to "act and think" as they did before television. Host of the closed-circuit broadcast was Sylvester L. Weaver Jr., president of NBC. Other participants were: Jules Singer, vice president of Grey Adv., and Dr. Peale, pastor of Marble Collegiate Church, New York.

General Foods Elects Hampton Exec. Vice Pres.

GEORGE HAMPTON was elected executive vice president of General Foods Corp., White Plains, N. Y., at a meeting of the board of directors last week. The directors also named the following new vice presidents:

Robert H. Bennett, general manager of the Associated Products Division; Herbert M. Cleaves, general manager of the General Foods Sales Division; Edwin W. Ebel, marketing director; F. J. Otterbein, general manager of the Birds Eye Division; Wesby R. Parker, general manager of the Post Cereals Division, and Roy H. Walters, director of research and development.

Mr. Hampton has been operating vice president of General Foods since 1951 and a director of the corporation since last year. He joined the company in 1925 and held various industrial relations and managerial positions in various divisions before becoming general manager of the Franklin Baker Division in 1946.

Mr. Hampton and the other new vice presidents make their headquarters in White Plains, except Mr. Parker, who is located in Battle Creek, Mich.

Jane Wyman Sought For P & G Tv Series

NEGOTIATIONS are underway between Procter & Gamble Co. and its agency, Compton Adv., New York, and Jane Wyman, Academy Award winning motion picture star, for a tv series to be presented in the fall. The new filmed dramatic show, which will mark Miss Wyman's debut in a regular tv series, will succeed the present *Fireside Theatre* sponsored by P&G for Ivory Soap and Crisco on NBC-TV, Tuesdays, 9-9:30 p.m. The new program, which will star and be produced by Miss Wyman, is expected to be a new and different version of *Fireside Theatre*. Change is part of NBC-TV's move to strengthen its Tuesday night lineup.

Gerber Airs Polio Report On ABC Network Tomorrow

GERBER Baby Food Fund, Fremont, Mich., will present a special documentary broadcast, "Report on Salk Vaccine," giving latest developments in the fight to conquer infantile paralysis, over ABC Radio tomorrow (Tuesday), 2-2:30 p.m. EST. In sponsoring this special public interest broadcast, the fund will omit the commercial portions of the program, confining itself only to the opening and closing sponsorship identifications required by FCC. D'Arcy Adv. is the agency.

For the broadcast, ABC Radio will tape record the entire three-hour news conference on the Salk vaccine to be held tomorrow morning, starting at 10 a.m., at the U. of Michigan, Ann Arbor. Dr. Thomas F. Francis, head of the task force of scientists which has been evaluating the vaccine, will report the finding of the group.

LATEST RATINGS

NIELSEN

Top 10 Television Programs
(Two Weeks Ending March 12)
Number of Tv Homes Reached

Rank	Program	Homes (000)
1.	Peter Pan (NBC)	20,405
2.	I Love Lucy (P & G) (CBS)	17,892
3.	Jackie Gleason Show (CBS)	16,986
4.	Toast of the Town (CBS)	16,130
5.	Disneyland (ABC)	15,772
6.	Dragnet (NBC)	14,658
7.	You Bet Your Life (NBC)	14,468
8.	Jack Benny Show (CBS)	14,399
9.	Bob Hope Show (NBC)	14,398
10.	Buick-Berle Show (NBC)	13,892

Percent of Tv Homes Reached Program Station Basis

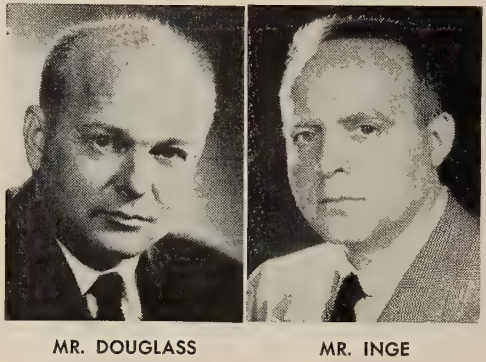
Rank	Program	Homes %
1.	Peter Pan (NBC)	66.1
2.	I Love Lucy (P & G) (CBS)	57.4
3.	Jackie Gleason Show (CBS)	54.9
4.	Toast of the Town (CBS)	51.7
5.	Disneyland (ABC)	50.6
6.	Dragnet (NBC)	46.4
7.	Jack Benny Show (CBS)	46.3
8.	Bob Hope Show (NBC)	46.0
9.	You Bet Your Life (NBC)	45.8
10.	Stage Show (CBS)	45.0

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Douglass, Inge Elected Vice Presidents at Bates

JAMES C. DOUGLASS, director of radio and television department of Ted Bates & Co., New York, and Benson Inge, director of public relations for the agency, have been elected vice presidents.

Mr. Douglass joined Ted Bates in 1953 in the newly-created post of director of radio and



MR. DOUGLASS MR. INGE

television after service as vice president in charge of radio and television for Erwin-Wasey & Co. Prior to that he was director of radio and tv activities for Colgate-Palmolive Co.

Mr. Inge, vice president-director of public relations, has been with the agency since 1941. Before that he was with Benton & Bowles and worked as a newspaperman on several New York newspapers.

Food Freezer Plan Firm Indicted for Grand Larceny

GRAND JURY indictments of grand larceny were handed up in Queens County (New York) last week against a food freezer club and five of its officers and salesmen, who were accused of selling $235 freezers for about $700 with the aid of television and radio advertising and telephone solicitation.

The indicted firm was the United Food Club of America, with offices in Brooklyn and Newark. Officers of the company indicted were Samuel Cohen, secretary-treasurer, and Sol Rosen, sales manager.

Assistant District Attorney Frank J. McGlynn voiced the belief that this was the first indictment in Queens growing out of television advertising. He said other food plans are being investigated, but declined to estimate the total amounts of alleged "gouging" involved.

Mr. McGlynn said customers were offered $100 to $125 worth of "free food" with each freezer and were promised they would save 30% on their monthly food bills. He claimed that United Food Club of America had no control over the price or quality of the food, which was supplied by an independent company, and added that in one case, a woman told him the gift food had a retail value of $62.

Creamer, Kudner Copywriter, Dies at 41 in N. Y. Hospital

JOSEPH CREAMER, 41, copywriter for the Kudner Agency, New York, and for many years promotion and research director of Mutual's WOR New York, died last Monday in Medical Arts Hospital in New York after a brief illness. Funeral mass was said at St. Ignatius Loyola Church in New York last Wednesday.



MR. CREAMER

Mr. Creamer was with WOR and, after its formation, WOR-TV, from 1936 to 1952, serving most of that time as director of promotion and research. After leaving the WOR stations he served as an advertising consultant to B•T and other industry clients in 1953-54 prior to joining Kudner on Oct. 1, 1954.

A native New Yorker, he attended Harvard and Columbia U., was a special student at the Grand Central School of Art and the Art Student League, and was graduated in advertising from a correspondence school. He served with BBDO from 1930 to 1933, then joined the staff of the *New York Sun,* from which he moved to the Frank A. Munsey Co., magazine publishers, as publicity and promotion manager.

He was with McCall Corp. as editorial and circulation promotion and publicity director from 1935 until he moved to WOR in 1936.

Mr. Creamer won the Harvard U. Annual Advertising Award in 1938 for excellence in copy, in 1940 for excellence in creative typography and design, and in 1941 for creative excellence.

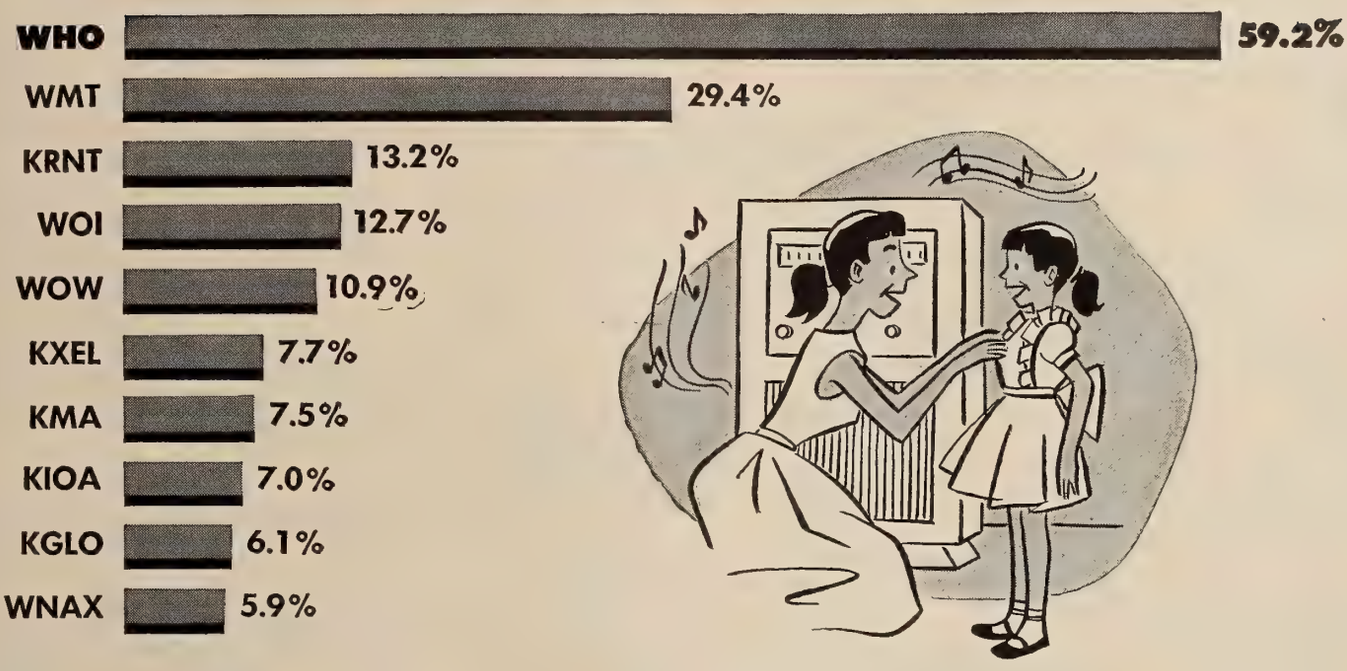
Survivors include his wife, Ruth.

Laundry Foundation Begins $250,000 Tv Campaign

THE PROFESSIONAL Laundry Foundation, Newark, N. J., consisting of 350 professional power laundries in Connecticut, New York, New Jersey, Pennsylvania and Delaware, has announced the appointment of Feigenbaum & Wermen Adv. Agency, Philadelphia, to handle a quarter-million dollar television advertising program.

The campaign, tentatively scheduled to start May 15, will promote the services of the professional laundry and will include tv participations in feature programs on New York and Pennsylvania tv stations. The advertising will be backed up by a merchandising plan available to all participating laundries and by an extensive publicity and promotion campaign.

WHO IS IOWA'S FAVORITE RADIO STATION FOR DAYTIME LISTENING!



The chart is lifted intact from Dr. Forest L. Whan's *1954 Iowa Radio-Television Audience Survey* — the seventeenth annual edition of the Survey which has become recognized everywhere as the *No. 1 authority* on the broadcast audience in Iowa.

Iowa radio listeners' continuing, *overwhelming* preference for WHO is far from a lucky accident. It's the result of *unprecedented investments* in broadcast facilities — in programs and programming — in Public Service and in audience promotion.

Whether or not your advertising needs suggest your use of WHO (or WHO-TV), *if you're advertising in Iowa, you should by all means study the 1954 I.R.T.A. Survey.* Write direct for a copy, or ask Free & Peters.



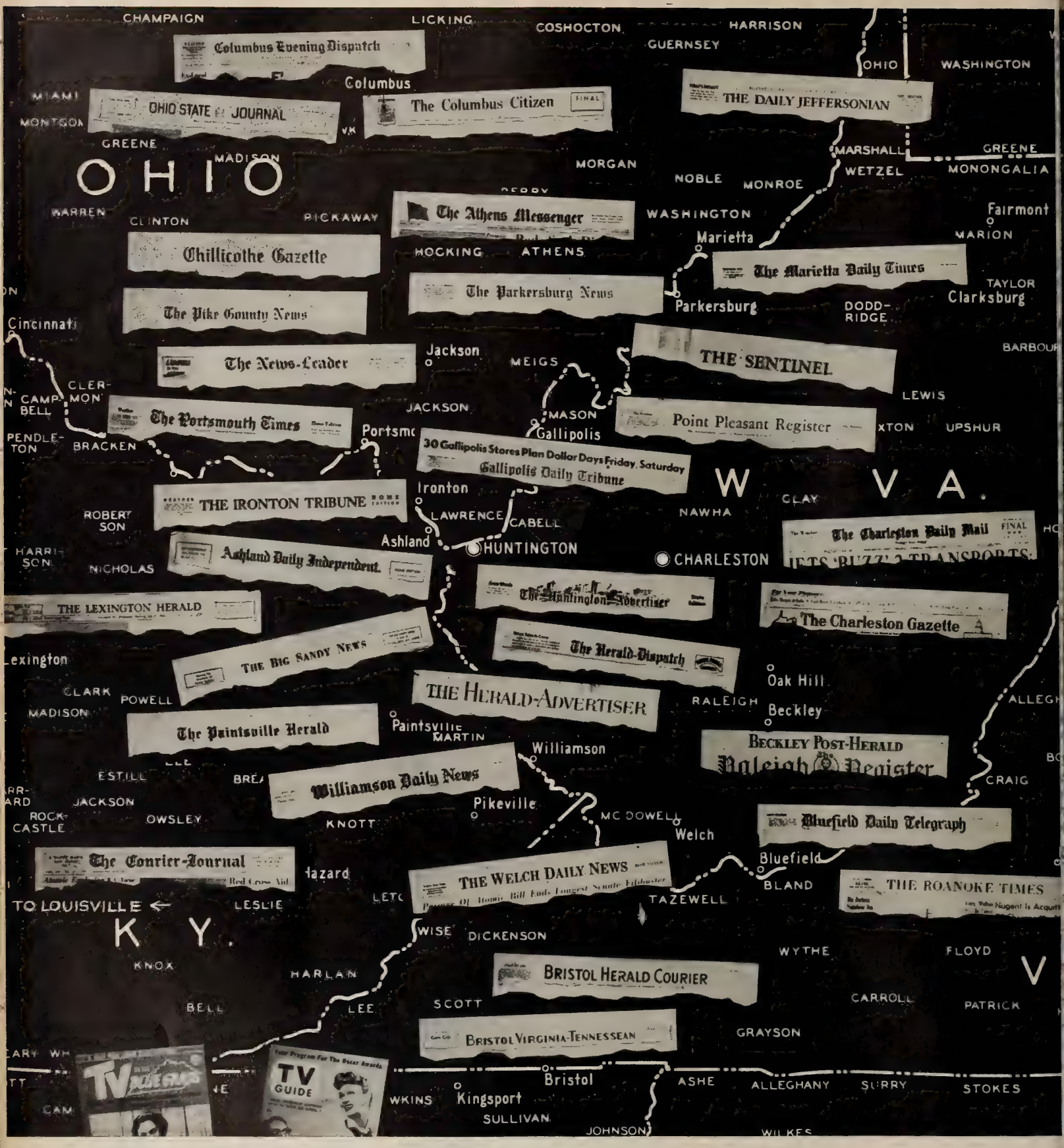
FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
Plus "Iowa Plus"—with

WHO

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

this proves it!



Here is a conclusive combination of two significant things: (1) a map showing our important and prosperous Industrial Heart of America — five states with a built-in buying power that totals close to **four billion dollars** — and (2) the mastheads of over 30 *daily* newspapers which always carry WSAZ-TV's program logs. They do this because their readers *want* to know what WSAZ-TV is bringing them every day throughout this whole 125-mile sweep. You can't beat the barometer of public demand!

Nor can you beat the selling influence of WSAZ-TV in about half a million TV homes. Words are fine — but solid proof is better. The nearest Katz office has lots of the latter.

Huntington-Charleston, West Virginia
CHANNEL 3
Maximum Power
NBC BASIC NETWORK
affiliated ABC & Du Mont

WSAZ
TELEVISION

also affiliated with Radio Stations WSAZ, Huntington & WGKV, Charleston
Lawrence H. Rogers, Vice President and General Manager, WSAZ, Inc. represented nationally by The Katz Agency

NEW BUSINESS

General Baking, N. Y. (Bond bread), planning radio spot announcement campaign in New England and upper New York, starting April 18 for 13 weeks, in about 15 markets. BBDO, N. Y., is agency.

Helene Curtis Industries Inc., Chicago (Suave, shampoo, beauty divs., through Gordon Best Co., Chicago, and Spray Net and Lanolin Discovery, through Earle Ludgin & Co., Chicago), reportedly dropping *Professional Father* on CBS-TV (Sat., 10-10:30 p.m. EST) within next few weeks.

AGENCY SHORTS

Tracy-Locke Co., Dallas, appoints, as research consultants, Dr. Ernest Dichter and Institute for Research in Mass Motivation.

E. Taylor Wertheim Adv. moves to 347 Madison Avenue, New York 17. Telephone number is Murray Hill 4-7545.

Charles Bowes Advertising, L. A., elected to Southern California Adv. Agency Assn.

Mumm, Mullay & Nichols, Cleveland, has opened New York office.

AGENCY APPOINTMENTS

American Chicle Co. (Clorets mints, gum), N. Y., names Ted Bates & Co., N. Y., to handle those products effective April 1, in addition to Beeman's Pepsin & Adams Chiclets which agency has been handling.

Concord Oil Corp., N. Y., names Wexton Co., N. Y., with Allen A. Brinker as account executive.

Lucky Tiger Mfg. Co. (Lucky Tiger 3-Purpose Hair Tonic, Lucky Tiger Magic shampoo), Kansas City, Mo., names Erwin, Wasey & Co., N. Y., effective May 1.

Simoniz Co. (Ivalon sponge), Chicago, appoints Tatham-Laird Inc., same city.

Crosley-Bendix Divs., Avco Mfg. Corp., Cincinnati, appoints Earle Ludgin & Co., Chicago, to handle all "white" appliances (ranges, refrigerators, etc.) effective July 1. Ludgin already handles home laundry line.

Quaker Mfg. Co. (gas and oil space heaters), Chicago, appoints Schwimmer & Scott, same city, with Robert Larson as account executive. Radio-tv will be used.

United Grocers Ltd., S. F., appoints Honig-Cooper Co., same city, effective May 1.

Service Publishing Co. (Social Security planning guides), Pittsburgh, appoints Sykes Adv. Inc., same city.

Easter Praise

NOD of approval on the handling of last year's Easter Parade on New York's Fifth Ave. went to the radio, television and newsreel industries last week from F. W. H. Adams, New York police commissioner. Mr. Adams' letter to assignment editors complemented "the absence of masquerading and commercialism," and said he felt the "reporting was, in all respects, in keeping with the spirit of Easter." In the 1955 Easter coverage, Mr. Adams expressed confidence that "voluntary self-discipline" would again be exercised.

A&A PEOPLE

Kenneth F. Browning, formerly account executive, Grant Adv., Chicago, appointed vice president and general manager, Tracy-Locke Co., New Orleans.

Myles E. Baker, manager, service dept., Lennen & Newell, N. Y., appointed vice president in charge of service.

Walter G. Smith, vice president and director of media planning, Biow-Beirn-Toigo, N. Y., to William Esty Co., same city, as vice president.

Emile Frisard, copywriter, Biow-Beirn-Toigo, N. Y., promoted to copy group head.

James C. Zeder Jr., formerly with McCann-Erickson, N. Y., to Plymouth Div., Chrysler Corp., Detroit, as radio-tv advertising manager.

David Palmer, Morse International, N. Y., to Erwin, Wasey & Co., N. Y., as merchandising director.

Frank McCullough, formerly with Young & Rubicam, N. Y., appointed marketing director, Morey, Humm & Johnstone Inc., same city.

James J. Cullen, former agency owner, to McHugh-Cather Adv. Agency Inc., Beverly Hills, Calif., as account executive.

Frank J. Sharrer, merchandising and copy staff, Young & Rubicam, N. Y., to Beaumont & Hohman Inc., L. A., as account executive.

Robert E. Walsh Jr. to account executive staff, Paris & Peart, N. Y.; **Jane O'Keefe** to agency as test kitchen supervisor.

Donald C. Arries, formerly with Leo Burnett Co., Chicago, to N. W. Ayer & Son, Chicago, in radio-tv department as director and production supervisor.

Eugene B. Shields appointed cooperative advertising manager, Norge Div., Borg-Warner Corp., Chicago.

Justin M. Schuchat, copy supervisor, *St. Louis Post-Dispatch,* to Warner & Todd Inc., St. Louis, in creative capacity and on planboard and campaign advisory committee.

Robert E. Ruther, formerly art director, Royer & Rogers Inc., St. Louis, to Krupnick & Assoc., same city, in same capacity.

Larry Gray, formerly art director, Lang, Fisher & Stashower, Cleveland, and **Dan Gallagher,** freelancer, to McCann-Erickson, Cleveland, as art directors; **Stanley Rogers,** BBDO, Cleveland, to McCann-Erickson copy staff.

Jerry Keefe, formerly manager, WFIL (FM) Chicago, appointed sales promotion director, Autopoint Co. (pencils, office specialities), same city.

Charles P. Flynn, independent Chicago radio-tv program producer, to advertising services dept., Chrysler Corp., Detroit, as tv services supervisor.

Jack Sinnott, timebuyer, Benton & Bowles, N. Y., to Ted Bates & Co., N. Y., in similar capacity, succeeding **Mike James,** resigned to join Edward Petry & Co., N. Y., station representatives.

Joe S. Watkins, formerly with Zimmer, Keller & Calvert, Detroit, to Bonsib Adv. Agency, Ft. Wayne, Ind., in creative and contact capacities.

Roderick A. Mitchell, production supervisor, radio-tv dept., N. W. Ayer & Son, Chicago, to N. Y. office as representative on electric companies advertising program; **Anne Robert** transfers from radio-tv traffic dept. in N. Y. office to dept.'s film production staff.

Radio's Story Goes Touring

JOINT presentation on radio by ABC Radio, CBS Radio, MBS and NBC Radio [B•T, Dec. 8, 1954] will go on tour this week after a well received New York "engagement." Representatives of the networks will travel to Chicago where they will tell nine agencies of the progress radio has made in the last few years.

Agencies which will see the presentation are: BBDO; Leo Burnett Co.; Foote, Cone & Belding; Earle Ludgin & Co.; McCann-Erickson; Needham, Louis & Brorby; Tatham - Laird; J. Walter Thompson Co., and Geoffrey Wade Adv.

Network representatives and their respective affiliations are: Jack Curtis, ABC; Frank Nesbitt, CBS; Henry Poster, MBS, and Howard Gardner, NBC. Radio Advertising Bureau, New York, handled arrangements for the Chicago meetings.

George Thomson, formerly with International Minerals and Chemical Corp., appointed assistant research manager at Waldie & Briggs Inc., Chicago advertising agency.

Guy Cunningham, director of advertising and promotion of Motion Pictures for Television since 1953 and earlier with CBS for 11 years as director of promotion and sales manager of WEEI Boston and director of promotion for CBS Spot Sales, appointed sales promotion director of *Nation's Business* magazine.

Don Hillman, formerly of NBC and Biow-Beirn-Toigo Inc., N. Y., to Benton & Bowles, N. Y., in radio-tv copy department.

George Kavner, public relations director, National Brewing Co., Baltimore, to Benton & Bowles, N. Y., as publicity-promotion representative.

James G. Bennett, president and national sales manager of Commonwealth Home products, N. Y.; **Benson Bieley,** eastern regional sales manager, Lehn & Fink Products Corp., N. Y., and **William G. Grunick,** merchandising dept., Maxon agency, to market development dept., Compton Adv., N. Y.

James P. MacPherson to Warwick & Legler, N. Y.

Helen Ver Standig, vice president, M. Belmont Ver Standig Inc., Washington, elected to board of governors of American Assn. of Adv. Agencies at meeting of Chesapeake chapter and is only fifth woman in 50-year history of 4As to hold such position.



MRS. VER STANDIG

Arthur C. Nielsen, president, A. C. Nielson Co. (market research), Chicago, on trip to Britain and Europe to visit firm's offices in preparation for inauguration of Nielsen Televson Audience Measurement Service in Great Britain and establishment of marketing research services at later date in Switzerland and Eire.

Richard M. Davis, manager of Milwaukee office, Compton Adv., N. Y., appointed chairman, publicity committee, 1955 Milwaukee Community Chest Drive.

Ray Jewell, *Manager, California Prune Advisory Board*
Harold Brogger, *Assistant Manager in charge of Advertising and Promotion, California Prune Advisory Board*
Mildred Wrenn, *Media Manager Botsford, Constantine & Gardner, San Francisco*
Stanley G. Swanberg, *Executive Vice Pres. and Account Representative, Botsford, Constantine & Gardner*
Martin Percival, *San Francisco Division Sales Manager, Radio, NBC Spot Sales*

Candid Photo by Dennis Stock. Taken at California Packing Co. plant, San Rafael, California



Decision-makers who market food products are

Sold on Spot

The California Prune Advisory Board and its agency, Botsford, Constantine & Gardner, are Sold on Spot as a basic advertising medium!

To move an unusually large output of smaller prunes, the California Prune Advisory Board is using Spot Radio exclusively... a saturation advertising schedule in the nation's key markets. This successful Spot Radio campaign:

- **delivers effective selling coverage at low cost**
- **increases consumer demand for prunes**
- **earns big-league merchandising co-operation by the stations represented by NBC Spot Sales**
- **wins the acceptance of retail food stores who stock more prunes than ever before**

You, too, can profit from these advantages. Whether your sales problem is strong seasonal push or big-volume selling the year



around, Spot Radio and Spot Television should be a basic part of your overall plan.

Ask your agency or an NBC Spot Sales representative to show you how Spot can fit effectively into your campaign... and how the stations represented by NBC Spot Sales can sell for you in eleven major markets, accounting for 45% of the nation's food sales.

More and more advertisers are Sold on Spot, because more customers are Sold on Spot . . .

. . . and some spots are better than others!

Stations Represented by NBC Spot Sales:

RADIO

WRC *Washington, D. C.*
WTAM *Cleveland*
WAVE *Louisville*
KGU *Honolulu, Hawaii*
WRCA *New York*
WMAQ *Chicago*
KNBC *San Francisco*
KSD *St. Louis*
and the **NBC Western Radio Network**

TELEVISION

KPTV *Portland, Ore.*
WAVE-TV *Louisville*
WRGB *Schenectady-Albany-Troy*
KONA-TV *Honolulu, Hawaii*
WRCA-TV *New York*
WNBQ *Chicago*
KRCA *Los Angeles*
KSD-TV *St. Louis*
WRC-TV *Washington, D. C.*
WNBK *Cleveland*

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.
Chicago Detroit Cleveland Washington San Francisco Los Angeles
Charlotte Atlanta* Dallas* *Bomar Lowrance Associates*

REPUBLIC DEBATES GOING TV-ONLY

Board of directors' decision expected on whether regular motion picture production should be terminated.

REPUBLIC Pictures Corp. may discontinue production of motion pictures for theatres on a regular basis and concentrate on the production of film programs for television, Herbert J. Yates, president, told stockholders at the company's annual meeting in New York last week. A decision, he said, is expected to be made by the board of directors within 90 days.

A spokesman for the company later told B•T that reports indicating that Republic would not produce theatrical motion pictures at all was inaccurate. He explained that Republic has been producing from 16 to 20 pictures a year on a regular schedule, and said the proposal under consideration would mean that in a given year, the company might produce two or three motion pictures or none at all.

Mr. Yates told stockholders he had notified major theatre chains of the impending move. He said the only way they could prevent it "would be higher rentals and longer play periods for the company's films." He stressed that no final decision has been made.

Bernard Smith, a director of the company, did not favor the "retreat" from making films for theatres. He said that he was not certain whether he was satisfied with Mr. Yates as president, claiming that information given to directors has been meager and that it has been difficult to give an "informed judgment" on the state of company finances.

Republic Pictures already has made available to television 435 feature films, serials and short subjects, a spokesman said.

PARAMOUNT, M-G-M EYEING TV FIELD

PARAMOUNT PICTURES and M-G-M are the latest major motion picture studios reportedly mulling an entry into tv, while Paramount is understood to be conferring with Colgate-Palmolive over the present NBC-TV *Colgate Comedy Hour*. A studio spokesman told B•T that "Paramount won't do anything in tv that doesn't provide a healthy plug for its theatrical feature releases." The assumption is that Paramount might build a tv program around contract stars and film clips.

M-G-M has reached the survey stage with Les Peterson, executive in charge of the studio's radio-tv department contacting west coast tv film producers and network officials. Report of survey results will determine whether M-G-M will form a tv film production unit, cooperate with tv in some other fashion or bypass the medium altogether.

Meanwhile reports persist that Warner Bros. is reaching an agreement with ABC-TV for a weekly hour-long program to be sponsored by General Electric and Liggett & Myers. Twentieth Century-Fox supposedly has a weekly hour-long program deal sewed up with CBS-TV for GE. Additionally it has appointed General Artists Corp. its sales representative for its studio series features, which are now potential video film packages.

NBC Film Div. Holds National Sales Meet

NBC FILM Div. will hold a national sales meeting April 13-15 at the Hotel Warwick, New York, Jake Keever, national sales manager, announced last week. Expected to attend, in addition to the entire sales force, are: Sylvester L. Weaver Jr., NBC president; Robert W. Sarnoff, NBC executive vice president; Carl M. Stanton, network's vice president in charge of the film division, and Ted Sisson, director of NBC Film Div.

The three-day session will include panel and sales discussions. The program covers advertising and promotion, publicity and exploitation, research and other departmental activities directly related to sales.

The meeting also will be concerned with *Steve Donovan, Western Marshall*, the division's newest series now in production in Hollywood, as well as with several other new properties.



AFTER signing an exclusive New York contract for Encyclopaedia Britannica's Film Library subjects, to be shown over WRCA-TV there, Hamilton Shea (seated), NBC vice president in charge of WRCA-AM-TV, looks over footage of one of the films with Steven Krantz (l), WRCA-TV program manager, and Ed Hochhauser, vice president-general manager, Associated Program Service of the Muzak Corp.

78 'Foreign Intrigue' Shows Acquired by Official Films

ACQUISITION by Official Films of the distribution rights to 78 films of the Sheldon Reynolds *Foreign Intrigue* series was announced last week by Harold Hackett, president of Official.

Under an agreement made with William Morris Agency, acting for Mr. Reynolds, Official will syndicate the 39 original films starring Jerome Thor and 39 programs starring James Daly.

Additionally, Official is negotiating for an additional 39 shows of the *Foreign Intrigue* series starring Gerald Mohr, which currently is being carried in some markets by Ballantine.

A company spokesman voiced the view that Official "probably" will complete this transaction by July. Above and beyond this, he said, it is "highly likely" that Official will obtain rights to an additional 39 films of the first series starring Jerome Thor, which would give Official 156 programs in all.

"We sincerely feel," Mr. Hackett stated, "this is a 'pre-sold' commodity, not merely in the more than 100 markets where the series will be first-run, but to the great mass of television advertisers as well . . . that a conservative estimate will see sales figures during the next two years of from $2.5-$3 million for the series."

Herb Jaffe, vice president in charge of sales for Official, reported that "within a few days" after the company had obtained syndication rights to the series, it had completed sales of about $200,000.

Guild Films Sales Activity Put Into Single Operation

GUILD FILMS Co., New York, has combined all of its sales activities into a single, integrated operation, it was announced last week by Reub Kaufman, president. The move was an outgrowth of the acquisition by Guild Films of the distribution rights to the feature film properties of Motion Pictures for Television.

The feature films previously had been handled by a special unit, but under the new operation, all salesmen will handle all properties, including syndicated series, feature films, cartoons and film libraries. The sales staff will be under the supervision of Manny Reiner, vice president in charge of sales.

Mr. Kaufman noted that although salesmen will sell all properties, Joseph P. Smith has been assigned responsibility for syndicated films and Erin Ezzes for feature film sales activities. Karl Gericke has been named sales coordinator, and Margery Kerr continues as New York account executive.

Guild Credits 'Looney Tunes' For Monthly Sales Record

SALES by Guild Films in March totaling more than $1 million set a new monthly record for the company, Manny Reiner, vice president in charge of sales, said last week. Mr. Reiner credited a popular demand for the "Looney-Tunes" acquired by Guild in February, for helping push the figure to its record high.

The "Looney-Tunes" are marketed as a cartoon library for unlimited use for a two-year period. Guild Films noted that some stations are selling them as strip program series, others are building across the board shows for national spot advertisers.

Sunset Productions Formed As Warner Tv Subsidiary

LAUNCHING of Sunset Productions as the tv film subsidiary of Warner Bros. with Jack Warner Jr. as production head was announced Friday by Jack L. Warner. Sunset's first project, now in preparation, is *Men of the Sky*, half-hour film series in color covering aviation's role in war and peace.

Deal was closed with Vincent B. Evans, screenwriter, to produce the series under the supervision of Mr. Warner Jr.

Bivas to Tv Commercial Firm

FRANK T. BIVAS, formerly director of the motion picture division, McCann-Erickson, New York, to California Studios, Hollywood, to head up Roland Reed-Gross, Krasne Tv Commercials. Organization, recently formed by Roland Reed Productions and Gross-Krasne Inc. [B•T, March 28], already has contracted for $250,000 in new commercial film business, according to Guy V. Thayer, Reed executive vice president.



"this guy must've been a beginner!"

"I mean it," says John, well-known mixer at that favored haunt of Boston agency folk, the Statler lounge bar. "There he was, sitting behind his Wurzburger, crowing about the spot schedule he'd just made up for Mother Dumple's All-American Piccalilli. And you know what? This character *completely* overlooks two of the *best* spot buys in New England!

"Sure – *you* know and *I* know! WABI for radio and WABI-TV for television. Real super-stuff in Maine's seven most terrific counties with almost half-a-billion retail sales! *Every*body knows they're a 'must'. But not junior-boy! Cripes, he *must*'ve been a beginner or something . . ."

John, of course, might be drawing unfair conclusions. Could be that Mother Dumple's has no distribution in our big Bangor-centered market of 350,000 customers. But, brother, there's no slicker way to get it (and gild up a piccalilli sales chart in the bargain) than by putting these double-barrelled Down Easters to work for you!

wabi AM TV

Represented by: George P. Hollingbery — Nationally
Kettell-Carter — New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

TPA Elects Eells Western Div. V.P.

ELECTION of Bruce Eells as vice president in charge of the Western Div. of Television Programs of America is being announced today (Monday) by Michael M. Sillerman, TPA executive vice president. Mr. Eells, who has been with the company since 1953, was formerly manager of the division.



MR. EELLS

Under Mr. Eells' direction, TPA plans "an extensive expansion in its coast sales and service departments," Mr. Sillerman said.

In 1947 Mr. Eells organized Bruce Eells & Assoc., concerned with developing a new cooperative program syndication plan among 400 U. S. and Canadian stations.

Mr. Eells joined Ziv Television Programs Inc. in 1952 as New England representative, moving to TPA the following year. Before his own business venture Mr. Eells was with the Don Lee Network as an account executive and later became sales manager of KHJ Los Angeles. He also has served as business manager for Young & Rubicam on the West Coast.

FILM SALES

International News Service, N. Y., has sold INS-Telenews daily newsfilm service to WSFA-TV Montgomery, Ala., and WBRZ (TV) Baton Rouge, La. Firm also has sold *This Week in Sports* to: Bethlehem Steel for two additional markets, WOR-TV New York and WNAC-TV Boston; KFDA-TV Amarillo, Tex., under sponsorship of Emmett Davis Buick Co.; Argentine Alpargata Co., Buenos Aires, through J. Walter Thompson Co., N. Y., and to General Tire & Rubber Co. dealers, through D'Arcy Adv., St. Louis, for showing on KOTV (TV) Tulsa, KBES-TV Medford, Ore., KTNT (TV) Tacoma and WMBV (TV) Marinette, Wis., under title *General Sports Time.* INS also has sold Telenews service to NWDR (Nordwestdeutscher Rundfunk) tv network in West Germany.

Ziv Television Programs Inc., N. Y., has signed contract with Societe Suisse de Radiodiffusion for two Ziv film features in two languages. Shows are *Favorite Story,* with German soundtrack, and *Mr. District Attorney,* with French soundtrack. Both series are scheduled to begin May 1 in Switzerland and will be telecast for minimum of 26 weeks over transmitters in Geneva and Zurich.

FILM DISTRIBUTION

Award Television Corp., N. Y., announces first 13 episodes of *The Jimmy Demaret Show* currently being launched on 39 tv stations in U. S. and Canada. Quarter-hour program will total 39 films when completed and features Jimmy Demaret and guests from entertainment and sports fields.

FILM PRODUCTION

Amy Vanderbilt, etiquette authority, has completed new tv film series, *It's Good Taste,* for sponsor, Grennan Cook Book Cakes, to follow earlier series this month on number of stations. Agency: Young & Rubicam, Chicago.

International Television Productions, Houston, Tex., will produce tv film series based on actual cases from files of Texas Rangers and is negotiating to start filming within 60 days in order to have property ready for September or October debut.

Ashley Steiner Agency, N. Y., announces that work on pilot film of *How Now, Brown,* new tv comedy series starring Keenan Wynn, started last week. Series is being written by Bill Manhoff.

RANDOM SHOTS

Howard Grafman, former NBC Radio director, announces formation of his own tv film distribution organization, Howard Grafman & Assoc. Company will be midwest representative for Governor Television Attractions, Major Television Productions, National Television Films, Atlantic Television Corp. and Harry S. Goodman Productions, plus New York Yankees *Game of the Week.* Included among his properties as distributor will be *Strange Adventure,* series of 52 quarter-hour strips which originally appeared on *Fireside Theatre,* it was announced.

GAC-TV, N. Y., subsidiary of **General Artists Corp.,** has been appointed as sales agency for 20th Century-Fox-Tv's first filmed series, *My Friend Flicka,* based on motion picture property. It will be half-hour, 39-episode series.

FILM PEOPLE

Phil Field promoted to vice president, MAC Studios, tv distribution subsidiary, McConkey Artists Corp., Hollywood.

Sidney Barbet, appointed executive director, Buyer's Assoc. Inc., filmbuyer firm for WTVW (TV) Milwaukee.

Mickey Dubin, MCA-TV, N. Y., to Chad Inc., Wilton, Conn., producer of tv and commercial films, as executive director of sales.

Donald E. Tomkins, radio-tv director, Grant Adv., N. Y., to Owen Murphy Productions Inc., N. Y., as general sales manager.

Charles Alsup, in charge of sales, western div., Advertisers' Television Program Service Inc., N. Y., appointed sales manager, syndication div.; **Maurie H. Gresham,** vice president and syndication div. general manager, will head newly-formed separate division, national and retail sales; **Alex H. Horwitz** and **George Turner Jr.** to ATPS as account executives in L. A. and N. Y., respectively.

Melvin L. Hirsch to A. J. Armstrong Co. (commercial financing firm), N. Y., as managing executive in charge of motion picture and tv financing department.

Jerry Franken, formerly sales director, Lester Lewis Assoc. (tv film), N. Y., to Television Programs of America, same city, as publicity director.

Howard H. Henkin, formerly with TelePrompTer Corp., N. Y., appointed eastern sales manager, Walter Schwimmer Co. (formerly Walter Schwimmer Productions), Chicago.

Irving Levine, formerly animator for Jam Handy (program producers), to Medical Film Guild Inc., N. Y., as head of art and film animation dept.

Johnnie Malinowski, cameraman, Medical Film Guild, N. Y., promoted to photography director.

Robert Sloane, 42, ABC-TV *Treasury Men in Action* writer-producer, Prockter Television Enterprises, N. Y., died April 2 of heart attack.

Smith, Kline & French Signs First One-Year TNT Contract

IN A MOVE said to mark the first long-term contract in closed-circuit television, Smith, Kline & French Labs has signed a one-year contract with Theatre Network Television Inc., calling for use of TNT's closed-circuit network facilities for all of the pharmaceutical company's programs.

In announcing the contract last week, Fanshawe Lindsley, TNT Tele-Sessions general manager, said the transaction is "a departure from the single telecast agreement heretofore customary in closed-circuit tv and introduces a new type of relationship between a closed-circuit company and its customer."

The first program under the new contract will be telecast on May 9 to 36 cities in the recently-established TNT Tele-Sessions, 41-city closed-circuit network. This will mark the third time that Smith, Kline & French has used TNT's large-screen closed-circuit facilities. Plans call for additional telecasts during the remainder of this year.

Bartholomew Takes Over Presidency of United Press

FRANK H. BARTHOLOMEW officially became president and general manager of the United Press Wednesday succeeding Hugh Baillie, who has been advanced to chairman of the board. Mr. Bartholomew, first vice president of UP since last August, moved to New York last week from San Francisco where he had been in charge of UP's Pacific area.



MR. BARTHOLOMEW

The election of Mr. Bartholomew, announced last Dec. 10, was effective last Wednesday, the 20th anniversary of his predecessor, Mr. Baillie, in the presidency. Mr. Bartholomew in his new capacity is in charge of UP's world-wide service to newspapers, radio and tv stations.

UP Refuses ACLU Request To Rehire Writer Polumbaum

AMERICAN Civil Liberties Union last week urged the United Press to rehire television writer Theodore S. Polumbaum, who had been discharged for refusing to testify fully concerning alleged communist affiliations before the House Un-American Activities Committee in April 1953, but UP refused to consider ACLU's request.

The positions of the ACLU and UP were made known in an exchange of letters between Patrick Murphy Malin, executive director of ACLU, and Earl J. Johnson, UP vice president. In enunciating the ACLU viewpoint, Mr. Malin said that "since there is no evidence Polumbaum ever distorted the news, the UP should have retained him in accord with fair play and constitutional guarantees of free speech." Mr. Johnson asserted that the dismissal was "just and proper because his [Polumbaum's] conduct before the Velde Committee in Washington ended his usefulness in the service and made him a serious liability."

Mr. Polumbaum was discharged because of his refusal to answer House committee ques-

There's a new look to the Scranton-Wilkes-Barre-Hazleton Market



Look at your latest ARB ratings and you'll see a most amazing switch in the great Northeastern Pennsylvania area. You'll see how overwhelmingly the lead has shifted to WGBI-TV.

WGBI-TV presents the highest rated show in the entire market.

WGBI-TV is first in total quarter hours of viewing 9 A.M. to sign off.

WGBI-TV is ahead of the second station during this same period by 43 quarter hours (while on the air) and leads all of the remaining stations *combined.*

WGBI-TV carries five out of the top 10 shows and also has the highest rated local newscast and late film theatre.

In any category WGBI-TV's leadership is impressive.

If you want to sell in Northeastern Pennsylvania, you had better be on



WGBI-TV

Dominating the Scranton-Wilkes-Barre-Hazleton market. And soon to be the *Highest Powered Station on the CBS Network* with 1 million watts.

CBS TELEVISION

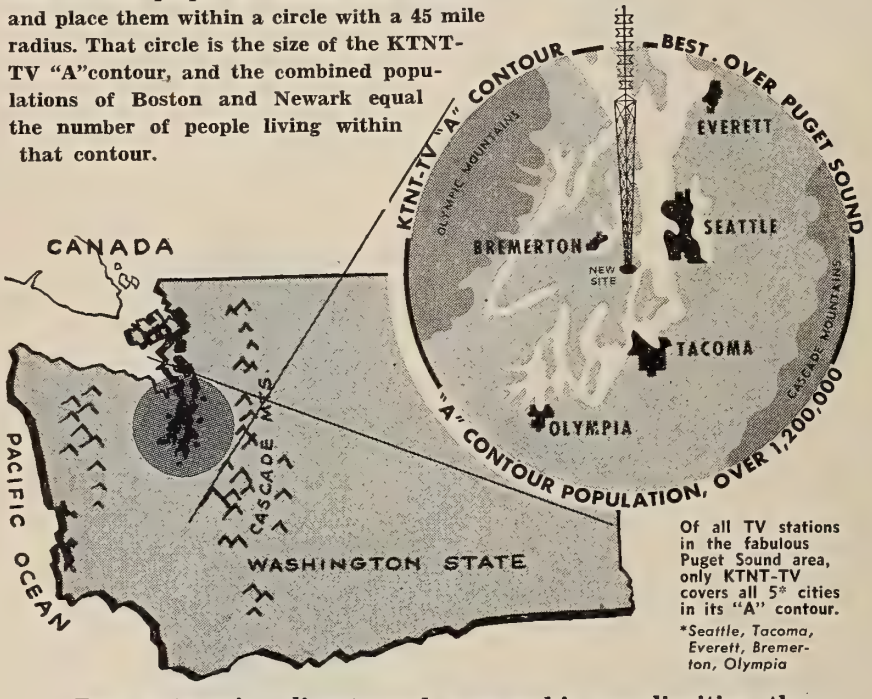
Represented exclusively by BLAIR TV



. . . you say ? BOSTON and NEWARK are in WASHINGTON STATE?



WELL, NOT EXACTLY . . . but suppose you take all the people of Boston and Newark and place them within a circle with a 45 mile radius. That circle is the size of the KTNT-TV "A"contour, and the combined populations of Boston and Newark equal the number of people living within that contour.



Of all TV stations in the fabulous Puget Sound area, only KTNT-TV covers all 5* cities in its "A" contour.

*Seattle, Tacoma, Everett, Bremerton, Olympia

Due to terrain, climate and geographic peculiarities, the population distribution of Washington State is very spotty. And the biggest "spot" . . . the greatest concentration of population . . . is located in the Puget Sound Area. The transmitting tower of KTNT-TV is right in the center of this population concentration. Within the boundaries of KTNT-TV's "A" contour are over 1,200,000 progressive people . . . having average incomes above the national average. And that's not all. Another 800,000 people, just as prosperous, live within good-signal distance outside the "A" contour.

Buy television where the people are . . . Buy KTNT-TV.

KTNT TV
CHANNEL ELEVEN

316,000 WATTS

Antenna Height
1000 FT. ABOVE SEA LEVEL

CBS Television for Puget Sound

Represented Nationally by Weed Television

KTNT-TV, TACOMA 5, WASHINGTON

"The Word Gets Around . . Buy Puget Sound"

tions concerning alleged communist affiliations while a student at Yale U. In his application form filed with UP, Mr. Johnson said, Mr. Polumbaum had denied membership in the Communist Party. ACLU said he told the committee that he would be willing to tell his employer about his personal political activities.

Mr. Johnson said he personally directed the firing of Mr. Polumbaum because the writer "did what no United Press employe should have done: he cast himself in the role of a conspicuous figure in a public controversy." He said Mr. Polumbaum's refusal to answer questions "endangered UP's goodwill among its newspaper and broadcasting subscribers who depend on the UP's impartiality and reliability as a news-gathering organization."

International News Service Promotes Reed, Allerup

TWO PROMOTIONS at International News Service, New York, were announced last week by Seymour Berkson, general manager.

Philip G. Reed, managing editor, was appointed assistant general manager, a newly-created position. Mr. Reed has been with the organization since 1935 when he joined INS as a member of the Chicago staff. He later was moved to Washington, where he served



MR. REED



MR. ALLERUP

as assistant to the day editor and later night editor. After covering World War II as a war correspondent in the Pacific, he returned to INS as night editor in New York and in 1947 was named managing editor.

He will be replaced by Paul R. Allerup, who has been associate managing editor. Mr. Allerup joined INS in 1934 and since then has served in bureaus in Cincinnati, Columbus, Pittsburgh and Chicago. During World War II, he was with the U. S. Army in Europe. Mr. Allerup was named night editor in New York in 1947, day editor in 1948, general news editor in 1949 and has been associate managing editor since 1952.

Brown Theatrical Agency Appoints Elkins, Others

HILLARD ELKINS, formerly head of the dramatic tv department of William Morris Agency, New York, has joined Henry C. Brown Inc., New York, theatrical agency, as vice president in charge of the newly-formed dramatic department. In his new affiliation, Mr. Elkins will supervise activities on both talent and production levels.

In addition to Mr. Elkins appointment, Alixe Gordin, who was previously in charge of casting for *Studio One* and other CBS-TV productions, has joined the Brown firm as casting director for legitimate and dramatic talent. Mr. Elkins will be assisted by George Platt, formerly assistant to the head of tv films and properties department at William Morris.

Arthur Black, advertising manager of Fed-

KCMC-TV COVERS THE ARK-LA-TEX

WHY?

The Only Maximum Power Between Memphis & Dallas

WITH WHAT?

200 Monthly Hours of Network Commercial Programs

TO WHOM?

***112,440 TV Homes in 31 Counties of 4 States**

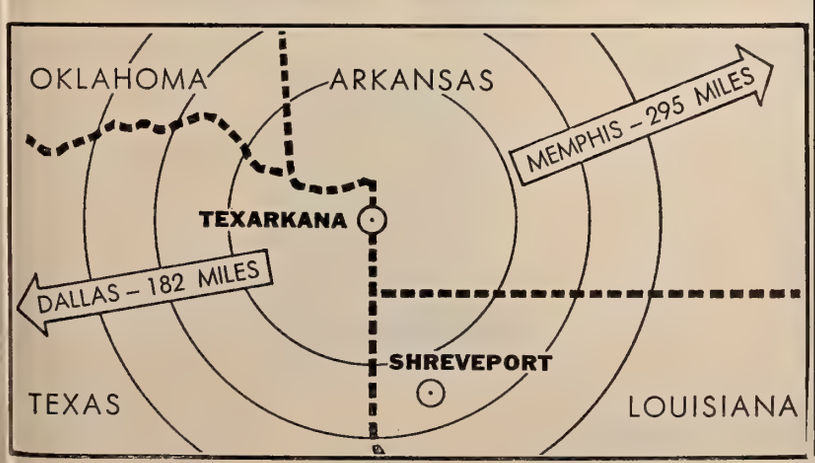
COMPLETE COVERAGE FROM THE HUB OF A BILLION-DOLLAR AREA MARKET

*TELEVISION MAGAZINE—MARCH 1, 1955

MAXIMUM POWER

100,000 WATTS—CHANNEL 6

CBS—ABC—DuMONT



KCMC-TV

TEXARKANA, TEXAS-ARKANSAS

Represented by

VENARD, RINTOUL & McCONNELL, Inc.

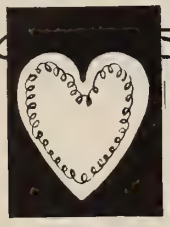
WALTER M. WINDSOR, GENERAL MANAGER



198,061 love letters from the land where TV means "T'aint Visible"*



BIG AGGIE LAND



Well, not exactly love letters, but the next best thing. You see, during 1954 WNAX-570 received a whopping total of 198,061 pieces of mail — 141,870 of which were *specifically addressed to local commercial programs.* That is positive proof of active listener response!

This mail came from all over Big Aggie Land, and beyond. A total of 439 counties in 8 states responded including the Big Aggie States of Iowa, Nebraska, the Dakotas and Minnesota — plus Wisconsin, Montana and Wyoming. Not audited by counties, but included, was mail from Illinois, Kansas and Missouri as well as 3 provinces in Canada.

Such an overwhelming testimonial of affection makes the WNAX-570 talent team and program director blush with joy. They know the 660,950 rural and medium-to-small town families in Big Aggie Land have definite ideas about radio entertainment. And these batches of mail tell them they are giving the listeners what they want.

Translated into advertising importance, that means WNAX-570 gives national advertisers what they want, too. Programs people like and listen to — popular shows that sell. Your Katz man will line you up.

* TV Penetration Radio Penetration in National—69% Big Aggie Land—98% Big Aggie Land —37%



WNAX-570

Yankton, South Dakota

A Cowles Station. Don D. Sullivan, Advertising Director. Under the same management as KVTV Channel 9, Sioux City — Iowa's 2nd largest market. CBS Radio

eral Manufacturing & Engineering Corp., has been appointed head of Brown's promotion department.

Beverly Chase, former assistant to the director of program writing at CBS, has been put in charge of commercial casting and talent. The agency's industrial film department will be headed by Jean Thomas, who before joining Brown, was head of continuity acceptance in the West Coast office of ABC-TV.

Lee Adams, formerly assistant to the head of the tv commercial planning department, Biow Co. (now Biow-Beirn-Toigo), will serve as special assistant to Mr. Brown. New offices at 46 E. 53d St. have also been acquired, Mr. Brown said.

Fremantle Grosses $750,000

GROSS of over $750,000 in sales of radio and tv properties in international markets during the 1954-1955 fiscal year, ended Feb. 27, has been reported by Fremantle Overseas Radio & Tv Inc., New York. Fremantle now has four tv shows and 24 radio programs per week on the air in 22 countries. Tv accounted for 60% of the year's dollar volume, the report indicated.

Fremantle also has 12 imported radio shows running in the U. S., the report stated. Five of the imported shows are in English, the balance are in Spanish.

RCA Victor Record Sales Up

SALES of all RCA Victor records affected by the price reduction announced the first of the year rose 30% in the first three months of 1955 compared to the preceding quarter, Emanuel Sacks, vice president and general manager of the RCA Victor Record division, said last week.

Mr. Sacks said the sales rise was particularly significant because the period followed the pre-Christmas months when generally the highest volume quarter of the year is registered.

Salk Serum Results on C-C

RESULTS of the Salk serum treatment in combatting infantile paralysis will be reported tomorrow (Tues.) via closed-circuit tv by Dr. William Francis of the U. of Michigan, it was announced last week by Morris Mayers, general manager of closed-circuit operations for the DuMont Television Network.

Points of origination are at the U. of Michigan in the laboratory of the Eli Lilly Co., Indianapolis, and in the studios of WABD (TV) New York. Audiences in 59 cities in the U. S. and five cities in Canada will see the telecast—described as the most extensive closed circuit ever set up for the medical profession—Mr. Mayers said.

PROGRAM SERVICE PEOPLE

John A. Thayer Jr., formerly with DuMont Tv as account executive, appointed to newly-created post, sales manager, Gotham Recording Corp., N. Y.



MR. THAYER

James Turnbull appointed midwest district manager, Columbia Records, Bridgeport, Conn., succeeding **Joseph Broderick,** named sales manager of Roskin Distributors, newly appointed Columbia distributor for Hartford (Conn.) area.



each one is different

Coconut cream or chewy center . . the marks atop quality chocolates can tell you at a glance how each differs from the others. Not so easy is discerning the vital differences that make quality television stations outstanding, each in its own character of community service.

Recognizing these differences (and interpreting their merits to national advertisers) is the major part of quality representation. It demands a caliber of skill individually shaped to each station's needs — and the kind of full-time, *exclusive* attention to television that attracts quality TV stations such as those listed here.

It's a distinguished group, each one different except in their common appreciation of what quality representation means. If you share their standards, you may want to know more about ours.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

the *only* representative devoted *only* to television

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WSYR-TV	*Syracuse*

EISENHOWER TO ADDRESS NARTB SESSION

May 24 appearance will be first 'in person' for a President. Record equipment-service exposition in prospect.

NARTB's convention planners promised at week-end that two major precedents would be set at the May 22-26 session in Washington—the first personal appearance of a President of the U. S. at a broadcaster's meeting and the largest equipment-service exposition in association history.

Acceptance of an invitation by President Eisenhower led to some juggling of convention plans. The President will greet broadcasters at 11:30 a.m., Tuesday, May 24, immediately after presentation of the 1955 Keynote Award to Mark Ethridge, WHAS-AM-TV Louisville vice president.

The convention schedule had been left flexible to permit a Presidential luncheon address. The White House decision to have the President greet broadcasters rather than deliver a formal address led to belief he will talk informally on radio and tv rather than national or international topics. The President is known to be keenly aware of the impact of radio-tv broadcasts. He is the first President to permit radio-tv pickups of a Cabinet meeting and news conferences.

Another feature of the program on May 24, designated Government Day, will be a luncheon address by FCC Chairman George C. McConnaughey. Also on the program will be Catherine Esther Styles, of Southwest High School in Minneapolis, an international exchange student from New Zealand, who was one of the four Voice of Democracy contest winners.

The Tuesday session will be opened by the Rev. Clayton T. Griswold, executive director, Dept. of Radio & Television, Presbyterian Church, U.S.A.

Panel Session Set

An afternoon panel session will feature members of the FCC and a talk by Chairman Percy Priest (D-Tenn.) of the House Interstate & Foreign Commerce Committee. NARTB also has invited Chairman Warren Magnuson (D-Wash.) of the Senate Commerce Committee to address broadcasters.

Concluding event Tuesday will be the annual engineering reception, with the Engineering Conference opening Wednesday.

C. E. Arney Jr., NARTB secretary-treasurer and convention manager, said the equipment and service exposition will be the largest in association history.

A special projects exhibit will be introduced this year, with 46 public service organizations having accepted the offer of free exhibit space. The Advertising Council and NARTB are cooperating in this exhibit, which will show the part radio and tv are taking in enlisting support for non-commercial and non-partisan public service campaigns.

The list of exhibitors leasing space this year includes these associate members:

Equipment Manufacturers:

Adler Communications Labs; Alford Mfg.; Altec Lansing Corp.; Amperex Electronic; Product Enginering Div., Ampex Corp.; Andrew Corp.; Berlant Assoc.; Blaw-Knox Co.; Caterpillar Tractor Co.; Century Lighting; CONRAC; Continental Electronics Mfg. Co.; Crouse-Hinds Co.; Dage Electric Div. of Thompson Products; Allen B. DuMont Labs; Electro-Voice Inc.; Elgin Metalformers; General Communications; Commercial Equipment Dept., General Electric General Precision Lab; Gray Research & Development Co.; Harwald Co.; Houston-Fearless Corp.; Hughey & Phillips; Time Div., International Business Machines Corp.; Kay Lab; Kliegl Bros.; Universal Electric Stage Lighting Co.; Machlett Labs; Musicolor; Nems-Clarke; High Frequency Cable Dept., Phelps Dodge Copper Products Corp.; Philco Corp.; Prodelin; Broadcast Marketing Div., RCA Victor Div.; Raytheon Mfg. Co.; Rust Industrial Co.; Broadcast Equipment Div., Sarkes Tarzian Inc.; Paul Schafer Custom Engineering; Standard Electronics Corp.; Telechrome Sales; TelePrompTer Corp.; Tel-Instrument Co.; Tower Construction Co.; Long Lines Dept., AT&T.

Film Companies:

ABC Film Syndication; CBS Television Film Sales; Flamingo Films; General Teleradio; Guild Films Co.; Hollywood Television Service; M & A Alexander Productions; MCA-TV Ltd.; Minot Tv; NBC Film Div.; National Telefilm Assoc.; Official Films; Screen Gems; Sterling Television Co.; Television Programs of America; Unity Television Corp.; Ziv Television Programs.

Transcription Companies:

A-V Tape Libraries; Harry S. Goodman Productions; Lang-Worth Feature Programs; RCA Recorded Program Services, RCA Victor Div.; SESAC; Standard Radio Trans. Services; World Broadcasting System; Frederic W. Ziv Co.

News Services, Service Organizations, Research, etc.:

Associated Press; Television Dept., International News Service; Bonded Tv Film Service; Keystone Broadcasting System; Standard Rate & Data Service; Vitapix Corp.

Station Representatives:

John Blair & Co.; Headley-Reed Co.; George P. Hollingbery Co.; Robert Meeker Assoc.; Meeker Tv; Edward Petry & Co.; Weed & Co.; Weed Television Corp.

The Special Projects Exhibitors are:

American Cancer Society; American Diabetes Assn.; American Hearing Society; American Heart Assn.; American National Red Cross; Arthritis & Rheumatism Foundation; Big Brothers of America; Boys' Clubs of America; Camp Fire Girls; CARE; Common Council for American Unity; Community Chests & Councils of America; Dept. of Defense; Engineering Manpower Commission; Federal Civil Defense Adm.; 4-H Clubs; Forest Fire Prevention; Girl Scouts of the U. S. A.; Ground Observer Corps; Joint Committee on Educational Television; National Assn. for Mental Health; National Citizens Commission for the Public Schools; National Citizens Committee for Educational Television; National Education Assn.; National Foundation for Infantile Paralysis; National Guard; National League for Nursing; National Safety Council; National Society for Crippled Children & Adults; National Society for the Prevention of Blindness; National Tuberculosis Assn.; President's Committee on Employment of the Physically Handicapped; Religion in America Life; Star Spangled Banner Flag House Assn.; United Cerebral Palsy; United Negro College Fund; United Service Organizations; U. S. Air Force; U. S. Army; U. S. Coast Guard; U. S. Information Agency; U. S. Marine Corps; U. S. Navy; U. S. Savings Bonds Division, Treasury Dept.; YWCA.

Ohio Assn. of Broadcasters Elects H. E. Evans President

HERBERT E. EVANS, vice president-general manager, Peoples Broadcasting Corp., Columbus, was elected president of Ohio Assn. of Radio & Television Broadcasters in a mail runoff election held after a series of tie votes at the OARTB March 17-18 meeting.



MR. EVANS

Elected vice presidents were Paul Braden, WPFB Middletown, for radio, and J. L. Bowden, WKBN-TV Youngstown, for television. Two new directors were elected for a three-year term: William Steis, WJER Dover, for radio, and Allan Land, WHIZ-TV Zanesville, for tv. Carlton S. Dargusch Jr., Columbus, was elected secretary-treasurer.

Hellman to Direct TvB Sales Promotion

APPOINTMENT of Gordon A. Hellman, director of CBS-TV network sales presentations, as director of sales promotion for Television Bureau of Advertising, effective May 2, is being announced today (Monday) by Oliver Treyz, TvB president.



MR. HELLMAN

"With TvB's operational phase now in full swing," Mr. Treyz said, "the post of director of sales promotion assumes key importance in helping achieve the bureau's objective, which is to secure for television a greater share of advertisers' appropriations. Mr. Hellman comes to TvB from CBS Television where for the past four years he has served as director of sales presentations."

Community Broadcasters Assn. Plans Lunch at NARTB Meet

CLASS IV (local) stations have been invited by Community Broadcasters Assn. to hold the organization's first annual meeting, Monday, May 23, during the NARTB convention in Washington. Membership chairmen will be named in each state and a membership program is planned prior to convention time.

The station group is planning a petition to the FCC asking 1 kw fulltime with engineering and legal work to show their economic problems caused by crowding of the spectrum. A dutch treat lunch will be held at the Shoreham Hotel, followed by a business meeting. F. E. Lackey, WHOP Hopkinsville, Ky., is Community's acting chairman.

District directors have been elected as follows: Harold H. Meyer, WPOR Portland, Me.; John R. Henzel, WHDL Olean, N. Y.; Frank R. Smith, WBVP Beaver Falls, Pa.; Earl M. Key, WKEY Covington, Va.; John W. Jacobs, WDUN Gainsville, Ga.; W. M. McKinney, KELD El Dorado, Ark.; Mr. Lackey; Robert T. Mason, WMRN Marion, Ohio; Merrill Lindsay, WSOY Decatur, Ill.; Ben B. Sanders, KICD Spencer, Iowa; John Alexander, KODY North Platte, Neb.; David Morris, KNUZ Houston; Ken Nybo, KBMY Billings, Mont.; Lee Little, KTUC Tucson, Ariz.; Lee Bishop, KORE Eugene, Ore.

Amazing how many Boston families take WEEI to their hearts. Amazing *and* a matter of fact.* For WEEI is welcomed by more different families than any other radio station (network or local) heard in the entire metropolitan Boston area.

And that goes for the morning period, the afternoon period, the nighttime period, total day and total week! Just look at the figures for WEEI's total week lead. WEEI reaches 88.6% (virtually 9 out of 10) of *all* radio homes in the area . . . and is the only radio station reaching more than 800,000 families (60,800 more than the nearest competitor)!

Amazing indeed. Must be our magnetic personalities. For information about any of them (note sampler below), call CBS Radio Spot Sales or WEEI . . . the most listened-to radio station in Boston.

Look who's who in Boston!



**Long established fact . . . but this is the latest from the new Cumulative Pulse Audience report on metropolitan Boston area listening (Pulse CPA 12/54, released March 7, 1955).*

NBC RADIO TELLS PLANS FOR 'MONITOR,' ITS 40-HOUR WEEKEND PROGRAM SERVICE

Network executives foresee new program format as attracting new advertisers and new listeners to radio on Saturdays and Sundays.

NBC last week officially revealed the insides of its plans for *Monitor*, the sweeping 40-hour weekend program which it envisions as a new type of national service to lure new listeners and new advertisers to network radio [B•T, April 4].

To start June 12 with a Sunday afternoon hour-long simulcast, the program—NBC prefers the word "service"—will offer a stream of information and entertainment material from 8 a.m. Saturdays until midnight Sundays. Matching the flexibility of the programming, a sales plan encompassing one-minute, half-minute, and six-second announcements will be employed on the series.

Although the programming and sales essentials of *Monitor* had been reported earlier, further details were unwrapped by NBC President Sylvester L. (Pat) Weaver Jr., Executive Vice President Robert W. Sarnoff and *Monitor* Executive Producer James Fleming at a news luncheon in New York Thursday.

They voiced confidence that NBC affiliates would clear time for the plan, although not necessarily in whole. President Weaver noted that the stations, including those owned by NBC, have certain advertiser commitments of their own which they could hardly be expected to yield in order to take corresponding portions of *Monitor*. But the conviction as expressed by Station Relations Vice President Harry Bannister was that all affiliates would carry the program in whole or in part, and that "eventually they will carry most of it."

Mr. Sarnoff emphasized that "our immediate interest" is in option time, but that "we hope they'll add more and more."

It was learned, meanwhile, that NBC's present thinking in terms of financial success was based wholly on option time. Reminded that in connection with NBC-TV's *Today* program the original estimate was that the show would need to be 40% sold in order to become profitable, one official said the percentage on *Monitor* would be considerably higher. With *Monitor* 14 hours of option time are involved: on Saturdays from 10 a.m. to 12 noon, from 3 to 6 p.m., and from 7:30 to 10:30 p.m., and on Sundays from 3 to 6 p.m. and from 7 to 10 p.m.

No Expansion Planned

There was no indication the network plans to extend the *Monitor* concept to the rest of the week. Mr. Weaver noted that, although plans on this point were necessarily not that far advanced, if *Monitor* pays off as well as NBC hopes, then similar programming may be adapted for insertion in certain hours here and there during weekdays.

Authorities declined to estimate the production costs of *Monitor*, except to say it would exceed the total for the network's present sustaining programs plus those of the o & o stations. But the total cost to advertisers was delineated as follows:

- Minute announcements will cost $1,000 each.
- Half-minute announcements, to be sold in minimum packages of four per weekend, will cost $3,000 for the four.
- Six-second billboards, or "posters," to be sold in a minimum batch of 10 per weekend, will cost $3,000 for the minimum package.

These are figures for announcements falling between 8 a.m. and midnight. Those falling between midnight and 8 a.m. are at half this rate. These also are gross prices, subject to weekly frequency discounts varying up to 10% for 10 or more minutes of announcements per weekend, and annual frequency discounts ranging up to 20% for 250 or more announcements per year.

Additionally, up to Oct. 1, there will be a special Introductory Dividend Plan in lieu of discounts. This means an advertiser ordering and scheduling at least 20 minutes of announcements (in any combination) before Oct. 1 will receive, instead of discounts, 10 minutes of announcements which will also be scheduled before Oct. 1. "Dividend" announcements will be in the same form as, and proportionate to, those in the qualifying purchase.

Positions Flexible

Authorities said it was expected that at first advertisers would be able to position their participations within a given half-hour, but that as more and more announcements are sold the sales will of necessity become more and more a run-of-schedule arrangement.

From the affiliates' standpoint, it was learned, compensation for commercials sold in *Monitor* will be substantially that used in the case of participations in NBC Radio's present "Three Plan"—approximately at the rate of one-twelfth of the station's daytime hourly rate for those in the 8 a.m.-to-midnight period, and one-half that rate for those in the midnight-8 a.m. segment.

Each hour of *Monitor* will include, the network said, the following for station sale: two one-minute availabilities not subject to network recapture; plus provision for a five-minute local cut-in, scheduled on the half-hour; plus a station break every half-hour. For network sale there will be nine minutes of commercial time.

Orders for network participations in option time periods, NBC said, must include the full network; on all other periods they must include the full available network: "NBC will quote prices only for such networks, and will not quote any station-by-station prices."

The broad-scoped material envisioned for *Monitor* will originate from a new, $150,000 "push-button listening post on the world," to be designated NBC Radio Central, now under construction in the RCA Building in New York. Material will range from "one line jokes to 20-minute special pickups"—presided over at NBC Radio Central by "communicators" (not yet selected) who will work in four-hour time blocks and be backed in each case by a team consisting of a name disc jockey, an experienced newscaster, a sports editor, and writers and program development specialists. The backbone will be news, sports, time signals, weather, local and special features.

NBC said a "typical hour" on the weekend service might include the following (throughout the program there will be regular "forward-indexing" of highlights to be presented during the rest of the day):

"The first segment of a trip through Paris with *Monitor's* roving European correspondent. (Succeeding segments would be positioned throughout the rest of the day.)

"A dramatic highlight from a current hit Broadway play or movie.

"Live or taped appearances by people at the top of the news that weekend.

"Comedy of all types, including live and pre-recorded routines by stars from all fields of show business; jokes and stories.

"A *Monitor* exclusive—which might be a dive with the atomic-powered submarine, the Nautilus; firing a rocket at White Sands, or visiting Birdland, New York's Mecca of jazz.

"A behind-the-scenes visit with a top star of Broadway or Hollywood.

"Plus, of course, *Monitor's* basic news, time, weather, sports and local features."

President Weaver, explaining why NBC is convinced *Monitor* will work, said, "You'll never get a 20 rating in radio again," but that the new weekend arrangement was conceived with the plan of bringing old and new advertisers into radio by giving them 50-60% cumulative audiences. With 50-60-70% of the homes, on a cumulative basis, "we'll be back in business," he assured.

But he said he did not expect *Monitor* to take audience away from television. Rather, he said, NBC hopes that *Monitor* will increase NBC's share of the existing radio audience—to get increasing tune-in from other stations and to attract people who are neither listening nor watching. But he made plain that its programming will not be "secondary listening" material calculated to reach those who primarily are doing something else but listening to the radio at the same time. It will be both a national medium and a mass medium, he said.

It also, he asserted, will promote features in other media—outstanding articles in magazines, for example, thereby perhaps advancing the sales of those magazines.

Overall, he continued, it will be a departure from the fixed formats that radio has generally followed up to now; the time devoted to any given segment will be determined by what seems the correct amount of time needed for that segment: "the content will determine the form, instead of having the form determine the content."

NBC Radio Appoints Meade 'Monitor' Project Director

EVERARD MEADE, former vice president and radio-tv director of Young & Rubicam, has been retained by NBC on a temporary basis to coordinate the various phases of NBC Radio's new weekend, 40-hour *Monitor* program [B•T, April 4] (also see story on this page).



MR. MEADE

He already has assumed his new duties, it was learned last week, with the title of project officer of *Monitor*.

Mr. Meade retired from Y & R in 1953 and has since been living at Charlottesville, Va., where he has been lecturing in the Graduate School of Business Administration at the U. of Virginia.

CBS-TV Liberalizes EMP Discount Plan

REVISION in the discount structure of CBS-TV's Extended Market Plan [B•T, Nov. 29, 1954] was announced last week by Terrence McGuirk, EMP sales manager, as part of a move to make the plan more attractive to advertisers.

Under the new discount structure of the plan,



Is This "COVERAGE"?



YOU'RE HALF NAKED IN NEBRASKA COVERAGE
IF YOU DON'T REACH LINCOLN-LAND —

42 rich counties with a population of 642,250 — 207,050 families. *KOLN-TV reaches over 125,000 families unduplicated by any other station!*

The KOLN-TV tower is 75 miles from Omaha! This Lincoln-Land location is farther removed from the Omaha market than is Cincinnati from Dayton, Buffalo from Rochester or Lancaster from Philadelphia.

AM – TV – FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

KOLN-TV COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET

CHANNEL 10 • 316,000 WATTS • LINCOLN, NEBRASKA

ABC CBS DUMONT

Avery-Knodel, Inc., Exclusive National Representatives

which was established to extend tv network service to small market stations, an advertiser using 20 and more stations earns a discount of 15%. The old plan provided for a 10% discount—the only one—for using the full list.

Mr. McGuirk said the revised schedule makes the small market station even more attractive as a supplementary coverage purchase and is flexible in application. The new table, he said, sets up the following discounts: less than five stations, no discount; five to nine stations, 5%; 10 to 14 stations, 7½%; 15 to 19 stations, 10%, and 20 and more stations, 15%.

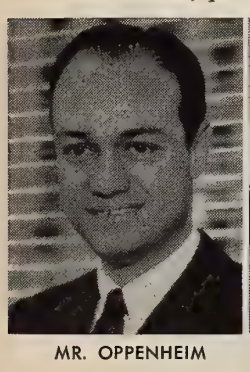
Since the introduction of EMP last January, Mr. McGuirk reported, 30 advertisers have signed contracts under the plan.

CBS-TV Promotes Oppenheim, Foster

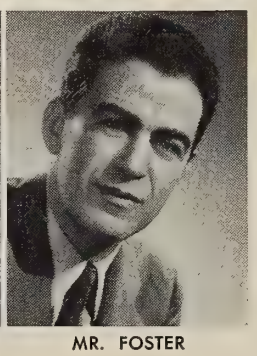
AS PART of a departmental reorganization at CBS-TV New York, Charles Oppenheim, director of press information, last week was named director of information services for the network.

Mr. Oppenheim will be responsible for the direction and planning of informational services and for the coordination of press activities in New York and Hollywood.

Michael Foster, publicity manager, was appointed manager of press relations. He will be in charge of press contacts both in the metropolitan area and out of town.



MR. OPPENHEIM



MR. FOSTER

Hank Warner, operations manager, will continue to direct the program publicity staff and be responsible for press releases.

Plans to add a separate unit which will concentrate exclusively on special program projects also are being considered.

Elliott Named Adv. Dir. Of MBS-Teleradio Film

APPOINTMENT of Robert Elliott as director of advertising for Mutual Broadcasting System and the Film Div. of General Teleradio Inc. was announced last week by Robert A. Schmid, vice president of MBS and General Teleradio. Mr. Elliott fills the post vacated by the death of James S. Tyler [B•T, Oct. 25, 1954].



MR. ELLIOTT

Mr. Schmid also announced that Arnold Roston, art director of Mutual, has assumed additional responsibilities as associate director of advertising and promotion.

Mr. Elliott has been a copy supervisor at Ruthrauff & Ryan, New York and promotion copy chief of CBS Radio and CBS-TV.



AT ABC's two-day meeting of top officials of the company's nine owned radio and television stations in New York last Monday and Tuesday were (l to r):

Seated: Jasen Rabinovitz, assistant controller; Harold L. Morgan Jr., vice president and controller; Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, and Robert E. Kintner, president, ABC.

Standing, first row: Ted Oberfelder, vice president and general manager, WABC-TV New York; Harold Christian, vice president for WXYZ Detroit; Michael A. Renault, general manager, WABC New York; James H. Connolly, vice president in charge of San Francisco office; James Riddell, president and general manager of WXYZ-AM-TV.

Standing, second row; Simon B. Siegel, treasurer, AB-PT; Donald Coyle, director of research; David Sacks, sales manager, KGO-AM-TV San Francisco; John Pival, vice president for WXYZ-TV; Trevor Adams, sales manager, WABC-TV New York, and Ernest Lee Jahncke Jr., vice president and assistant to the president of ABC.

Last row: Ardien B. Rodner, program manager, WABC-TV New York; Elton Rule, sales manager, KABC-TV Los Angeles; Frank Marx, vice president in charge of engineering; Charles W. Godwin, director of ABC Radio network station relations, and John S. Hansen, manager, KABC Los Angeles.

Also attending the sessions which discussed station improvement methods were Sterling C. Quinlan, vice president in charge of WBKB (TV) Chicago; Matthew Vieracker, treasurer, ABC Central Div., and Selig Seligman, general manager, KABC-TV Los Angeles.

NBC Names Children's Program Review Board

ESTABLISHMENT of a three-member Children's Program Review Committee by NBC was revealed by Joseph V. Heffernan, network financial vice president, during testimony before the Senate Juvenile Delinquency Subcommittee holding hearings in Washington (see story page 79).

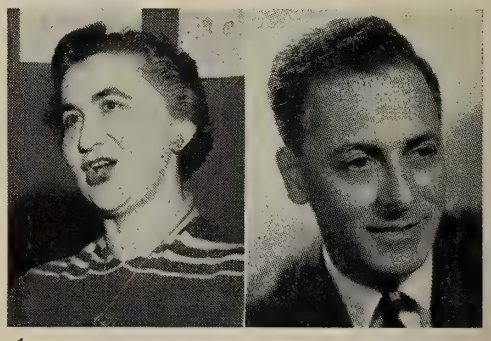


MRS. HORTON

Chairman of the new group, set up to maintain "high" standards in NBC programs, is Mrs. Mildred McAffee Horton, a vice president of the National Council of the Churches of Christ in the U. S. A., NBC director and formerly president of Wellesley College and wartime head of the WAVES.

Other members are Dr. Frances Horwich, known for her NBC-TV program *Ding Dong School* and as an educator, and Dr. Robert Goldenson, assistant professor of psychology at Hunter College.

Mr. Heffernan simultaneously disclosed the appointment of Dr. Horwich to the newly-established position, supervisor of children's programs.



◀ DR. HORWICH DR. GOLDENSON

NBC, ABC NABET APPROVE PACTS

AGREEMENTS on new contracts covering technical employes at NBC and ABC were reached last week in New York by the networks and the National Assn. of Broadcast Employes & Technicians, ending persistent threats of a strike [B•T, March 28].

The acceptance of the contract at NBC was in jeopardy until Thursday afternoon when accord was reached in the face of reports that a strike would begin at 2 p.m. EST. ABC employes earlier had voted approval of the pact.

It was reported the contract will call for an immediate 8% wage boost, with another 2% increase in 18 months. The contracts expire Feb. 1, 1958.

$weet music for tv $ponsors

VHO WANT TO CAPTURE THE HEART OF AMERICA

SELL 'EM WITH MUSIC

THE MUSIC THEY LOVE

SELL 'EM WITH STARS

THE STARS THEY KNOW

sell 'em with...



A BRAND NEW TV SHOW...WITH A

Stars of the

GRAND

the brightest star-powered half-hour

WITH THE STARS AND MUSIC





WEBB PIERCE



ERNEST TUBB

and...

more than

125 ***WSM***

country music stars

pull back curtain for the full story

MUSIC ☆ GAIETY ☆ SONGS ☆

GRAND OLD HISTORY OF SUCCESS!

OLE OPRY

variety show ever filmed for television

ALL AMERICA KNOWS AND LOVES



MINNIE PEARL



CARL SMITH

loaded with big-time

SHOWMANSHIP...

and down-to-earth

SALESMANSHIP!

A Flamingo Films presentation

DANCING ★ FUN FOR ALL THE FAMILY

BACKED BY A 29 YEAR RECORD OF SUCCESS... *A PROVED WINNER...*

sure to get audiences...sure to make sales!



A READY-MADE AUDIENCE...
More than ten million people hear WSM's "Grand Ole Opry" every Saturday night on the NBC network



HIT PARADERS...
Half the tunes on the Hit Parade for the past two years have been country music Songs like Jambalaya, This Ole House, Your Cheatin' Heart, etc



BIG CITY APPEAL...
On personal appearances last year, Stars of the Grand Ole Opry toured more than 85 cities . . . and broke records in New York, Philadelphia, Los Angeles, Chicago, Detroit, Cleveland, San Francisco, St Louis, etc



HUNDRED MILLION DOLLAR INDUSTRY...
Last year country music sold 30 million records, 2 million copies of sheet music and packed theaters and auditoriums from coast to coast



DISK JOCKEYS IN THE ACT...
There are today more than 2000 disk jockeys who specialize in playing country music records



OUT-SELL CROSBY AND SINATRA...
Almost 20% of all records sold in this country are by Opry stars. Nation's Business wrote, "many of the stars sell more records than Crosby or Sinatra"



LONGEST SPONSORED RADIO SHOW...
The Grand Ole Opry has been continuously sponsored on the NBC network for more than 29 years, the last 15 years for the same sponsor



BUSINESS BOOM...
"Worried about inventories? Or dull sales? Refresh yourself with a gander at...the Grand Ole Opry," the Wall Street Journal advised



EVERYBODY LOVES 'EM...
In Opry's recent scrap books are twenty six cover stories and major pieces in such national magazines as Colliers, Newsweek, Time, Good Housekeeping, American, Red Book, etc

Produced with the cooperation of WSM in Nashville

VARIETY SAYS: "bursting with top-flight entertainment, not only in music, but in comedy and dancing . . . a red-hot series!"

produced by
Al Gannaway



Stars of the

GRAND OLE OPRY

A Flamingo Films presentation

A SPONSOR'S DREAM COME TRUE...

the most comprehensive merchandising and exploitation campaign ever conceived:

SALES STIMULATORS



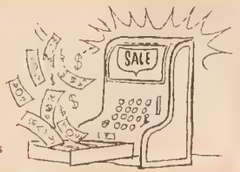
- ★ Record Promotions
- ★ Merchandise and Premium plans
- ★ Star Personal Appearances

AUDIENCE BUILDERS



- ★ Publicity Campaigns
- ★ Photographs, Ad Mats, Records
- ★ Disk Jockey tie-ins

CASH REGISTER BELL-RINGERS



- ★ Point-of-Purchase material
- ★ "Personalized" commercials by Opry Stars

Everything is included...nothing has been overlooked to give you

THE GREATEST SALES-IMPACT IN TV HISTORY!

EVERYBODY LOVES THE OPRY...

Look
"Grand Ole Opry made hillbilly tunes a national pastime and big business!"

The Saturday Evening POST
"Grand Ole Opry — an astonishing phenomenon."

Good Housekeeping
"Country music has become astonishingly successful in the past three years . . especially in big towns."

VARIETY

STARS OF THE GRAND OLE OPRY
With Jimmy Dickens, Roy Acuff, Webb Pierce, Ernest Tubb, Carl Smith, Rod Brasfield, Minnie Pearl, June Carter, Cowboy Copas, Marty Robbins, Kitty Wells, Martha Carson, Duke of Paducah, Goldie Hill, Lew Childre, Lonzo & Oscar, Smilin' Eddie Hill, others
Producer: Al Gannaway
Director: Richard C. Kahn
39 half-hours
Distrib: Flamingo Films

Flamingo Films ought to hit the jackpot with "Stars of the Grand Ole Opry," a series of extracts from the Saturday night jamborees of the Opry crew filmed down in Nashville. Aside from the 20-year-old track record the Opry has set on NBC Radio, plus the millions of records the stars of the Opry have sold, Flamingo has as its key asset in the series the fact that the films are just bursting with top-flight entertainment, not only in music but in comedy and dancing. It's one thing to have a show presold in terms of acceptance and prestige, but Flamingo fortunately has what also appears as a red-hot series that in any case would catch fire on its own.

With a total of 125 acts to choose from, producer Al Gannaway has broken the series down into a setup where five of the Opry stars will rotate as emcees, with others rotating in the various films. Five emcees are Roy Acuff, Jimmy Dickens, Webb Pierce, Ernest Tubb and Carl Smith, with such regulars as Rod Brasfield, Minnie Pearl, June Carter, Cowboy Copas, Kitty Wells, Marty Robbins, Martha Carson and the Duke of Paducah appearing most regularly Show caught featured Dickens as emcee, surrounded by Miss Carter, Brasfield, Copas, Lonzo & Oscar, Smilin' Eddie Hill, and Lew Childres. It's a plenty talented crew with Dickens a fine country music singer, Miss Carter a highly talented comedienne, Lonzo & Oscar a topnotch slapstick singing crew, Brasfield a familiar comic and Childres a spirited dancer. If all the Opry pix are as good as this one, Flamingo's got it made.

Newsweek
"Grand Ole Opry artists on personal appearances grossed $7,500,000 last year!"

Collier's
". . . Grand Ole Opry *liv* audiences have been a great as 43,000 a night!"

Pathfinder
"Grand Ole Opry — is all seven wonders of the world rolled in one

FROM BROADCASTING-TELECASTING

PILLSBURY BUYS FILMED 'OPRY'

Milling company will sponsor Flamingo Films series in 30 midwestern, southern markets.

PILLSBURY MILLS Inc., Minneapolis, last week completed negotiations with Flamingo Films, New York, to sponsor the half-hour *Stars of the Grand Ole Opry* in about 30 midwestern and southern key markets, starting in the fall. The agency is Campbell-Mithun Inc.

It was understood that the contract is on a firm 52-week basis, calling for 39 originals and 13 repeats. Pillsbury is reported to have purchased the filmed series on a regional basis to stimulate sales in those areas. The *Opry* show has been sold in 18 markets on a syndicated basis and negotiations currently are being conducted for regional sponsorship in 15 markets and for single sponsorship in other cities.

The *Opry* show, filmed in color with a cast of 125, will be presented in color on several stations before the end of the year, according to Mr. Weintraub, although he said that Pillsbury's pact is for black-and-white only. He said the merchandising and promotional facets of *Opry* have attracted many sponsors and many have requested personal appearances by the program's personalities.

SPONSORS FROM COAST-TO-COAST ARE BUYING...

stars of the

GRAND OLE OPRY

TIE-UP YOUR MARKET NOW...

WRITE... WIRE... PHONE...

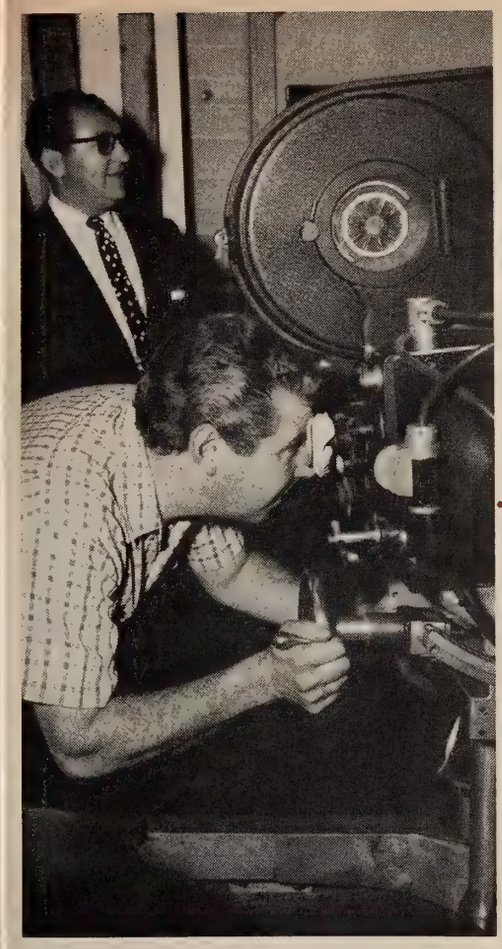
Flamingo Films

509 MADISON AVENUE
NEW YORK 22, N. Y.
MURRAY HILL 8-4800

1741 IVAR STREET
HOLLYWOOD
HOLLYWOOD 1-9966

646 NORTH MICHIGAN
CHICAGO
DELAWARE 7-4014

9842 LEMMON AVE
DALLAS, TEXAS
ELMHURST 6380



'YOU ARE THERE' EVOLVES TO FILM

FROM RADIO TO LIVE TV TO CELLULOID IN 7 YEARS

THE historical series, *You Are There,* has run the gamut of broadcast presentation.

Starting on CBS Radio in 1949 as *CBS Is There,* it was transferred to television about two years ago as a live program, emanating from New York. Last October, while continuing the live series, CBS-TV began filming future programs. The live telecasts were discontinued at the end of 1954, and the filmed shows started with the Jan. 2 program.

With the completion of the 13th *You Are There* film in New York in December, William Dozier, CBS-TV executive producer who had handled the video series since its inception, was transferred to Hollywood and promoted to director of CBS-TV network programs from that city. Now the program has followed him. On April 3, at the Hal Roach Studios in Culver City, the cameras began shooting "The Completion of the First Transcontinental Railroad" for telecasting later in the *You Are There* schedule.

Most pleased when it was decided that the program would remain under his supervision, Mr. Dozier declares, "in all lack of humility," that there is more of him in the series than of anyone else, as he was responsible for devising the program's tv format. The success of the tv version of *You Are There,* he believes, stems from the main change made in the transition from radio to television, a change he freely admits was dictated by the expediency and limitations of the video medium.

This change was to switch the program's emphasis from the event as such to the human beings behind it. On radio, the series dramatized the events with broad strokes of action, a battle being depicted in terms of guns, troops and descriptions that many listeners found reminiscent of past history lessons.

In tv, Mr. Dozier explains, his idea was to spotlight the human element, to show the forces that motivated the chief protagonists and through them to give the viewer an insight into the social and political climate of the time. This reasoning was born of necessity and "I can't take any credit for a flash of genius," Mr. Dozier declares.

You Are There started on CBS-TV Feb. 1, 1953, with America's Electric Light & Power Companies, through N. W. Ayer & Son, sponsoring it every other week. After four or five months, Prudential Insurance Co. of America, through Calkins & Holden, took over the alternating week. Both sponsors have continued with the program ever since.

When the program first went on tv, "we weren't sure of its success and, as the cost factor was important, we didn't even consider film," Mr. Dozier says. As it progressed, though, and won its audience, the network and sponsor executives started thinking it would be nice to have the shows on celluloid to insure their permanency. By its nature, this program is ageless and will never be any older than it is today, he opines.

Several reasons contributed to switching the program, after approximately 85 live telecasts, to film. There were numerous requests from schools, libraries, teachers and others, for prints. The network and sponsors were forced to reply that there were none available because the unions wouldn't allow mass distribution of kinescopes. This demand for prints can now be satisfied, as the sponsors have long satisfied requests from educators by providing them with teaching aids for each event.

Additionally, the sponsors want *You Are There* on film as a public relations asset. Both firms, at the moment, plan to buy 16 mm prints and present them to libraries. Each sponsor, far-flung in having local subscribers and offices, can greatly enhance its public relations by buying a couple of hundred prints for, say, $6,000, and donating them to groups in the areas to which they supply electricity or maintain insurance offices, Mr. Dozier suggests.

Still another reason lies in CBS-TV's view of the syndication possibilities. With this in mind, CBS-TV, which owns the package and sells the sponsors the first network showing only, has absorbed the added cost of filming.

Cost factor, important at the inception of the program, is still important. Estimated at roughly $24,000 per live show, the initial switch from live to film in New York raised the budget by about $6,000. It costs about $3,500 more to make a film in Hollywood than it does in New York, primarily because union scales are proportionately higher. Thus the total added cost of the current filming schedule amounts to about $9,500 per film.

Mr. Dozier had misgivings in two areas over bringing *You Are There* to Hollywood: acting and research. In regard to the acting he wasn't sure of the same reservoir of good talent in the series' price range. In New York, he had become accustomed to theatre-minded actors who wanted a good part, over and above star billing and a large salary. As to research, he doubted that the west coast sources could be as ample as those in New York. The research done on each program is so extensive, consisting of photographs



PRODUCER WILLIAM DOZIER

AT TOP: Director Bernard Girard sets up a take for *You Are There.* Dick Dixon, assistant director, is in the background.

or reproduced facsimiles of the actual characters, scripts, sets, props, costumes, etc., that to be on the safe side, *You Are There* maintains a New York liaison office in which two girls implement the requests of the Hollywood production end.

Happily, after six films, Mr. Dozier finds that there need be no concern about west coast actors wanting to play good roles. There continues to be no star billing and the cast is, as always, listed at the end in order of appearance. Additionally, there is no need for concern on the production and research end, because, Mr. Dozier emphasizes, "we are achieving even a greater degree of perfection."

When you start filming, according to Mr. Dozier, the general tendency is to open it up and enlarge your scope. He, executive producer Ben Feiner, producer Jim Fonda and director Bernard Girard have decided not to yield to such temptations. While specific sets may be given more dimension, the human quality is still the most important.

As further insurance against any loss, chief narrator Walter Cronkite flies to Hollywood twice for every group of 13 films. The shooting schedule calls for rehearsal on Monday and Tuesday, followed by three days before the camera, maintaining two months between the shooting and actual air time. Research, though, has already started on "Bannister Wins the Mile Run," to be telecast Nov. 20.

Subject matter is decided by Messrs. Dozier, Feiner and Fonda and then recommended to the sponsors. The radio version, which Mr. Dozier had never heard until the tv project was being discussed and he played back some tapes, repeated some subjects three and four times over the two-year period. Tv, to date, has done this with only one program. "The Rise of Adolf Hitler" was telecast live May 10, 1953, repeated live Feb. 28, 1954, and is being filmed for the April 24 program. This, Mr. Dozier explains, has been due only to mail response, as he has several hundred potential subjects on file.

It is by design, not accident, that about half of the subjects deal with America, with the remaining half divided among foreign nations. About one-third of the programs concern themselves with women.

Apart from this division of subject matter, the event must have a specific day to which it can be hooked. Letters from viewers have requested programs on women's suffrage and prohibition, but, Mr. Dozier explains, these were phases, not events. The Jan. 23 program, "Susan B. Anthony is Tried for Voting," dealt with the last day of the trial, which provided the necessary hook. A possible program might deal with the repeal of the 18th amendment, which would be the hook on which to hang prohibition.



SWITCH to film of *You Are There* enables the program to incorporate the actual train in this scene from "The Completion of the First Transcontinental Railroad."

Mail, Mr. Dozier reveals, is received from all types of viewers. Writers to the program include 5th grade students, clergymen, housewives, teachers and self-styled experts of certain historical periods. The greatest mail response resulted from "The Torment of Beethoven," the program's first film, telecast on Jan. 2.

Part of the fun in doing *You Are There*, Mr. Dozier enthuses, is the discovery that many of the best-known "facts" of history are only myths. For example, he says, Queen Isabella didn't pawn her jewels to finance Christopher Columbus. General Lee did not offer his sword to General Grant at Appomattox. "The Gettysburg Address" received a mild smattering of applause, not dead silence.

To be committed to celluloid are such upcoming programs as "P. T. Barnum Presents Jenny Lind," "The Emancipation Proclamation," "The Final Performance of Sarah Bernhardt," Napoleon's Return From Elba," "Discovery of Radium," "The Heroism of Louis Braille" and "The Sale of Manhattan Island."



AT LEFT: Chief narrator Walter Cronkite. AT RIGHT: Harry Marble (r), newsman-commentator, goes over lines with actor Jeff Morrow, who portrays President Abraham Lincoln in *You Are There*'s upcoming "The Emancipation Proclamation."



To convince your "critics"

Fancy brochures, top ratings, and rave notices are fine selling aids. But most sales are clinched only when the prospective sponsor *sees* your TV show.

At audition time, he's likely to become supercritical. But a *perfect presentation* can help you sell him—and that's what you can give with an Eastman 16mm. Projector, Model 25. Here's why . . .

Duplicate telecasting conditions

Sharp pictures and clear sound duplicate the perfection of actual telecasting conditions . . . keep your prospect enthused and help get his signature on the contract. The Model 25 has the *identical* sound, optical, and mechanical components used in the superb Eastman Model 250 Television Projector.

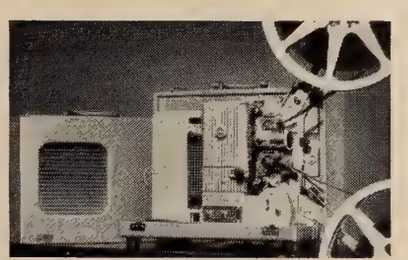
Talk in the same room

The Model 25 runs so quietly that discussion will not be interrupted, and hard-thinking viewers will not be distracted—even when you run the projector in the same room. Precisely synchronized motors and the exceptionally stable oil-sealed film-transporting mechanism make this whisper-quiet performance permanent.

Simple to operate

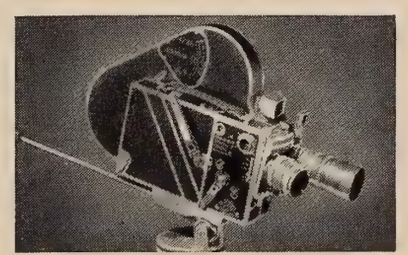
You needn't be a technician or an expert to get perfect projection from the Model 25. Controls are simple and positive-acting. And once you set them . . . forget them!

Complete information about the Model 25 is yours on request. But only a demonstration will show why it passes any audition test. Ask your Kodak Audio-Visual Dealer, or send coupon.



For your outside selling

A Kodascope Pageant Sound Projector is ideal for around-the-town preview work. Your prospective sponsors will appreciate its quiet operation; sharp, brilliant pictures; and clear, comfortable sound. Your salesmen will enjoy its convenient, single-case portability and its easy, dependable operation. And you will like its long, maintenance-free life, thanks to its exclusive *permanent* pre-lubrication. Six models to meet every 16mm. need!



Anything that moves

On-the-spot news events, commercials—any TV movie assignment is easily within the scope of the Cine-Kodak Special II Camera. It handles dissolves, fades, animation, and other special effects without additional equipment and without the need for optical printing. With pre-loaded film chambers, your Cine-Kodak Special II will be ready to go into action and stay in action whenever a big story breaks in your city.

EASTMAN KODAK COMPANY
Dept. 8-V, Rochester 4, N. Y. 4-82

Please send name of nearest Kodak Audio-Visual Dealer and information on ☐ Eastman 16mm. Projector, Model 25 ☐ Kodascope Pageant Sound Projectors ☐ Cine-Kodak Special II Camera.

NAME_____
TITLE_____
COMPANY_____
STREET_____
CITY_____ (Zone)
STATE_____

Kodak
TRADE-MARK

HOW FILM FARE

B•T'S CONTINUING SURVEY OF THE FIELD SHOWS THAT IT NOW

FILMED television programs account for 36.8% of the total program air time of the average U. S. television station, according to replies to a B•T survey conducted last month. Post card questionnaires were sent to all 422 tv stations then on the air and 139 usable replies were received by tabulation time. It showed that, on the average, non-network film programming takes up 30.4% of the station's time.

Data supplied by the four tv networks revealed that 13.3% of all video network programming is on film. Since the stations reported an average of 47.9% of their time is devoted to network programs, then 6.4% (47.9% of 13.3%) of station time goes to network film shows. This figure, added to the 30.4% devoted to non-network film, gives a total of 36.8% or 31 hours and 38 minutes a week in which the average tv station is telecasting filmed programs, either projected locally or received from the network.

Of the three classes of stations—interconnected network affiliates, non-interconnected affiliates and stations not affiliated with any tv network—the non-interconnected network affiliates devote the largest percentage of their air time to non-network films: 53.2% as compared with 51.4% for the non-network stations. The non-interconnected affiliate gets 18.0% of his program hours from the network, originating 28.8% of his air time locally. The non-affiliate naturally has no network programs, and originates 48.6% of his program hours himself.

The interconnected network affiliate divides his programming time half to network programs (50.7%), a fifth to local live shows (20.4%) and three-tenths to non-network film programming (28.9%). Of his network program hours, seven-eighths are filled with programs received direct, via either coaxial cable or microwave radio relay, only one-eighth by kinescope for delayed broadcast. In comparison with B•T's earlier surveys the March 1955 study shows more network programs received simultaneously with the original telecast, fewer by kine, a natural consequence of the spread of AT&T tv transmission facilities which have enabled more and more stations to become connected into tv network circuits and which also have made possible more simultaneous program networking, with less time-sharing of facilities among the networks required.

Comparing the current statistics with those reported in June and December of 1953 [B•T July 13, 1953, Jan. 11, 1954] shows both types of network affiliated stations doing more programming now than they did in 1953, while the non-network stations report on the average more hours of tv programming than they had in December 1953 but fewer hours than in June of that year. Proportion of time given to network programs by non-interconnected affiliates averaged less this year than in 1953, and about the same for interconnected affiliates.

Both groups of network affiliates are devoting more hours to non-network films this year than in 1953, but about the same percentage of their total air time. The non-affiliates are giving filmed programs more time than in December 1953 but less than in June of that year. All three types of tv stations are devoting more time to films made specially for tv than formerly.

Interconnected network affiliates are given about the same proportion of their broadcast hours to locally originated programs as at the time of the previous B•T surveys. Both the non-interconnected affiliates and the non-affiliated stations have increased their hours of local shows per week, which now occupy a slightly larger percentage of their total program time.

The network reports do not show any consistent trend, so far as

(Continued on page 68)

THE TV BROADCAST WEEK

FILM—NETWORK—LOCAL

NON-NETWORK FILM PROGRAMS	Total Non-Network Film Specially Made for Tv Made for Theatrical Showing
NETWORK ORIGINATED PROGRAMS	Total Network Programs Off Coaxial Cable or Microwave Kine
LOCAL LIVE PROGRAMS	
TOTAL PROGRAMS	Average Total Hours and Minutes on Air Per Week

*Figures for all stations not available for previous years.

IS FARING IN TV

CCUPIES MORE THAN A THIRD OF THE TOTAL BROADCAST TIME

rvey ates	Interconnected Network Affiliates No. Hours Per Week	% of Total Hours On Air	Non-Interconnected Network Affiliates No. Hours Per Week	% of Total Hours On Air	Non-Network Stations No. Hours Per Week	% of Total Hours On Air	All Stations No. Hours Per Week	% of Total Hours On Air
3/55	27:11	28.9%	31:50	53.2%	21:27	51.4%	27:02	30.4%
2/53	23:38	29.7%	22:34	48.3%	18:51	52.6%	*	*
6/53	25:37	27.3%	29:01	54.2%	31:00	60.8%	*	*
3/55	12:26	13.2%	13:33	22.6%	8:51	21.2%	12:12	13.8%
2/53	9:48	12.3%	8:33	18.3%	7:36	21.2%	*	*
6/53	9:27	10.2%	11:41	21.5%	8:43	17.7%	*	*
3/55	14:45	15.7%	18:17	30.6%	12:36	30.2%	14:50	16.6%
2/53	13:50	17.4%	14:01	30.0%	11:15	31.4%	*	*
6/53	16:10	17.1%	17:20	32.7%	22:17	43.1%	*	*
3/55	47:45	50.7%	10:48	18.0%			42:26	47.9%
2/53	39:31	49.6%	11:12	24.0%			*	*
6/53	48:11	51.6%	12:37	23.4%			*	*
3/55	41:20	43.9%					36:16	41.0%
2/53	31:57	40.1%					*	*
6/53	37:42	40.4%					*	*
3/55	6:25	6.8%	10:48	18.0%			6:10	6.9%
2/53	7:34	9.5%	11:12	24.0%			*	*
6/53	10:29	11.2%	12:37	23.4%			*	*
3/55	19:16	20.4%	17:14	28.8%	20:16	48.6%	19:14	21.7%
2/53	16:31	20.7%	12:55	27.7%	17:01	47.4%	*	*
6/53	19:46	21.1%	11:53	22.4%	19:57	39.2%	*	*
3/55	94:12		59:52		41:43		88:42	100.0%
12/53	79:49		46:41		35:52		*	*
6/53	93:34		53:31		50:57		*	*

a division of program hours between live and film is concerned. CBS-TV and DuMont are devoting more time to film programming than they did in 1953. ABC-TV and NBC-TV report exactly the opposite.

Percentagewise, however, ABC-TV, CBS-TV and DuMont all show a larger proportion of their total program hours given over to filmed programs than in December 1953. NBC-TV alone showed a decrease.

NBC-TV's drop—from 14 hours and three minutes to eight hours even, and from 20.8% of this network's total program time to 8.5%—was enough to outweigh increased time for filmed shows reported by the other tv networks. The combined figures show that all four networks are now devoting 29 hours and 30 minutes a week to filmed programming, or 13.3% of their total weekly program hours, down from 17.0% in December 1953 and from 18.5% in June of that year. Network program time devoted to live shows has concurrently risen from 81.5% in June of 1953 to 83.0% in December of that year and 86.7% in March 1955.

FILM ON THE NETWORKS

	Survey Dates	FILM No. Hours Per Week	FILM % of Total Hours On Air	LIVE No. Hours Per Week	LIVE % of Total Hours On Air	TOTAL No. Hours Per Week
ABC-TV	3/55	9:30	40.4%	14:00	59.6%	23:30
	12/53	14:45	38.6%	23:30	61.4%	38:15
	6/53	13:45	47.8%	15:00	52.2%	28:45
CBS-TV	3/55	11:30	13.7%	72:30	86.3%	84:00
	12/53	5:50	8.2%	65:55	91.8%	71:45
	6/53	8:00	13.3%	52:00	86.7%	60:00
DuMONT	3/55	0:30	2.5%	19:45	97.5%	20:15
	12/53	0	0	27:30	100.0%	27:30
	6/53	0	0	27:30	100.0%	27:30
NBC-TV	3/55	8:00	8.5%	86:45	91.5%	94:45
	12/53	14:03	20.8%	53:23	79.2%	67:26
	6/53	12:20	18.1%	55:40	81.9%	68:00
ALL TV NETWORKS	3/55	29:30	13.3%	193:00	86.7%	222:30
	12/53	34:38	17.0%	170:18	83.0%	204:56
	6/53	34:05	18.5%	158:10	81.5%	184:15

CHANGING TERRY'S TUNE

CARTOON-MAKER ENTERED TV WITH CAUTION, NOW IS A FERVID BOOSTER

ONE of the die-hard skeptics of television a few years ago was Paul Terry, president of Terrytoons Inc., New Rochelle, N. Y. Today, he's one of the medium's most fervid boosters.

This enthusiast was soberly cautious when his famed Terrytoon films were released for television. Today, he is so convinced of the medium's impact that he has established an extensive merchandising operation centered around his cartoon characters—a move, he acknowledges, he did not dare take during the many years that his Terrytoons were popular, staple fare in motion picture theatres.

To point up his reticence toward television, it must be noted that the tv films released for tv a few years ago did not carry the Terry imprimateur, but were listed as Barker Bill cartoons. He confesses he effectuated this disassociation not only because he was uncertain of the films' reception on tv, but also because he was unsure of the attitude of his theatrical film distributors, with whom he had enjoyed a happy relationship for many years.

The results of his tv plunge, according to Mr. Terry, have been "amazing." In theatres, his cartoon films have continued at a high level of interest—partly because of the tv showings, he believes. And the interest generated by television has prompted Mr. Terry to venture into the merchandising enterprise.

Mr. Terry points out that exposure of his cartoon films on 79 stations of CBS-TV on Wednesday and Friday (5-5:15 p.m. EST) has created demand for products associated with his characters. He confesses he was astonished at the intense interest, adding:

"Remember, I've been turning out film cartoons for 40 years. Some years ago I started a small merchandising operation for my characters, but it petered out. Television gives the kind of impact in a home setting that is so important in a merchandising operation."

About a year ago Mr. Terry hired Selwyn Rausch as merchandising manager for Terrytoons. After eight months of preliminary work, the merchandising activity was set in motion about four months ago. Mr. Terry noted that it is still too early to gauge the extent of business but reported it promises to develop into "quite a good little business venture."

The company has licensed about 18 firms to manufacture Terrytoon character products. There are about 30 products associated with characters including Mighty Mouse, Heckle and Jeckle, Terrybears, Dinky Ducks, Barker Bill and The Gelt. Products include books, charm bracelets, masquerade costumes, games, masks, hand puppets, phonographic records and dresses, among others.

Mr. Terry said retail outlets seem "mighty pleased" with the character merchandise. They are sold in variety chain stores, drug chain stores, department stores, toy shops, cigar stores, supermarkets and confectionery shops, among others.

Mr. Terry does not effect a tie-up with his merchandising operation on his television program, which is sponsored by General Mills through William Esty Co. After all, he pointed out, the sponsor pays to promote its own products. But Terrytoon characters, he said, often are exposed on other television programs.

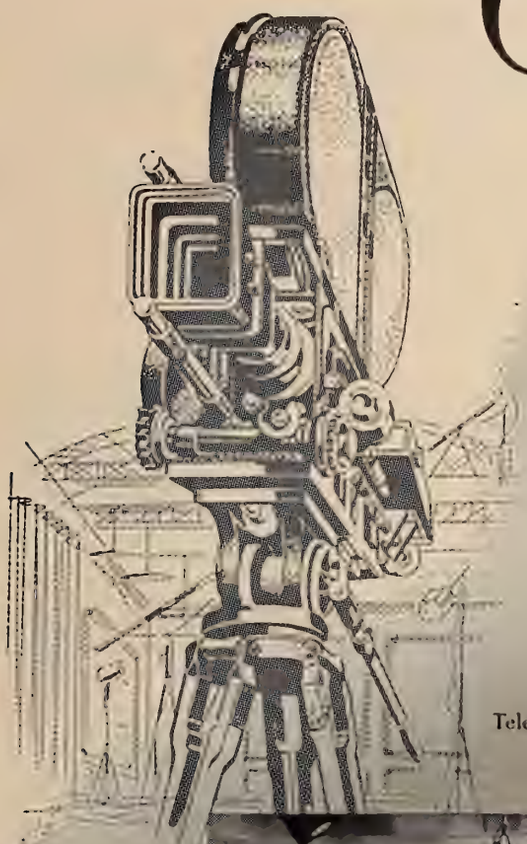
One viewing characteristic of his television program pleases Mr. Terry: about 25% of the audience is composed of adults. He likes



PAUL TERRY (r), head of Terrytoons, and Merchandising Manager Selwyn Rausch inspect a Mighty Mouse child's masquerade costume manufactured by Bland-Charnas Inc., Stamford, Conn.

PROUDLY CREATED TO *Outperform!*

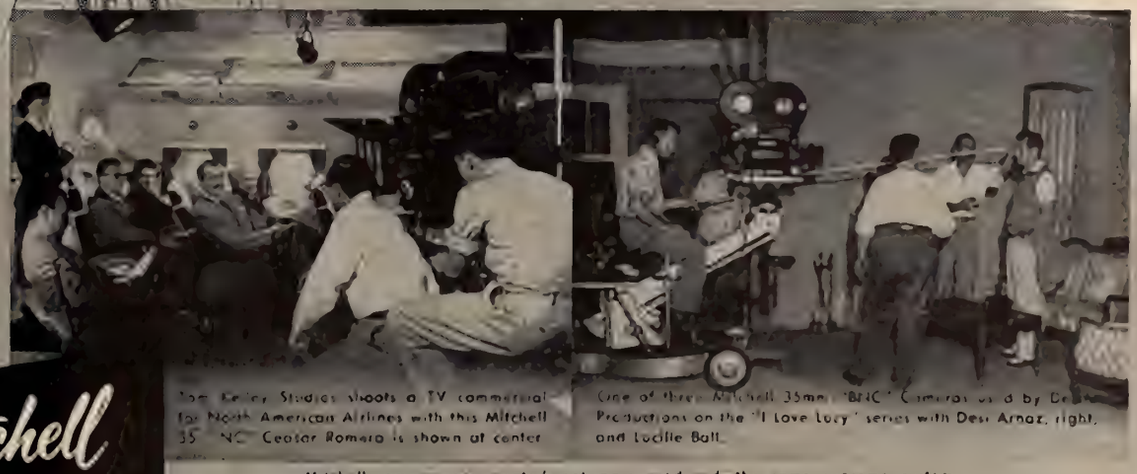
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Tom Kelley Studios shoots a TV commercial for North American Airlines with this Mitchell 35 NC. Ceotar Romero is shown at center.

One of three Mitchell 35mm "BNC" Cameras used by Desilu Productions on the "I Love Lucy" series with Desi Arnaz, right, and Lucille Ball.

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this 75-25 ratio because the adults, in the final analysis, foot the bill for his advertiser and for his merchandised products. He also has observed another pleasureable phenomenon: the merchandising activity creates interest in the tv show.

He expressed the belief that he will be in television for a long time. He uses two six-minute films on each show and has a backlog of 600 films. The firm produces about 26 films a year for initial theatrical release and the product is of the type that lends itself admirably to repeat performances.

Mr. Terry has conjured up another activity that ties in well with his merchandising operation in supermarkets. It is a "Terryscope," which he describes as a jukebox with stereoscopic film. He plans to put this contraption into supermarkets and other establishments throughout the country so that youngsters can occupy themselves (for a slight fee) while their parents are shopping (and perhaps buying a Mighty Mouse game).

The distance that Mr. Terry has traveled from the days when he was the "watch-and-wait" tv impresario, hidden under Barker Bill's coattails, can be estimated by this observation:

"For the past few months, I no longer have been anonymous on tv. Today I am proud to have the name of Paul Terry associated with television, just as it has been so long with motion pictures and newspapers."

THE 10 TOP FILMS IN 10 MAJOR MARKETS

WHAT film programs are most popular with American televiewers? To provide a continuing answer to that question, B•T, in cooperation with the American Research Bureau, is inaugurating a new series of monthly analyses designed to reveal the country's favorite tv film fare. Each month B•T will publish the ARB ratings of the top 10 film programs in 10 U. S. cities carefully chosen by a double-sifting process to insure their combined representativeness of the nation's major markets as to geographic distribution and to number of tv stations.

The 10 markets in the ARB-B•T sample include two markets with seven tv stations, two with five, three with four, one with three and two cities with two stations each.

The popularity of any filmed program in any market depends on a number of outside factors—the time of presentation, the other programs available to the viewer at the same time, etc.—as well as on the inherent entertainment value of the film itself. Therefore, the ARB ratings for the programs in any market represent audience behavior in that market only and are not projectible nationally. However, taken in combination, the programs in this sample present a reliable index to major market tv audience viewing habits. The first report, for February, follows:

NEW YORK

1.	Superman (Flamingo)	16.4
2.	Annie Oakley (CBS Film)	15.5
3.	Abbott and Costello (MCA-TV)	14.6
4.	Guy Lombardo (MCA-TV)	13.8
5.	Range Rider (CBS Film)	12.4
6.	Wild Bill Hickok (Flamingo)	12.1
7.	Janet Dean, R.N. (UM&M Inc.)	10.8
8.	Amos 'n' Andy (CBS Film)	10.8
9.	Little Rascals (Interstate)	10.6
10.	Meet Corliss Archer (Ziv)	10.6

LOS ANGELES

1.	Badge 714 (NBC Film)	29.6
2.	Waterfront (MCA-TV)	27.7
3.	Life of Riley (NBC Film)	18.8
4.	Annie Oakley (CBS Film)	18.5
5.	Little Rascals (Interstate)	16.6
6.	Superman (Flamingo)	16.3
7.	Mr. District Attorney (Ziv)	16.3
8.	Amos 'n' Andy (CBS Film)	15.7
9.	Stories of the Century (Hollywood Tv)	14.9
10.	I Led Three Lives (Ziv)	14.6

MINNEAPOLIS-ST. PAUL

1.	Wild Bill Hickok (Flamingo)	30.0
2.	Badge 714 (NBC Film)	28.6
3.	I Led Three Lives (Ziv)	24.6
4.	Cisco Kid (Ziv)	24.5
5.	Life of Riley (NBC Film)	23.2
6.	Hopalong Cassidy (NBC Film)	21.1
7.	Annie Oakley (CBS Film)	18.9
8.	Racket Squad (ABC Film)	17.4
9.	Mr. District Attorney (Ziv)	17.1
10.	Victory at Sea (NBC Film)	17.0

CHICAGO

1.	Annie Oakley (CBS Film)	25.6
2.	Cisco Kid (Ziv)	25.3
3.	Wild Bill Hickok (Flamingo)	23.7
4.	Mayor of the Town (MCA-TV)	23.7
5.	Superman (Flamingo)	22.4
6.	Gene Autry (CBS Film)	21.2
7.	Janet Dean, R.N. (UM&M Inc.)	20.4
8.	Favorite Story (Ziv)	18.8
9.	Hans Christian Andersen (Interstate)	18.6
10.	Racket Squad (ABC Film)	18.0

DAYTON

1.	Kit Carson (MCA-TV)	33.9
2.	Badge 714 (NBC Film)	32.2
3.	Wild Bill Hickok (Flamingo)	27.4
4.	Range Rider (CBS Film)	26.4
5.	Waterfront (MCA-TV)	26.0
6.	Racket Squad (ABC Film)	22.8
7.	Liberace (Guild)	21.4
8.	Superman (Flamingo)	20.8
9.	Gene Autry (CBS Film)	19.3
10.	Ramar of the Jungle (TPA)	18.6
	Mr. District Attorney (Ziv)	18.6

BOSTON

1.	Range Rider (CBS Film)	39.1
2.	I Led Three Lives (Ziv)	34.0
3.	Ellery Queen (TPA)	27.4
4.	Wild Bill Hickok (Flamingo)	27.4
5.	Badge 714 (NBC Film)	27.3
6.	Gene Autry (CBS Film)	24.6
7.	Liberace (Guild)	20.5
8.	Superman (Flamingo)	20.0
9.	Stories of the Century (Hollywood Tv)	19.4
10.	Eddie Cantor (Ziv)	18.6

SEATTLE-TACOMA

1.	Life of Riley (NBC Film)	36.9
2.	Death Valley Days (McC-E)	30.7
3.	Liberace (Guild)	28.5
4.	Little Rascals (Interstate)	28.4
5.	Gene Autry (CBS Film)	27.9
6.	Wild Bill Hickok (Flamingo)	27.4
7.	Waterfront (MCA-TV)	26.0
8.	Superman (Flamingo)	25.7
9.	Annie Oakley (CBS Film)	25.3
10.	Life with Elizabeth (Guild)	25.2

CLEVELAND

1.	Annie Oakley (CBS Film)	38.0
2.	I Led Three Lives (Ziv)	27.8
3.	Badge 714 (NBC Film)	25.5
4.	Liberace (Guild)	24.8
5.	All Star Theatre (Screen Gems)	24.6
6.	Range Rider (CBS Film)	23.1
7.	Mr. District Attorney (Ziv)	21.9
8.	Foreign Intrigue (Reynolds)	20.9
9.	Waterfront (MCA-TV)	20.6
10.	Janet Dean, R.N. (UM&M Inc.)	19.6

WASHINGTON

1.	Superman (Flamingo)	28.3
2.	Wild Bill Hickok (Flamingo)	25.5
3.	Badge 714 (NBC Film)	24.3
4.	Ramar of the Jungle (TPA)	18.7
5.	I Led Three Lives (Ziv)	18.4
6.	Sherlock Holmes (UM&M)	18.2
7.	Amos 'n' Andy (CBS Film)	18.0
8.	Annie Oakley (CBS Film)	15.6
9.	Cowboy G-Men (Flamingo-Telemount)	13.6
10.	My Hero (Official)	11.4

ATLANTA

1.	Superman (Flamingo)	37.5
2.	Ramar of the Jungle (TPA)	30.5
3.	Wild Bill Hickok (Flamingo)	28.1
4.	Kit Carson (MCA-TV)	27.1
5.	Favorite Story (Ziv)	25.5
6.	Racket Squad (ABC Film)	22.4
7.	Stories of the Century (Hollywood Tv)	21.5
8.	Mr. District Attorney (Ziv)	18.6
9.	Abbott and Costello (MCA-TV)	17.8
10.	Badge 714 (NBC Film)	17.5

DISCOVER A NEW HIGH IN AIR TRAVEL...



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Created by Lockheed especially for TWA!

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Interiors by Henry Dreyfuss, world-famous designer!

Here's a combination of unsurpassed luxury and outstanding speed never before dreamed possible—TWA's new Super-G Constellation!

There's a richly decorated lounge for pleasant conversation; four spacious cabins; extra-large lean-back chairs, and many other luxurious features. At mealtime you'll be delighted by each course of a delicious de luxe dinner. And any time at all you can enjoy your favorite drink—champagne, scotch, bourbon, or cocktails, all complimentary, of course.

Now operating non-stop between New York and Los Angeles, Super-G service will soon be extended to key cities coast to coast. Be among the first to try the incomparable new TWA Super-G Constellations.

For reservations, see your TWA travel agent, or call TWA, Trans World Airlines.

MEET FELLOW PASSENGERS in the fashionable "Starlight Lounge." Relax in deep-cushioned sofas, enjoy your favorite drink from TWA's complete beverage service at no extra cost.

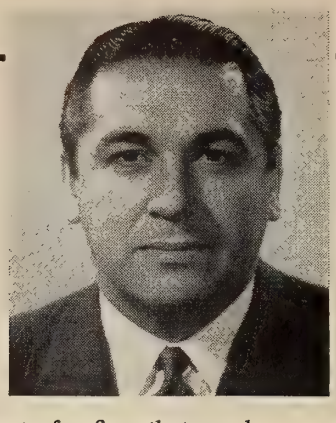
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TRANS WORLD AIRLINES

U.S.A. · EUROPE · AFRICA · ASIA

film maker

WILLIAM MIESEGAES



THE PATH that William Miesegaes traveled to his present post of president of Transfilm Inc., New York, producer of tv film commercials and non-theatrical films, has taken him to the Dutch East Indies, Mexico and the U. S. from his native London, and has led him through a checkered career as executive of a rubber company, manufacturer of textile equipment and designer and representative for Rolls Royce.

Today, at 48, from his vantage point as president of a firm that employs more than 100 persons and is considered among the largest in its two specialties—tv commercial and non-theatrical films—Mr. Miesegaes assesses his variegated career in these terms:

"Living and traveling in different countries and working at different jobs are a tremendous asset to a film producer. In non-theatrical films especially, which are of such great divergence, there is no question that a producer's experience can help influence production beneficially."

A tall and distinguished-looking man with an athlete's build, Mr. Miesegaes was born in London in 1906 (of Dutch parentage). He was educated at Harrow in England and the Institut Le Rosey in Switzerland. At 20, moved by a spirit of adventure, he accepted a position with the British firm of Maclaine, Watson & Co., rubber, sugar and tin exporters, in Indonesia (the Dutch East Indies).

He remained in Indonesia for five years and it was during his stay there that he acquired a hobby—motion picture photography—that was to change the path of his career years later.

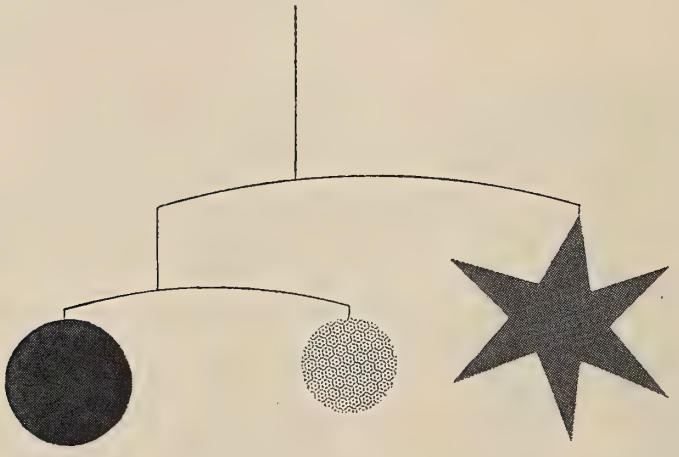
In 1941, armed with several motion picture cameras, Mr. Miesegaes journeyed to Mexico on a vacation trip. His film footage of that country was rated "exceptional" by professional photographers, and, after editing, was placed on the bill at Rockefeller Center's Guild Theatre in New York.

Mr. Miesegaes credits Walter Lowendahl, currently Transfilm's executive vice president and formerly a long-time producer-director at many of Hollywood's major studios, with supplying much of the know-how required in the company's formative years. The firm began humbly in 1941 with three employes, specializing in civil defense films. Gradually the company spread its wings, acquiring commercial film accounts and finally in 1947 producing some of the earlier tv film commercials.

Transfilm has grown steadily through the years and is still in a period of expansion, according to Mr. Miesegaes. He estimates that gross billings in 1954 were about 51% over those of 1953. Among the "blue chip" accounts which Transfilm has serviced are the General Foods Corp., Studebaker-Packard Corp., General Electric Co., Continental Can Co., Corning Glassworks, AT&T, Western Union, Shell Oil Co., General Baking Corp., Time Inc. and Procter & Gamble, etc. Transfilm has a co-production agreement with Dollywood of Amsterdam for films employing a puppet technique, which have been shown on television in the U. S. (Goebel's beer). Another soon-to-be-seen on tv in this process is "The Story of Light" produced for General Electric.

Mr. Miesegaes strikes a wholesome balance in outside activities between the athletic and the aesthetic. He is fond of yachting, mountain climbing and swimming, but also collects paintings and objects of art. He is a member of the Film Producers Assn. of New York, the Royal Netherlands Yacht Club and the Town Tennis Club.

He lives with his wife, the former Mary Blackwood of Alexandria, La., in a mid-Manhattan apartment, which reflects Mr. Miesegaes' talent as a designer and art collector. It was considered such a "showplace" that an outstanding "shelter" publication recently ran a photographic layout of the Miesegaes' apartment.

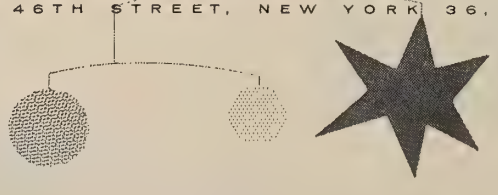


Perfect balance...*of skilled operating technicians, specially designed equipment, and constant laboratory research maintains Precision leadership in the field of film processing.*

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- Shutter type dimming permits fades without variation of color temperature . . . opaque copy cooled by heat filters and adequate blowers . . . assembly movable on base which permits easy focus of image.



Telop III. . . interior view of automatic slide holder which accommodates 4" x 5" opaque slides . . . One lens . . . no registration problem . . . no keystoning.

SCREEN OUT HIGH PRODUCTION COSTS FOR LOCAL SPONSORS

Telop III by the elimination of extra manpower assures the production and projection of low-cost commercials that local sponsors can afford. It can be used with any TV camera including the new Vidicon camera. Telop III projects on single optical axis opaque cards, photographs, art work, transparent 3¼" x 4" glass slides, strip material, and 2" x 2" transparencies when Telojector is used with optical channel provided. Telop III eliminates costly film strips and expensive live talent.

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Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.

COMPARATIVE NETWORK TV SHOWSHEET

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EV

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		Lehn & Fink The Lucy Show (st. 4/17/55)		Johns Manville alt. Sunday: Pan Amer. Meet the Press L
6:15				
6:30		Electric Companies Alt. Wks. Prudential You Are There		
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Campbell Soup Lassie		Toni Frawley Corp. (alt.) People Are Funny
7:15				
7:30	Pepsi-Cola Playhouse	Am. Tobacco Prvt Sectry. (alt. wks.) Jack Benny		Reynolds Mr. Peepers L
7:45				
8:00	Key to the Ages	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Comedy Hour L 7:30-9 p.m. (1 wk. of 4) M. Liebman Presents H. Bishop Sunbeam L
8:15				
8:30	President's Press Conference			
8:45				
9:00	Amer. Razor Bayuk Winchell	Gen. Elect. G E Theatre F		Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30	The Stork Club L	Bristol-Myers Stage 7	Serutan Life Begins at 80	
9:45				
10:00	Dodge Break the Bank L	P. Lorillard Appointment with Adventure		P&G Loretta Young Show F
10:15		Jules Montenier alt. wks. Remington Rand What's My Line L		
10:30				R. J. Reynolds Bob Cummings Show F
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*			
7:15	Tide Water Oil Daly–News			Toni Co. Tony Martin Show L
7:30	Ralston Purina Name's the Same L	Amer. Home Prod.–News		Plymouth (3) Camel (1) Caravan L
7:45		Ligg. & Mys. Perry Como L		
8:00	Studebaker Packard Tv Readers Digest	Carnation (alt.) Goodrich Burns & Allen L		Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4)
8:15				
8:30	Firestone Voice of Firestone L	Lever-Lipton Godfrey's Talent Scouts L		RCA Amer. Chicle Speidel Caesar's Hour
8:45				
9:00	*Focus* F	Philip Morris alt. wks. P&G I Love Lucy F		Dow Chemical Medic F
9:15				
9:30	Boxing From Eastern Parkway and Neutral Corner L	General Foods December Bride L	Co-op Monday Night Fights Chris. Schenkel	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00		Westinghouse Studio One L		
10:15				
10:30			Co-op At Ringside	
10:45				
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*			
7:15	*John Daly News*			
7:30	DuPont Cavalcade of America	American Tobacco News L		Dinah Shore Chevrolet L
7:45		Gold Seal Jo Stafford L		Camel News Caravan L
8:00	No Net. Service	CBS-Columbia (alt. wks.) Gen. Mills Life with Father	Admiral Corp. Life Is Worth Living	Buick Berle Show (20 shows)
8:15				
8:30	Florida Citrus Twenty Questions L	Int. Hrvstr. alt. wks. Nabisco Halls of Ivy F	H. J. Heinz Co. Studio 57	M. Raye H. Bishop (10 shows) Bob Hope (6) Gen. Fds. TBA—3
8:45				
9:00	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. alt. wks. Pharmctcls. Meet Millie L		P&G Fireside Theatre F
9:15				
9:30	U.S. Steel United States Steel Hour alt. weeks	S.C. Johnson alt. wks. Pet Milk Red Skelton L		Armstrong's Circle Theatre L
9:45	Elgin The Elgin Hour			
10:00		Nash-Kelvinator alt. wks. Revlon Danger		Truth or Consequence P. Lorillard L
10:15				
10:30	Exquisite Form-Quality Goods (alt. wks.) Stop the Music	Alcoa See It Now		It's a Great Life Chrysler Corp. L
10:45				
11:00				
11:15 PM				

WEDN

	ABC	CBS
6:00 PM		
6:15		
6:30		
6:45		
7:00	*Kukla, Fran and Ollie*	
7:15	Tide Water Oil Daly–News	
7:30	American Motors American Dairy Derby Foods Disneyland	Bendix Di Avco Mf News
7:45		Ligg. & My Perry Cor L
8:00	Liggett-Myers The New Stu Erwin Show (eff. 4/20) Mr. Citizen	Toni 4/20, 27 CBS Columbi 4/13
8:15		Godfrey & His Friends
8:30	Remington Rand-Knomark Mfg. (Alt. wks.) Masquerade Party	Frigidair (alt. wks. Pillsbury
8:45		
9:00	Sheaffer Pen Co., Admiral Corp. (alt. wks.) Who Said That?	Colgate The Millionair
9:15		
9:30	President's Press Conference F	R. J. Reynold I've Got A Secret L
9:45		
10:00		Pabst Sal Blue Ribb Bouts
10:15		Westingh Best of Broadwa every 4th 10-11 P.M
10:30		SFM Ins.C Red Barbe Corner
10:45		
11:00		Longines Chronosco
11:15 PM		

DA

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00		*Lamp Unto My Feet*		
10:15				
10:30		*Look Up and Live*		
10:45				
11:00				
11:15				
11:30				
11:45				
12:00 N		*Winky Dink and You*		Capt. Hartz & His Pets Hartz Mtn. Prods. L
12:15 PM				No Network Service
12:30	Voice of Prophecy Faith for Today	Quaker Oats Contest Carnival L		Youth Wants to Know Wash. L
12:45				
1:00				No Network Service
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM		The Morning Show M-F 7-9 a.m. Participating Sponsors		
9:15				
9:30				
9:45				
10:00		Garry Moore Show and Arthur Godfrey Time (See Footnotes For New Time Schedule)		Ding Dong School L (See Footnote)
10:15				
10:30				Borden Co. Way of the World L
10:45				*Sheilah Graham Show* L
11:00				
11:15		Colgate-Palmolive M-F 11:30-12 N Strike It Rich L		Participating Sponsors Home L
11:30				
11:45		Gen. Mills (MWF) Toni Co. (TuTh) Valiant Lady		
12:00 N		Amer. Home Products Love of Life		*Tennessee Ernie Ford* L
12:15 PM		P&G Search for Tomorrow		
12:30		P&G Guiding Light		Feather Your Nest Colgate-Palmolive L
12:45		Gen. Foods The Inner Flame		
1:00		P&G Road of Life		
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				Pinky Lee Show L
10:15				
10:30	Brown Shoe Smilin' Ed's Gang			Paul Winchell Show Tootsie Rolls L
10:45				
11:00		Winky Dink and You		Funny Boners L
11:15				
11:30		Wander Co. (alt. wks.) Gen. Mills Captain Midnight F		Kraft Foods Tom Corbett Space Cadet L
11:45				
12:00 N				Mr. Wizard L
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00		Gen. Mills The Lone Ranger F		
1:15				

	ABC
1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	*College Press Conferenc* L
4:45	
5:00	Kellogg Co (5-5:30)
5:15	Mars Inc (5:30-6)
5:30	Dixie Cup Co. (alt. wks. Super Circ L
5:45 PM	

THURSDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45	*Kukla, Fran and Ollie*			
7:00	*John Daly News*			
7:15	General Mills Lone Ranger F	American Tobacco News		Dinah Shore Chevrolet L
7:30	Soldier Parade L	Gen. Electric Jane Froman		Camel News Caravan L
7:45		General Electric Ray Milland Show F		DeSoto-Plymouth Groucho Marx F
8:00	Chevrolet T-Men in Action			Borden Justice L
8:15		Chrysler Motors Climax—Shower of Stars L		
8:30	Brillo Star Tonight			Chesterfield Dragnet F
8:45				
9:00		Singer Sew'g. alt. wks. Brstl. Myrs. Four Star Playhouse		Ford Theatre F
9:15	Pond's Extract Pond's Theatre			
9:30		Philip Morris (alt. wks.) Revlon Public Defender F		Lever Bros. Lux Video Theatre L
9:45		CBS-Columbia (alt. wks.) Gen. Mills Willy		
10:00				
10:15				
10:30				
10:45				
11:00				
11:15 PM				

FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30	*Kukla, Fran and Ollie*			
6:45	Tide Water Oil Daly–News			
7:00	National Biscuit Co. Rin Tin Tin F	Pharmaceuticals-News		Coca-Cola Eddie Fisher L
7:15	Lambert Hotpoint (alt.) Ozzie & Harriet F	Ligg. & Mys. Perry Como L		Camel News Caravan L
7:30		General Foods Mama		Red Buttons 3 of 4 J. Carson 1 of 4 Pontiac L
7:45	Lehn & Fink Ray Bolger L			
8:00		R. J. Reynolds alt. wks. P&G Topper F		Gulf—Life of Riley F
8:15	Mogen David Wines Dollar a Second			
8:30		Schlitz Playhouse of Stars F		Simoniz & Amer. C&C Big Story F
8:45	Sterling Drug The Vise			
9:00		General Foods Sanka Our Miss Brooks F		Campbell Dear Phoebe F
9:15				
9:30		Brown & Williamson (alt. wks.) P&G The Line-Up	Emerson Drug Lentheric Chance of Lifetime	Gillette Cavalcade of Sports L
9:45		American Oil, Hamm Brewing (alt. wks.) Noxzema Person to Person	Western Union Teleg. Co. (alt. wks.) Down You Go	
10:00		Longines Chronoscope		Jan Murray Time L
10:15				
10:30				
10:45				
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45	*Tomorrow* L-S	Wrigley Gene Autry Show		
7:00				
7:15	*The Big Picture* F	Sylvania Beat the Clock L		Swift & Co. Swift's Show Wagon L
7:30				
7:45		Schick P&G Nescafe Jackie Gleason (co-sponsorship) L		Pillsbury-Green Giant Mickey Rooney Show F
8:00	*The Dotty Mack Show*			
8:15				Toni Co. So This Is Hollywood L
8:30		P. Lorillard Two for the Money L		
8:45				I. Coca Show Griffin, SOS Lewis Howe J&J L (1 wk. of 4) 9-10:30 P.M. Liebman Oldsmobile
9:00	Ozark Jubilee L			
9:15		P&G alt. wks. Simmons My Favorite Husband		Texaco Star Theatre J. Durante L (alt.) O'Connor F
9:30				
9:45	Compass F	Helene Curtis Inc. Professional Father		Geo. Gobel Show Armour (alt.) Pet Milk L
10:00				
10:15				
10:30		Anheuser-Busch Damon Runyon Theatre st. 4/16		Am. Tobacco Warner Hudnut Your Hit Parade L
10:45				
11:00				
11:15 PM				

ME

SUNDAY

	CBS	DuMONT	NBC
6:00 PM			
6:15			
6:30			
6:45			
7:00			
7:15			
7:30			
7:45			
8:00			
8:15			
8:30			
8:45			
9:00			
9:15			
9:30			
9:45			
10:00			No Network Service
10:15			
10:30			Frontiers of Faith L
10:45			
11:00			*American Forum* L
11:15 PM			

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45		P&G Welcome Travelers		
7:00				
7:15		Robert Q. Lewis (See footnote)		All About Baby (see footnote)
7:30				
7:45		Art Linkletter's House Party (See Footnote) 2:30-3 pm		
8:00				
8:15		Colgate Big Payoff MWF Big Payoff Sus. Tu., Thurs.		
8:30				
8:45		Bob Crosby (See footnotes)		
9:00				
9:15		P&G The Brighter Day		
9:30		Am. Home Pr. Secret Storm 4:15-30 M-W-F Sus. Tu, Th		
9:45		P&G On Your Account 4:30-5		
10:00				
10:15		Gen. Mills Barker Bill's Cartoons W&F 5-5:15		
10:30				Ted Mack Matinee L
10:45				
11:00				*The Greatest Gift* L
11:15 PM				P&G L Concerning Miss Marlowe

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00		Lever Bros. Uncle Johnny Coons		
7:15				
7:30				
7:45				
8:00				
8:15				
8:30				
8:45				
9:00				
9:15				
9:30				
9:45				
10:00		Falstaff-Co-op Baseball Game of the Week		
10:15				
10:30				
10:45				
11:00				
11:15 PM				

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

CBS—Garry Moore M.—Thu. 10-10:30 a.m., Fri. 10-11:30 a.m.
10-10:15 Mon. Bristol Myers, Tue. Alka-Seltzer, Wed. Simoniz, Thu. Masland, Fri. Swift All Sweet.
10:15-30 Mon. Comstock alt. wks. A. E. Staley, Tue. Kellogg, Wed. Best Foods, Thu. Toni alt. wks. Chun King, Fri.
10:30-45 Fri. Yardley.
10:45-11 Fri. Converted Rice.
11-11:15 Fri. Borden.
11:15-30 Fri.—Swift.

Arthur Godfrey
10:30-45 a.m. Mon.—Minnesota Mining Mfg. Wed.—Corn Prod. Tu. & Th. Frigidaire.
10:45-11 a.m. M. & W.—Bristol Myers. Tu. & Th.—Kellogg.
11-11:15 a.m. M. & W.—Lever Bros. Tu. & Th.—Toni.
11:15-30 a.m. M.-Th.—Pillsbury.

Robert Q. Lewis—2-2:15 p.m., Tue. Alka-Seltzer, Wed. Corn Prod., Thu. S. C. Johnson.
2:15-30 p.m. Tue. Helene Curtis. Wed. General Mills. Thu. Swanson, Fri. General Mills.

House Party
2:30-45 M., W., Fri. Lever Bros., Tu.-Th. Kellogg.
2:15-3 p.m. M.-Thu. Pillsbury, Fri. Hawaiian Pineapple Co.

Bob Crosby—3:30-45 p.m. Tue. Toni, Thu. Swanson, Fri. S.O.S. alt. wks. only.
3:45-4 p.m., M., W., Fri.—General Mills. Thu.—American Dairy.

DuMont—Libby, McNeill & Libby (Thurs. 2-2:15 p.m. only), Swift & Co. (Fri. 2-2:15 p.m. only).

NBC—Howdy Doody Mon.-Fri. 5:30-6 p.m., EST. —Campbell Soup Co., Colgate-Palmolive Co., Continental Baking Co., International Shoe Co., Kellogg Co., Luden's Inc., Standard Brands Inc., Welch Grape Juice Co.
Ding Dong School—Mon.-Fri. 10-10:30 a.m. EST, Colgate Palmolive Co., General Mills Inc., Gerber Products Co., International Shoe Co., Manhattan Soap Co., Procter & Gamble Co., Wander Co.

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TITLE	MINUTES
Canadian Pattern	32
Shining Mountains	18
Banff's Golf Challenge	21
Jackpine Journey	20
Snowtime Holiday	19
High Powder	22
West Coast Playground	12
Klondike Holiday	22
Canada's Tackle Busters	21
Canada's East Coast Playground	20
Alaska and the Yukon	11
Riding High	18
Happy Voyage	17

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Lewis Appeals to Radio-Tv For Cancer Drive Support

APPEAL to radio and television stations has been made on behalf of the American Cancer Society by William B. Lewis, president of Kenyon & Eckhardt, New York, and chairman of the radio and tv advisory committee of ACS. Mr. Lewis called upon the industry to give all-out support to Cancer Control Month during April.

To assist stations in supporting the drive, ASC has prepared a radio kit with four transcribed shows. The material contains celebrity appeals, a baseball show, country and popular music programs, spot announcements, disc jockey, homemaker, sports, farm and commentator inserts and special information for broadcasters who wish to prepare their own material.

In the television kit are spots, posters, flipboards, slides, telops and a 39-inch plywood cancer crusade sword. Film material includes 10 20-second and 10 one-minute spots. Mr. Lewis said that "the story of cancer is graphically told" in these announcements.

Telethon Offers Prizes

WGN-TV Chicago held a 20½-hour telethon for the City of Hope, medical research center, Duarte, Calif., in which $35,000 in prizes was offered contestants contributing $1 and completing the sentence "I am helping the City of Hope because . . ." First prize was a $15,000 house donated by a local lumber company.

35 Donors Line Up

WWLP (TV) Springfield, Mass., aired an American Red Cross appeal for immediate donations of a type of blood in short supply and rapidly turned up 35 donors. The local Red Cross termed it "our most successful appeal through the medium of radio or television."

Heart Diseases Outlined

WGLV (TV) Easton, Pa., aired a program in which heart diseases—their causes and cures—were discussed in an attempt to inform the public on why it should contribute to the current fund drive. The program was put on in cooperation with the National Heart Fund.

'Firemen's Tragedy Fund'

WAAM (TV) Baltimore has contributed $1,000 to the fund being raised there to aid the families of six firefighters killed during a downtown fire. WAAM (TV) and the other Baltimore stations have run special programs and spot announcements to supplement the "Firemen's Tragedy Fund."

Little Boy Lost

WFBC-TV Greenville, S. C., aided parents in distress when it presented their stray three-year-old on a children's program after he had been picked up by the police as he wandered along the street.

Heart Fund Benefits

OVER $161,000 in pledges was reported by officials of the American Heart Assn. after the 13½-hour KNXT (TV) Hollywood "Heartbeat" telethon. The program featured a live telecast from the Los Angeles County General Hospital of parts of a cardiac operation on a 17-year-old boy.

Calling Car 22

WING Dayton, Ohio, is presenting *Car 22* in an effort to reduce driving accidents. The program is produced and executed by the Dayton Junior Chamber of Commerce in cooperation with the Dayton Police Dept. A Jaycee goes along with the police accident investigation cruiser and tape records dialogue at the scene of the accident. The same 15-minute program is presented three-times weekly during late night and early morning hours when teen-age and party-going traffic is heavy.

Kentucky Safety Announcements

KENTUCKY broadcasting stations are carrying a minimum of 17,000 announcements this month on behalf of traffic safety along with a series of safety programs. Taking part in the campaign are 56 stations, according to Hugh O. Potter, WOMI Owensboro, secretary-treasurer of the Kentucky Broadcasters Assn.

YMCA Building on the Way

KCOH Houston, Tex., programming primarily to the Negro market, collected $10,000 in a 13-hour radiothon. The money was raised to help build a new Negro YMCA building there.

Red Cross Announcements

WWDC-AM-FM Washington, in connection with the 1955 Red Cross Fund campaign, set aside 50% of its March station identification announcements for mention of the drive.

Emergency Call in Philly

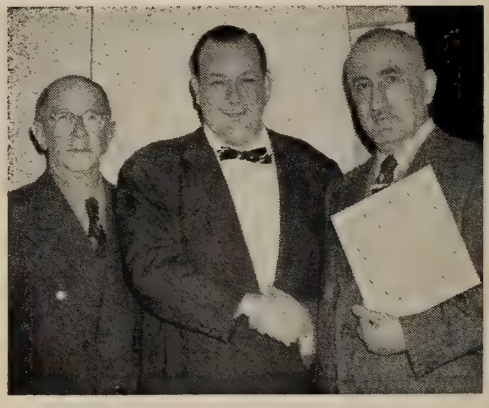
PHILADELPHIA General Hospital reported to WPTZ (TV) there that over 100 blood donations were made after the station broadcast an emergency appeal at the hospital's request.

Income Tax Broadcasts

WTAM and WNBK (TV) Cleveland are airing special programs to aid viewers and listeners in completing their federal income tax forms. WTAM has a weekly series in which changes in the law and tax forms are explained. WNBK is presenting a four-show series in which an internal revenue representative demonstrates exactly how to fill out each type of form.

Aired Fire Assistance

WHEN a fire alarm goes off in Truro, N. S., CKCL there goes on the air to call the volun-



REV. R. T. Williams (c), chaplain of KOMA-KWTV (TV) Oklahoma City, Okla., who directs all religious and spiritual programs on the stations, accepts award from B. D. Eddy (r), Oklahoma City 1955 Brotherhood chairman representing the National Conference of Christians & Jews. Edgar T. Bell, general manager of the stations, witnesses the presentation. The NCCJ said, in making the award, that it knew of no other station which makes the title designation of "chaplain."

NEW! IMPROVED

Cinemobile*

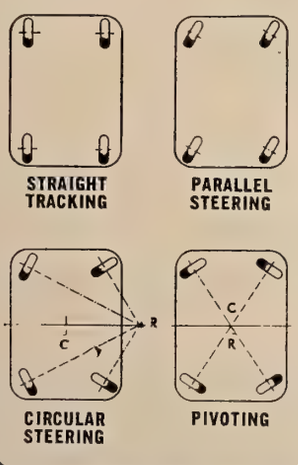
CRAB-TYPE DOLLY FOR FILM OR TV CAMERAS



NEW

STEERING SELECTOR

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IMPROVED TRACKING. Tracks in a steady, straight line for running dolly shots.

NEW FLOOR LOCK. Cinemobile can be quickly locked in position for fixed location shooting.

NOW — 2 SEATS. Second seat provided for assistant cameraman.

LEVELING HEAD. Compensates for out-of-level floor condition.

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*Shown with new H-F Cradle Head (not included).

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From where I sit
by Joe Marsh

Uses His Head, Saves His Feet

Nobody around here can remember when Pop Turner wasn't our town's postman. He must have been toting that big, heavy mailsack since Pony Express days.

That's why it's sometimes a shock to see him these days pulling his mailbag around in what they call a "caddy cart"—a sort of light wagon that golfers use so they don't have to carry their clubs.

"Folks sometimes holler 'fore' at me and ask me how my game is," Pop reports, "but I'm not ashamed to learn something new. Just wish I'd thought about these golf gadgets years ago!"

From where I sit, it's good to see someone come up with a new wrinkle —keeps us from feeling too regimented. For instance, perhaps you've always felt that hot milk is the only thing to drink at bedtime. Then someday you meet a fellow who prefers a cold glass of beer. Well, that's his choice—and certainly he's entitled to it. We can't expect everyone to follow our old habits to the "letter."

Joe Marsh

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$2 Million From Telethons

APPROXIMATELY $2 million in cash and pledges has been raised for United Cerebral Palsy through 14 telethons in cities throughout the country, UCP has announced. Stations which figured in the campaigns were: WABI-TV Bangor, Me.; WABC-TV New York; WTVW (TV) Milwaukee; WFIL-TV Philadelphia; WTCN (TV) Minneapolis; WMUR-TV Manchester; WAAM (TV) Baltimore; WTVI (TV) Belleville, Ill. (St. Louis); WTPA (TV) Harrisburg; WTVJ (TV) Miami; WIBW (TV) Topeka; KXLY-TV Spokane; KVAR (TV) Phoenix; KGEO-TV Enid, Okla.

teer firemen in the rural community, to announce the location and nature of the fire and to warn listeners to stay away from the fire so as not to hamper the work of the fire department. The program is sponsored by a local fire insurance firm.

Fast Action in Timmins

ONE DAY at 11 a.m. CKGB Timmins, Ont., aired a request from a local hospital trying to get a supply of a critically-needed type of blood. At 11:03 a.m. the hospital told the station that three donors with the proper type of blood had volunteered.

Regular Programming Scrapped

WTAC Flint, Mich., devoted two-and-a-half hours of its prime evening time for a panel discussion of demands and issues in local union bargaining with auto manufacturers. Questions were phoned in while the program was on the air. The session would have lasted longer, the station reported, if the seven panel members had not pleaded exhaustion at the end of the time period; no time limit was set by the station. This is the second program the station has presented on a major local issue. The special broadcast was promoted by handbills, press notices and announcements.

'This Is Your City'

A PUBLIC SERVICE series, *This Is Your City*, has been inaugurated by WABI-TV Bangor, Me. The program will report on the various operations of the city's departments and matters of general interest. In the series opener, Bangor's city manager and three members of the city council explained council procedures and discussed current local legislative problems.

84-Hour Drive

THE SECOND ANNUAL radio marathon staged by KUAM Agana, Guam, on the air for 84 consecutive hours, raised over $15,000 in cash and pledges for the island charity organization, the Helping Hands of Guam, station executives have announced. Last year's 73-hour KUAM broadcast produced $12,000 for the Helping Hands.

Stations Donate Profits

WIST Charlotte, N. C., originated the second annual Carolinas' Kiwanis high school basketball classic for a network of North and South Carolina stations which donated their profits from broadcast of the game to the Carolinas' Spastics Hospital. Stations receiving the program were: WBIG Greensboro, WDNC Durham, WPTF Raleigh, WCEC Rocky Mount, WHPE High Point, WBBB Burlington, WGNC Gastonia, WMSC Columbia, WFIG Sumter, WMRB Greenville, and WBCU Union.

WITNESSES CALL FOR STUDY OF TV-DELINQUENCY PROBLEM

Majority of those appearing last week before the Senate Juvenile Delinquency Subcommittee cite the need of scientific research for perhaps several years to determine if tv is a factor in delinquency.

THE NEED for thorough and scientific research for perhaps several years—to determine if television programming is actually a factor in juvenile delinquency—was emphasized by a majority of witnesses appearing before the Senate Juvenile Delinquency Subcommittee last week.

The juvenile delinquency unit, headed by Sen. Estes Kefauver (D-Tenn.), held final hearings Wednesday and Thursday on tv programming. Testifying were spokesmen for NARTB, NBC, FCC, an educational tv station, educators and researchers on child behavior.

Three NARTB spokesmen—Harold E. Fellows, president; Thad Brown, tv vice president, and Edward Bronson, Tv Code affairs director—outlined a progress report on what NARTB and its Tv Code Review Board have been doing to improve programs since the trio testified before the group last fall [B•T, Oct. 25, 1954].

Joseph V. Heffernan, NBC financial vice president, cited NBC's long-term program of presenting beneficial tv fare and the network's own code of programming standards, offered to aid any research group looking into possible connections between tv shows and childhood delinquency and announced appointment of a special children's program review committee and a supervisor of children's programs for the network see story, page 54).

FCC Comr. Frieda B. Hennock tore into present tv offerings and among other things proposed that the FCC hold hearings on proposed rule-making to establish standards for tv program content, afterward refusing to renew the licenses of those stations which do not present tv offerings "in the public interest." Launching into another touchy subject, brought up by Sen. Alexander Wiley (R-Wis.), she proposed that political candidates be given free time "on the people's airwaves" (see story, page 90, and editorial, page 126).

Other witnesses were: William A. Wood, general manager, educational WQED (TV) Pittsburgh (ch. 13); Dr. Paul Lazarsfeld, Columbia U. sociology department, originator of several mass media research methods; Dr. Eleanor E. Maccoby, Harvard U. social relations department, who reported on a survey four years ago in tv homes and non-tv homes in Cambridge, Mass.; Dr. Ralph Steven Banay, research psychiatrist, Columbia U.; Mrs. Louise S. Walker, audio-visual education supervisor, Montgomery County (Md.) Schools.

The subcommittee, which held hearings June 5 and Oct. 19-20, 1954, is scheduled to make a special report on television programs. James H. Bobo, chief counsel, said Thursday he hopes the report will be ready by May 1.

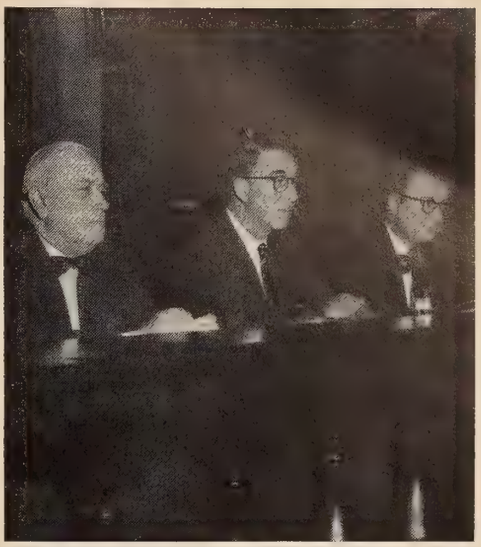
Subcommittee members are Chairman Kefauver, who presided at Wednesday's hearing; Sen. Thomas C. Hennings (D-Mo.), who acted as chairman Thursday; Sen. Wiley, who attended both days' hearings; Sen. William Langer (R-N. D.), present at the Thursday session, and Sen. Olin D. Johnston (D-S. C.). The Senate unit is operating with an appropriation of $125,000 and under a current Senate resolution must complete its work by July 31.

(Statements made by witnesses last week have been condensed by B•T while still giving a fair presentation of each witness' opinions. Following each statement is testimony developed by questioning from members of the Senate subcommittee.)

Harold E. Fellows
NARTB President

Television broadcasting stations are fully cognizant of the fact that good programs attract large audiences. They also know that bad programming in this free market place of ideas will rapidly toll the demise of any television station. Therefore, it is incumbent upon a station to learn the desires of its listeners, both present and potential, because it is the public preference which, in the final analysis, controls this industry—rather than any network, station, agency, or advertiser.

We are aware of the allegations that have been made against certain mystery and adventure programming. Only a few of these allegations have been to the effect that television is a major cause of juvenile delinquency, but there have been numerous comments to the effect that television *may* be a contributing factor.



ATTENTIVE to testimony at last week's hearing by Senate Juvenile Delinquency Subcommittee on tv programming are (l to r) Sen. Alexander Wiley (R-Wis.), Chairman Estes Kefauver (D-Tenn.) and James H. Bobo, subcommittee counsel.

For example, we learned several months ago that the Youth Bureau of the Detroit Police Department was probing into the possible causes of juvenile delinquency. We sent a member of our staff there to interview the officials.

In Detroit, television was found *not* to be a cause or stimulus of juvenile delinquency, but was found instead to be a useful measure in controlling it.

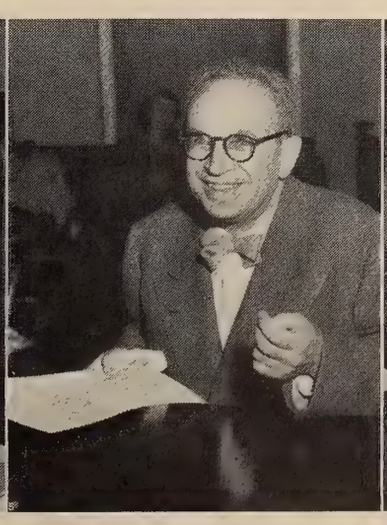
Last October, *Television Magazine* decided to check with some of the most respected psychiatrists of the American Psychiatric Assn. to see if they felt that television was actually warping young minds. They found complete agreement that "there is no scientific body of facts in existence that could in any way prove that television is one of the causes of juvenile delinquency."

Parents Magazine, a highly respected publication, recently carried an article entitled "Television and Our Children . . . The Experts Speak Up." The article summarized the replies to a questionnaire sent to child behavior specialists in various parts of the country.

In response to the question of whether television programs are responsible for juvenile delinquency, the great majority gave a flat no. The few who answered more or less affirm-



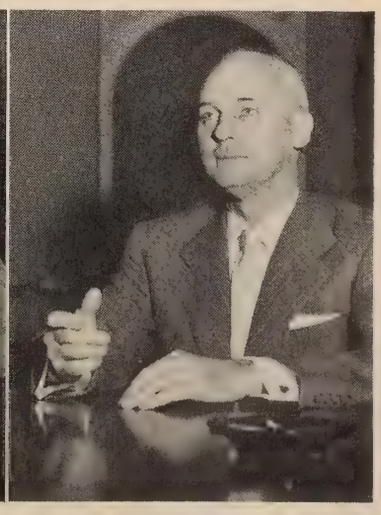
MR. WOOD



DR. LAZARSFELD



COMR. HENNOCK



MR. HEFFERNAN



wbns-tv

transforms spots into sales . . .

Peak sales records resulting from WBNS-TV spots look like magic to our advertisers, but this consistent selling success is far from hocus-pocus.

WBNS-TV advertising outsells because:



1. From sign on to sign off WBNS-TV ratings are tops. Quarter hour breakdowns (sign on to 6 p.m.) place WBNS-TV 56% higher than station B and 140% higher than Station C. From 6 p.m. to midnight, WBNS-TV rates 25% higher than station B and 82.5% higher than Station C.

(Columbus Telepulse, Jan. 1955).

2. Spots are surrounded by highly successful CBS, syndicated and local shows, reaching 430,700 homes in WBNS-TV's 33 county area.

3. Full promotion and merchandising follow through, tailored to your needs including spot checks, key buyer contacts, consumer surveys, store displays, trade mailings, and bus and truck signs.

wbns-tv

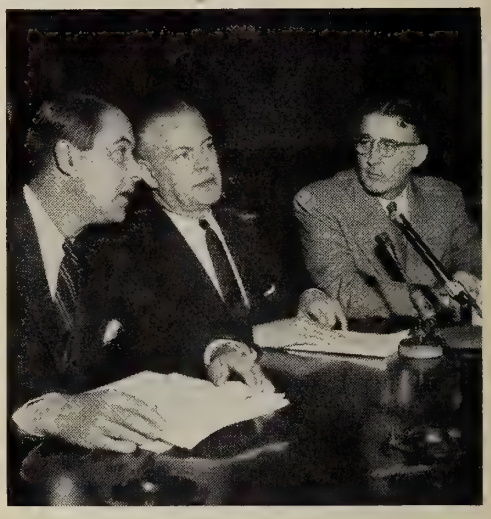
COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*

REPRESENTED BY BLAIR TV

atively qualified their replies as "mere suspicions," with "no definite proof."

The members of the television industry recognize that they, as do all of us, have an affirmative obligation to contribute to the public welfare of this country and its citizens. At our previous appearance before the Subcommittee we outlined various steps which NARTB contemplated taking in order to help serve the public interest in television programming. Among these were a broadening of the monitoring of television stations by the Television Code Affairs staff, plans to employ a professional research organization to expand the amount of actual monitoring of television programming in various areas, plans for a pilot study to determine public attitudes toward television programming and plans to enlarge the staff of the Television Code affairs department. All of these plans have been activated, and, at the same



TESTIFYING jointly for NARTB are (l to r) Tv Vice President Brown, President Fellows and Tv Code Director Bronson.

time, we have continued our activity in providing stations with all information coming to our attention in regard to suggestions for advancing the fight against juvenile delinquency in their respective communities. We have found the television broadcasters anxious to do their part in cooperating with any soundly organized campaign to reduce delinquency.

Mr. Fellows, referring to testimony by Comr. Hennock that the Tv Code was "good" but unenforceable, said Comr. Hennock's views on the Code and the operation of the FCC "are not shared by other commissioners." He said past and present FCC members have commended NARTB and the Code.

Sen. Kefauver, referring to results of a survey presented by NARTB in which a number of prominent educators and public officials could find no connection between tv and juvenile delinquency, asked Mr. Fellows why no evidence was presented on the opposite viewpoint.

The Kefauver reference was to testimony by Comr. Hennock that 7 out of 10 parents interviewed in a Gallup Poll believed television was responsible to some extent for juvenile delinquency. Mr. Fellows said he had not heard of the poll, but that NARTB regularly informs its members of criticism against tv programming, as well as that in favor of it.

Mr. Fellows said he was "not pleased" with some of the tv shows he had seen and criticized "block programming," a situation which he said had been improved in many cases by action of the Tv Code Review Board.

Sen. Kefauver told Mr. Fellows: "I think you have a good association. But I think you are

portrait of a market...



. . . FIVE O'CLOCK RUSH

. . . thousands of workers going home from jobs in Albany, Troy, Schenectady and 23 other cities of more than 10,000 population throughout 30 counties of Eastern New York and Western New England.

More than 419,000 families in this area turn to WRGB in Schenectady, N. Y. for their television viewing.

Represented Nationally by NBC Spot Sales

WRGB

A General Electric Television Station



HERE'S THE PITCH

A STRAIGHT ONE DOWN THE MIDDLE



You hear a lot about pitchers who throw screwballs, floaters, sliders and other unpredictable (and undependable) deliveries. At the end of the season, you can bet that the league leaders will be pros who can throw more down the middle, faster and truer, than the razzle-dazzle boys.

It's the same way with business publications. At the end of this or any season in radio and tv, BROADCASTING • TELECASTING will look best in the records. *For nearly a quarter of a century* B•T has been pitching 'em down the middle, harder, straighter than anybody.

If you want to sell *anybody* in the radio-television business, give your signal to the pitcher with the unexcelled record and the truest arm. Give it to BROADCASTING • TELECASTING, and watch B•T fire it unerringly across the plate with a zing they'll hear from Madison Avenue to Main Street.

BROADCASTING•TELECASTING

WASHINGTON HEADQUARTERS
1735 DeSales St., Washington, D. C.

NEW YORK
444 Madison Avenue

HOLLYWOOD
6253 Hollywood Blvd.

CHICAGO
360 N. Michigan Avenue

TORONTO
32 Colin Avenue

going to have to stay right on top of it; and it seems to me that you are going to have to take the gloves off and not just present the positive side to your stations and networks, but you are going to have to be critical and firm."

Edward H. Bronson
NARTB Tv Code Affairs Director

I am deeply appreciative of the opportunity to appear before this Committee and present to you the activities and progress of the Television Code Review Board of NARTB and the increasing influence of the Television Code since we reported to this Committee on Oct. 20 of last year.

A most important part of this activity is that of monitoring television programming and advertising. This activity conducted by the Code Board staff of NARTB falls into two categories. First, review of television network originations, and second, schedules offered by local stations in individual cities.

Network monitoring is conducted by three of the four Code Board staff members working at NARTB headquarters here in Washington and by four auxiliary monitors.

Our current schedule of network monitoring provides reports on approximately 260 hours of programming each month, 300% over the figure reported last October.

The second category, local station review, provides monthly reports on approximately 280 hours of programming and covers an average of 24 stations a month. In our last report we recorded 231 stations as subscribers to the Television Code. There are now 245 as well as all four of the national television networks.

For this second category of monitoring, the Code Review Board retains a nationally known and recognized research firm with monitoring facilities in over 200 cities to do the actual monitoring. This is an increase of more than 500% over the same activity five months ago.

A special monitoring program is now being conducted relating to children's programming and covering 22 stations in nine cities.

The Code Board staff has been enlarged to four fulltime persons working on the affairs of the Code Board and their administration. Also, plans are provided for additional staff personnel when needed for the Code Board's expanding activity. With regard to monitoring, however, the most significant growth is a result of retaining a national research firm to assist in this work and thus adding the services of more than 600 trained monitors in over 200 cities.

The Code Board staff has contacted nearly 140 producers and distributors of film for use on television, to acquaint producers and distributors with the Code, the activity of the Code Review Board and the need for care in development of the product they offer.

Personal visits by the director of Television Code affairs and his assistant, have been instituted and will be continued.

A concluding note should cover the pilot study of viewer attitudes the Television Code Review Board had in the field at the time we appeared before the subcommittee last October.

This survey was just what its name implies—a pilot study. It was conducted by a nationally known and accepted survey firm long active in broadcast survey work for the guidance and information of the Code Review Board and staff to determine what might be done along similar lines and in greater detail in the future. This pilot study now is being reviewed by a subcommittee of the Code Review Board for this purpose.

Mr. Bronson said the pilot study, by American Research Bureau, would be "firmed up in 30 days," and a report would be made to the subcommittee.

Joseph V. Heffernan
NBC Financial Vice President

As a responsible medium for the presentation of ideas, NBC is deeply conscious of its position in relation to social problems of the day. It does not turn its back on them. It welcomes an opportunity to help in their solution.

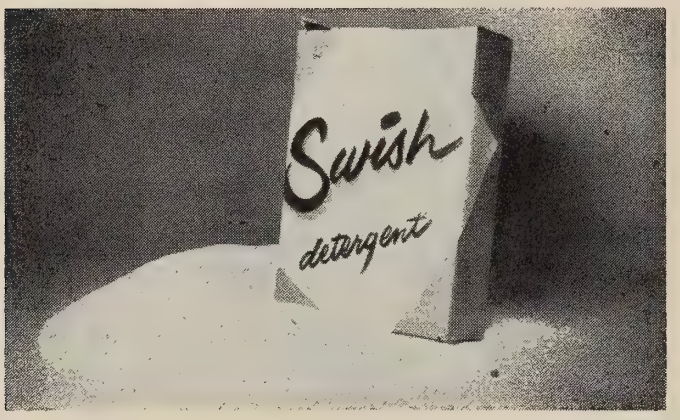
We have reflected this in the treatment of juvenile delinquency on our television network. We have dealt there on many occasions with this difficult subject. Our speakers have included distinguished public officials, judges, psychiatrists and criminologists. They have discussed juvenile delinquency or ways of combatting that problem in 151 programs or segments since the beginning of 1954.

Some experts on juvenile delinquency have suggested that a definite answer to the causes of juvenile crime can come only from a research project carried out on a very large scale and over a number of years by psychologists and sociologists attached to a university or foundation. They have said that such a project should deal broadly with the behavior patterns of children, and that it cannot confine itself to media influences, since other factors such as the influence of parents, economic conditions and world-wide tensions are clearly relevant.

If a university or foundation should undertake such a project we should be glad to supply information and cooperate with them.

We are opposed to government censorship and to any device by which government is empowered to check the expression of opinion. We believe that in the long run any attempt to

19,014,400
POUNDS OF SOAP!!



MR. SOAP MANUFACTURER–

Four pounds of your soap sold in a month to the homes in WGN's area would mean 19,014,400 pounds sold—more than 9,507 TONS!*

WGN reaches more homes than any other advertising medium in Chicago, and our *Complete Market Saturation Plan* has proven it can sell your products to these homes.

*Nielsen Coverage Service

A Clear Channel Station Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago Office: 441 N. Michigan Ave., Chicago 11
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Representative: Geo. P. Hollingbery Co.
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

REACH OVER

1,188,000

ACTUAL VIEWERS

AT

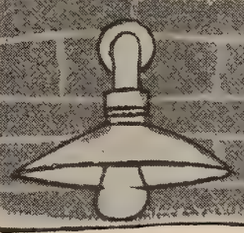
22¢

A THOUSAND

ON

WPTZ

"Academy Theater"



Talk about bargains! How's that for making every penny count, *for plenty?* And Academy Theatre's audience is ideally composed of 65% adults—35% children—with an amazing 3.3 viewers per set!

No wonder they watch WPTZ by the hundreds of thousands. The latest ARB rating lists a high of 19.1 and an average of 18.0 for the hour and a half. Academy Theatre offers first-rate, full-length films, with top-notch stars like Lucille Ball, James Stewart, Susan Hayward, Bing Crosby—countless others that appeal to a well-rounded family audience.

And there's another reason why Academy Theatre is one of your best buys in television today. WPTZ, through its stronger, wider signal, covers the market more completely than any other television station in Pennsylvania!

Remember, Academy Theatre, when included in our 45-12 plan, delivers this tremendous audience at a still lower cost per thousand. Call Alexander W. Dannenbaum, Jr., WPTZ Sales Manager, at LOcust 4-5500, or Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

WESTINGHOUSE

BROADCASTING COMPANY, INC.

WPTZ•KYW, *Philadelphia;* WBZ+WBZA•WBZ-TV, *Boston;* KDKA • KDKA-TV, *Pittsburgh;* WOWO, *Fort Wayne;* KEX, *Portland;* KPIX, *San Francisco*

KPIX represented by THE KATZ AGENCY, INC.

All other WBC stations represented by FREE & PETERS, INC.

I'M JOE FLOYD . . .



THE MAN
WITH ALL
THE
EXTRAS!

- EXTRA COVERAGE (101,690 sets!)
- EXTRA SALES "KNOW-HOW"
- EXTRA PROVEN RESULTS
- EXTRA PERSONALIZED ATTENTION TO ALL ACCOUNTS

AND NOW INTER-CONNECTED For Even Greater Service to Advertisers

KELO TV and Radio

Channel 11 – Sioux Falls, S. D.
JOE FLOYD, *President*
NBC (TV) PRIMARY
ABC • CBS • DUMONT
NBC (Radio) Affiliate

regulate program content by government decree will prove both unwise and unworkable.

In taking this position we feel it puts more, and not less, responsibility on the broadcaster himself. It puts the control over program content squarely up to him.

The adoption by NBC of its code of broadcast standards was a recognition of the responsibility we bear as a broadcaster. This system of self regulation, which the industry as a whole has followed in the industry code, is one alternative to government regulation of program content.

Another is the basic process of education itself. Our schools and colleges give substantial time to the encouragement of higher standards for books and literature generally, as they should. We have schools of journalism in many of our great universities. But television has already surpassed the printed word in its hold on the public mind. Should not our schools and colleges keep pace by striving in that field also to encourage higher standards of listener demand for television programs.

There is also the public itself. Our government does not tell them what to read. I don't believe it need tell them what to see or what to hear.

The direct program control exercised by the public itself will be as effective as it is informed and discriminating. Most of the metropolitan papers carry the daily logs of all television stations in their area. Parents are afforded an opportunity in this way to guide the viewing habits of their children.

The obligation to be discriminating attaches as well to the findings of those who make industry surveys. Broad, shotgun condemnations of an industry as a whole, without recognition of the superior programs produced by many in that industry, serve only to discourage those who have struggled to do something better.

Mr. Heffernan said he thought independent producers and distributors of films for tv should subscribe to the NARTB Television Code. He praised the testimony of Drs. Lazarsfeld and Maccoby.

Answering a question from Mr. Bobo on whether network-affiliated stations in a given market could agree to break up block programming of crime and violence shows, Mr. Heffernan said network competition is so fierce that "we hardly speak to each other." Such an agreement, he added, might be in violation of the antitrust laws.

Asked by Sen. Wiley why the same network program could not be made available to more than one station in the same market, Mr. Heffernan said the stations are competitive. He said Congress had intended for stations to be competitive and the only reason for a regulatory body (FCC) is to avoid electronic interference.

Frieda B. Hennock
FCC Commissioner

I know of no field where there is more important work to be done by the Senate than in juvenile delinquency, and the attention this Committee is giving to this crucial problem is most timely. Nowhere can this Committee be more effective in stemming the excessive, concentrated and exaggerated portrayal of crime and violence than in radio and television.

Broadcasters who apply for station licenses and for license renewals are required to report in detail the percentage of time devoted to different types of programs such as entertainment, religion, news, education, discussion, etc. The objective is to ensure balanced programming responsive to the needs, interests and tastes of the communities served by the licensees.

In addition to the foregoing, the FCC should impose a new requirement for reports by broadcasters of the incidence of acts and threats of crime and violence on all programs throughout the broadcast day. Moreover, the FCC should pursue a rigorous policy of refusing renewal of the licenses of offending stations which disregard their public service responsibilities by continuing to victimize immature audiences with a concentrated and profuse deluge of crime, brutality, sadism and outright murder.

The programming standards set out in the Code of the NARTB are excellent, but they have little effect on programming as the Code is voluntary and the NARTB is not in a position to enforce it effectively. The networks supply a large amount of tv programming and should be held responsible for its quality. The profusion of crime and violence in tv films mounts continuously.

In addition, I urge the following steps:

1. Women's organizations and all other civic, educational, welfare and religious groups should supplement the activities of established monitoring organizations in viewing and listening to tv and radio programs. All such groups should press the stations, the networks, the program sponsors and the FCC itself to bring to a halt the broadcast of pernicious programs which are making a significant contribution to the rise of juvenile delinquency.

2. These public service groups should study the reports of the FCC licensees, note the incidence of acts and threats of crime and violence and file complaints against offending licensees.

3. A National Radio & Tv Children's Week should be proclaimed during which there should be an evaluation of all radio and television programs in terms of their suitability for children.

4. An alert and articulate public should, as of right, present positive and constructive suggestions to licensees and sponsors as to its radio and tv program preferences for adults and children alike. The public should no longer take its radio and tv programming for granted, or continue to accept passively anything the networks and broadcasters choose to offer.

5. Since radio and tv operate in the public domain, the FCC should set up proper programming standards for both as soon as possible, and ensure their implementation by rigorous enforcement.

6. And finally, the 252 channels reserved for educational television afford an unprecedented opportunity for guiding the young and enriching the lives of all. Such noncommercial stations should be built immediately. They could arouse and stimulate interest in the arts, music, history, literature and science, to an extent heretofore unknown. Moreover, these stations can be built at a most reasonable cost and operated very economically.

Comr. Hennock cited surveys in New York and Los Angeles which indicated a heavy incidence of violence in children's programming. She said a recent nationwide Gallup Poll showed 7 of each 10 parents questioned thought radio-tv mystery and crime programs could be blamed for teenage crime.

She proposed that the FCC initiate "immediately" hearings to assemble facts, affording the public, broadcasters and others opportunity to comment. The FCC then, she said, should announce adoption of a firm policy against future license renewals of broadcasters who persist in programming an "unbalanced fare of violence."

Miss Hennock said the FCC decided in 1950 to call a conference to act on excess commercials, programming, etc., but the FCC has been busy getting tv stations on the air. She said her proposed hearing could be carried out "in short order" by a rule-making proceeding. "We can send questionnaires and have witnesses to collate facts and then we should announce immediately in a policy of what we



"Man, this ain't no bandwagon . . . it's a rocket ship."

"Hang on son! No plain, old-type bandwagon for us, but a real super-sonic KATV space job with 85 out of 113 hours sold to sharp, sales-happy advertisers!"

"85 of 113? There's gotta be a reason."

"Reasons, man, REASONS! Look at the market, look at the audience, the facilities, the programming, look at . . . ."

"Man, I'm looking, but you're going too fast."

"It's a fast bandwagon, son . . . because no other station can give you so much in the heart of the rich Arkansas market!"

"I'm gonna jump on the KATV bandwagon and ride to the top in Arkansas!"

Studios in Pine Bluff & Little Rock

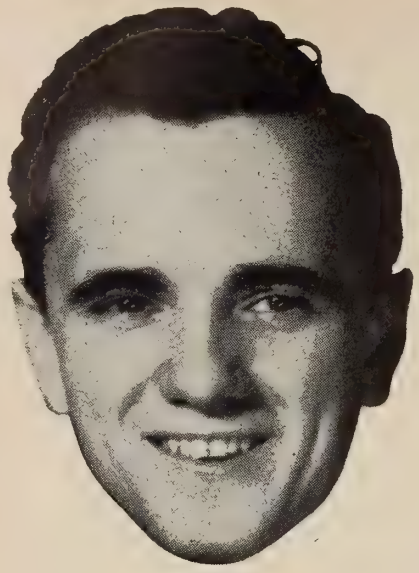
Jump on with:
Bruce B. Compton
Nat'l Sales Manager

KATV

CHANNEL 7

John H. Fugate, General Manager
620 Beech Street, Little Rock, Arkansas

Jump on with:
Avery-Knodel, Inc.
National Reps.



we knew it . . . all the time!

Now the people in Houston and surrounding areas have proven us right, and by their votes have selected

PAUL BERLIN

Houston's No. 1 RADIO PERSONALITY

The Listeners' Choice!

A recently completed, Philco-sponsored contest found this popular K-NUZ disc jockey to be Houston's favorite, chosen from personalities of seven Houston stations.

NAT'L REP.—FORJOE AND COMPANY
In Houston Call—Dave Morris, Ke-2581

K-NUZ Radio Ranch

think is good and bad in tv programming," she said.

William A. Wood
General Manager
Educational WQED (TV) Pittsburgh

WQED (TV) is nonprofit, noncommercial and dedicated to the use of television for educational purposes. WQED is supported financially by foundation grants . . . funds from the public schools and contributions from the general public in the southwestern Pennsylvania community.

WQED seeks to serve its community in somewhat the same way the community is served by its schools, its universities, its art galleries, its libraries, its symphony orchestra, its legitimate theatre.

WQED does not claim any exclusivity in what it is doing. Some of the finest educational tv programs are on commercial air. But whereas such programs must occupy a small part of the total program schedule on a commercial station, such programs are the totality of our schedule.

How does what WQED does relate to the question of juvenile delinquency today?

A recent poll taken by the U. of Pittsburgh indicates that the juvenile delinquency problem is considered to be of primary importance by the people of our community. That is all we need to know. Then it automatically takes a priority as we plan our whole program schedule.

We try to give a positive motivation to all our programs. Since we are not under the compulsions of a business with time for sale, we have no reason for existing unless we offer such motivations.

School programs make the educational experience richer and more stimulating to youngsters. Appreciation shows such as good music, ballet and art motivate worthwhile interests and pastimes, courses in History, English, Science, enable people of various ages to improve their minds and better their positions in life. And programs in family relations, scout training, presenting teen-age views and activities and home crafts and hobbies are all designed as direct deterrents of delinquency.

The WQED program which should be of great interest to this committee is a daily hour long offering at 4:30 every afternoon on ch. 13 known as *The Children's Corner.*

Its audience ranges in age from 2 to 12 years. It counts an extraordinary number of adult viewers and its rating in the Pittsburgh area is 30% of the available television audience.

On *The Children's Corner* there has never been an act of violence of any kind. There are no cowboys, Indians or space men. Adult conflict has no place there. The audience is there though. The show receives 4,000 letters a week.

Learning is dispensed throughout this hour of programming, even though it is not for learning that the kids tune it in. They learn numbers, how to tell time, some words and phrases in French, simple nursery songs, creativeness through art contests, poetry, zoology with live creatures, home hobbies and crafts, children's stories . . . instruments of the orchestra and even a little juggling and prestedigitation.

An audience on shows like this is steadily exposed to actions and ideas and truths which would be patently incapable of having any detrimental effect on it, and there is some indication they have a salutary effect on the youngsters at the other end. I do not by saying this mean to take any position against other tv programs for youngsters at all, but we are finding that it is good to offer this kind—to have it there if the kids want it and in Pittsburgh they want it.

Dr. Paul F. Lazarsfeld
Professor of Sociology, Columbia U.

Dr. Lazarsfeld said three factors are to be considered in studies of tv's effect on children: (1) Academicians—"We need a push to study the effects of tv." He said academic organizations require funds, most of which come from foundations. (2) Foundations—"They feel that permanent direction of a study never should be left to the academicians;" but no foundation has dared to do the necessary investigations in television, although they played many roles in formulating code standards for radio and the movies; that foundations have been made timid by last year's investigations by a House group investigating tax-exempt foundations. (3) Radio-tv industry—The industry spends money on research, but its money has to be spent "close to its operations."

He said there is a great need for new and untried programs. "But who could write them?" he asked, "and what would the poor children do if they had to listen to 'good' programs?"

He noted that as children grow older their tastes change to programs intended for a higher-age group, thus outgrowing and ignoring the very programs claimed to be harmful. He also asked how these undesirable programs get on the air. "No one thinks the manufacturer (sponsor) is trying to corrupt children."

Dr. Lazarsfeld said everyone overlooks the tremendous amount of material used by television. There are not enough good people to get good shows on the air, he said. He warned against using research as a panacea, saying that "taste" cannot be settled by research. He felt there is a danger research is being used as an alibi.

He made three suggestions: (1) that the subcommittee use its influence to get the National Research Foundation to do research (in the name of science), calling it "measurements of facts," and extending the work to the "present problems"; (2) that such promotion and planning activities as "White House Conferences" be held to stress the problem, and (3) that efforts be made to stop witch-hunting among foundations by congressional committees.

He said he "competes" with tv in his own home by playing "chamber music" and by talking with the children.

Dr. Eleanor E. Maccoby
Harvard U. Social Relations Department

I have been asked to testify this morning on a study of television and children which we did in Massachusetts some four years ago, about our more recent work, and the bearing of our findings on juvenile delinquency.

In the study done in Cambridge, Mass., in the winter of 1950-51, we worked only with families who had children between the ages of 4 and 17 (inclusive). We talked to 332 mothers, and these mothers had 622 children.

An important question about television in children's lives is this: What does it take the place of? When we compared children who had tv with those who did not, we found that about a third of the tv time apparently comes from the other mass media. That is, the children cut down on their reading and radio listening in order to watch tv. But it isn't an even trade. The extra time is taken from outdoor play, hobbies, helping around the house, and some from sleep.

Now what about the effects of tv on family life? It has been said that Henry Ford scattered the American family and tv brought them back together again. Our study found that there was considerable truth in this: the total amount of time children spend with members of their



Ruth Randall

The school teacher who owns an oil company

RUTH RANDALL teaches Latin at San Bernardino High School, San Bernardino, California.

In 1939 she invested part of her savings in 50 shares of Union Oil Stock. This makes her—along with some forty thousand other people—an owner of the 45th largest industrial company in the country.

And entitles her to examine the report card on our sixty-fifth year of business.

It was the largest in our history. Our customers paid us $351,731,678. We didn't keep all of this, of course.

16.8% we paid to our 8700 employees as wages and benefits.

4.8% went for taxes. (This does *not* include $60,000,000 additional in fuel taxes which we collected for the government.)

68.2%—by far the lion's share—we divided among more than fifteen thousand other companies and individuals with whom we do business.

This left us net earnings of 10.2%. From which we paid shareholders like Miss Randall 4.5% as dividends for the use of their money, and reinvested the remaining 5.7% in necessary expansion and modernization of facilities.

We hope Miss Randall is pleased with this report. We are certain she should be pleased with herself. For in wisely investing in American industry for her own security, she has helped to create a higher standard of living for everyone.

* * * *

YOUR COMMENTS ARE INVITED. *Write: The President, Union Oil Company of California, Union Oil Building, Los Angeles 17, California.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

family does go up when the family gets tv. But what about the *quality* of the time family members spend together? When they are all watching television, there is a minimum of talk.

One final point about this question of family influence: when children are watching tv with their parents, the parents may not be exercising much active influence in the sense of guidance and instruction, but at least they know where their children are.

I would like to discuss now the question of the effects on children of the kind of thing they see on tv programs. May I say at the outset that this is a question about which we have very few solid facts.

The first question we must ask ourselves is why children are so interested in tv in the first place. There are many reasons, of course, including a natural and healthy curiosity about the outside world. But one motive is a desire for escape from unpleasant situations in real life. We have found that the children who spend the most time watching tv are the children who are most severely punished by their parents, whose parents are not particularly affectionate toward them, and who are subject to many restrictions on their freedom of action in the house.

There is no doubt that children pick up all sorts of content from the programs they watch. We have found that if a child is angry or upset when he sees a movie, he is more likely to remember the aggressive content a week later.

I have been talking about how children can have aggressive feelings aroused or quieted by tv programs. We must not overlook the fact that a child can also learn from tv that wrongdoing will be punished. Some of the things he learns from programs, in other words, may operate to inhibit aggressive activity by providing the child with warnings about the possible consequences of his actions.

May I say that it has been a sobering experience for me to be asked to give "expert" testimony to the members of this committee about the kind and amount of influence tv has on children. I have been forced to take stock of what we know and the amount is not impressive. Scientific knowledge accumulates slowly, and tv is very new.

Dr. Ralph S. Banay
Columbia U. Research Psychiatrist

Abstract of the testimony of Ralph S. Banay, M.D., psychiatrist consultant to the Bureau of Prisons of the Department of Justice, editor of *The Journal of Social Therapy* and author of *Youth in Despair.*

Most children nowadays spend several hours watching their [tv] set, sometimes indiscriminately without supervision of parents or their selection of their program to be viewed. Frequent knob turning by children usually leads to a presentation which is saturated with action, fights, gunplay, murder or other manifestations of violence. A subconscious identification with the personalities and events of the show make the children more susceptible to permanent impression, suggestion and conditioning effect of these presentations.

Children might even see the images out of sequence as isolated events, paying no heed to the conception of the good being rewarded and the evil punished. They might be under the spell of the drama and absorbed so completely that their own aggressive tendencies become activated not just in fantasy life, but in reality.

Exposing them to persistent viewing of violence and creating false images and conceptions of life and its mores and customs we allow an unfavorable subconscious conditioning of children in our homes by an instrument which could be under different circumstances the most progressive and unlimited disseminator of culture, education and moral conditioning.

Mrs. Louise S. Walker
Audio-Visual Education Supervisor
Montgomery County (Md.) Schools

Mrs. Walker described efforts of educational groups in the District of Columbia area to get ch. 26 (Greater Washington Educational Tv Corp.) on the air. She said commercial stations have aired some in-school programs, but this method is not entirely satisfactory since the educator is never sure of the time because it is "changed frequently," and because there is little time for rehearsal. Commercial stations, she said, are not very conversant with educational methods.

FREE CAMPAIGN TIME ADVOCATED BY HENNOCK

FCC commissioner urges that Senate prod FCC to see that time is released by stations.

FCC Comr. Frieda B. Hennock last week said she thinks candidates for Congress should get free time on radio-tv for campaigning.

Testifying before the Senate Juvenile Delinquency Subcommittee (see story, page 79), she urged that the Senate "call on the FCC to see that this time is released."

When the subject was brought up by Sen. Alexander Wiley (R-Wis.), a member of the subcommittee, Comr. Hennock said, "You should get together in the Senate and call on the industry and the Commission and see to it this time is released to the people to bring them their candidates."

She suggested that Sen. Wiley get up on the Senate floor and "alert brother senators to the problem," so the Senate can send a resolution to the FCC and "call on the industry to find how much time is available for all parties to use in political elections and throughout the year."

She asked the Wisconsin Republican, who comes up for re-election next year, to wire stations in his home state asking for free time, and if they refuse, "I will take it up with the Commission and we will be in touch with the licensees."

Sen. Wiley had commented that tv was "prohibitive to the poor man," adding that a group backing a candidate could corner all available time.

Sen. Estes Kefauver (D-Tenn.), subcommittee chairman who presided at the hearing, afterward told a reporter he thought "there should be a larger allocation of public time." He said tv expenses are "so terrific that it gives the advantage to the fellow with a lot of money."

The Senate Elections Subcommittee, headed by Sen. Thomas C. Hennings (D-Mo.), will hold hearings tomorrow (Tuesday) and Wednesday on a bill to increase campaign expense ceilings. Representatives of the radio-tv industry have been invited to testify. Hearings also are scheduled April 19-20 and 26-27. Broadcast representatives have been invited to appear at one of the later hearings.



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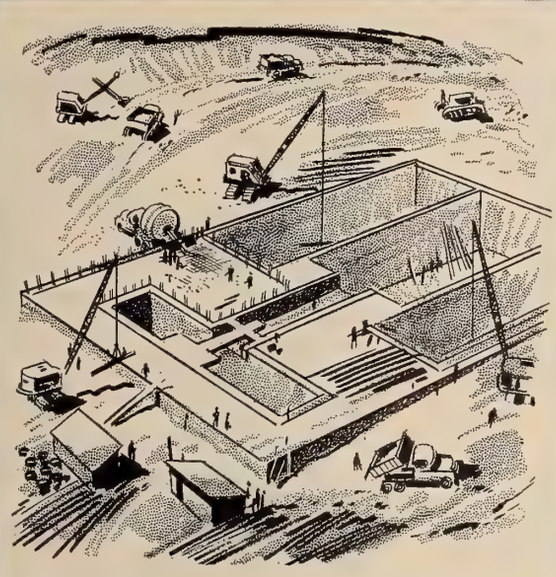
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PLENTY OF LOW-PRICE ELECTRICITY IS FLOWING TO AMERICA FROM ELECTRIC LIGHT AND POWER COMPANIES... **BUT** CERTAIN PERSUASIVE GROUPS STILL WANT TO PUSH THE FEDERAL GOVERNMENT FARTHER AND FARTHER INTO THE ELECTRIC BUSINESS...EVEN IF THAT MEANS A WASTE OF TAX DOLLARS AND A SOCIALISTIC U.S.A.

AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

*NAMES ON REQUEST FROM THIS MAGAZINE

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Yes, Indiana's most popular dawn-to-dusk station has been beaming *music* and *news* every half hour to its satisfied, responsive audience . . . and now . . . with a giant 5000 watt punch . . . it blankets an immense new territory! The most ultra-modern sound transmission available, plus listeners who *listen* and listeners who buy—makes WXLW the best time-buy in all Hoosier land!

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LAMB BID TO DROP BRIBE ISSUE DENIED

Commission says the Lamb charges are 'grave' and necessary to the proceeding. In testimony, WICU (TV) owner repeats denial of Red ties.

FCC REFUSED last week to eliminate from its license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa., the issue concerning charges by Mr. Lamb that Commission employes caused at least one bribe to be offered to secure false testimony against him.

Turning down a petition by Mr. Lamb's counsel seeking deletion of the issue [B•T, March 7], the Commission said the issue "contains certain grave charges made by Edward Lamb, the facts with respect to which are material and necessary of development in the said proceeding."

The renewal hearing presently is in recess until April 18, when Mr. Lamb will resume his appearance before Examiner Herbert Sharfman to answer questions by the FCC Broadcast Bureau. He has appeared for two days thus far [B•T, April 4]. The case has been underway since last September. Primary issue involved is whether Mr. Lamb lied when he told FCC he never had communist ties. Denying the charges, Mr. Lamb has called the hearing a "political frameup."

In refusing to eliminate the bribe issue, FCC concluded its hearing is concerned with Mr. Lamb's qualifications as chief stockholder in WICU "and that the factual basis for the aforementioned charges is relevant to a determination of such qualifications, and is therefore relevant to the question whether the grant of the application herein would be in the public interest, convenience and necessity."

WICU had explained to the Commission that the issue "relates solely to averments made in a certain complaint filed by the applicant in the U. S. District Court" last summer. The court suit was an unsuccessful effort to halt the FCC hearing and now is under appeal, hence WICU felt inclusion of this issue in the matters set for hearing before FCC might involve prejudicial premature disclosure of evidence in advance of the court trial.

Earlier, Examiner Sharfman refused a companion motion by WICU asking immediate termination of the case and renewal of license on the ground the Broadcast Bureau had not presented any evidence worthy of reply [B•T, March 21].

At a Saturday session before Examiner Sharfman on April 2, Mr. Lamb repeated his earlier testimony that he did not recall ever being a member or advisor of the International Labor Defense nor member of the American Committee for the Protection of the Foreign Born.

He also did not remember making any contributions to those organizations, but after the Broadcast Bureau introduced income tax returns for 1944-46 showing he did contribute in those years, Mr. Lamb thanked the bureau for the copies and for refreshing his memory. He noted the organizations were "perfectly legal" at that time.

FCC also referred to an affidavit to the Commission showing Mr. Lamb's contributions to various groups from 1944-54, prepared by a member of Mr. Lamb's staff and legal counsel, which did not disclose the contributions to the two organizations. Mr. Lamb said he thought the affidavit may have been prepared from check stubs, indicating the contributions might have been cash.

At one point during questioning about the contributions, Russell Morton Brown, counsel for Mr. Lamb, pointed out that his co-counsel, ex-U. S. Attorney General J. Howard McGrath, "suggests that at this time the International Labor Defense was an organization for which the Bureau of Internal Revenue was accustomed to allow deductions from income tax returns, so you, of course, will recognize that the Attorney General's list of 1947 hadn't come into existence at the time."

Mr. Lamb, upon being shown a summary of proceedings of the sixth national convention of the American Committee for the Protection of the Foreign Born, in Cleveland in May 1942,



WITNESS LAMB
Gets his day in court

recalled that he did preside at one session, but it was noted that the late Wendell Willkie, Harold Ickes and other prominent people also were identified as taking part and President Roosevelt sent a message of greetings.

Mr. Lamb, recalling Mr. Willkie was the Republican Presidential candidate in 1940, commented, "I can tell you a great deal of that connection, if you like. For Wendell Willkie, I wrote several of his speeches."

Natvig Counsel Moves To Dismiss Perjury Charges

MOTION to dismiss a nine-count perjury indictment against Mrs. Marie Natvig, controversial turn-about witness in FCC's license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa., was filed last week in the U. S. District Court for the District of Columbia by Mrs. Jean P. Dwyer, Legal Aid Society counsel for the 51-year-old Miami Beach divorcee.

The motion, charging the allegations in the indictment were "vague," "repetitious" and "ambiguous," asked for postponement of the trial, scheduled April 25 in Washington, and requested that the case be heard in another district. The pleading claimed that a fair trial of Mrs. Natvig at this time would be impossible because of the "tremendous publicity" she has received. Removal of the case from Washington was asked on the ground that most juries there are composed of government workers.

Part of the allegations of the indictment concern Mrs. Natvig's charge that FCC counsel coerced her into testifying falsely against Mr. Lamb. She presently is free under $2,500 bond. Court argument on the dismissal motion is scheduled April 18.

UHF TV STATIONS ASK UNMIXED STATUS

WJPB-TV Fairmont, W. Va., seeks vhf, while WNAO-TV Raleigh, N. C., and KVDO-TV Corpus Christi, Tex., urge all uhf in their respective markets.

ON THE HEELS of the FCC's first move to consider de-intermixing uhf and vhf tv in four markets [B•T, April 4], petitions were filed with the Commission last week to renew earlier pleas that Corpus Christi and Raleigh-Durham be made all-uhf areas and another asked that educational ch. 5 at Weston, W. Va., be reassigned for commercial use at Fairmont.

Ch. 35 WJPB-TV Fairmont, now suspended, told FCC it has suffered "severe competition" from vhf stations at Steubenville, Ohio, Pittsburgh and Wheeling, W. Va. Noting educational ch. 5 has not been put to use, WJPB-TV said it has received "upwards of 5,000" cards, letters, calls and petitions to resume operation on ch. 35 or switch to ch. 5.

Ch. 28 WNAO-TV Raleigh petitioned the Commission to place educational reservations upon ch. 11 at Durham and ch. 5 at Raleigh, requiring ch. 11 WTVD (TV) Durham to switch to ch. 40, presently carrying an educational reservation. At Raleigh, ch. 22 now is reserved.

WPTF and WRAL, contestants for ch. 5 at Raleigh, presently are awaiting an examiner's initial decision on their bids.

At Corpus Christi, ch. 22 KVDO-TV there, the only tv outlet on the air in that market, renewed its petition of last fall asking that the city be made an all-uhf area. Initial decisions have been issued by the FCC proposing grants for the two vhf channels assigned there.

KRIS Corpus Christi is favored for ch. 6 in one initial ruling while KSIX there is favored for ch. 10 in the other.

Four Markets Considered

In its first move toward de-intermixture of certain markets a fortnight ago, the Commission ordered rule-making proceedings to shuffle channels at Evansville, Ind., Hartford, Conn., Peoria, Ill., and Madison, Wis. FCC would make them all-uhf areas and called for comments by May 2.

The move came only three weeks after the Commission told the Senate Interstate & Foreign Commerce Committee that it was considering "selective" de-intermixture. This was in FCC's reply to the Plotkin and Jones reports [B•T, March 21].

Reviewing FCC's allocation plan in West Virginia, WJPB-TV pointed out that Clarksburg's ch. 12 (WBLK-TV, under construction) and Weston's educational ch. 5 "are the only vhf stations in an area stretching from Charleston on the south to Wheeling in the north, to Columbus, Ohio, in the west and Harrisonburg, Va., in the east, with an estimated population of 750,000. In its allocation plan the Commission did give consideration to other central West Virginia communities such as Fairmont and Clarksburg with uhf channels."

WJPB-TV argued that "only in Fairmont was any broadcaster willing to take the calculated risk necessary to pioneer uhf television under the allocation plan set up by the Commission. That uhf pioneer was your petitioner. WJPB-TV in face of severe competition offered by





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vhf stations in Pittsburgh, Steubenville and Wheeling, whose signals are amplified and carried over the Fairmont-Clarksburg Tv Cable Co. community antenna systems to more than 5,000 homes in the area, was able to stay on the air for one year, despite local advertisers' reluctance to advertise because WJPB-TV was not on the cables and the national advertiser's prejudice against uhf television."

With suspension of its ch. 35 service, WJPB-TV pointed out that "many thousands of viewers are without adequate and in many instances any television service, despite the great sums of money expended in purchasing television receivers, converters and other equipment to receive WJPB-TV.

"Most of these viewers and owners of television receivers are in the lower or medium income brackets whose livelihood, in the main, is derived from the depressed coal industry and cannot afford to pay the high installation charges ($137.50) and monthly rental fees ($3.75) necessary to connect with the Fairmont-Clarksburg Tv Cable Co."

WJPB-TV told the Commission that if it reassigns ch. 5 for commercial use it will "immediately file" for a station with studios in Weston and an auxiliary studio in Fairmont. It would locate its transmitter and tower "in the best possible site to cover Weston and an area serving more than three-quarters of a million persons" and would afford West Virginia Research Center Inc. (whose original pleading secured reservation of ch. 5 at Weston) and all other educational groups "a minimum of 25% of the station's air time without cost or restrictions to the educators."

WJPB-TV further agreed to allow West Virginia Research Center after two years to purchase the station "at a price to be agreed upon by an unbiased group of television consultants and appraisers selected by the educators and WJPB-TV."

At Corpus Christi, KVDO-TV told FCC that "in view of the recent action of the Commission in instituting rule-making proceedings looking toward de-intermixture in Peoria, Evansville-Hatfield, Madison and Hartford, it is clear that the Commission is required to grant" its petition too.

"Corpus Christi presents a classic situation for the aplication of the principles to be considered in the rule-making proceedings referred to above," KVDO-TV argued. "Clearly, if de-intermixture is to be based on principle, the Commission cannot pick and choose the communities in which the uhf situation will be corrected. Where, as here, a proper petition has been filed, the Commission is required to apply its allocation principles with consistency and fairness to all communities."

Classic Situation

KVDO-TV contended that in the case of Corpus Christi, the two vhf channels assigned there can be used for reassignment in other areas "in a more efficient and equitable manner than any of the other proposals for de-intermixture." The uhf station noted both chs. 6 and 10 "can be reassigned in areas which presently are without television service and which almost certainly will continue to be television white areas if vhf channels are not made available to them."

KVDO-TV noted ch. 6 particularly could be switched to several cities in western Texas "which do not lie within even a Grade B coverage contour of a television station. Ch. 10 may be reassigned in the area surrounding Victoria, Tex., which also is a substantial tv white area. It is to be noted that during the allocation proceeding the Commission denied a request for the assignment of a vhf channel to Victoria."

In other words, KVDO-TV contended, if the two vhf channels are allocated elsewhere as proposed, "television service will be made possible for the first time in other parts of the United States and at the same time healthy and competitive television service will be provided in the Corpus Christi market."

In its Raleigh-Durham de-intermixture pleading, WNAO-TV pointed out that it began operation in mid-1953 "when no other dependable, local television service was available" and today estimates there are 125,000 sets there capable of receiving uhf. The public investment in uhf amounts to more than $25 million, the station said.

Arguing for de-intermixture, WNAO-TV claimed "it has been shown in many cities that a uhf station cannot compete successfully with two or more vhf stations and that such competition usually results in the termination of the uhf service to the public.

"Because of the great number of recent failures among uhf stations directly attributable to vhf domination of competition, the Commission should again consider whether its present basis of allocation of vhf and uhf stations in the communities of Raleigh and Durham will serve the public interest and whether uhf television will be able to survive and compete effectively in the market."

Since filing its previous petition for de-intermixture, WNAO-TV said it has operated for more than six months in competition with ch. 11 WTVD (TV) Durham and contended the effects of the vhf service "have been greatly detrimental to uhf. Since the commencement of vhf operation at Durham, several television set dealers have promoted the sale of vhf-only receivers, advertising that the public may receive television service without buying all-channel equipment. Following the destructive Hurricane Hazel in October 1954, many set owners did not replace their uhf antennas because of the promotion of vhf service in this manner."

KXLA Ruling Issued

BECAUSE of a condition in its 1948 grant that it must protect Class I-B KFAB Omaha, KXLA Pasadena, Calif., would be required to reduce its nighttime power from 10 kw to 1 kw, according to an initial decision announced last week by FCC. KXLA is assigned 10 kw full-time on 1110 kc, directional. Stemming from a hearing ordered in 1950, the initial ruling would require KXLA to submit an application within 60 days covering the nighttime power reduction. KFAB is assigned 50 kw on 1110 kc, directional night.

Uhf WKNY-TV Allowed Move to Lower Channel

TWO UHF STATIONS lost their pleadings for lower uhf channels last week but ch. 66 WKNY-TV Kingston, N. Y., convinced FCC that its technical troubles were sufficient to merit approval of its bid to switch to ch. 21 at Poughkeepsie.

The Commission turned down a petition by ch. 61 WHUM-TV Reading, Pa., for change to ch. 15 and refused a request by ch. 41 KCOR-TV San Antonio for change to ch. 14.

In the WKNY-TV action, the Commission granted immediate substitution of educational

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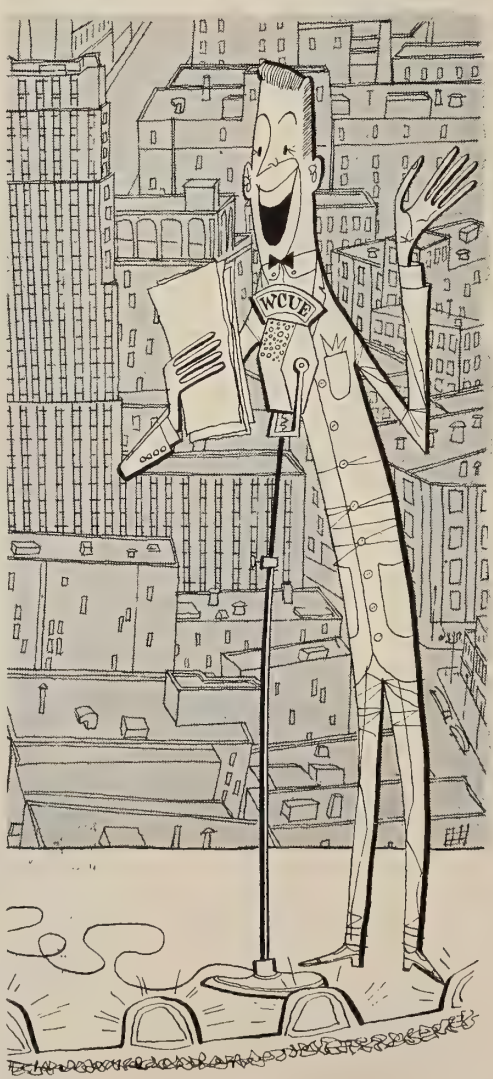
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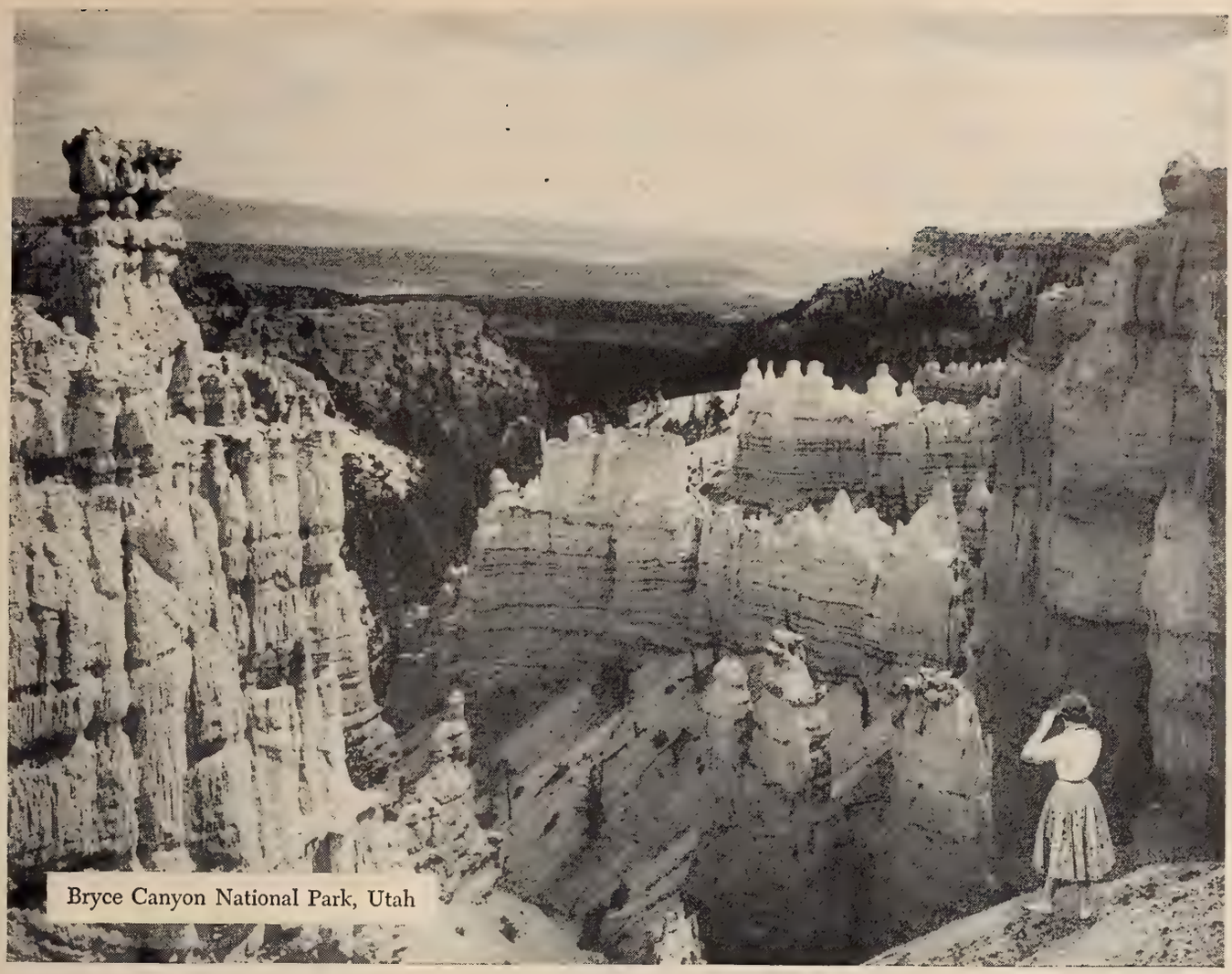
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There it lay at his feet – a chasm three miles long and a thousand feet deep – with myriads of fantastically shaped spires and turrets, towering in flaming array. And Ebenezer Bryce, viewing for the first time the horseshoe-shaped basin that now bears his name, is reported to have said, "A mighty tough place to find a stray cow."

Today Bryce Canyon National Park is still a tough place to find a cow. But among its bright-colored formations you'll find delight for the eye and food for the imagination. Here you can ride the breath-taking Rim Road, called "the most colorful 20 miles in the world," or go below the rim to places as colorful as their names – Silent City... Peek-a-Boo Canyon... the Queen's Garden.

Geologists will tell you this is erosion at work, with frost, snow and rain patiently sculpturing the soft rocks of Utah's Pink Cliffs. The less scientific have called it music frozen in stone. The music wasn't identified. It could be "America the Beautiful."

Sinclair Salutes the National Grange

Founded in 1866, the Grange is the oldest and largest farm fraternity in the world and has always had a natural interest in conservation and in our National Parks. With headquarters at 744 Jackson Place, Washington, D. C., this organization for many years has been active in promoting soil and water conservation for the farming lands upon which our economy depends. We salute the Grange for its part in creating in Americans the understanding and cooperation so necessary to accomplish this worthy objective.

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ch. 27 for reserved ch. 21 at Hanover, N. H., and substitution of ch. 75 for 27 at Concord, freeing ch. 21 for use at Poughkeepsie. WKNY-TV is located midway between this city and Kingston.

Recalling precedent cases to support its WKNY-TV ruling, FCC noted Hanover and Concord "are apparently not ready to proceed immediately with the establishment of uhf television stations on the lower uhf channels assigned to them. It is expected that the equipment problems connected with operation on higher uhf channels will be eliminated by the time such communities are ready to proceed with television." Making the changes now will "provide for a more effective utilization of available facilities," FCC said.

WKNY-TV sought the change, FCC explained, "due to certain technical difficulties" on ch. 66. FCC noted "the station has been unable to operate with full power and that as a result of this and other equipment problems it has not been able to cover its contemplated service area with the necessary signal strength." WKNY-TV will retain its present site.

KCOR-TV San Antonio, still in the construction stage and proposing a Spanish-language operation, sought to acquire use of ch. 14 by substituting ch. 30 for 14 at Seguin, Tex. In its denial order, FCC noted Seguin organizations protested the switch, including KWED there.

The order said the channel switch must be refused as long as some interest in tv is found in Seguin and also concluded KCOR-TV "has not established . . . that operation on ch. 41 in San Antonio at this time will be unsatisfactory.

FCC PROPOSES 3 VHF GRANTS

Seattle, Omaha and Jacksonville, Fla., initial decisions are issued by Commission.

PROPOSED vhf grants for Seattle, Wash., Omaha, Neb., and Jacksonville, Fla., were announced last week by FCC in three separate initial decisions by hearing examiners.

The initial decision for Seattle would authorize ch. 7 for Queen City Broadcasting Co. (KIRO-AM-FM), while denying competing applications of KXA Inc. (KXA) and Puget Sound Broadcasting Co. (KVI).

At Omaha, proposed grant for ch. 7 would go to Herald Corp. (World Publishing Co.) with a denial to the rival application of KFAB Broadcasting Co. (KFAB). World publishes the *Omaha World-Herald*.

In Jacksonville, the ch. 12 grant is favored for Jacksonville Broadcasting Corp. (WPDQ). In the same ruling denials were proposed for competing City of Jacksonville (WJAX-AM-FM) and Florida-Georgia Television Co.

Florida-Georgia is headed by George H. Hodges and Alex Brest, Jacksonville contractors, 26% interest. A 19% interest is held by Harold S. Cohn, owner of WRHC Jacksonville, and among other stockholders are Mitchell Wolfson of WTVJ (TV) Miami with 5% plus voting control over another 10% held by Wolfson-Meyer Corp.

In the Seattle ch. 7 proposed grant, FCC Examiner Thomas H. Donahue concluded that in an analysis of those criteria where a preference among the competing applicants exist, KIRO has been found equal to KXA and superior to KVI in the areas of civic consciousness, diversification of business interests and television preparation. The examiner also contended KIRO was superior on integration of ownership and management and slightly superior on the basis of its television proposal.

Most telling point in the record, according to the examiner, is KIRO's "vast superiority of past operation."

The examiner referred to charges made during the hearing against the qualifications of Saul Haas, KIRO president, and said the charges were of no significance, except for one. That one was an allegation that Mr. Haas, then a U. S. Collector of Customs at Seattle, had gained ownership in KIRO 20 years ago, while conferring with a Charles Thomsen, KIRO stockholder, on a tax case.

The examiner pointed out that another witness had testified that Mr. Haas had bought into KIRO at some risk during a period of national depression. The examiner also said that "this single instance of wrong doing was the only blemish on Haas' character that has been established. Further, Haas has over the past 20 years been responsible for the operation of a radio station of not inconsiderable overall merit from the public interest standpoint. In light of these factors, to disqualify him here on the grounds of a single instance of wrong doing is unjustified."

At Omaha, Examiner Isadore A. Honig preferred Herald Corp. over KFAB on the grounds of wider local ownership, greater civic participation and business interest diversification on the part of principals, public service achievement record of the Herald Corp.'s parent newspaper and diversification of mass media. The examiner noted KFAB is owned 47% by the Journal-Star Printing Co., publisher of the only daily papers at Lincoln, Neb., whose combination rate practices he scored.

Journal-Star Printing Co., he cited, is complexly interconnected in ownership with some 10 other publishing interests in the Midwest and including WIBA-AM-FM Madison, Wis., KGLO-AM-FM-TV Mason City, Iowa, and WTAD-AM-FM and KHQA-TV Quincy, Ill. The examiner, however, pointed out KFAB's "superior" record of radio performance and found KFAB entitled to preference on integration of ownership with management.

In the Jacksonville case, Examiner Charles J. Frederick pointed out that WPDQ was entitled to preference on the basis of integration of ownership and management. James R. Stockton, president, and Robert R. Feagin, executive vice president, holding 80% of WPDQ, would be active in the day-to-day operation of the tv station, it was pointed out. Only 51% of the stock of Florida-Georgia is held by persons concerned with such operations. The city commissioners of the City of Jacksonville would have little to do with day-to-day station operation, the examiner further concluded.

Two New Fm Grants Issued

TWO new fm stations were authorized by FCC last week, one for WNVA Norton, Va., and the other for Robert H. Wilkinson trading as Colorado Recording Co., Boulder, Colo.

At Norton, WNVA received a permit for fm ch. 299 (107.7 mc) with effective radiated power of 4.6 kw. Mr. Wilkinson received ch. 247 (97.3 mc) with ERP of 5.9 kw. Transmitter of latter would be remote controlled.



We've had a look at the 1954 figures that will be published in the May 10, 1955 issue of SALES MANAGEMENT.

Heavenly daze—we're going higher than a kite! WIOD's four county market—which includes DADE (Miami), BROWARD (Ft. Lauderdale), PALM BEACH (West Palm Beach) and MONROE (Key West)—will show a population increase of over 100,000—Effective Buying Income and Retail Sales *increases* in the 100 millions!

This is year 'round stuff—boys and girls. And speaking of year 'round, do you know that there are almost 1600 manufacturers in the Miami area. Ask your Hollingbery man for Miami Market Facts.

WIOD
Established January 18, 1926
MIAMI, FLORIDA

James M. LeGate, *General Manager*
5,000 WATTS • 610 KC • NBC AFFILIATE
National Rep., George P. Hollingbery Co.

FCC Grants Satellite, Allows 4 Tv Changes

THE FCC last week granted The Hills Broadcasting Co. a construction permit for a new tv station on ch. 3 at Florence, S. D., The station will operate as a parttime satellite and will rebroadcast some of the programs of KELO-TV Sioux Falls.

KELO-AM-TV is sole owner of the new Florence station, which will have an effective radiated power of 25.7 kw visual and 15.5 kw aural, with antenna height of 710 ft.

In other FCC tv actions last week:

WVAA (TV) Petersburg, Va., ch. 8, was granted a modification of its construction permit to change antenna height from 550 ft. to 940 ft.

WMGT (TV) Adams, Mass., was granted a switch to Pittsfield, Mass., and change from ch. 74 to ch. 19. ERP is changed from 300 kw visual and 155 kw aural to 115 kw visual and 67.6 kw aural, with antenna height above average terrain increasing from 2,060 to 2,120 ft.

WANE-TV Fort Wayne, Ind., ch. 69, was granted a change in effective radiated power and antenna height from 100 kw visual, 50 kw aural, 430 ft. to 200 kw visual, 107 kw aural, 740 ft.

WLBR-TV Lebanon, Pa., ch. 15, which suspended operations Oct. 16, 1954, was granted a six months extension to complete construction.

Grants Proposed for Two Ams, WDMG Boost Favored

PROPOSED grants for new am stations in Latrobe, Pa., and Hartselle, Ala., were announced last week by the FCC.

At Latrobe, a decision would grant 500 w daytime operation on 1480 kc to Latrobe Broadcasters, subject to the condition that the applicant file within 60 days of grant an application for modification of permit specifying a site conforming to FCC rules and standards.

The proposed am grant at Hartselle was to Dorsey Eugene Newman for 250 w daytime operation on 860 kc. The same initial decision would also authorize WDMG Douglas, Ga. to increase from 1 kw to 5 kw, operating daytime only on 860 kc, and deny the application of WERD Atlanta for an increase of power from 1 kw to 10 kw on 860 kc, daytime only.

Bill to Amend 309 (c) Introduced by Magnuson

AN FCC-recommended bill to amend Sec. 309 (c) of the Communications Act—to keep protests from delaying television service granted without hearing by the FCC in an area—has been introduced by Sen. Warren G. Magnuson (D-Wash.).

The bill (S 1648) was referred to the Senate Interstate & Foreign Commerce Committee, of which Sen. Magnuson is chairman. FCC asked the House and Senate to amend the section last month [B•T, March 28].

Comr. John C. Doerfer, who submitted separate views to the FCC request, asked that the whole section be repealed, charging that it demands an undue amount of FCC time, is used primarily by competitors to delay a new station and "accomplishes no useful purpose."

The Magnuson bill would permit the FCC to (1) deny a protest without hearing when the facts it alleges, even if true, do not warrant reversal of a grant; (2) allow the FCC to deny a request for stay of a grant if the Commission feels a stay is not in the public interest and (3) permit the FCC to draw up the issues for a hearing, such issues not necessarily to be those presented by the protestant.

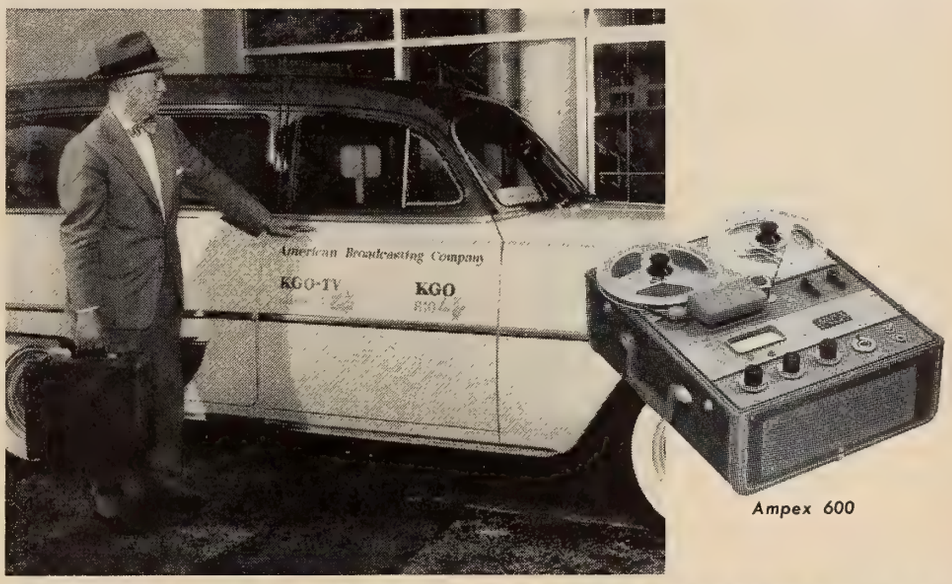
The protest section, one of the major provisions of the McFarland Act of 1952 amending the Communications Act, at present requires the FCC to hold a hearing within 30 days if the protestant establishes that he is a party in interest and if he specifies his facts. If the FCC sets such a hearing, the effective date of a grant must await findings of the hearing.

Rowlands Get Am Daytimer

NEW AM station at Fernandina Beach, Fla., and improved facilities for three existing stations were among the non-hearing radio grants announced by FCC last week.

The new Florida station, 1 kw daytime on 1570 kc, went to Fernandina Beach Broadcasters, owned by Marshall W. and Carol Rowland, employes of WJHP Jacksonville, Fla.

WCHV Charlottesville, Va., was granted change from 250 w on 1240 kc to 1 kw on 1260 kc, directional night. WGBR Goldsboro, N. C., won increase in day power from 1 kw to 5 kw, continuing on 1150 kc with 1 kw night and different directional arrays day and night. WPCT Putnam, Conn., was granted increase in power from 500 w to 1 kw, continuing daytime on 1350 kc. Bid of Mountain State Broadcasting Co. for a new station on 1470 kc with 1 kw daytime at Morgantown, W. Va., was set for hearing. WVVW Fairmont was made party.



Ampex 600

"OUR BEST PORTABLE RECORDER YET"

says Richard Parks, Asst. Chief Engineer, ABC, San Francisco

"This new Ampex 600 really fills a need. We like it. It's light. It's compact. And its fidelity and timing accuracy leave nothing to be desired. Now no matter how important the program material, we can send the 600 out after it. The results that come back are as good as we could have recorded inside our studio on Ampex 350s. For program protection the 600's third head is an excellent feature. The engineer monitors as he records. There's no guesswork. The recording is always right."

"The photo shows Bill Adams, our farm reporter. He has made extensive use of the 600 for farm interviews.

NOW THERE'S AN AMPEX FOR EVERY BROADCAST NEED

The new 600 completes the Ampex line. In any station it's an ideal portable, and for many it's an all purpose machine. The Ampex 600 fits limited space and limited budgets, but does an unlimited job. Base price is $498. In portable case it's $545. The Ampex 620, a portable amplifier-speaker unit in matching case is a superb quality monitoring unit, usable inside or out; price is $149.50.

The Ampex 350 is the versatile broadcast studio machine. It has a remote control plug-in, two speeds, 10½-inch reels, easy editing and quick accessibility for service. Its durability defies time and hard usage.


Ampex 350

Bulletins on the low cost Ampex 600, the versatile 350, the 450 eight-hour reproducer and the Ampex Tape Duplicator are available on request. Write today to Dept. D-1881

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CHAIRMAN McCONNAUGHEY AIRS VIEWS

FCC head, interviewed Saturday on CBS Radio 'Capitol Cloakroom,' displays decisive stand on many problems of broadcast operation and regulation.

FCC CHAIRMAN George C. McConnaughey disagrees with his colleague, Comr. Frieda Hennock, on such topics as program regulation and free time for politicians (see stories, pages 86, 90), he said Saturday on the CBS Radio *Capitol Cloakroom* (6:30-7 p.m.).

The chairman stated his views—many of them decisive—on tv's impact on juvenile delinquency, Senate and FCC radio-tv probes, subscription tv, uhf vs. vhf, color tv, repeater stations, the future of network radio and educational tv.

Chairman McConnaughey's comments follow, in capsule form:

JUVENILE DELINQUENCY—Many elements such as autos, movies, tv, parental discipline are factors. He did not agree with Comr. Hennock's suggestion that licensees should be required to submit crime program lists to FCC, with renewal refused if ratio is too high. Program regulation is not an FCC function, he said, but its role should be studied.

FCC RADIO-TV PROBE—Commission has 1,100 on staff, 700 of them professional people who know the business. It should study all facets of broadcasting and work in harmony with Senate committee, which has own probe. Study should include economics, programs and possibility of monopoly. Flatly opposed rate regulation since broadcasting is not a public utility or monopoly. Probe necessary because last one was 1938-41. Meantime tv has arrived and 99% of people have radio.

TV COVERAGE—Now 425 stations on air; 99% of people can get one tv signal, 70-75% at least two. FCC has done "perfectly remarkable" job in three years and should clean up 200 pending applications by end of 1955.

VHF VS. UHF—Sees great hope uhf can be put on economic basis, and said manufacturers should make all-channel sets. Said number of military vhf channels is secret and declined to answer question on proposal to give all uhf band to broadcasters and vhf to military. In "fantastic expansion" of tv industry many uhf stations are not on good economic status, he said, but vhf stations had trouble in early days.

SUBSCRIPTION TV—Commission studying it in rule-making proceedings. It is "a radical departure" from free broadcasting and is "very intriguing." Conceded FCC may face serious bootlegging problem.

COLOR—It's brand new but estimates for end of 1955 range from 100,000 to 300,000 sets. Color is on the way; price of color sets may go down fast in next 12 months. He advised people to buy tv sets as they need them, not waiting for color which he figures will be on "fruition basis" in three or four years.

REPEATER STATIONS—Believes they are coming.

NETWORK RADIO—Having gone through its growth, network radio has settled into a stable industry. Radio has only scratched the surface. One poll showed young people often prefer radio to tv.

POLITICIANS—Should pay for time "the same as anybody else."

EDUCATIONAL TV—Granted 242 channels in 1952 with nine vhf and two uhf stations on the air. Educational tv has "tremendous possibilities" but is slow developing—"they can't go out and make money." FCC should be sympathetic with educational tv.

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MINNEAPOLIS ST. PAUL

Maximum power at minimum cost. Ask your H-R representative about choice availabilities.

ASK H-R

316,000 watts on Channel 9



Offices, Studios, Transmitter
FOSHAY TOWER
Minneapolis
Represented Nationally by H-R TELEVISION, INC.

White, FCC Bureau Chief, Announces July Retirement

COL. EDWIN L. WHITE, chief of the FCC's Safety & Special Radio Services Bureau, plans to retire at the end of July, he announced last week. Col. White joined the FCC's predecessor agency, the Federal Radio Commission, in 1930.

Burns Named General Counsel Of Senate Anti-Monopoly Unit

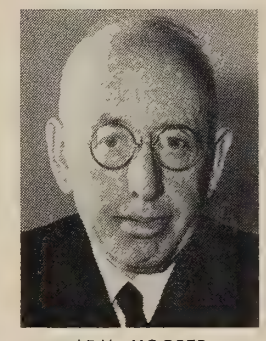
JOSEPH W. BURNS, member of the New York and Washington law firm of Fulton, Walter & Halley, was named last week as general counsel and staff director of the Senate Anti-monopoly Subcommittee by its chairman, Sen. Harley M. Kilgore (D-W. Va.).

Mr. Burns' appointment to the subcommittee has been expected for some time [CLOSED CIRCUIT, Jan. 24]. He has specialized in the tax and antitrust fields, both in private practice and during 11 years in government service, including 1943-45 as special assistant to the Attorney General.

Sen. Kilgore, who said the subcommittee will get underway "very shortly on a full-scale antitrust and monopoly probe," earlier had indicated he would look into "monopoly practices" in the communications field, but later he apparently reached an agreement with Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee wherein the latter group would turn over to the Kilgore group all instances of monopoly found in the Commerce Committee's current investigation of networks and uhf-vhf troubles.

Rear Adm. S. C. Hooper Dies; Pioneer Scientist in Radio

REAR ADM. Stanford C. Hooper, 70, retired, pioneer radio scientist, died Wednesday at his Miami Beach, Fla., home. Funeral services were to be held today (Monday) at Ft. Myer, Va., chapel with burial in Arlington National Cemetery.


ADM. HOOPER

Adm. Hooper was born in Colton, Calif., in 1884 and was graduated from Annapolis in 1905. After five years of sea duty he became an instructor at Annapolis, keeping in touch with his pioneering work with "wireless" by working weekends at the Bureau of Standards. He was appointed fleet radio officer in 1912 and in 1915 became head of the Radio Division, Bureau of Ships. He commanded a destroyer for a time and returned to the Radio Division in 1918.

When the Federal Radio Commission was formed as a temporary agency in 1927, the then Capt. Hooper was loaned by the Navy as its first chief engineer.

During a cruise to Australia after returning to the fleet as radio officer he carried out pioneering experiments with high-frequency equipment. In 1928 he was director of naval communications and in 1934 moved to chairmanship of the Naval Research Committee and director of the Technical Division, Naval Operations. After returning he was awarded the Elliott Crosson Gold Medal for pioneering radio leadership and discovery. Since his retirement he has been a consultant to several electronic manufacturers.

Three Stations Face FCC On Racing Tip Charges

RUMBLINGS some weeks ago that FCC is concerned about radio stations allowing use of their facilities to advertise tips on horse races [CLOSED CIRCUIT, Feb. 7] came into the open last week as the Commission sent pre-hearing McFarland letters to three Miami area stations. Involved are WFEC Miami and WMBM and WAHR Miami Beach.

WFEC and WMBM seek license renewal while WAHR has pending an application to cover its construction permit. FCC indicated hearings appear necessary.

Pointing out that the Commission "has before it information that you have permitted persons engaged in selling tips on horse races . . . to use your station facilities," FCC wrote the stations that "there is indication that the operations" of certain named individuals "are conducted in a highly questionable manner in that false and misleading representations are made as to the service rendered."

FCC named a "Jimmy Grant" in its letter to WAHR, a "Johnny Kenny" with respect to WFEC and an "Al Laurence" on WMBM.

N. Y. LIBEL BILL AWAITS GOV.'S NOD

THE BROADCASTERS of New York State last week were within a step of having a state law to relieve them of liability for defamatory remarks that may be made in broadcasts by qualified political candidates. The final protective step is expected to come within the next few weeks.

The pending bill affording stations this immunity against libel suits arising out of non-censorable political broadcast cleared its last legislative hurdle, after some delay, with passage by the New York State Senate on March 29 by a vote of 53-2. It already had passed the assembly by a 140-0 vote a month earlier and now awaits signature by Gov. Averell Harriman, who has been in Florida but was expected to sign shortly after his return. Under state law, he has 30 days from the date of final passage.

The bill, which had the backing of the newly-formed New York State Assn. of Radio & Television Broadcasters as its first major project, frees station operators and their employes from liability for any defamatory statement by any legally qualified political candidate whose broadcast remarks may not, under FCC rules, be censored by the station. One thing would be required of the stations: before and after each political brodcast they would have to carry an announcement saying the speech is not censorable under FCC regulations and that the remarks do not reflect the views of the station, its owership or its management.

The NYSARTB has urged adoption of such a bill since its formation in January under the presidency of Michael R. Hanna, WHCU Ithaca. John Titus, Albany attorney, is association counsel and was legislative observer.

Hoover Report Curbs Some FCC Functions

THE FCC is among government agencies which would be affected by recommendations released by the Hoover Commission yesterday (Sunday) embracing a broad plan to separate the administrative and judicial functions of federal agencies by establishment of an Administrative Court.

The report, on Legal Services and Procedure, among other things, recommends:

1. Transfer to existing courts of certain judicial functions of government agencies "such as the imposition, remission or compromise of money penalties, awarding of reparations or damages, and issuance of injunctive orders, wherever this can be accomplished 'without harm to the regulatory process'."

2. Development of a legal career service for civilian attorneys in government, with an office in the Justice Dept. to administer it.

3. Integration of the legal staffs of each department, agency or regulatory body under an assistant secretary or a general counsel.

4. "Precise and complete" definition in enabling legislation of authority delegated by Congress to federal administrative agencies.

5. Proposed advance hearings for parties affected or to be affected by changes in rules, in licenses or revocation of licenses, injunctive or regulatory orders and review of decisions on tests, examinations and inspections.

6. Embracement by the Administrative Court of the injunctive and adjudicative phases of trade regulation now vested in the FCC and other agencies.

7. Change of hearing examiners into hearing commissioners under a chief examiner appointed by the President, with Senate consent, for a 12-year term. He would be guided by a five-member presidentially-appointed advisory committee representing the judiciary, interested agencies and attorneys of administrative law.

WTCN-AM-TV Sale Approved To Bitner for $1.7 Million

TRANSFER of control of WTCN-AM-TV Minneapolis from Robert Butler and associates to Harry M. Bitner's Consolidated Television & Radio Broadcasters Inc. was granted by the FCC last week, first part of a double purchase whereby the Bitner group also acquires WMIN-TV St. Paul from N. L. Bentson and associates. Combined price is $3 million [B•T, Jan. 31].

WTCN-TV and WMIN-TV share time on ch. 11, but under Bitner ownership WMIN-TV will be dropped, as the FCC also approved full-time operation for WTCN-TV. Purchase of WMIN-TV did not require Commission consent. Mr. Bentson earlier sold WMIN-AM-FM to W. F. Johns interests.

Consolidated is licensee of WFBM-AM-TV Indianapolis and WEOA Evansville, Ind., and parent company of WOOD-AM-TV Grand Rapids and WFDF Flint, Mich. Harry M. Bitner Sr. is chairman of the board and Harry M. Bitner Jr. is president. Total purchase price of $3 million included $1.7 million plus for WTCN-AM-TV, FCC indicated, and $1.2 million plus for WMIN-TV.

Other sales and transfers of control granted last week were:

KORK Las Vegas, Nev., granted assignment of license from Reno Broadcasting Co. to Southwestern Broadcasting Co. for $60,000. Southwestern is solely owned by Donald W. Reynolds, principal stockholder in KLRJ-TV Henderson, Nev.; KZTV (TV) Reno, Nev.; KFSA-AM-FM-TV Fort Smith, Ark.; KHRG Okmulgee, Okla, and KBRS Springdale, Ark.

KOLO Reno, Nev., was granted assignment of license from Reno Broadcasting Co. to Western Broadcasting Co. for $190,000. Western is solely owned by Donald W. Reynolds (see above).

WFUL-AM-FM Fulton, Ky., granted transfer of control from R. W. Bushart and associates to Warren L. Moxley for $35,500, for 88.75% interest. Mr. Moxley is a former theatre operator.

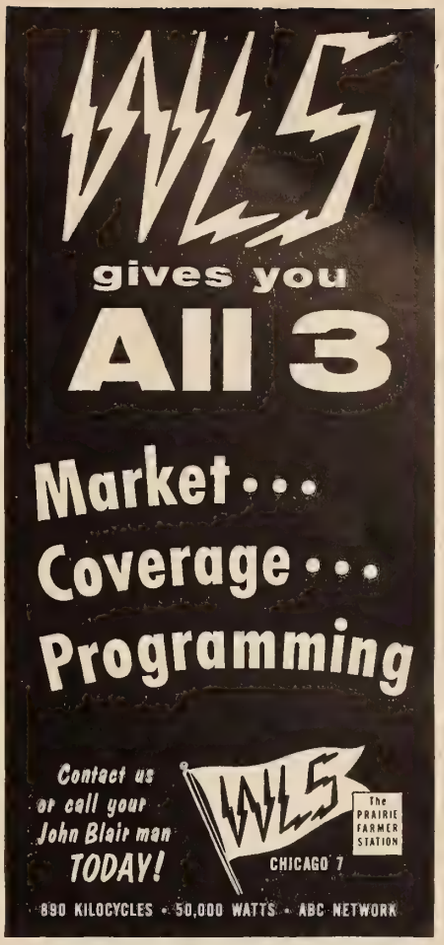
Commonwealth Broadcasting Corp. (WLOW Portsmouth, Va.) granted relinquishment of positive control by E. L. Scott, Robert Wasdon and Jack Siegel through issuance of stock to Harold Kaye and Emil J. Arnold. Consideration is $35,000 for 50% interest. Mr. Kaye is vice president-25% owner of WORC Worcester, Mass. Mr. Arnold is in real estate and investments.

WDZ Decatur, Ill., granted transfer of control from Charles C. Caley, and Horace L. Lohnes to Mr. Caley, Frank C. Schroeder Jr., Meredith M. Daubin, Raymond B. Harding, Thomas L. Schroyer and the Munsey Trust Co., Washington, executors of the estate of Mr. Lohnes, deceased.

FTC Orders More Hearings On Chesterfield Ad Claims

THE FEDERAL Trade Commission last week ordered further hearings to determine if certain advertising claims of Liggett & Myers Tobacco Co. (Chesterfields), New York, are misleading or are mere "puffing." At the same time the FTC dismissed a 13-year-old false advertising charge against Philip Morris & Co.

Up for additional hearings are claims that Chesterfields are (1) "milder," (2) "soothing and relaxing" and (3) leave no "unpleasant aftertaste." The action by the commission reverses





a hearing examiner's decision of last July that would have dismissed the complaint. The examiner ruled that the statements are laudatory, harmless or mere "puffing."

Liggett & Myers in 1954 spent $2,921,452 in network radio and $6,131,819 in network television, according to compilations of Publishers Information Bureau.

In the Philip Morris case, the commission dropped a complaint, first issued in August 1942, that claimed the firm's cigarettes are less irritating to the throat than other leading brands. The FTC upheld an examiner's decision which stated the formula allegedly supporting the advertising claims had been discontinued as well as the advertising itself. Philip Morris also has abandoned the advertising claim that its cigarettes do not leave an after-taste, the FTC said.

Figures from PIB show that Philip Morris spent $1,126,951 in network radio and $3,668,559 in network television in 1954.

Tarzian Says 5-Mile Limit Would Harm Tv Reception

CONTENDING FCC's proposal to limit television transmitter-tower sites to areas within five miles of the principal city is in error, tv tuner-maker Sarkes Tarzian last week told the Commission that the greater signal strength will harm tv reception rather than improve it.

FCC's proposal seeks to tighten up allocation principles and prevent stations from wandering away to other cities instead of giving first attention to the communities where they were assigned [B•T, March 7]. Comments are due April 15.

Mr. Tarzian, who also operates ch. 4 WTTV (TV) Bloomington, Ind., contended it is in the public interest to have the high power-high tower tv outlets located more than five miles from concentrated centers of population and should be "at least 15 to 20 miles." At the greater distance, he said, "the public would receive much better tv service and much of the ghost and all of the blanketing effect would be eliminated."

He asserted that today's low price tv sets "overload" when subjected to high intensity signals and "the response curve of the radio-frequency and intermediate-frequency system becomes very poor when the amplifier tubes are operated at high bias conditions."

STORER '54 NET IS 10 TIMES '45 FIGURE

Prospectus sent to stockholders by Storer Broadcasting Co. shows last year's net profits were $3.6 million as against only $306 thousand in 1945. Its seven tv's gross 10 times its seven am's.

NET PROFIT of Storer Broadcasting Co. last year was $3,680,779, more than 10 times greater than 1945, when its net profit was $306,930.

During 1954, Storer grossed from its seven tv stations more than 10 times the revenue it realized from its radio holdings.

These figures are contained in a prospectus sent to Storer stockholders, announcing an issue of 262,750 shares of common stock which last Wednesday were advertised and over-subscribed in the one day. First offering was to stockholders with the remainder of the stock offered to the public. Price was at the prevailing market of 24⅝.

In its prospectus, SBC said that it would apply $4,590,000 of the proceeds of the stock sale toward a reduction of a bank loan of $11.5 million made last July. The remainder together with other funds will be applied to preferred stock redemption. It was noted that the summary of Storer Broadcasting earnings did not include those of Miami Beach Sun Publishing Co., a wholly-owned subsidiary, although provision was made of the losses incurred by the publishing company, less profits, since its acquisition in 1949.

According to this table of earnings, SBC showed a net profit of $2,186,415 in 1953; $1,594,956 in 1952; $1,464,776 in 1951; $926,475 in 1950; $539,620 in 1949; $478,808 in 1948; $514,721 in 1947; $740,581 in 1946.

Gross revenues from its seven tv stations amounted to $13,391,027 in 1954 compared with more than $10 million in 1953; more than $6.5 million in 1952; nearly $5 million in 1951; more than $2 million in 1950; $577,011 in 1949; $31,539 in 1948, and no revenue in 1947.

Radio revenues, although outstripped by tv as early as 1952, were about level in the 8 years reported. Last year, radio revenues grossed Storer $4,345,504, about $300,000 less than in 1953. In 1947, gross radio revenue was $3,748,337. Peak Storer year in radio gross revenue was in 1951, when it hit $4,743,596.

Storer tv stations are WAGA-TV Atlanta, WBRC-TV Birmingham (Ala.), WJBK-TV Detroit, WXEL (TV) Cleveland, WSPD-TV Toledo, KPTV (TV) Portland, Ore., and WGBS-TV Miami, Fla. Radio stations owned by Storer are WAGA Atlanta, WBRC Birmingham, WGBS Miami, WJBK Detroit, WJW Cleveland, WSPD Toledo and WWVA Wheeling, W. Va.

In a breakdown of remuneration last year of the company's officers and directors, the report showed George B. Storer, director and president, with $75,175 in aggregate. Next highest was Lee B. Wailes, director and executive vice president, with $60,164, who was followed by Stanton P. Kettler, director and district vice president for the southern district, $51,292; William E. Rine, director and district vice president for the northern district, $42,020. J. Harold Ryan, director and senior vice president, also was listed among those executives receiving $25,000 per year or more, with a total of $33,750 received last year.

Under Storer Broadcasting's employe profit-sharing plan, Mr. Storer had an aggregate amount set aside or accrued of $34,370, of which $11,062 was reported in 1954; Mr. Wailes, $25,350, of which $8,670 was last year; Mr. Kettler, $19,873, $7,488 last year, and Mr. Rine, $17,802, with $6,249 last year.

In a breakdown of tv gross revenue, the company reported that last year 28.4% of time sales was network; 43.2%, national spots, and 28.4%, local. In radio, the figures were 11.8%, network; 38.1%, national spots, and 50.1%, local.

Among the appraisals of the broadcast media made in the prospectus:

• Daytime rates for standard broadcasting have "stabilized" but because of tv's competition, which is stronger at night than during the day, "nighttime standard broadcasting rates may decrease further."

• Fm broadcasting at present is not profitable. No income is derived from sale of fm time and there is nothing in sight to indicate that the medium will become "income producing." Storer Broadcasting will continue fm operation because (1) it is no "material financial burden" and (2) should fm become a major factor in the industry, Storer stations will be prepared.

• SBC does not believe its Miami uhf property (WGBS-TV) "has achieved a satisfactory competitive position" because uhf set conversion in the area has not reached the percentage desired, while the other station in the market, a vhf, can be received "substantially by all of the television sets."

The prospectus noted that the company could not estimate the probability of "being able to attain a satisfactory degree of uhf conversion in the Miami market." Miami estimate was 148,000 sets. Storer's other uhf station is in Portland, Ore., for which it estimated 204,798 sets converted.

In the prospectus, SBC referred to itself as the "largest independent television and standard radio broadcasting owner and operator in the United States" and as the only owner of seven tv stations and seven radio stations.

Another breakdown indicated that in radio, SBC follows a policy of 25% sustaining time and 75% commercial. In tv, the ratio was 20% sustaining, 80% commercial.

Also detailed in the prospectus is the arrangement of Storer with the Katz Agency and NBC Spot Sales. The agreement with the Katz Agency, which represents Storer's tv stations, is on a continuing basis, it was explained, but is subject to cancellation at any time by either party upon one year's written notice. Should Storer wish to set up its own national sales representative department, however, it can upon 90 days' notice withdraw one or more of the sta-

SELLING . . . the Nation's 20th Family Income Market

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RONALD B. WOODYARD, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

980 KC • 5,000 WATTS

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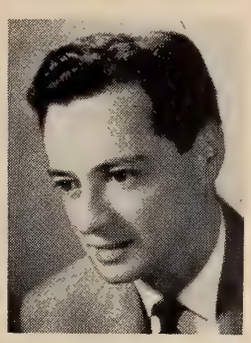
tions from Katz representation.

The agreement with NBC Spot Sales expires Oct. 31, 1955, it was explained, but may be terminated upon 120 days notice or in the event of termination of the network affiliation.

In the prospectus, Storer noted that it intends to apply for listing on the New York Stock Exchange of all of its outstanding common stock.

WABC'S RENAULT NAMED GEN. MGR.

APPOINTMENT of Michael A. Renault as general manager of WABC New York, ABC's key station, was announced last week by Robert E. Kintner, president of the network. Mr. Renault has been acting general manager since November 1954.



MR. RENAULT

Mr. Renault joined the station (then WJZ) in December 1950 as an account executive. Two years later he was named commercial manager, the position he held until he was appointed acting general manager.

Before joining WABC, he was with spot representative firms including Donald Cooke Inc., where he was New York office manager, and Headley-Reed Co., where he was an account executive.

Mr. Renault served with the U. S. Army for five years during World War II. His appointment as general manager of WABC is effective immediately, Mr. Kintner said.

$3 Million Credit Pact Set Between Bitner, Mellon Bank

A $3 million credit agreement has been arranged by the Bitner-controlled Consolidated Television & Radio Broadcasters Inc. with the Mellon National Bank & Trust Co., Pittsburgh. The agreement carries a 4½% interest charge and was established for the $3.35 million purchase of Minneapolis-St. Paul sharetime ch. 11 stations WTCN-TV and WMIN-TV, and WTCN [B•T, Jan. 31].

Consolidated, which was formed into a public corporation last year, owns WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids and WFDF Flint, both Mich., and WEOA Evansville (Ind.). The latter two stations are fighting FCC decisions granting tv channels in those cities to other applicants.

The $3 million credit agreement is the second Consolidated has with the Mellon bank. It already has a $750,000 bank credit with that bank, running to July 31, 1955.

The Minneapolis-St. Paul purchase is still pending FCC approval.

Shaw Joins Headley-Reed

WILLIAM H. SHAW, formerly general manager of KHMO Hannibal, Mo., has joined the Chicago staff of Headley-Reed Co., station representative firm, as account executive. Mr. Shaw, who resigned his KHMO post April 1, will concentrate on radio in Chicago and radio-tv elsewhere in his territory. He joined KHMO in August 1953 after serving as midwest advertising representative and, later, midwest sales manager of B•T for two and a half years.

WBRZ (TV) Goes on Air; 4 Tvs State Progress

WBRZ (TV) Baton Rouge, La., on test patterns since March 31, is slated to make its commercial debut Thursday. The ch. 2 station, affiliated with NBC and ABC, is the second tv outlet there.

RCA equipment will be used, including a 12-bay, 232-ft. antenna which will stand 1,001 feet above sea level when mounted on a triangular steel tower. The antenna, the station reports, is the largest of its type. WBRZ is represented by George P. Hollingbery Co.

Construction progress has been reported by four more new tv stations:

KFDM-TV Beaumont, Tex., which expects to begin regular programming April 24, went on regular test patterns April 1. The ch. 6 station will be affiliated with CBS and represented by Free & Peters Inc.

KRNT-TV Des Moines (ch. 8), owned by Cowles Broadcasting Co., expects to begin operation by Aug. 1, Robert Dillon, general manager, has announced. Remodeling has started on the KRNT Theatre Bldg. The tv operation will be located on the first two floors, the radio operation on the third.

KTBS-TV Shreveport, La., on ch. 3, has set Sept. 3 as starting date. It will be the second tv outlet there. E. Newton Wray, president, has estimated the station, the second tv outlet there, will cost about $750,000. The planned tower will measure 1,150 ft.

WITN (TV) Washington, N. C., the first video outlet there, expects to be on the air in September affiliated with NBC. The ch. 7 station has asked the FCC for permission to operate at maximum 316 kw. Tower height will be 949 ft. above sea level and General Electric equipment will be used throughout. The station estimates that it will serve more than one million people. W. R. Roberson Jr. is president.

Tragedy Averted

MAYOR Harry D. Breighner, of Clinton, Ill., has cited WHOW Clinton for "public service beyond the call of duty" in a letter to NARTB President Harold E. Fellows. The tribute was based on a service station error that might have led to tragedy. A Clinton attendant mistakenly gave a jug of gasoline to a customer who ordered kerosene the night of March 4. After he discovered his mistake he notified WHOW which went on the air with a warning to the unidentified purchaser. The message was repeated every 30 minutes. The whole area was anxious lest the buyer dump gasoline into a hot stove. The WHOW announcement was heard by the buyer, whose youngsters had turned on *Uncle Jim's Kid Show*.

Suttlemyre General Manager Under New KOPP Ownership

STAFF appointments at KOPP Ogden, Utah, have been announced by Milton Scott, president of M. B. Scott Inc., new owner of the station. Larry Suttlemyre continues as general manager. Larry Buskett, former commercial manager of



THINK GENTLEMEN!

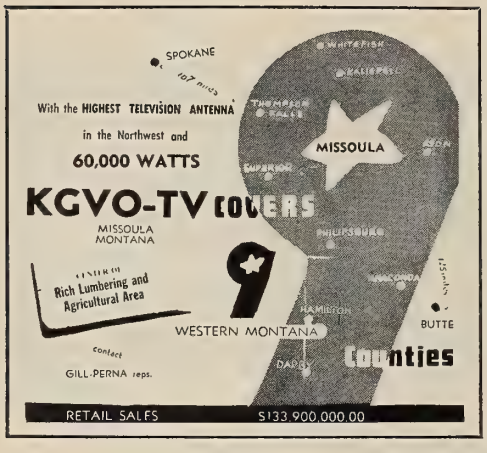
An opportunity to participate in a national promotion! Are you going to hold a premiere of a new picture, new product? Do you have a sales problem in New England? Or what would you like to say to a million (plus) people? Mutually beneficial ideas wanted!

New England enterprises, governments, civic organizations, in organized cooperation will conduct the 1955 NEW ENGLAND WATER FESTIVAL, July 2nd, 3rd, and 4th, Charles River, Boston, Mass. Potential two million live audience, five mile natural outdoor theater, spectacular parade of boats and floats on water, all media coverage. Allied events: industry displays, regattas, power races, water carnival, beauty contests, purses and trophies, etc. Preliminary events in other New England communities. Concessionary theory of operation. Tie in with a float or promotion of your own. Originate your TV show here, etc., etc.

AD MEN: There is a unique, very-low cost-per-thousand advertising "buy" available for 20 national advertisers, sponsoring floats in this pageant—all media coverage.

Grandstands, tents, docks, etc. wanted. Details, brochures available

NEW ENGLAND WATER FESTIVAL ASSOCIATION
2208 John Hancock Building
Boston 16, Massachusetts HA 6-1632
James P. Wilber, Gen. Mgr.



A GOOD SPOT
WEAV
PLATTSBURG, N. Y.
Ask GILL-PERNA Inc.

TAPE DUPLICATION

Unrivalled capacity, fast complete service—Multiple destination mailings. Experienced engineers—Ampex installations assure quality.

RECORDED PUBLICATIONS LABS.
1558-70 Pierce Avenue Camden, N. J.
Cam.: WO3-3000 • Phila.: WA 2-4649

KLAC Los Angeles and co-owner-vice president of Clubtime Productions Inc. (syndicated transcriptions), has been retained as management and program consultant.

N. Pratt Smith, who has been in freelance show syndication, has been appointed commercial manager. Dave Page, with KOPP for about one year and before that program director at KMUR Murray, Utah, has been named assistant manager and head of the program department. Dick Kingston has been named chief engineer and a member of the disc m.c. staff, which also includes Dave Page, Bob Rudd and Bud Trewett. Other members of the KOPP staff are Mary Ketts, James Nixon, Clifford Pomeroy, Max Whittington, Don Steffey and Garth Wheeler.

COTT CONSIDERED AS WABD (TV) HEAD

TED COTT, former vice president and operating head of NBC's radio network, was reported last week to be high in the running for the post of heading DuMont Television Network's WABD (TV) New York.

Dr. Allen B. DuMont, president of Allen B. DuMont Labs, the broadcasting unit's parent organization, told B•T that Mr. Cott was one among others under consideration. The others were not identified.

Dr. DuMont indicated it might be either days or months before a decision is announced.

The future assignment of George L. Baren-Bregge, who was brought in from being sales manager of WDTV (TV) Pittsburgh to manage WABD some months before WDTV was sold by DuMont to Westinghouse Broadcasting Co., apparently has not been determined.

Mr. Cott resigned from NBC as of March 1 [B•T, Feb. 28]. He joined NBC in April 1950 as general manager of the network's WNBC-AM-FM and WNBT (TV) New York (Now WRCA-AM-FM-TV). He formerly was vice president in charge of programming for WNEW New York, independent station.

McCormick Will Names Five To Head 'Tribune,' Stations

FIVE TRUSTEES, including Chesser M. Campbell, former director of MBS, have been named in the will of the late Col. Robert R. McCormick to operate the *Chicago Tribune's* numerous subsidiaries, including WGN-AM-TV Chicago and WPIX (TV) New York.

Mr. Campbell, who served as a director for Mutual from 1944 to 1949, was elected president of the Tribune Co., holding organization for the *Tribune, New York Daily News* and 13 subsidiary companies in the U. S. and Canada. He was a director and later vice president of the Newspaper Advertising Executives Assn. and is a board member of the American Newspaper Publishers Assn. He previously was active on the board of the Bureau of Advertising.

Other trustees who will control McCormick radio-tv and other operations are J. Howard Wood, treasurer of the Tribune Co. and business manager, *Chicago Tribune;* William D. Maxwell, *Tribune* managing editor; Arthur Schmon, president of Tribune Co. paper mills and other Canadian subsidiaries, and Mrs. Garvin (Bazy) Tankersley, Col. McCormick's niece and former editor of the *Washington Times-Herald* which was purchased by the *Washington Post.* All are executors of the McCormick-Patterson trust.

Herald of Spring

A NOVEL way to welcome spring was found by WRRR Rockford, Ill., when it offered $5 to the first young lady who would step up to its outside microphone in a bathing suit and take a short stroll through the downtown area with the station's m.c. Every 30 minutes, beginning at 12 noon on March 21, the $5 prize was increased. Self-restraint had its reward for Miss Eva Harris who waited until 2:17 p.m. to appear in a strapless bathing suit. By then the award money had been raised to $15. Miss Harris, amid 40 degree temperature, was dubbed "Miss Springtime."

WJR Directors, Officers Re-elected by Stockholders

WJR Detroit stockholders re-elected the incumbent directors and corporate officers for another year term, John F. Patt, director and corporation president, revealed last week.

Directors re-elected were: Mrs. Frances S. Parker; Mr. Patt; Worth Kramer; William G. Siebert; Selden S. Dickinson; F. Sibley Moore, and G. F. Leydorf.

Corporation officers named were: Mr. Patt; Mr. Kramer, vice president and general manager; Mr. Siebert, secretary and treasurer, and Mr. Moore and George W. Cushing, vice presidents.

In his report to the stockholders Mr. Patt said that WJR received 45% of the total volume of radio advertising in the Detroit area and that $3 million sales were recorded by the station last year.

Mr. Patt also stated that if an FCC transmitter site grant is made in the near future he hopes to inaugurate WJRT (TV) Flint, Mich., operations by late summer.

Empire Coil Gen. Mgr. Named

APPOINTMENT of R. F. Willett as general manager of Empire Coil Co., New Rochelle, N. Y., has been announced by George B. Storer Jr., vice president of Storer Broadcasting Co., parent firm of Empire Coil. Mr. Willett began his engineering career in 1937 with General Electric Co., Schenectady, N. Y., where he served until 1942. After leaving GE, he was active in the electronics manufacturing field in sales and application engineering, advertising and management, and for five years was sales and application engineer with the F. W. Sickles Co. For the last three years he has been plant manager at Essex Electronics.


MR. WILLETT

REPRESENTATIVE APPOINTMENTS

WNDU-TV South Bend, Ind., has appointed Meeker Tv Inc., N. Y.

KTHT Houston, Tex., has appointed Paul H. Raymer Co., N. Y.

KAKE Wichita, Kan., has appointed Joseph Hershey McGillvra Inc., N. Y.

Erie Newspapers Battle Over Financial Slurs

CROSS LIBEL suits have been filed in Erie, Pa., involving competing newspapers and tv stations in that city.

Involved are the *Erie Dispatch* (WICU [TV]) and the *Erie Times* (WSEE [TV]).

The *Dispatch* suit claimed that the *Times* committed libel when it printed a story implying that the *Dispatch* was losing money, according to J. Howard McGrath, former U. S. Attorney General. Mr. McGrath represents Edward Lamb, owner of the newspaper and tv station.

The *Times* suit claimed that the *Dispatch* implied in three instances that WSEE was going to cease broadcasting because of financial difficulties, according to John W. English, attorney and stockholder of the tv station.

WICU operates on ch. 12; WSEE on ch. 35.

Charles E. Denny, WSEE general manager, said: "There is absolutely no truth to their [*Dispatch*] published rumors in regard to WSEE. The station is in a healthy condition financially and we are going on with our planning for the future. We now have an audience of 61,670 plus and it is growing daily. . . ."

Bills of particulars are due to be filed later.

WRC-AM-TV Time Sales Gain

NET TIME SALES for the first quarter of 1955 of WRC-AM-TV Washington were 38.3% higher than the same 1954 period, Carleton D. Smith, vice president and general manager of the NBC-owned stations, announced last week.

First-quarter sales of WRC-TV were 32.3% higher than the 1954 period, Mr. Smith said, and the best first quarter in the history of the station. WRC sales in the first three months of 1955 were 6% higher than the same 1954 quarter, Mr. Smith declared. He said WRC total net sales were higher than any first quarter in the past five years.

KVOR Being Sold

KVOR Colorado Springs, Colo., is being sold by James D. Russell to John S. Riggs and F. Robert Greene for $120,000, it was announced Wednesday.

Mr. Russell, retains KKTV (TV) in Colorado Springs.

Mr. Riggs has station interests in Elmira, N. Y., and WAIR Winston-Salem, N. C., and Mr. Greene, Lake View, N. Y., is a Buffalo, N. Y., advertising agency man.

The sale, made through Allen Kander, station broker, is subject to FCC approval.

STATION PEOPLE

James A. Felix appointed station manager, WFIL-FM Philadelphia.

George R. Townsend, chief engineer, WWLP (TV) Springfield, Mass., elected vice president; **Howard S. Keefe,** promotion manager, named assistant station manager; **Roland L. Filiault,** accounting dept., promoted to assistant treasurer; **Wallace Sawyer,** newsreel cameraman and director of local news telecasts, appointed film director and buyer; **Wallace I. Green,** production staff, named program director.

Dell Cummings, salesman, WCNT Centralia, Ill., appointed commercial manager.

George K. Eubanks, formerly general manager, WDXE Lawrenceburg, Tenn., appointed commercial manager, WETZ New Martinsville, W. Va.; **Harold Showman** named WETZ program director; **Richard McBride** appointed chief engineer; **Elinor Potts** named office manager.

Frank Benesh, news director, WNEM-TV Bay City, Mich., appointed program director; **Robert Beurket** appointed chief engineer; **Ed Dillon** named assistant chief engineer; **Ken Lawrence,** program personality, appointed chief announcer; **Tom Matthews** named film director; **Clint Stroebel** named continuity director; **Ken Sanders** appointed production director.



MR. BENESH



MR. BEURKET

Evans Meier, operations director, WJAG Norfolk, Neb., appointed assistant manager; **Glen Hixson,** program director, named operations director; **Don Broadstone,** announcer, promoted to chief announcer; **Earl Katz,** announcer, named promotion director; **Jim Deitloff,** announcer, appointed farm service director.

Don Hopkins, chief announcer, WIBW Topeka, Kan., appointed assistant manager-program director, KNUJ New Ulm, Minn.

Gerhard Joseph, comptroller, WTTM Trenton, N. J, appointed assistant manager.

Jimmy Denton, formerly with KIMN Denver, appointed program director, KLIR there.

R. B. Taber, former general manager, WCRL Oneonta, Ala., appointed account executive, WAVU Albertville, Ala., succeeding **Glenn Jackson,** who joined Air Force.

Warren Earl, promotion and publicity director, KCOP (TV) Hollywood, named to head new promotion and advertising department. Tierney-Ross publicity agency, same city, assuming all publicity duties.

Louis B. Switzer, director, public information and fund campaign depts., Syracuse and Onondaga County chapter, American Red Cross, appointed promotion director, WSYR-AM-FM-TV Syracuse.

Wesley Lambert, operations coordinator, KACY (TV) St. Louis, named program director, WKNX-TV Saginaw, Mich.



MR. LAMBERT

Jeff Waugh, WDVA Danville, Va., appointed promotion director; **Nadine Wright** named continuity chief; **Nancy Brown** returns to station as assistant in continuity department.

George D. Borden, studio supervisor, WPTZ (TV) Philadelphia, appointed chief engineer, succeeding **Raymond J. Bowley; Karl Weger** succeeds Mr. Borden.

SUPER POWER on the GULF COAST!

316,000 WATTS ERP.

plus

All the outstanding shows from

NBC . . . . CBS . . . . ABC

and top local programs

•

For coverage of Southern Alabama, Northern Florida, Eastern Mississippi

WALA-TV

CHANNEL 10

MOBILE'S *ONLY* TELEVISION STATION

PAPE TELEVISION COMPANY, INC.

Mobile, Alabama

AFFILIATED WITH WALA RADIO

Ask Your Headley-Reed Man For Market Information and Availabilities

WTVD

Durham-Raleigh

has

207,760

TV SETS

(source: Television Magazine)

More Sets Than

PORTLAND, Oregon

or RICHMOND, Virginia

WTVD

CHANNEL 11

NBC - ABC

Call HEADLEY-REED

CHNS
HALIFAX NOVA SCOTIA
Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!
THEY want the BEST!
Ask
JOS. WEED & CO.,
579 Fifth Ave., New York
About the
Maritimes Busiest Station
5000 WATTS



"Wish the boss would advertise on KRIZ Phoenix—the louse!"

LIBEL
SLANDER
PIRACY
COPYRIGHT
VIOLATION
Our special
INSURANCE
answers the problem
of claims in this field
ADEQUATELY • INEXPENSIVELY
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N. Y.
ELDORADO 5-0405

DUMONT 'ELECTRONICAM' MAY BE SHOWN THURSDAY

THE "ELECTRONICAM"—Allen B. DuMont Labs' combined live-film camera—probably will be publicly demonstrated Thursday afternoon in DuMont's Manhattan Telecentre, according to Allen B. DuMont, president of the firm.

In answer to a B•T query, Dr. DuMont acknowledged that the demonstration will take place this week, marking the first appearance of the camera since disclosure of the development some months ago [B•T, Jan. 3].

The new live-film system is designed to provide high-quality film at a low cost. Speculation has centered on the possibility of the company, which is the parent of the DuMont Television Network, entering both distribution and syndication of film. In addition, the network is expected to revitalize its national operations via the live-film technique.

DuMont officials, however, declined last week to comment on these reports.

Some details on the "Electronicam" and a picture of an original model were disclosed a few weeks ago in the annual report of Allen B. DuMont Labs [B•T, March 28].

Preparations for the demonstration already have been made. DuMont, it was reported, has shot film samples from its networked *Captain Video* and Paul Dixon shows, for the Thursday showing.

Among reported uses for the camera was the suggestion aired a fortnight ago for a "film university" which, if effected, would bring DuMont and Columbia U. (or New York U.) together in a mass adult education program via combined live-film resources [B•T, April 4].

Chromatic Planning Color Set Under $500

CHROMATIC Television Labs believes it has about developed a color tv set that could retail at less than $500, a spokesman for the research and development laboratory admitted last week.

A report that the set would be demonstrated publicly in June, however, was called "premature." Chromatic's spokesman added that "chances are good" that the receiver could be manufactured at a price "under $500." The Chromatic research firm would use the single-gun, Lawrence tube, developed by Dr. Ernest Lawrence of Stanford U.

Also reported, but unconfirmed by Chromatic, are plans for using only 24 tubes in the receiver as compared to the minimum of 28 contained in sets now on the market. Picture tube size, it was said, would be large-screen, either 21 or 22 inches. Chromatic is 50% owned by Paramount Pictures.

February Radio Production Shows Large Gain Over '54

PRODUCTION of radio sets in February far exceeded the figure for one year ago and was ahead of January of this year, according to Radio-Electronics-Tv Mfrs. Assn. The figure for February was 1,089,724 sets compared to 769,232 in the same 1954 month and 1,068,146 in January 1955.

Tv output in February reached 702,514 sets compared to 654,582 in January and 426,933 in February 1954.

Of tv sets made in February, 101,217, or 14.4%, had uhf tuning. Fm tuning was incorporated in 17,751 radios plus 1,026 tv sets.

Radio output in the first two months of 1955 totaled 2,157,870 sets compared to 1,641,213 in the same 1954 period. Tv two-month output this year was 1,357,096 sets compared to 847,504 in the same 1954 period.

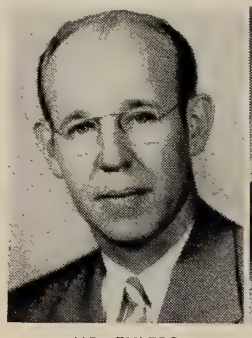
Data for the two months of 1955:

	Television	Home Sets	Portables
January	654,582	280,121	47,303
February	702,514	232,831	109,120
TOTAL	1,357,096	512,952	156,423

	Auto	Clock	Total Radio
January	573,837	166,885	1,068,146
February	597,742	150,031	1,089,724
TOTAL	1,171,579	316,916	2,157,870

Sylvania Names Weiss Ehlers to New Positions

PROMOTION of Walter A. Weiss to general manager of the radio tube division of Sylvania Electric Products Inc., Emporium, Pa., and the appointment of Herbert A. Ehlers to succeed



MR. EHLERS



MR. WEISS

him as general manufacturing manager of the same division were announced last week by Matthew D. Burns, vice president of operations for the company.

Mr. Weiss' advancement follows the recent appointment of Mr. Burns to his present post from that of general manager of the radio tube division. Mr. Weiss worked parttime for the radio plant while attending Pennsylvania State U. and became a test equipment engineer on a fulltime basis in 1941. He later became supervisor of quality control, division manager of quality control, manager of the plant at Emporium and manager of the company's Burlington (Iowa) radio tube plant.

Mr. Ehlers joined the company in 1933 as a factory engineer at Emporium where he now will make his headquarters. He later served as manager of product engineering for the radio tube division and manager of the Huntington (W. Va.) plant, his most recent post.

$50,000 Tv Station Offered by Dage Tv

A COMPLETE low-powered tv station for $50,000 is being offered by Dage Television Div., Thompson Products Inc., Michigan City, Ind.

The equipment has been offered tv stations pending FCC approval of the proposal to permit low-powered tv operations in cities of 50,000 population or less [B•T, April 4].

Last October, Dage completed installation of a low power tv installation for the U. S. Air Force on the Azores Islands. More recently it has finished a similar station at the Air Force base on Iceland. There are three others under construction, the company said.

Using a 200 w transmitter, capable of radiating up to 600 w with an antenna gain of three, Dage offers the following:

Plan I—for film and network programs only, $34,904. Plan II—same as Plan I with single live vidicon camera, $45,865. Plan III—same as Plan I with two live vidicon cameras, $51,382.

Excluded from the above prices are the costs of installation, tower and transmitter and studio housing.

GOBEL, DALY WIN PEABODY AWARDS

CBS places four, NBC and ABC both place three. WJAR-TV, KGAK, NAM also selected. Presentations to take place in New York April 20.

GEORGE GOBEL, for tv entertainment, and John Daly, for radio-tv news, were named the top individual winners of the 13 George Foster Peabody awards being announced today (Monday).

Network winners in the 15th annual competition were CBS (four awards), NBC (three) and ABC (three).

Presentation ceremonies will take place April 20 in the Hotel Roosevelt, New York, in conjunction with a luncheon of the Radio & Television Executives Society of New York.

Peabody categories and winners are:

Television entertainment: George Gobel, NBC.

Radio-television news: John Daly, ABC.

Television education: *Adventure,* CBS.

Television special awards: *Omnibus* and *The Search,* both CBS.

Television—youth-children's: *Disneyland,* ABC.

Television national public service: *Industry on Parade,* National Assn. of Manufacturers.

Television regional public service: WJAR-TV Providence, R. I., for "Hurricane Carol."

Radio entertainment: *Conversation,* NBC.

Radio education: *Man's Right to Knowledge,* CBS.

Radio contribution to international understanding: *Pauline Frederick at the UN,* NBC.

Radio local public service: KGAK Gallup, N. M., for *The Navajo Hour.*

Radio music (a citation): Boris Goldovsky (Metropolitan Opera), ABC.

Bennett Cerf, radio-tv performer, lecturer, publisher and author, is to be presentation master of ceremonies. Walt Disney, Clifton Fadiman, Miss Frederick and Messrs. Gobel and Daly are expected to take part in the awards program.

KGAK also was awarded an Alfred I. duPont award last month [B•T, March 28] for its specialized programming to the local Navajo and Zuni Indian market.



Mr. Daly



Mr. Disney



Miss Frederick



Mr. Gobel



Clifton Fadiman
Host
'Conversation'



Chas. Collingwood
Narrator
'Adventure'



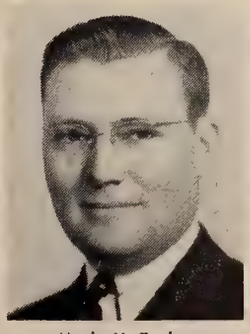
Allistair Cooke
Narrator
'Omnibus'



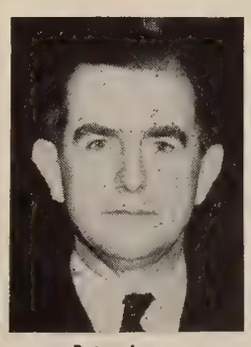
Helen Sioussat
Dir. Talks, CBS, 'Man's Right to Knowledge'



Milton Cross
Commentator
'Met Opera'



Merle H. Tucker
Pres.-Gen. Mgr.
KGAK Gallup



Peter James
Manager
WJAR-TV Providence



G. W. Johnstone
Radio-Tv Dir.
Natl. Assn. of Mfrs.

WKMI
KALAMAZOO
Western Michigan's Most Powerful Independent
Serving the Kalamazoo-Battle Creek 270,000 Metropolitan Area
★
5,000 Watts
Full Time • at 1360
Steere Broadcasting Corporation
Nat'l Rep., Forjoe

BMI "Pin Up" Hit
THE SAND AND THE SEA
RECORDED BY
NAT KING COLE . . . . . Capitol
BOB SANTA MARIA & LEROY HOLMES ORCH. . MGM
PUBLISHED BY
WINNETON MUSIC CORP.
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

KDKA, WQAN Take Firsts In Pa.-Del. AP Radio Awards

KDKA Pittsburgh and WQAN Scranton won the first place awards for general news for stations 5 kw and over and under 5 kw, respectively, in the newscasting awards announced April 1 by the Pennsylvania-Delaware AP Radio Assn.

In second and third place behind KDKA were WIP Philadelphia and WILK Wilkes-Barre. Placing behind WQAN were WKAP Allentown and WRAK Williamsport.

Other award winners in the order of finish were:

WBVP Beaver Falls, WAZL Hazleton, WQAN, sports news; WILK, WIP, commentary; WQAN, farm news; WQAN, WESB Bradford, women's news.

Special citations: WCNR Bloomsburg, WILK, WBRE Wilkes-Barre, WBVP, WMRF Lewistown, WCHA Chambersburg, WBPZ Lock Haven, WHP Harrisburg and WLYC Williamsport.

Judges in the contest were: Monroe Benton, news director, WELM Elmira, N. Y.; Walter D. Engels, manager of news and special events, WPIX (TV) New York, and Robert B. MacDougall, director of public relations and educational activities, WAAT-WATV (TV) Newark, N. J.

RCA Wins Two ABP Awards

TWO awards for "outstanding advertisements published in merchandising publications during 1954" were presented last week to the RCA Victor Television Div. of RCA by the 13th annual advertising competition sponsored by Associated Business Publications. Presentations were made at a joint luncheon meeting of ABP and the Sales Executives Club of New York at the Hotel Roosevelt. The "First Award" was for a color ad which introduced the 1954 line of RCA Victor tv sets to retailers. An "Award of Merit" was given for a series of nine ads acquainting dealers with features of the merchandise.

George Polk Awards Presented

GEORGE POLK Memorial Awards luncheon was held last Thursday at the Hotel Roosevelt, New York. Plaques were presented following the luncheon. In the radio-tv reporting field, Eric Sevareid of CBS, received an award. A special award was presented to the public affairs department of NBC and an award for community service was presented to WNYC New York.

AWARD SHORTS

Don Herbert, star, NBC-TV *Mr. Wizard,* presented citation from Chicago chapter, American Chemical Society, for "important contributions to science education."

WGLV (TV) Easton, Pa., presented award from National Exchange Club "for outstanding support" of National Crime Prevention Week.

John Terry, news director, WVKO Columbus, Ohio, presented scroll from city's firemen for his work in helping better their salaries and benefits.

WMAR-TV Baltimore presented citation of merit by Tall Cedars Muscular Dystrophy Fund and Muscular Dystrophy Assn. of America for its work in collecting funds to fight that disease.

WGN-AM-TV Chicago honored by American Legion's Voiture 220 Society for its cooperation in helping to publicize society's annual Christmas "Gifts to Yanks Who Gave" program.

Dr. Albert B. Sabin, U. of Cincinnati professor, on WCPO-TV that city's *Dotty Mack Show,* presented International Sertoma Club's 1954 distinction for service to mankind award for his research work on polio, encephalitis, etc.

Ed Viehman, host of *Mr. Nobody Show* on WCCO Minneapolis, named winner of Minneapolis Junior Chamber of Commerce's annual award for outstanding public service; **Arle Haeberle,** director of women's activities, same station, also was recipient of Jaycee award.

Jack Allen Potts, program director, WCTC New Brunswick, N. J., has been awarded Jewish War Veterans' Outstanding Citizen and Americanism Medal for 1955 by organization's local post.

George Burns, co-star of CBS-TV *George Burns and Gracie Allen,* received Boys' Clubs of America's Special Man & Boy Award in recognition of outstanding citizenship attained by former Boys' Club member.

Harry Wismer, MBS sportscaster, presented 1955 sports award by Amvets organization for work in promotion of sports as deterrent to juvenile delinquency.

ABC-TV *College Press Conference* (Sun., 4:30-5 p.m. EST) presented "Barbed Wire Award" from American Heritage Foundation March 27 for assistance program has given to work of Crusade for Freedom.

GATES

Your One Source For All Broadcasting Equipment

THESE OFFICES TO SERVE YOU

Quincy, Illinois	123 Hampshire Street	Baldwin 2-8202
New York City	51 East 42nd Street	Murray Hill 7-7971
Washington, D.C.	13th & E Streets, N. W.	Metropolitan 8-0522
Houston, Texas	2700 Polk Avenue	Atwood 8536
Los Angeles, Calif.	7501 Sunset Blvd.	Hollywood 2-6351
Atlanta, Georgia	1133 Spring St., N. W.	Elgin 0369
New York, International Div.	13 East 40th Street	Murray Hill 9-0200
Montreal, Quebec, Canada	Canadian Marconi Co.	Regent 8-9441

St. Laurent Says He Opposes Switch From CBC Regulation

CANADA's Prime Minister Louis St. Laurent is against establishment of a separate and independent regulatory body for radio and television and he is for maintenance of the present system whereby the government's Canadian Broadcasting Corp. regulates all radio and television in Canada. This he stated in the Canadian House of Commons at Ottawa on March 31 when questioned about the recommendation of the National Liberal Federation that a royal commission be formed to consider establishing a body to exercise control over the CBC and private stations. Although it was his personal opinion, it was interpreted as a warning that demands of the opposition parties and the Canadian Assn. of Radio & Television Broadcasters for an independent tribunal would not get very far so long as he remained Prime Minister and head of the Liberal Party. The advisory council of the National Liberal Federation made the recommendation at Ottawa on March 30.

Pioneer Membership Open

MEMBERSHIP in the Pioneer Club of the Canadian Assn. of Radio & Television Broadcasters is being held open until April 30. The CARTB Pioneer Club Committee has learned that a number of men who have been in Canadian broadcasting since before 1926 have not joined the organization. Anyone in the Canadian industry with more than 25 years of service prior to Dec. 31, 1951, is eligible for membership in the Pioneer Club. After April 30, 1955, nominations will be permanently closed, CARTB executive vice president T. J. Allard has announced.

Three Get Rogers Award

THREE ONTARIO radio stations, CHUM Toronto, CFOR Orillia and CFJB Brampton, were awarded the Col. Keith Rogers Memorial Award by Canadian General Electric Co. Ltd., Toronto, for outstanding services during hurricane Hazel last October. The presentations were made at the annual dinner of the Canadian Assn. of Radio & Television Broadcasters at the Chateau Frontenac, Quebec, on March 21 [B•T, March 28].

INTERNATIONAL SHORTS

CJON-TV St. John's, Nfld., ch. 4, expects to have test pattern on air by July 25 and will start operations by end of August, as first station in island province.

INTERNATIONAL PEOPLE

Neil Leroy, formerly with O'Neill, Larson & McMahon, Toronto, to Gislason-Reynolds Ltd., Toronto, as radio-tv supervisor.

David G. McLaughlin, account executive, Vickers & Benson Ltd., Toronto, to program div., All-Canada Radio Facilities Ltd., Toronto.

Jack Hulme, Ontario sales representative, program div., All-Canada Radio Facilities Ltd., Toronto, to tv time sales and service dept., All-Canada Television, Toronto, succeeding **Bill Stoeckel** who joins national sales staff, CHCH-TV Hamilton, Ont.

Al Davidson, news editor, CKY Winnipeg, Man., selected by External Affairs Dept. of Canada to make NATO tour of Belgium, Netherlands and Luxembourg to observe accomplishments and present developments of NATO in area.

McConnaughey, Hennock To Address IERT Meet

FCC Chairman George C. McConnaughey and Comr. Frieda B. Hennock are scheduled speakers at 25th anniversary sessions of Ohio State U.'s Institute for Education by Radio-Television, which gets underway tomorrow (Tuesday) at the Deshler-Hilton Hotel, Columbus. Sessions run through Friday.

Mr. McConnaughey, at the Thursday 25th anniversary dinner, will join with Davidson Taylor, NBC vice president in charge of public affairs, and David D. Henry, executive vice chancellor of New York U. and chairman of the Joint Committee on Educational Tv, in examining "The Shape of Things to Come." This will be followed by the presentation of awards by Judith C. Waller, chairman of the IERT awards committee.

Miss Hennock will address a Thursday morning clinic on campus stations. Taking part in the same session will be Jim Bruce, WLWT (TV) Cincinnati program manager, Rev. Francis J. Heyden, director of the *Georgetown U.* (D. C.) *Forum,* and Jerome A. Fallon, Notre Dame Speech Dept., who will serve as chairman.

Dr. I. Keith Tyler, director of the institute and director of radio activities at OSU, at the opening session will discuss "Educational Broadcasting Comes of Age." World-wide aspects of broadcasting will be considered in a Wednesday session featuring Eugene King, program manager of the Voice of America, Alec Sutherland of BBC New York, and Burton Paulu, manager of KUOM, U. of Minn. station and former senior Fulbright research scholar with BBC.

In addition to other featured speakers, 15 work-study sessions and clinics and 16 special-interest groups are scheduled.

Northwestern U. Slates Information Access Clinic

NORTHWESTERN U.'s Medill School of Journalism will conduct a freedom of information clinic on the Evanston (Ill.) campus sometime in May, inviting midwest editors and lawyers to discuss relationship between news media and the legal profession.

Jacob Scher, university journalism professor who made the announcement, has just been appointed editor of the Freedom of Information News Digest, sponsored by the National Editorial Assn. The digest is intended to keep readers abreast of developments in "the continuing struggle for access to the news." Prohibition of television from public meetings and courtrooms is one of the "areas of conflict," Mr. Scher noted.

The Medill clinic will deal with this and other problems, including the general problems of libel, privacy and contempt of court.

Similar sessions on news access will be held in the Midwest by the AP April 1 and Illinois News Broadcasters Assn. April 2 at meetings in Springfield, Ill.

Commercial Tv, Education Liaison Asked by Dunham

COMMERCIAL broadcasters should be partners in the enterprise of applying television to education, Dr. Franklin Dunham, chief of radio-tv, U. S. Office of Education, said last Wednesday in Spokane, Wash.

He spoke on "How We Can Make Television Our Ally in Education," before the Inland Empire Educational Assn., composed of leading educators from Idaho, Montana, Oregon and Washington.

"Not being entertainers," Dr. Dunham said, "we should quietly retire from a field where we have little or no competence and develop that side of television's potential which we recognize as education."

He advised ". . . that it is foolish to compete with commercially-operated television stations on the entertainment level and just as questionable to spend large sums of money to duplicate their spot-news and special events programs." A "clearly-understood liaison" with commercial broadcasting is needed, Dr. Dunham said.

He outlined the characteristics that made television a "distinctive tool of learning" and said these are the same characteristics that make tv a superior medium for advertising. He explained: . . . "good advertising is as far from entertainment, as is education." Both must be convincing, he asserted.

Many programs on the commercial networks "all grist to the mill" of the intelligently conducted classrooms of the nation on the high school level, Dr. Dunham declared. He speculated that someday there may be an educational program network.

Tv Scholarships Announced

AVAILABILITY of 10 graduate scholarships, worth $750 each for study and experience in television, has been announced by Boston U. and WGBH-TV Boston, owned by the Lowell Institute Cooperative Broadcasting Council. The scholarships, effective next July and good for a calendar year, allow for advanced courses in communication at Boston U. and regular production crew assignments on the station. Applicants, who must hold a bachelor's degree, may obtain forms from Prof. Leo Martin, Chairman, Div. of Communication Arts, School of Public Relations & Communication, Boston U., 84 Exeter St., Boston.

Teachers Buy Tv Time

NEW YORK Teachers Guild (AFL) a fortnight ago purchased a half-hour on WABD (TV) New York to present its story, George L. Baren-Bregge, general manager, announced. It is reportedly the first time in television that an organization of this type has bought tv time.

The telecast, titled *The Crisis in Education,* featured discussion of problems confronting the educator. All participants in the program were school teachers in the New York City school system.

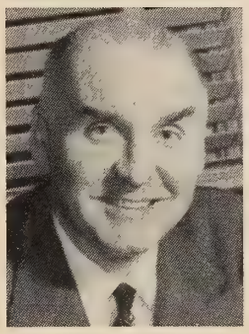
Broadcast Management Inc. Formed as Business Counsel

FORMATION of Broadcast Management Inc., New York, specializing in talent and business counsel for radio and tv organizations, has been announced by Marvin Josephson of the CBS-TV legal department. Mr. Josephson resigned from CBS-TV April 1.

The new firm will represent Information Productions Inc., New York, and other clients. IP produces CBS-TV's *The Search, You Are There* and the forthcoming *Conquest of the Air.* The firm also will serve as business adviser to agencies in negotiating network and national spot transactions. The firm's headquarters is at 5 E. 57th St. Telephone is Eldorado 5-1722.

Beeuwkes Opens Consultancy

LAMBERT BEEUWKES, who resigned last February as general manager of the Vic Diehm station in Boston, WVDA, has opened a radio-television station management consultancy office, Mr. Beeuwkes has announced.



MR. BEEUWKES

The office is at 1015 Little Building, Boston, and the telephone number is Hubbard 2-2070.

A 23-year broadcasting veteran, Mr. Beeuwkes has managed WROV Roanoke and WDAS Philadelphia. He also has handled sales and promotion at KYW Philadelphia, WXYZ Detroit, MBS and the Lone Ranger Inc.

PROFESSIONAL SERVICE PEOPLE

Paul Scheffels, formerly with Ben Sonnenberg, N. Y., publicity firm, resigns to become full partner with Mickey Greenman in Publicity Assoc., N. Y.

Franklin E. Brill, formerly vice president and director of public relations, defunct Cecil & Presbrey, N. Y., to Stephen Fitzgerald & Co. there, public relations firm, as principal associate.

THE LATEST WCKY STORY

Get ALL The Audience This Spring and Summer

"Out of Home" Listeners in the Cincinnati Market Area, Tune to WCKY *PREDOMINANTLY*

*Av. Summer "Out of Home" Share of Audience
6 a.m.—6 p.m.; Monday thru Sunday

WCKY 30.6%
Net Sta. A 23.8%
Net Sta. B 10.8%
Net Sta. C 5.7%
Net Sta. D 8.5%

* Summer '54 Pulse

You Get ALL — When You Buy WCKY

RECORDING IN A JET

WHEN Paul Long, newscaster of KDKA Pittsburgh and a flyer during World War II, tried his hand at piloting a modern jet, the radio audience "rode" with him. His voice, tape-recorded as he handled the controls of an Air National Guard T-33 jet 18,000 ft. above western Pennsylvania, was heard on the April 2 broadcast of the *Perspective* show, a KDKA weekly news and news feature program. On March 23 Mr. Long and Jerry Landay, KDKA news supervisor, took turns going up with pilots of the 147th Fighter Squadron of the Pennsylvania Air Guard's 112th Fighter Wing. Their voices as they talked to each other and to the pilots on the plane's intercom and air-ground radio were tape-recorded at the Guard's base at the Greater Pittsburgh Airport and then edited into a half-hour program.

6,000 HAMBURGERS

SIX-HOUR spot announcement campaign on KWIZ Santa Ana, Calif., to advertise the sale of two hamburgers for the price of one, sold over 6,000 for the two Hall's Drive-in restaurants there, KWIZ reports. Not only did the station's disc m.c. staff promote the sale on the air, but turned out en masse to man the hamburger griddles at the drive-ins.

LIVE OPERATION

WSB-TV Atlanta March 30 presented "Operation Lung Cancer," a live, local production of an operation to remove part of a diseased lung, produced in cooperation with the Georgia division of the American Cancer Society, the Fulton County (Ga.) Medical Society and greater Atlanta's Red Cross blood bank. The show took viewers into the operating room of an Atlanta hospital while surgeons were at work and the cameras occasionally shifted to the WSB-TV studios where a panel of doctors discussed the operation's progress. A further hospital report was aired on a news show following the regular program. A complete follow-through of the case is being conducted through film interviews with the patient and doctor until the patient himself is able to appear in the station's studios to review the case.

RAB PRESENTATION

RADIO's ability to introduce a new line or product effectively, to excite dealers and to pre-sell consumers is pointed up in a new Radio Advertising Bureau presentation, "Harder Selling for Hard Goods," distributed to members April 1.

URANIUM PROSPECTING

WOULD-BE prospectors with tv sets in the San Antonio area will be helped on their way to a strike by WOAI-TV there, which is starting a tv course in uranium prospecting and related aspects next Sunday (April 17). Co-sponsored by St. Mary's U., the course will consist of eight half-hour programs on successive weeks and will be taught by experts in the fields of geology, mining, physics and law. Instructors will be drawn from the staffs of St. Mary's, the Southwest Research Institute and two mining companies. The program, which will include interviews and visual demonstrations, is in answer to interest evidenced in several uranium strikes in the vicinity.



KYW Philadelphia is "popping its cork" over the December 1954 Nielsen ratings which show the station to be the one most listened to in the city. Agency people in Philadelphia, New York, Chicago and Detroit were served miniature champagne bottles in wine buckets and a special promotion brochure by models and sales representatives. Receiving the promotions for the Lavenson Bureau of Advertising, Philadelphia, is J. H. Lavenson (seated), president. L to r: Yvonne Collins, model who made the presentation; R. H. Teter, KYW sales manager, and William Sherry, KYW sales representative.

WNYC BOOK FESTIVAL

THIRD annual book festival sponsored by WNYC New York will be held April 1-7, it has been announced by Seymour N. Siegel, director of radio communications for the City of New York. Event will feature over 100 special programs covering all aspects of writing, production, criticism and appreciation of books, he said. The station plans to broadcast special reading and discussion programs throughout the week. All of WNYC's regularly-scheduled shows will also back the literary theme during the week. The festival is presented each year in conjunction with the American Book Publishers Council.

TWO DOLLARS FOR ONE

TO WHET the appetites of advertisers and agencies in WLW Cincinnati's "Two for One" plan and a planned meeting to explain the offer, the station distributed a series of three ashtrays with attached quarters, half-dollars and silver dollars spelling out "1 = 2" on WLW. The last day before the meeting each person to be present received a leather-bound "Today's Mail" folder containing a letter from R. E. Dunville, Crosley Broadcasting president, thanking them for their attendance at the planned meeting. The station also prepared a special brochure describing the "Two for One" plan wherein a client receives a dollar's worth of WLW advertising and a dollar's worth of merchandising and promotion for a dollar spent.

WABD (TV) SALES BROCHURE

BROCHURE titled "How to Pinpoint More Sales With Your New York Tv Advertising," was distributed by Avery-Knodel, station representative firm, on behalf of WABD (TV) there. Among the points stressed in the promotion piece are: WABD has shown the largest numerical gain of any New York tv station in the number of spot accounts during the 1953-54 period; the size of the station's nighttime audience and documentation of WABD's low cost of reaching each tv family. Advertiser success stories and details of WABD's exclusive merchandising plan for supermarket-distributed products are also included in the report.

CELEBRITY MOTORCADE

A MOTORCADE, sponsored by *Tv Guide* in cooperation with NBC, General Motors (Oldsmobile Div.) and Balaban & Katz theatres, rolled down Chicago streets, laden with national celebrities, as a special salute prior to the Hollywood Academy Awards presentation on NBC-TV last fortnight. The promotion was in connection with *Tv Guide's* cover picture-preview of the Hollywood event in its issue last fortnight. The 12-car motorcade passed through Chicago's loop on March 25.

AMERICANS IN SAUDI ARABIA

SERIES of on-the-scene recorded interviews with Americans now working in Saudi Arabia for the Arabian American Oil Co., including popular Arabian recipes for women's shows, have been distributed free to radio stations in the U. S. by Sessions & Caminita, 777 14th St., N.W., Washington 5, D.C., public relations counsel for the oil firm. No advertising is contained in the interviews, usable on both sponsored and sustaining programs. The recipe features already have been ordered by some 300 stations, according to Ludwig Caminita Jr., firm partner. Discs and tapes are being offered exclusive in each market on a first request basis.

WOR SALES CONTEST

WINNER of first prize in a sales contest at WOR New York, was Martin B. Monroe, account executive. He is off to Florida with his family for a two-week vacation with the station picking up the tab. During the competition, salesmen were awarded points on the basis of new accounts brought in, advertisers new to radio and similar classifications.

Station Authorizations, Applications

(As Compiled by B • T)

March 31 through April 6

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Feb. 28, 1955 *

	AM	FM	TV
Licensed (all on air)	2,687	525	130
CPs on air	5	17	†318
CPs not on air	101	11	130
Total on air	2,692	542	448
Total authorized	2,793	553	578
Applications in hearing	137	2	167
New station requests	186	5	17
New station bids in hearing	76	0	151
Facilities change requests	146	7	36
Total applications pending	755	67	222
Licenses deleted in Feb.	0	3	0
CPs deleted in Feb.	1	0	2

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary through April 6

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,705	2,696	115	192	77
Fm	542	526	32	7	2

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	276	319	597[1]
Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	310	107	417
Noncommercial on air	9	3	12

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	959	337	740	537	1,278[2]
Educational	57		29	28	57[3]
Total	1,015	337	769	565	1,335[4]

[1] **One hundred-thirty-six CPs (26 vhf, 110 uhf) have been deleted.**

[2] **One applicant did not specify channel.**

[3] **Includes 35 already granted.**

[4] **Includes 630 already granted.**

ACTIONS OF FCC

New Tv Stations . . .

ACTION BY FCC

Roanoke, Va.—Times World Corp. (WDBJ) granted vhf ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,997 ft., above ground 573.5 ft. Estimated construction cost $525,064, first year operating cost $238,450, revenue $191,400. Post office address: 201-203 W. Campbell Ave., Roanoke. Studio location: 124 W. Kirk Ave. Transmitter location: Ft. Lewis Mt. Geographic coordinates 37° 20′ 37″ N. Lat., 80° 04′ 14″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer George C. Davis, Washington. Principals include **First National Exchange Bank of Roanoke, executor and trustee of the estate of J. P. Fishburn** (49%); **J. B. Fishburn** (recently deceased) (40%); Vice President and General Manager **Shields Johnson**; Vice President and Associate Publisher **M. W. Armistead III**; Treasurer **R. H. Wills** and Secretary **Barton W. Morris Jr.** Granted March 31.

APPLICATION

Tucson, Ariz.—D. W. Ingram & Kathleen Ingram d/b as Tucson Tv Co., vhf ch. 9 (186-192 mc); ERP 57.7 kw visual, 34.7 kw aural; antenna height above average terrain 190 ft., above ground 337.3 ft. Estimated construction cost $271,655, first year operating cost $276,068, revenue $300,000. Post office address Box 2528, Tucson. Studio and transmitter location 1151 S. Warren, Tucson. Geographic coordinates 32° 12′ 17″ N. Lat., 110° 56′ 45″ W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Page, Creutz, Garrison & Waldschmitt, Washington. Mr. Ingram is owner of lumber company and warehouses. Filed April 1.

Existing Tv Stations . . .

ACTIONS BY FCC

KFSD-TV San Diego, Calif.—KFSD Inc. granted mod. of CP for ch. 10 to change ERP to 245 kw visual, 123 kw aural; antenna height above average terrain 750 ft. Granted March 31; announced April 5.

KLIX-TV Twin Falls, Idaho—Southern Idaho Bcstg. & Tv Co. granted mod. of CP for ch. 11 to change ERP to 29.5 kw visual and 14.5 kw aural. Granted March 31; announced April 5.

KVTV (TV) Sioux City, Iowa—Cowles Bcstg. Co. granted mod. of CP for ch. 9 to change ERP to 285 kw visual, 142.5 kw aural; studio location to 614 Pierce St.; antenna height above average terrain 724 ft. Granted March 30; announced April 5.

WLEX-TV Lexington, Ky.—WLEX-TV Inc. granted mod. of CP for ch. 18 to change ERP to 200 kw visual and 100 kw aural. Granted March 28; announced April 5.

WGBH-TV Boston, Mass.—WGBH Educational Foundation granted STA to provide program services on reserved ch. 2 pending filing of license application. Granted March 28; announced April 5.

WABD (TV) New York—Allen B. DuMont Labs Inc. granted mod. of CP for ch. 5 to change ERP to 17 kw visual, 8.91 kw aural; antenna height above average terrain 1,340 ft. Granted April 1; announced April 5.

WSJS-TV Winston-Salem, N. C.—Triangle Bcstg. Corp. granted mod. of CP for ch. 12 to change aural ERP to 200 kw; antenna height above average terrain 2,000 ft. Granted March 29; announced April 5.

KWTX-TV Waco, Tex.—KWTX Bcstg. Co. granted STA to operate commercially on ch. 10 until Aug. 1, 1955. Granted March 24; announced April 5.

KREM-TV Spokane, Wash.—Louis Wasmer granted mod. of CP for ch. 2 to change ERP to 50 kw aural. Granted March 29; announced April 5.

STATION DELETED

WLEU-TV Erie, Pa.—Commodore Perry Bcstg. Service Inc. FCC deleted tv station on ch. 66 at request of station. Deleted March 31.

APPLICATIONS

WKNY-TV Kingston, N. Y.—WKNY-TV Corp. seeks mod. of CP to change from ch. 66 to ch. 21 and change station location from Kingston to Poughkeepsie, N. Y. Filed April 1.

WHIS-TV Bluefield, W. Va.—Daily Telegraph Printing Co. seeks mod. of CP for ch. 6 to change studio location to Municipal Building, corner Ramsey & Bland Sts., Bluefield. Filed March 31.

New Am Stations . . .

ACTIONS BY FCC

Clifton, Ariz.—Henry Chester Darwin d/b as Darwin Bcstg. Co. granted 1450 kc, 250 w unlimited. Post office address Box 1394, Banning, Calif. Estimated construction cost $8,410, first year op-

KCOH
HOUSTON

KNOK
FT. WORTH-DALLAS
formerly KWBC

WMRY
NEW ORLEANS

1 order delivers the Negro Population of the South's 3 Largest Markets ...cuts cost, too!

negro radio South

Gill-Perna, Inc., Nat'l Representatives
Lee F. O'Connell, West Coast

experts in tv lighting

That's what some of the most important people in the business call us.

RENTAL EQUIPMENT

We deliver anywhere in the U. S. Service includes installation and removal all at one low cost.

FREE ESTIMATES

WRITE FOR FREE CATALOG OF EQUIPMENT

JACK A. FROST
DEPT. BT
234 PIQUETTE AVENUE
DETROIT 2, MICHIGAN
TRINITY 3-8030

erating cost $21,600, revenue $27,000. Mr. Darwin is sole owner of KPAS Banning, Calif. Granted March 31.

Madison, Ga.—David Leonard Hitchcock granted 1250 kc, 1 kw daytime. Post office address Beacon Heights, Madison. Estimated construction cost $15,650, first year operating cost $10,140, revenue $100. Mr. Hitchcock is owner of local electrical appliance company. Granted March 31.

Campbell, Ohio—Myron Jones granted 1570 kc, 250 w daytime. Post office address 4004 Elmwood Ave., Erie, Pa. Estimated construction cost $12,095, first year operating cost $50,000, revenue $60,000. Mr. Jones is president-general manager-majority stockholder WJET Erie, Pa. Granted March 31.

APPLICATION

Long Branch, N. J.—Herbert Scott & Ralph E. P. Mellon d/b as Long Branch Bcstg. Co., 1410 kc, 500 w daytime. Post office address 247 High St., Pottstown, Pa. Estimated construction cost $23,100, first year operating cost $65,000, revenue $75,000. Principals include **Herbert Scott** (75%), 45% owner WPAZ Pottstown, Pa., and **Ralph E. P. Mellon** (25%), 22.5% owner WPAZ. Filed March 29.

APPLICATIONS AMENDED

Harlan, Ky.—Ky-Va Bcstg. Corp. amends bid for new am station on 1280 kc, 1 kw daytime to specify 1410 kc. Filed April 1.

Clarksdale, Miss.—Anne P. McLendon, Harding Corley, Harvey T. Ross d/b as Coahoma Bcstg. Co. amend bid for new am station on 1570 kc, 1 kw daytime to specify 1600 kc. Filed March 30.

Existing Am Stations . . .

ACTIONS BY FCC

WMYR Ft. Myers, Fla.—Robert Hecksher granted change from DA-N to DA-2 and day power from 1 kw to 5 kw, continuing operation on 1410 kc, 500 w night. Granted March 30

WJKO Springfield, Mass.—Springfield Bcstg. Co. granted change in combined transmitter and studio location to 567 Shaker Rd., East Longmeadow, Mass., with nondirectional operation while continuing operation on 1680 kc, 5 kw daytime. Granted March 30.

WAAB Worcester, Mass.—WAAB Inc. granted change in daytime directional pattern while operating on 1440 kc, 5 kw unlimited. Granted March 30.

WSAR Fall River, Mass.—The Fall River Bcstg. Co. granted CP to change directional antenna night pattern while operating on 1480 kc, 5 kw unlimited, directional. Granted March 30.

WKOZ Kosciusko, Miss.—Cy N. Bahakel granted CP to change from 1340 kc, 250 w unlimited to 1350 kc, 5 kw daytime. Granted March 30.

KWEW Hobbs, N. M.—KWEW Inc. granted change from 1490 kc, 250 w unlimited to 1480 kc, 1 kw unlimited, directional night. Granted March 30.

WPUV Pulaski, Va.—Southwest Bcstg. Corp. granted permission to sign on at 6 a.m. and off at 8 p.m. Monday through Saturday; sign on at 8 a.m. and off at 8 p.m. Sunday, effective immediately and continuing until favorable action has been taken on application to change from 1230 kc, 250 w unlimited to 1580 kc, daytime only, with 5 kw excepting critical hours when 250 w (Canadian restricted). Granted March 30; announced April 5.

APPLICATIONS

WARE Ware, Mass.—Central Bcstg. Corp. seeks CP to change from 1 kw daytime to 1 kw fulltime, directional night on 1250 kc. Filed April 1.

KNBR North Platte, Neb.—John Townsend seeks CP to change from 1 kw daytime directional to 5 kw non-directional on 970 kc. Filed April 1.

WEKZ Monroe, Wis.—Green County Bcstg. Co. seeks CP to change from 500 w daytime to 1 kw daytime on 1260 kc. Filed March 31.

Existing Fm Stations . . .

ACTIONS BY FCC

WLEY Elmwood Park, Ill.—Elmwood Park Bcstg. Corp. granted CP to change from Class A to Class B on ch. 290 (105.9 mc); ERP 32 kw; antenna height above average terrain 250 ft. Granted March 31.

WCOL-FM Columbus, Ohio — AirTrails Inc. granted mod. of license to reduce ERP to 24.5 kw. Granted March 30; announced April 15.

Ownership Changes . . .

ACTIONS BY FCC

KOSI Aurora, Colo.—Mid-America Bcstg. Co. granted assignment of license to Mid-America Bcstg. Co. Mr. David M. Segal, former owner, retains 94% of stock. Granted March 29; announced April 5.

WJIM-AM-TV Lansing, Mich. — WJIM Inc. granted mod. of licenses to change name to Gross Telecasting Inc. Granted March 28; announced April 5.

WFIL-AM-FM-TV Philadelphia, Pa.—Philadelphia Area Pub. Inc. (The Phila. Inquirer Div.) granted mod. of licenses to change name to Triangle Publications Inc. (Radio & Tv Div.). Granted March 28; announced April 5.

APPLICATIONS

WABR Winter Park, Fla.—Orange County Bcstrs. Inc. seeks voluntary relinquishment of control by R. H. Gunckel Jr. through sale of 12% interest to Carmen Macri for $600. Messrs. Gunckel and Macri will now each own 40% interest. Filed March 29.

WNEX-TV Macon, Ga.—Macon Tv Co. seeks transfer of control from W. A. Fickling and Macon Bcstg. Co. to J. C. Barnes Sr. and E. K. Cargill for $1 and assumption of $260,000 in liabilities. Mr. Barnes (75%) is Texas oilman and Mr. Cargill (25%) is former WMAX Macon executive and theatre owner. Filed March 31.

WDQN Du Quoin, Ill.—Leonard M. Johnson & L. M. Johnson d/b as Ava Bcstg. Co. seek voluntary assignment of license to M. R. Lankford tr/as Du Quoin Bcstg. Co. for $30,000. Mr. Lankford is owner of WRAY Princeton, Ind., and of WCBQ Sarasota, Fla., and stockholder of WRAY-TV Princeton. Filed March 28.

WINI Murphysboro, Ill.—Cecil W. Roberts seeks voluntary assignment of license to himself and his wife Jane A. Roberts as joint tenants. No consideration involved. Filed March 30.

KCRB Chanute, KCLO Leavenworth, Kan.—Cecil W. Roberts seeks voluntary assignment of license to himself and his wife Jane A. Roberts as joint tenants. No consideration involved. Filed March 30.

WFTG London, Ky.—States Bcstg. System Inc. seeks voluntary assignment of CP to London Bcstg. Co. for $4,500. Principals include Pres. **Elmo Mills** (50%), 16.2% owner WWKO Ashland, Ky.; Sec.-Treas. **John P. Mills** (40%), purchasing agent for coal company; **Betty O. Mills** (5%), 7% owner WWKO, and **Frances S. Mills** (5%). Filed March 28.

KLOU Lake Charles, La.—The Pelican Bcstg. Co. seeks voluntary transfer of control to Gulf Bcstg. Co. through sale of all stock for $85,000. Principals include Pres. **G. T. Owen Sr.** (50%), pres.-stockholder WIBR Baton Rouge, La., and Vice Pres. **Robert Earle** (50%), vice pres.-stockholder WIBR. Filed March 29.

WJIM-AM-TV Lansing, Mich.—WJIM Inc. seeks voluntary transfer of control to Harold F. Gross and family in contemplation of sale of 193,000 shares of stock to public. The Gross family will retain 51.1% interest. Filed March 22.

WJPD Ishpeming, Mich.—Ishpeming Bcstg. Co. seeks voluntary transfer of 50% interest to Olive E. Deegan under terms of will of James P. Deegan, deceased. Filed March 28.

KCHI Chillicothe, KBIA Columbia, KREI Farmington, Mo.—Cecil W. Roberts seeks voluntary assignment of license to himself and his wife Jane A. Roberts as joint tenants. Filed March 30.

KBKR Baker, Ore.—Inland Radio Inc. seeks voluntary assignment of license to Oregon Trail Bcstg. Inc. for $65,000. Principals include Pres. **Kenneth B. Lockwood**, manager of KBKR; Vice Pres. **Ruth H. Jacobs** (99.9%), vice pres. of KBKR, and Sec.-Treas. **Barbara J. Lockwood.** Filed March 28.

KWAT Watertown, S. D.—Midland National Life Ins. Co. seeks voluntary transfer of control to Clint W. Murchison through sale of 20,524 shares of stock from voting trust for $2,257,640. Midland National Life is 95.9% stockholder of Tri-City Tv Corp., applicant for new tv station on ch. 3 at Watertown. Mr. Murchison, former 32% owner of Midland National Life and holder of oil, gas and investment interests, will now own 73.9% interest. Filed March 30.

Hearing Cases . . .

INITIAL DECISIONS

Jacksonville, Fla.—New tv, ch. 12. FCC hearing examiner Charles J. Frederick issued initial decision looking toward grant of the application of Jacksonville Bcstg. Corp. for new tv station on ch. 12 in Jacksonville, Fla., and denial of the competing applications of the City of Jacksonville and Florida-Georgia Television Co. Action April 4.

Latrobe, Pa.—New am, 1480 kc. FCC hearing examiner Herbert Sharfman issued initial decision looking toward grant of the application of Latrobe Bcstrs. for new am station to operate on 1480 kc, 500 w, daytime only, conditioned upon applicant's filing, within 60 days of grant, an application for modification of permit specifying a site conforming to the Commission's rules and standards (Docket 10428). Action April 4.

Seattle, Wash.—New tv, ch. 7. FCC hearing examiner Thomas H. Donahue issued initial decision looking toward grant of the application of Queen City Bcstg. Co. for new tv station on ch. 7 in Seattle, Wash., and denial of the competing applications of KXA Inc. and Puget Sound Bcstg. Co. Action April 5.

OTHER ACTIONS

Hartselle, Ala.—FCC by order granted petition by Dorsey Eugene Newman and waived Sect. 3.28(c)—"10 percent rule"—in connection with his application for new am station in Hartselle, Ala., on 860 kc, 250 w, day, which is in consolidated hearing in Dockets 10638-40. Action March 31.

AT&T Off-the-Air Tv Program Pick-Up Service—FCC invited comments by April 29 to proposal by AT&T to provide off-the-air tv program pick-up service. This supplemental action is pursuant to FCC proposed rule making of Sept. 15 inviting comments and proposals looking to a review of its existing rules and policies regarding inter-city tv relay stations. (See story B•T, April 4.) Action March 30.

B. J. Parrish; KOTN; Southern Empire Bcstg. Co., Pine Bluff, Ark.; Southeastern Bcstg. System, Macon, Ga.; KNOE Monroe, La.; WDAK Columbus, Ga.—FCC designated for consolidated hearing applications for CPs to operate am stations on 540 kc and move KOTN from Pine Bluff to Brinkley contingent on grant of Parrish application; made WCID Cleveland, Miss., party to proceeding. Action March 30.

KXLA Pasadena, Calif.—The Commission announced its initial decision looking toward modifying the license of Pacific Coast Bcstg. Co. to specify nighttime power of 1 kw for its station KXLA Pasadena, Calif., and removing the condition now contained in its license (1110 kc, 10 kw, DA-1, unlimited hours) regarding further adjustment of DA system or reduction in power to protect any Class 1-B station in the Nebraska area; further ordered Pacific Coast to file, within 60 days, an application for such modified license, together with a horizontal plane radiation pattern and monitoring point values of field intensity resulting from the reduction in nighttime power from 10 kw to 1 kw. Action April 4.

Howard A. Chamberlin, Burlingame; Fred P. Muller, San Francisco, Calif.—FCC designated for consolidated hearing the matter of 60-day suspension of radiotelephone first class operator licenses. (See story this issue.) Action March 30.

Roald W. Didriksen, San Francisco; Carlton R. Schwarz, San Rafael; Anthony Severdia, South San Francisco, Calif.—FCC designated for consolidated hearing the matter of 90-day suspension of radiotelephone first class operator licenses. (See story this issue.) Action March 30.

Co-channel Uhf Boosters—FCC instituted rule making proceedings to determine whether booster operation is a feasible means for filling in shadow areas within the normal coverage of uhf tv stations. Comments due by May 20. (See story B•T, April 4.) Action March 30.

Greenwich, Conn.—FCC by order granted petition by its Broadcast Bureau and modified issues in proceeding on application of Greenwich Bcstg. Corp. for new am station in Greenwich, Conn. (1490 kc, 250 w, unlimited time) and made

California Fulltime Independent

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Appraisals • Negotiations • Financing

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RADIO

Help Wanted

Managerial

Commercial manager. Must know business and be a producer. Salary $85 plus over-ride on total station gross. Send complete details, photo and references. Box 782G, B•T.

Sales manager—5000 watt non-directional, low frequency, midwest farm station. Must know agencies and national accounts. Expanding organization. Write Box 956G, B•T.

Mr. Sales Manager—This is what we offer: Minimum of $7,500 a year. Salary plus overrides on station earnings, plus bonus, plus pension benefits, make potential far in excess of this. Opportunity unlimited. Prosperous, expanding, promotion-minded market in rich industrial and agricultural midwest area. You'll go places with us! This is what we want from you: Sales finesse, personality and the capacity for hard, hard work. The man we hire must have leadership, thorough knowledge of sales methods and presentations and the ability to teach and push local salesmen. Write full details of experience and background, also interview availabilities to Box 968G, B•T.

Second man. Somebody besides manager can sell this conservative market. Daytimer, city 15,000. Need hard working assistant manager: With ideas, sellability, permanency. Full details, snapshot, desired earnings. Box 970G, B•T.

If you know radio—if can sell—here is $350 to $550 monthly depending on production. Commercial manager's job available. Salary plus commission. Box 983G, B•T.

Salesmen

Florida—experienced man, draw against 15%. Box 661F, B•T.

Excellent opportunity for good time salesman able to handle own copy. $75 a week salary plus 5% commission. Send complete details, photo and references. Box 781G, B•T.

Salesman: Salary plus commission, 10% stock ownership available to right man in one of the nation's top east coast metropolitan areas. Box 843G, B•T.

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RADIO

Help Wanted—(Cont'd)

Midwestern sales opening; station expanding staff; fully experienced, sound ideas, aggressive, intelligent approach. Send background, references and picture to Box 964G, B•T.

Experienced salesman needed to fill definite opening in sales staff at 5,000 watt NBC station in Eugene, Oregon. Competitive market, but good list of active one the air accounts to start. Send complete background and photo to KUGN, P.O. Box 112, Eugene, Oregon.

Aggressive salesman. Draw against commission. Chance to become commercial manager. Strict confidence. Reply Lee Hodges, WCPS, Tarboro, N. C.

Announcers

Florida—pop DJ personality. Send tape and resume. Box 662F, B•T.

Experienced announcer-copywriter with creative ideas. Send resume, tape, samples, salary required. Chicago area. Box 978G, B•T.

Personality for morning show and teen-age show. Must be air salesman and versatile. Local station in competitive Carolina city of 100,000. Tape and resume. Box 985G, B•T.

Immediate opening for good newsman who can handle farm and sports programs. KIRX, Kirksville, Missouri.

Immediate opening top notch punch DJ. $80.00 weekly start. No beginners; experience necessary. KUDL, Kansas City.

Wanted: Air quality announcer—hard worker who likes radio. No combo job—no board work, just good announcer. Contact Charles Presley, WCNT, Centralia, Ill.

WFRL, Freeport, Illinois, wants qualified staff announcer. One year experience minimum. Salary offer based on present earnings. Contact Charles Harlan, WFRL.

Working pop DJ—Must have definite personality to take over established night spot on top independent. $75.00 per week, plus talent. Allowed to sell—15% commission. Send tape, picture and experience to WIBR, Baton Rouge, La.

Good announcer, minimum one year's experience. Contact Bill Jaeger, WJWL, Georgetown, Delaware.

Radio announcer and control board operator, restricted license required. Immediate opening, permanent. Phone, wire, write Ernie Ward, WKNY, Kingston, New York.

Combination announcer—first phone engineer. Central Penna. University town. M. J. Bergstein, WMAJ, State College, Pa. Phone Adams 7-4959.

Immediate opening—experienced announcer. Permanent position. Disc or tape, photo first letter. WMLT, Dublin, Georgia.

Personality DJ. Must be versatile, production conscious and, above all, excellent with commercial. Tape, photo and past experience, WWOL, 315 Main Street, Buffalo, N. Y.

Technical

Chief: 500 watt remote control daytimer. Full maintenance, taping. Some announcing halpful. Full details, including salary. Box 969G, B•T.

First phone, immediate opening, permanent position, thousand watt regional, need car, write or wire Ross E. Case, KWAT, Watertown, South Dakota.

First class licensed engineer for am-fm-tv, experienced preferred by will accept right man. Starting salary as high as $97.00 per week, depending upon experience. Contact Crain or Finnegan, WLBC, Muncie.

RADIO

Help Wanted—(Cont'd)

One experienced combo-man and one announcer for mountain transmitter-studio. Car necessary. Single men preferred. Room, board and salary. Call WMIT, Charlotte, N. C.

Wanted: Engineer, first phone, network station. WSYB, Rutland, Vermont.

Programming-Production, Others

Top news editor. Work as head of staff of three. Illinois independent. Future as big as the man. Send resume, salary desired, etc., to Box 974G, B•T.

Learn news—assistant to news director wanted. Make calls, rewrite, staff. Qualifications: Good voice; command of English; confidence you could learn to edit and write. Midwest. $60 to start. Box 990G, B•T.

Commercial copywriter with experience and ideas, and with pay on that basis. Position open in May. Submit complete application, state what your worth for key continuity work. KRNT-AM-TV, Des Moines, Iowa.

Radio copywriter. Immediate opening. Send complete information to WGEM-Radio-TV, Quincy, Ill.

Wanted: Copywriter-announcer combination for daytime station. Salary open. Radio Station WLTC, Gastonia, N. C.

Immediate opening for experienced copywriter both radio and tv accounts. Established CBS radio and vhf tv operation. Send experience, salary and references to Paul Clarkson, Continuity, WTAD, WHQA-TV, Quincy, Ill.

News reporter—announcer. Must be able to gather and write local news, deliver authoritative newscasts and do some announcing. Salary $75.00 a week. Send experience, tape and sample news copy to WVSC, Somerset, Pennsylvania.

Situations Wanted

Managerial

Aggressive, selling manager, ten years experience, available. Operate economically. Interested south-midwest-southwest salary percentage basis. Travel for interview. Employer references. Box 897G, B•T.

Sales manager—am—independent 500 w plus—north central or northwest. County population over 50,000. Salary plus commission—experienced. Box 903G, B•T.

Manager . . . assistant or sales management . . . two years television. 24 years broadcasting. Experienced. Available now. Box 962G, B•T.

Midwest—Wisconsin preferred. Now managing southern station—desire return north. Capable in sales, programming, supervision. Present employers recommend. Box 971G, B•T.

General manager thoroughly experienced, young, successful, fifteen years, all phases. Desires progressive small or medium market. South preferred. Excellent references. Available in two months. Box 975G, B•T.

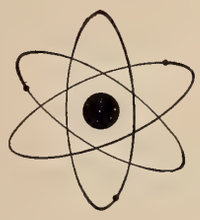
Manager—eighteen years radio administrative experience all phases except engineering. Presently assistant to president radio-tv. Married, stable, personable, capable, strictly sober. Top industry references including present employer. Available short notice if necessary. Box 977G, B•T.

Working manager or CM. I have changed stations quite often in the last 8 years looking for square shooter and there's not a station that can say I didn't make them money. Married, one child and don't drink. Big city or small town, am ready to settle down. I live by the square. From Chattanooga to Detroit. Reply Box 979G, B•T.

Radio station manager desires permanent position in southeastern market. Young, aggressive, civic-minded, sober, family man, not afraid of hard work or competition. Several years management, sales, programming and promotion experience. Consider my sales ability one of my best assets in successful management. Have owned and operated small market station and understand owners problems. Require $100 weekly, plus profit sharing incentive arrangement. For details, write Box 981G, B•T.

Management position desired by young family man. Experience radio continuity chief, tv film production, live tv production, tv film editing, film narration writing, publicity writing. Box 988G, B•T.

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RADIO

Situations Wanted—(Cont'd)

Managerial

Dick Rudolph, former sales manager of WITH, Baltimore, Md., is now available. Has average $200,000 annual sales for past 10 years. WITH is one of the nation's biggest money makers doing over $750,000 annually. Now want to make change. My best reference is my record. 3332 Piedmont, Baltimore. Phone Wilkins 7-0462.

Salesmen

Successful salesman. Excellent references. Married. Average-size market. Box 951G, B•T.

Announcers

Negro announcer and DJ, a smooth salesman, very good boardman. Box 813G, B•T.

Superior experienced announcer available. Good salary, working conditions required. Family. Box 866G, B•T.

Announcer, six years experience, DJ, news, staff, available immediately. Box 881G, B•T.

Staff announcer looking for sports minded station. Good sports background and worked all phases of radio. Not a drifter and is ambitious, plus good recommendations. Box 884G, B•T.

Announcer. First class license. Good voice. Experienced. Box 948G, B•T.

Announcer, three years experience combination announcer and engineer. Presently employed. Wish to change. Box 949G, B•T.

Sports announcer. Desires better position in radio or television . . . strong in all phases of play-by-play. 6 years experience. Box 950G, B•T.

Young announcer, 4 years experience, strong on news and commercials. Prefer southwest or Florida. Available May 1st. Box 954G, B•T.

Good music and newsman. Strong commercial delivery. Excellent ratings. Four years. Employed. BA degree. 26. Married. Seek permanency. Tape, resume. Box 958G, B•T.

Experienced announcer, small station operation, all phases, married, permanent, advancement necessary, third ticket try me. Box 960G, B•T.

Top rated disc jockey, large metropolitan market, seeks similar position, plus television opportunity. Box 976G, B•T.

Versatile announcer now available due to change station policy. College, 8 years experience including PD, best references, top at production. Contact Box 982G, B•T.

Available—DJ 8 years wants sell, write, produce 2 or more hours daily. Straight percentage. Prefer southwest. Tell all first letter. Box 984G, B•T.

Staff announcer, personality deejay, news and control board operations. Light experience. Married. Free to travel. Tape. Box 994G, B•T.

All around staff announcer, strong on news and commercials, DJ, programming with personality plus. Interested in community minded station. Veteran. Box 100A, B•T.

Intelligent deejay, announcer. Strong experience. Now available. East preferred. Box 105A, B•T.

West Coast summer replacement announcer. Experienced, mature. Also production, copy. Tape. Box 109A, B•T.

Graduate professional broadcasting school seeks position staff announcer. 2 years MC experience. Vet, car, will travel. Tape, resume. Box 110A, B•T.

Peedee—morning man. Eleven years experience. Currently earning two hundred per week as deejay. Will take less in good market. Family man. Thirty. Dependable. Box 113A, B•T.

DJ, versatile, sports play-by-play, 2 years experience, 28, married, vet, reliable, sincere, live voice, Pete Franklin—73 Propp Avenue, Franklin Square, L. I., N. Y. Phone FLoral Park 2-6286.

Super-comination—sales-announcer. First phone, production, writing—9 years experience. Capable small station management. Prefer Pacific Coast. Stan Marshall, 1342 West Florence, Inglewood, California.

Announcer, 3 years experience, third ticket. Single. Top DJ, news, sports, commercials. Contact Joe Mock, 830 N. Stewart, Arlington, Virginia. Jackson 5-5748.

RADIO

Situations Wanted—(Cont'd)

Experienced staff announcer, singer, swingin' deejay, authoritaive news. Available, will relocate, 26, single, vet. Dick Statler, 49 Lincoln Ave., Newark, N. J.

Experienced staff announcer. Authoritative newscasts. Relaxed commercial delivery. Korean veteran. Will travel. Mel Topper, 934 N. Harper Ave., L. A. 46.

Technical

Midwest only. Want vacation work at 5 to 50 kilowatt station. Experienced studio and xmtter. First fone. Box 862G, B•T.

Engineer: Licensed, fourteen years electronic experience. Four years tv installation, maintenance and operation. Desires position New England, New York area. Box 878G, B•T.

Engineer—first phone, sober, best references, 18 years am, fm to 50 kw, vhf, uhf. Prefer station in Appalachian Mountain section with a job to be done. Will consider any. Available May 1 to 15. Box 945G, B•T.

Chief engineer available, 5 years experience. Disability. Prefer Minn.-Wisc. Box 957G, B•T.

Chief engineer, 100% capable maintenance and construction. 15 years experience. Box 963G, B•T.

Chief engineer, first phone, 4 years am experience. Directional, non-directional, remote control fm operate and maintain equipment. Have car, married with family. Available immediately. Box 973G, B•T.

Engineer, first phone, ham license, experienced. Box 980G, B•T.

Engineer, chief or staff, middle aged, desires relocate permanently. Prefer southeast or south. Long experience am and fm, maintenance. Consider non-broadcast. Box 987G, B•T.

Engineer—competent any position tv or am. Box 992G, B•T.

Chief engineer—fifteen years experienced am and fm, directional, construction and maintenance. References available. Box 996G, B•T.

Part-time position in N. Y. C. wanted. Experienced studio, transmitter, recording, tape editing. Box 997G, B•T.

Combo man or engineer—26, first class phone, one year RCA advanced technology course, graduate United Radio Television Institute, amateur radio phone operator available immediately. Box 111A, B•T.

First phone engineer 7½ years experience all phases broadcast work. C. A. Terry, % F. M. Miller, RFD 1, Platte City, Mo.

Ten years am; one, tv transmitter experience. First phone, car, 30, single. Available immediately. $75 minimum. Write: Engineer, 206 Furman Street, Syracuse, N. Y. Phone 75-8913.

Production-Programming, Others

Need creative copywriter? Send for one man's samples if you are a midwest station with TV, and away we'll go. Box 794G, B•T.

Newsman . . . experienced in both radio and television writing, editing, beat pounding and presentation. Prefer tv or combined operation. Put me to work and stand back. Box 886G, B•T.

Copywriter, experienced radio and agencies, wants to relocate in Florida. Can do air work, woman's shows. Box 901G, B•T.

Conscientious, young male copywriter, experienced NBC, ABC affiliates, desires permanent position with established station or agency with tv department. Your inquiry will bring prompt, unpadded letter of application. Box 965G, B•T.

Program director—live wire assistant, leading 50,000 watter, seeks challenging position requiring quick thinking, creativeness, administrative ability, open mind. Business-builder, 11 years experience sales, writing, promotion, air work. Imaginative programming regains lost listeners, pleases regular listeners, wins new listeners; radio's not dead; stale, motheaten ideas only make it seem that way. Make me eat these words. Box 972G, B•T.

TELEVISION

Help Wanted

Managerial

Commercial manager for vhf station in the southeast. Opportunity with established pioneer vhf station having major network. Excellent market. The man needed must be thoroughly experienced in local and national sales; able to lead and direct local sales staff. Prefer one who has knowledge of promotion and media advertising. Habits and character must be above reproach. This is no position for loafers or playboys, yet it is not a sweat shop. An honest day's work is all we expect. Our employees like our shop and fine working conditions. Very seldom does one leave us. This opening is unusual and offers excellent place for the right man. Write with detailed background about yourself, giving present income, experience, business and character references, family status, health; club, church and civic activities if any. All replies "strictly" confidential. Enclose photograph with application. Box 850G, B•T.

Salesmen

Salesmen: Now calling on agencies, in all parts of country, who would like additional revenue—from non-competitive service allied to tv. All replies confidential. Box 796G, B•T.

Technical

Tv engineer for midwestern metropolitan market to assist in planning and construction of vhf station. Must be thoroughly experienced in operation and maintenance of transmitter and studio equipment. Excellent opportunity for advancement. Forward complete resume and photo. Box 966G, B•T.

Tv-uhf chief engineer. State salary and experience, new RCA equipment, CBS, NBC network, 80 miles to nearest vhf. WMSL-TV, Decatur, Alabama.

Programming, Promotion, Others

Commercial copywriter with experience and ideas, and with pay on that basis. Position open in May. Submit complete application, state what your worth for key continuity work. KRNT-AM-TV, Des Moines, Iowa.

Situations Wanted

Managerial

Administrative assistant for radio-tv operation. Eighteen years administrative experience all phases except engineering, including revenue and expense budgets, personnel, purchasing, sales, research, negotiations, systems operational coordination and general detail. Presently assistant to president radio-tv. Married, stable, personable, capable, strictly sober. Top industry references including present employer. Box 993G, B•T.

Announcers

On-camera announcer-director! Highest agency-station recommendations. News-sports-commercials—speciality! Prefer southwest. Box 959G, B•T.

Television—radio staff announcer. 8 years radio, 16 months television experience. Live television commercials, personality shows. Seek new opportunity in larger market. Single, veteran, 31, car. Box 991G, B•T.

Announcer-newscaster, presently employed, with one year radio experience, all phases. Single vet, age 24. Desires opportunity in television. Capable—reliable—sincere. Box 104A, B•T.

Four years radio—one year tv, 29, family man. Tv announcer-director. Radio—former program director, production manager, morning man, announcer. Base baritone voice. Radio or tv. Box 116A, B•T.

Technical

Studio technician—cameraman. Graduate Television Workshop, New York. Have fine photography background. Veteran. Family man. Will relocate. Box 937G, B•T.

Cameraman—technician: Graduate top New York school. Have fine administrative background, along with photography. Widely traveled. Veteran. Family man. Will relocate. Write Box 938G, B•T.

Engineer, experienced in television studio and transmitter. Maintenance, operation. First phone. Want permanent position. Box 946G, B•T.

RCA Institute grad., FCC 1st phone, married, vet, 26 years. Box 986G, B•T.

1st class phone, graduate two technical schools, relocate anywhere, accept radio-television. Box 108A, B•T.

Consulting staff engineer experienced all phases am and tv station planning and installation wishes to enter tv broadcasting with new station as chief or assistant. Available two weeks. Box 114A, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

Experienced cameraman—video, audio, floor manager, lighting, films, directing. Seeking permanent, or summer position with production opportunity. References; will relocate. Box 864G, B•T.

Director-floor manager-writer. 20 month with network O&O, 20 months intensive tv schooling. Excellent references. Box 955G, B•T.

Writer-producer. 5 years local, 3 years network experience. Now writing daily network show. Seek bigger role in smaller operation. Experienced in all phases of tv. Strong news background. College grad. 29. Married. Box 967G, B•T.

Film director position desired by tv film editor with over three years radio-tv experience. Box 989G, B•T.

Public service director—Presently employed as station manager but seeks more congenial work in larger station. Twenty years experienced tv and radio. Forty-six years old. Published author. Effective speaker. Can handle all details, do special events. Personal interview if desired. Box 995G, B•T.

Local stations . . .ideal man with program ideas . . . experience on operations from switcher to dolly-pusher. Network talent experience. 25, married, vet. Box 998G, B•T.

Sales, sales development, sales promotion man. Now delivering for syndicator. Would like to deliver for station. Box 999G, B•T.

Television news director—can handle any phases of news operation. Seven years experience, newspaper background. Desire to move to larger market. Box 102A, B•T.

Producer—Television. Eight years experience at large metropolitan vhf station—studio, master control, network and film operations, remote pickups including all sports, Prefer southeast. References. Box 106A, B•T.

Young man, desires position on tv production staff. S.R.T. graduate. Off-broadway theatre experience (stage manager) resume upon request. Box 107A, B•T.

FOR SALE

Station

For sale—Radio station upper midwest. Local outlet, network affiliate, excellent market, no tv. Ideal for manager-owner. No brokers please. Give financial responsibility in first letter. Write Box 889G, B•T.

One of Wisconsin's finest small market stations, showing excellent profits. Old established property. $55,000, $25,000 cash will handle. Write Box 952G, B•T.

Midwest. 1 kw. Independent. Earns $30,000 year. Priced right. Box 961G, B•T.

WMPA, Aberdeen, Mississippi, fulltime independent. Single station market owner over 36,500. Contact Joe Phillips, WSSO, Starkville, Mississippi.

South Florida single station market. Pay $25,300 for 90% stock. Corporation liabilities $43,000. Paul H. Chapman, 84 Peachtree, Atlanta.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment, Etc.

Fm 10 kw amplifier (less 1 kw driver). Also power supply. Western Electric type 506B-2. New. Reasonable. Box 895G, B•T.

500 foot type N16 Blaw-Knox tower. Top designed for GE fm mast. New, reasonable. Box 896, B•T.

For sale: 5 204A tubes for $50.00. Box 115A, B•T.

Approximately 1600 lbs #8 round and 475 lbs #10 flat soft drawn copper ground wire. Your choice 35 cents per lb. F.O.B. Sioux Falls, Max E. Pierce, KSOO, Sioux Falls, South Dakota.

FOR SALE

For sale: Like new RCA TG-1A sync gen. used only as spare. Will sell or trade for portable unit. Contact Bazil O'Hagan, WICS-TV, Springfield, Illinois.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies crystal regrinding, etc., fastes service. Send for catalog. Also monitor and frequency measuring service. Edison Electronic Company, Temple, Texas.

WANTED TO BUY

Stations

Ft. Lauderdale, Fla., will trade for radio property beautiful 10 unit, 10 bath apartment, ½ block from ocean. Box 752G, B•T.

Miss.—Ark.—La.—W. Tenn.—Stations or CPs—Towns 5000 plus or cities. Box 947G, B•T.

Wanted to buy, radio station, midwest preferred. Private. All replies confidential. Box 953G, B•T.

Responsible buyer wishes to purchase am property in Florida. Box 101A, B•T.

Radio stations. Kansas, Missouri, Oklahoma, Arkansas. Ralph Erwin. Broker. Box 811, Tulsa.

Equipment, Etc.

Used 1 kw am transmitter. Prefer Gates BC-1F. Consider any at right price. Box 846G, B•T.

Need used console for campus radio station. Must be in good condition. Write KSSC, Magnolia, Ark.

Wanted—GR type 732-P1 range extension filter. State price and condition. WGL, Fort Wayne, Indiana.

Tv equipment needed—Lenses needed: 2—35mm; 2—50mm; 2—90mm; 2—135mm. Also needed: 1—DuMont portable sync generator; 5—headsets; 2—connecting DuMont "A" cables with connectors. Forward information including price, condition, age and guarantee, if any, to Northwest Radio and Television School, 1221 N. W. 21st Ave., Portland, Oregon.

INSTRUCTION

Get your FCC first phone license in 8 weeks. Intensive personalized instruction by correspondence or in residence. Free brochure. Grantham, Dept. 1-E, 6064 Hollywood Blvd., Hollywood, California.

Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesmen will call). Get the best—it costs no more! Northwest Radio & Television School, 1221 N. W. 21st Avenue, Portland 9, Oregon.

RADIO

Situations Wanted

Managerial

DICK RUDOLPH

General Sales Manager 14 Yrs.

W-I-T-H

Baltimore, Maryland

Available

Has averaged over $200,000 in annual sales for past 10 years. W-I-T-H Baltimore is one of the Nation's biggest money makers doing over $750,000 yearly. Also with Hearst Newspapers for 10 years. Now want to make change. Best reference is my record.

3332 Piedmont
Wilkins 7-0462
Baltimore, Md.

RADIO

Situations Wanted—(Cont'd)

Programming, Promotion, Others

PROGRAM MANAGER

7 years in budget conscious operations as, Program Manager, producer, camera director film director, theatre director. Prefer east or west coast operation.

Box 112A, B•T.

FOR SALE

Stations

RADIO STATION

Beautiful semi-metropolitan area. Combination operation optional. Southern City. Mild Climate.

RALPH J. ERWIN, Broker
Box 811. Tulsa.

OVER 100 NEEDED

That's what J. T. Snowden, Jr., Secretary-Treasurer of the North Carolina Association of Broadcasters, said when he ordered three ads in our Classified Section.

In less than three weeks Mr. Snowden reported the response "Overwhelming". . . . In fact . . . "We have been able to place dozens of good experienced broadcasters throughout the radio and television industry of North Carolina".

Week after week, B•T has consistently produced top results for classified advertisers.

So, whether it's personnel or equipment you need, let B•T help you solve your problems through a classified ad.

Port Jervis Bcstg. Co. (WDLC), Port Jervis, N. Y., party to proceeding. Action March 31.

De-intermixture—FCC called for comments by May 2 to petitions requesting de-intermixture of vhf and uhf tv assignments in Peoria, Ill.; Evansville, Ind.; Madison, Wis., and Hartford, Conn. (See story B•T, April 4.) Action March 31.

Fm Allocations—FCC by order finalized rule making and amended the revised tentative allocation plan for Class B fm stations to assign ch. 299 to Norton, Va., and delete ch. 298 at Bluefield, W. Va., effective immediately. Action March 30.

Fm Allocations—FCC proposed rule making to amend the revised tentative allocation plan for class B fm stations to substitute ch. 281 for ch. 284 at Jackson, Tenn., and delete ch. 282 at Memphis, Tenn. Action March 30.

WDMG Douglas, Ga.—FCC by order denied petition by WDMG Douglas, Ga., to sever from consolidated proceedings involving 860 kc in Dockets 10638-40 and to grant WDMG an increase in power from 1 to 5 kw, operating daytime only on 860 kc. Action March 31.

Illegal Tv Booster Operations—FCC ordered hearings on tv booster operations in central Washington State to show cause why they shouldn't cease and desist from operating without licenses, licensed operators, and rebroadcasting programs without authority of originating stations. (See story, B•T, April 4). Action March 30.

WWNH Rochester, N. H.; WVDA Boston, Mass.—FCC by memorandum opinion and order, granted Feb. 28 petitions of WWNH Rochester, N. H., and WVDA Boston, Mass., for reconsideration of Commission action of Jan. 27 granting without hearing application of Granite State Bcstg. Co. for new am station on 1270 kc, 5 kw, DA, U, at Dover, N. H.; ordered effective date of Granite State grant postponed pending final determination with respect to hearing, to be held April 27. Action March 30.

Flint, Mich.—Ch. 12 proceeding. FCC by memorandum opinion and order denied petitions by the Trebit Corp. and W. S. Butterfield Theatres Inc. for reargument and stay of Commission grant on May 14, 1954, of the application of WJR, The Goodwill Station Inc. for new tv station on ch. 12 in Flint, Mich. Action March 31.

KTOE Mankato, Minn.—FCC scheduled oral argument on April 25 application of KTOE to increase nighttime power from 1 kw to 5 kw and make changes in directional pattern operating on 1420 kc with 5 kw day. Action March 31.

St. Joseph, Mo.—FCC by order on petition by applicant, enlarged issues in proceeding involving application of Broadcast Group Inc. for new am station (1270 kc, 1 kw, day) in St. Joseph, Mo., to add issues with respect to programming. Action March 31.

WHK Cleveland, Ohio—FCC by memorandum opinion and order, dismissed protest of WHK Cleveland, Ohio, for reconsideration of Jan. 27 grant without hearing of application of Tri-County Bcstg. Co. for mod. of CP to make changes in daytime DA pattern of station WCED Dubois, Pa. Action March 30.

Canton, Ohio—Ch. 29 proceeding. FCC scheduled oral argument on April 25 competitive bids of The Brush-Moore Newspapers Inc., Stark Telecasting Corp. and Tri-Cities Telecasting Inc. for new tv station on ch. 29 at Canton. Action March 31.

Tv Allocations—On petition by the State of Louisiana, Shelby M. Jackson, Superintendent of Education, the Commission invites comments by April 29 to proposed rule making to amend the table of assignments so as to reserve ch. 13 at Monroe, La., presently available for commercial use, for non-commercial educational use. Action March 30.

Dallas, Tex.—FCC by order granted petition by its Broadcast Bureau insofar as requiring engineering showings to be made under current rules and standards in the proceeding involving application of Texas Star Bcstg. Co. for new am station at Dallas, Tex., to operate on 740 kc, 5 kw-N, 10 kw-LS (Docket 8258) and KTRH Houston, to make changes in DA on same frequency (Docket 8753); petition dismissed as moot in other respects. Action March 31.

Time for Oral Argument and Limitations on Length of Briefs—FCC adopted amendments effective immediately concerning the length of briefs that may be filed and length of time that will be allotted to parties for oral argument before the Commission en banc. (See story this issue.) Action March 30.

Routine Roundup . . .

March 31 Applications

ACCEPTED FOR FILING

Renewal of License

KPLN Camden, Ark., Southern Bcstg. Co.—(BR-2809).

KBHS Hot Springs, Ark., Resort Bcstg. Co.—(BR-2788).

KDRS Paragould, Ark., Progressive Bcstg. Co.—(BR-1399).

Applications Returned

WMIS Natchez, Miss., Natchez Bcstg. Co.—Voluntary transfer of control of licensee corporation from P. K. Ewing, deceased, to Mrs. P. J. Ewing and P. K. Ewing, Jr. (Not in proper form).

KOMB Cottage Grove, Ore., Coast Fork Bcstg. Co.—Voluntary assignment of license to Orlo Bagley and Thelma Bagley d/b as Radio Station KOMB (To be filed on form 314).

License for CP

KBTV (TV) Denver, Colo., Tv Denver Inc.—License to cover CP (BPCT-933) as mod. which authorized new tv station (BLCT-275).

WTOP-TV Washington, D. C., WTOP Inc.—License to cover CP (BPCT-1771) as mod. which authorized changes in facilities of existing tv station (BLCT-283).

WDAN-TV Danville, Ill., Northwestern Pub. Co.—License to cover CP (BPCT-919) as mod. which authorized new tv station (BLCT-282).

April 1 Decisions

ACTIONS ON MOTIONS

By Commissioner E. M. Webster on March 30

Bristol, Tenn., Tri-Cities Television Corp.—Granted petition for an extension of time to April 18 to file reply to exceptions to the initial decision in ch. 5 Bristol, Va.-Tenn., proceeding (Dockets 10879-80).

By Hearing Examiner Wm. G. Butts on March 29

Broadcast Bureau—Granted petition to remove from hearing am application of Thermopolis Broadcasting Co., Thermopolis, Wyo. (Docket 11127; BP-9294).

By Hearing Examiner Thomas H. Donahue on March 31

Seattle, Wash., Queen City Bcstg. Co.; KXA Inc.—Granted motions to correct in various respects the transcript in ch. 7 tv proceeding, Seattle, Wash. (Dockets 9030; BPCT-453, et al.).

April 1 Applications

ACCEPTED FOR FILING

Renewal of License Returned

WABO Waynesboro, Miss., New Laurel Radio Station Inc.—(Notary seal omitted) (BR-3005).

Remote Control

WGAD Gadsden, Ala., Coosa Bcstg. Co.—(BRC-689).

WVNA Tuscumbia, Ala., Power Center Bcstg. Co.—(BRC-686).

WGIG Brunswick, Ga., Brunswick Bcstg. Corp.—(BRC-687).

WLOW Portsmouth, Va., Commonwealth Bcstg. Corp.—(BRC-688).

Modification of CP

KVVG (TV) Tulare, Calif., Uhf Telecasting Corp.—Mod. of CP (BPCT-834) as mod., which authorized a new tv station to extend completion date to 8-15-55 (BMPCT-2968).

CP

WNOP-TV Newport, Ky., Tri-City Bcstg. Co.—CP to replace expired CP (BPCT-1737) as mod. which authorized new tv station (BPCT-1972).

Application Returned

WIL-TV St. Louis, Mo., Missouri Bcstg. Corp.—Mod. of CP (BPCT-1444) as mod., which authorized a new tv station to extend completion date (Letter 3-31-55, late filing).

April 4 Applications

ACCEPTED FOR FILING

License for CP

KXXL Monterey, Calif., S. A. Cisler—License to cover CP (BP-8076) as mod. which authorized new standard station (BL-5672).

KWBY Colorado Springs, Colo., Music Bcstg. Corp.—License to cover CP (BP-9463) as mod. which authorized new standard station (BL-5668).

WDVH Gainesville, Fla., Thomas R. Hanssen, Charles W. Dowdy, John A. Dowdy and Winnie S. Vaughn, d/b as The Decatur Bcstg. Co.—License to cover CP (BP-9554) which authorized change from employing directional antenna to non-directional antenna (BL-5667).

WCBI Columbus, Miss., Columbus Bcstg. Co.—License to cover CP (BP-8977) which authorized change in frequency, increase power, install a new transmitter and directional antenna (DA-2) and change transmitter location (BL-5673).

WNAU New Albany, Miss., Vernon K. Wroten and Wynez Wroten, d/b as New Albany Bcstg. Co.—License to cover CP (BP-9295) as mod. which authorized new standard station (BL-5669).

Renewal of License

KDAS Malvern, Ark., Malvern Bcstg. Co.—(BR-2652).

WAML Laurel, Miss., New Laurel Radio Station Inc.—(BR-709).

Remote Control

KHSL Chico, Calif., Golden Empire Bcstg. Co.—(BRC-690).

Application Returned

KLEN Killeen, Texas., W. A. Lee, A. W. Stewart and Franklin T. Wilson, d/b as Highlite Bcstg. Co.—Voluntary assignment of CP to Highlite Bcstg. Co. (Filed on wrong form).

Applications

WGAN-TV Portland, Maine, Guy Gannett Bcstg. Services—License to cover CP (BPCT-639) as mod. which authorized new tv station (BLCT-286).

KUON-TV Lincoln, Neb., Byron J. Dunn, Trustee—License to cover CP (BPCT-1044) as mod. which authorized new tv station (BLCT-291).

April 5 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of April 4

Remote Control

The following stations were granted authority to operate transmitters by remote control: WGAD Gadsden, Ala.; KHSL Chico, Calif.; WVNA Tuscumbia, Ala.; WLOW Portsmouth,

FOR SALE—(Cont'd)

Equipment

446 ft TV TOWER
Self-Supporting 40 lb. Wind Loading for
12 BAY HIGH BAND ANTENNA
New—Ready to Ship
Contact: Joseph B. Haigh
Texas State Network
Ft. Worth, Texas

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Stations

Responsible group will consider investing in television station, any size. Brokers protected. All replies confidential.
Box 103A, B•T

INSTRUCTION

FCC 1st PHONE LICENSE IN 5 to 6 WEEKS
***THE* ORIGINAL INTENSIVE 'DOOR OPENING COURSE' RADIO-TELEVISION**
OUR INTEGRITY PROVEN
Check the school that others try to copy.
WILLIAM B. OGDEN
1150 W. Olive Avenue
Burbank, California
BE TAUGHT—NOT TOLD
UNDERSTAND—NOT MEMORIZE
Over 1600 successful students in NINE years

Va.; WARD-FM—to change remote control point to different address, Johnstown, Pa.

Granted License

WXYZ-FM Detroit, Mich., WXYZ Inc.—Granted license covering changes in fm station (BLH-1041).

KGO-FM San Francisco, Calif., American Bcstg.-Paramount Theatres Inc.—Granted license covering change of frequency of fm broadcast station (BLH-1042).

Actions of April 1

Early Sign-Off

WFRL Freeport, Ill., Freeport Bcstg. Co.—Granted permission to sign off at 6 p.m. April through August.

WAUX Waukesha, Wis., Waukesha Bcstg. Co.—Granted permission to sign off at 6 p.m. April through August.

Granted License

WAAG Adel, Ga., Cook County Bcstg. Co.—Granted license for am broadcast station (BL-5665).

KBIA Columbia, Mo., Cecil W. Roberts—Granted license for am broadcast station and specify studio location (BL-5582).

WNPT Tuscaloosa, Ala., The West Alabama Bcstg. Co.—Granted license covering change in hours of operation, installation of directional antenna (DA-N) and make changes in antenna system; condition (BL-5641).

WNXT Portsmouth, Ohio, Portsmouth Bcstg. Co.—Granted license covering increase in daytime power, installation of new transmitter and employ a different directional antenna system for day operation—DA-1 to DA-2; condition (BL-5619).

KURV Edinburg, Tex., KURV Inc.—Granted license covering change in hours of operation and installation of directional antenna for night use (BL-5513).

Actions of March 31

Granted License

KTXL-TV San Angelo, Tex., Westex Television Co.—Granted license for tv broadcast station; ch. 8 (BLCT-139).

Actions of March 31

Remote Control

WGIG Brunswick, Ga., Brunswick Bcstg. Corp.—Granted authority to operate transmitters by remote control.

Actions of March 30

Modification of CP

The following were granted extensions of completion dates as shown: WSPD-TV Toledo, Ohio, to 10-18-55; KGEO-TV Enid, Okla., to 10-13-55; WPTV (TV) Ashland, Ky., to 10-13-55; KOIN-TV Portland, Ore., to 10-21-55; KRCA (TV) Los Angeles, Calif., to 10-18-55; WQED (TV) Pittsburgh, Pa., to 10-13-55; KTRB-TV Modesto, Calif., to 10-17-55; WMGT North Adams, Mass., to 10-15-55; KRBC-TV Abilene, Tex., to 10-15-55; WBKB (TV) Chicago, Ill., to 10-3-55; KBOI-TV Boise, Idaho, to 10-13-55.

Actions of March 29

Modification of CP

The following were granted extensions of completion dates as shown: WVLN-FM Olney, Ill., to 4-30-55; KVTV (TV) Sioux City, Iowa, to 9-25-55.

Actions of March 28

Modification of CP

WEOL-TV Elyria, Ohio, Elyria-Lorain Bcstg. Co.—Granted Mod. of CP for extension of completion date to 10-11-55.

April 5 Applications

ACCEPTED FOR FILING

Renewal of License

WWWF Fayette, Ala., Bankhead Bcstg. Co.—(BR-2338).

KFFA Helena, Ark., Helena Bcstg. Co.—(BR-1157).

KDBC Mansfield, La., De Soto Bcstg. Corp.—(BR-2963).

Remote Control

WARD-FM Johnstown, Pa., Central Bcstg. Co.—To change Remote Control point of operation to 235-237 Franklin St., Porch Bldg., Johnstown (BRCH-130).

Modification of CP

KUOH (FM) Honolulu, T. H., The U. of Hawaii—Mod. of CP (BPED-243) which authorized new educational fm station for extension completion date (BMPED-290).

KLIF-TV Dallas, Tex., Trinity Bcstg. Corp.—Mod. of CP (BPCT-1388) as mod. which authorized new tv station for extension completion date to 10-11-55 (BMPCT-3008).

WTHS-TV Miami, Fla., Lindsey Hopkins Vocational School—Mod. of CP (BPET-2) as mod. which authorized new educational tv station for extension completion date to November 6, 1955 (BMPET-69).

WUNC-TV Chapel Hill, N. C., U. of North Carolina—Mod. of CP (BPET-44) as mod. which authorized new educational tv station for extension completion date 10-6-55 (BMPET-71).

KUHT (TV) Houston, Tex., U. of Houston and Houston Independent School District—Mod. of CP (BPET-9) as mod. which authorized new educational tv station extension completion date to 10-1-55 (BMPET-70).

1955 Broadcasting Yearbook • Marketbook Addenda

CHANGES and additions received after the 1955 BROADCASTING YEARBOOK & MARKETBOOK went to press are included in the following list which will serve to correct some errors made in compiling the vast volume. For convenience, the information is arranged numerically by YEARBOOK page number. Personnel abbreviations may be found on page 6 of the 1955 BROADCASTING YEARBOOK & MARKETBOOK.

Page 21—Under Radio Representatives, Capper Publications Inc., add to office listings: Cleveland 14—609 Union Commerce Bldg. Tel.: Main 1-6774. Felix Morris, Andrew M. Gent.

Page 56—In Group Ownership, under Chronicle Publishing Co. Stations, delete KRON (FM) San Francisco.

Page 57—In Group Ownership, under Charles W. Lamar Stations, change WPFA Pensacola to read WPFA Panama City, Fla.

Page 57—In Group Ownership, under Martin Theatres of Georgia Stations, change WJBF-AM-TV Augusta to read WJBF-TV Augusta.

Page 57—In Group Ownership, under William F. Johns Stations, change call letters from KCOM to KMNS Sioux City, Iowa.

Page 58—In Group Ownership, under Westinghouse Broadcasting Co. Stations, change to read: WBZ-AM-FM-TV Boston: KYW and WPTZ (TV) Philadelphia, KPIX (TV) San Francisco, WBZA-AM-FM Springfield (Mass.), KDKA-AM-FM-TV Pittsburgh, WOWO Fort Wayne, KEX-AM-FM Portland (Ore.).

Page 60—Under Newspaper Ownership, Iowa, KCRI-AM-FM Cedar Rapids, change call letters to KCRG-AM-FM.

Page 62—Under Newspaper Ownership, North Dakota, WDAY-AM-TV Fargo, change to read minority stockholders control *Fargo Forum*. Station is licensed to WDAY Inc.

Page 63—Under Newspaper Ownership, California, delete KRON (FM) San Francisco.

Page 63—Under Newspaper Ownership, Pennsylvania, delete WBTL Emporium.

Page 64—Under Newspaper Ownership, West Virginia, WTRF-AM-FM-TV Wheeling, delete WTRF-AM-FM.

Page 138—Under Station Directory, Indiana, WHOT South Bend, correct executive listing to read Rev. Theodore Hesburgh, p, instead of Rev. Theodore Hasbaugh.

Page 142—Under Station Directory, Iowa, WOC Davenport, add to executive listing: D. D. Palmer, vice pres. and treas.; William D. Wagner, sec and cont.; Fred A. Reed, asst. mg. and spm.

Page 143—Under Station Directory, Iowa, WHO Des Moines, add to executive listing: D. D. Palmer, vice pres. and treas.; William D. Wagner, sec. and cont.; Wilfred W. Woods, asst. res. m.

Page 150—Under Station Directory, Kansas, KFH Wichita, add to executive listing, Bill Platt, morning news ed.

Page 152—Under Station Directory, Kentucky, WKCT Bowling Green, add ABC as network affiliation.

Page 157—Under Station Directory, Kentucky, WWKY Winchester, in executive listing, delete William B. Morrison, cm, and insert Charles T. Wade, slm; change Charles Drew to read gm and Rod Planck, prog. d; Betty B. Botts, continuity ed and wd. Hil F. Best Co. is station representative.

Page 194—Under Station Directory, Missouri, KSIS Sedalia, in executive listing, add William H. Lytle, cm and Donald D. Warnock, ce.

Page 208—In Station Directory, New York, under Market Data by Counties—Radio Families—change Bronx figures to read 428,830 NOT 4,428,830.

Page 218—Under Station Directory, New York, WPAC Patchogue, in executive listing, change Kick Hodkin, pd, to read Dick Hodkin.

Page 275—Under Station Directory, South Carolina, WAKE Greenville, in executive listing, add Wilkins Norwood, gm; delete Don Price, cm and insert Max P. Butler.

Page 310—In Station Directory, Virginia, under Market Data by Counties, official figures given are for counties only and do not include the various incorporated independent cities in that state (Such Virginia cities are not considered part of the county although they are physically within the boundaries of the county).

Page 328—Under Station Directory, Wisconsin, WSWW Platteville, in executive listing, add John F. Monroe, p, and Robert J. Bodden, gm.

Page 365—Under Services Related to the Business of Broadcasting, insert under Surveys and Market Research—Market Facts Inc.—39 S. LaSalle St., Chicago. Tel.: Wabash 2-2686. William F. O'Dell, p; Morris Gottlieb, d of research; David K. Hardin, assoc. d; Iver M. Olson, d of marketing plans (Marketing, advertising, product, opinion and media research).

Page 367—Under Regional Radio Networks and Groups of the United States, insert in third column, National Negro Network Inc. (transcription network), comprising 43 stations in major markets. Headquarters: 7 E. 47th St., New York 17, N. Y. Tel.: Eldorado 5-7785. Branch Office: 203 N. Wabash Ave., Chicago 1, Ill. Tel.: Dearborn 2-6411. Leonard Evans, p.

Page 370—Under State Associations of Radio & Television Broadcasters, change after Idaho Broadcasters Assn. KRPL location to read Moscow. Under officers, change to read Don Thomas, KRLC Lewiston.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

AROUND FARGO, IT'S WDAY-TV BY A COUNTRY MILE!



HOOPER TELEVISION AUDIENCE INDEX Fargo, N. D. - Moorhead, Minn. — Nov., 1954			
	TV-SETS-In-Use	Share of Television Audience	
		WDAY-TV	Station B
AFTERNOON (Mon. thru Fri.) 12 noon — 5 p.m.	28	86	14
5 p.m. — 6:30 p.m.	48	88	13
EVENING (Sun. thru Sat.) 6 p.m. — 12 midnight	65	85*	17*
(*Adjusted to compensate for fact stations were not telecasting all hours)			

FARGO-MOORHEAD Hoopers prove that WDAY-TV outruns all television competition, by a comfortable country mile. *Day and night, WDAY-TV gets 5 to 6 times as many Metropolitan Fargo viewers as the next station!*

Look at the TV sets-in-use—*65% at night!*

With the next nearest stations 50, 185 and 200 miles away, you can be sure WDAY-TV is amazingly popular *throughout* the heavily-saturated Red River Valley. Let Free & Peters give you the whole story — *it's really something!*

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC



FREE & PETERS, INC., *Exclusive National Representatives*

TELESTATUS

April 11, 1955

Tv Stations on the Air With Market Set Counts And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Andalusia†—
WAIQ (*2) 3/9/55-Unknown

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 306,318
►WBRC-TV (6) CBS, DuM; Katz; 318,000
WJLN-TV (48) 12/10/52-Unknown
WBIQ (*10) 10/13/54-Summer '55

Decatur†—
►WMSL-TV (23) CBS, NBC; Walker; 26,230

Dothan†—
►WTVY (9) CBS; Young

Mobile—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 101,100
WKAB-TV (48) See footnote (c)
WKRG-TV Inc. (5) 3/23/55-Unknown

Montgomery—
►WCOV-TV (20) ABC, CBS, DuM; Raymer; 61,259
►WSFA-TV (12) NBC; Katz; 89,110

Munford†—
►WTIQ (*7)

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 118,560

Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 118,560
►KPHO-TV (5) CBS, DuM; Katz; 118.560
►KTVK (3) ABC; Weed

Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 37,957
►KVOA-TV (4) ABC, NBC; Raymer; 37,957

Yuma†—
►KIVA (11) NBC, DuM; Grant; 26,136

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
►KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 27,500
KNAC-TV (5) Rambeau; 6/3/54-Unknown

Jonesboro†—
KBTM-TV (8) 1/12/55-Unknown

Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 95,581
KTHV (11) Branham; 11/4/54-Sept. '55
►KATV (7) (See Pine Bluff)

Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 91,389

Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Weed; 87,000
►KERO-TV (10) CBS, NBC; Hollingbery; 146,398

Berkeley (San Francisco)—
►KQED (*9)

Total stations on air in U. S. and possessions: 429; total cities with stations on air: 282. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use, 36,180,241.

*** Indicates educational stations.**

† Cities NOT interconnected.

(a) Two Buffalo, N. Y., tv stations, in addition to their U. S. set counts, report the following set coverage in Canada: WBEN-TV, 473,727; WGR-TV, 419,577.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205-544 on July 10, 1952.

(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; WLAM-TV Lewiston, Me.; WPMT (TV) Portland, Me.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KMPT (TV) Oklahoma City; KCEB (TV) Tulsa, Okla.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WTOV-TV Norfolk, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee.

(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

New Tv Stations

The following tv stations are the newest to start regular programming:

WTVT (TV) Tampa, Fla. (ch. 13), April 1.

KWTX-TV Waco, Tex. (ch. 10), April 3.

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

PHOENIX 45th* metropolitan market
IN POPULATION and RETAIL SALES



	AUTOMOTIVE STORE SALES	Millions
40	SAN ANTONIO	$113.8
41	BIRMINGHAM	
42nd	PHOENIX	$110.2
43	DAYTON	
44	NEW ORLEANS	$107.8

* SRD Consumer Markets '54

Automotive Store sales are soaring! Phoenix is a sprawling, stretching market, where an auto is a "must" for almost half a million people who maintain more than 200,000 cars.

Make sure you include these car-minded, easy-spending Phoenicians in your marketing plans! They are yours to talk with . . . and sell to . . . with profitable results, through the dominating coverage of KPHO and KPHO-TV!

SOLD ~~reached~~ most effectively through . . .

KPHO-TV and KPHO

YOUR MEREDITH STATIONS

Channel 5 • CBS Basic
First in Arizona since '49

Dial 910 • ABC Basic
Hi Fidelity Voice of Arizona

AFFILIATED WITH BETTER HOMES and GARDENS • REPRESENTED BY KATZ

THE SPOTLIGHT'S ON
NANCY THOMPSON
IN THE
EVANSVILLE MARKET

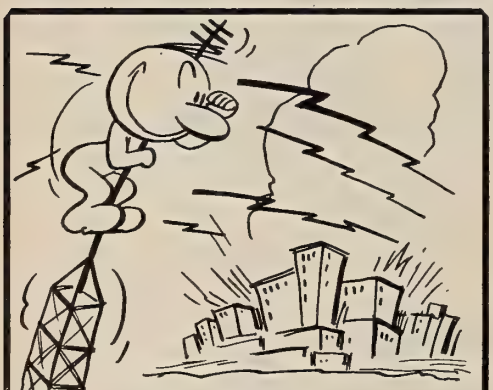
FIRST-
Anyway you
figure it!

CBS TELEVISION

Every survey for 18 months shows Nancy Thompson "tops" as the Tri-State's No. 1 homemaker. (NOW, exclusively on WEHT!) Participations available.

REPRESENTED
Nationally by MEEKER TV, Inc.
Regionally by ADAM YOUNG
St. Louis, Mo.

WEHT Channel 50



*KTVH BEAMS PRINCIPAL CITY SIGNAL OVER WICHITA

Both the Wichita ARB and the KTVH area PULSE show at least 7 out of 10 leading film and network shows on KTVH. Programming and strength of signal offer you a profitable combination. *Take advantage of it, now!*

*Recent report from the FCC states that KTVH has a principal city signal over Wichita.

KTVH
HUTCHINSON
VHF 240,000 WATTS
CBS BASIC—DUMONT
CHANNEL 12

Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

FOR THE RECORD

Chico—
► KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 60,801

Corona†—
KCOA (52), 9/16/53-Unknown

Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 19,500

Fresno—
KBID-TV (53) See footnote (c)
► KJEO (47) ABC, CBS, DuM; Branham; 156,035
► KMJ-TV (24) CBS, NBC; Raymer; 142,000
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54

Los Angeles—
► KABC-TV (7) ABC; Petry; 2,058,196
KBIC-TV (22) 2/10/52-Unknown
► KCOP (13) Weed; 2,058,196
► KHJ-TV (9) DuM; H-R; 2,058,196
► KNXT (2) CBS; CBS Spot Sls.; 2,058,196
► KRCA (4) NBC; NBC Spot Sls.; 2,058,196
► KTLA (5) Raymer; 2,058,196
► KTTV (11) Blair; 2,058,196

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, NBC; Weed; 161,500
KCRA Inc. (3) Initial Decision 6/3/51
► KBET-TV (10) CBS, ABC; H-R

Salinas (Monterey)—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371

San Diego—
► KFMB-TV (8) ABC, CBS; Petry; 290,000
► KFSD-TV (10) NBC; Katz; 285,533
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 1,068,555
► KPIX (5) CBS; Katz; 1,068,555
► KRON-TV (4) NBC; Free & Peters; 1,068,555
► KSAN-TV (32) Stars National; 210,000

San Jose†—
KQXI (11) 4/15/54-Unknown

San Luis Obispo†—
► KVEC-TV (6) ABC, CBS, DuM; Grant; 82,836

Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 464,192

Stockton†—
► KOVR (13) DuM; Blair; 1,054,000
► KTVU (36) NBC; Hollingbery; 120,000

Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000

Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 53,604
► KRDO-TV (13) NBC; McGillvra; 40,000

Denver—
► KBTV (9) ABC; Free & Peters; 273,069
► KFEL-TV (2) DuM; Hoag-Blair, Blair Tv; 273,069
► KLZ-TV (7) CBS; Katz; 273,069
► KOA-TV (4) NBC; Petry; 273,069
KRMA-TV (*6) 7/1/53-Unknown

Grand Junction†—
► KFXJ-TV (5) NBC, CBS, DuM; Holman; 9,600

Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340

Hartford—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 291,299

New Britain—
► WKNB-TV (30) CBS; Bolling; 284,169

New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 934,448

New London†—
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
WCNE (*63) 1/29/53-Unknown

Stamford†—
WSTF (27) 5/27/53-Unknown

Waterbury—
► WATR-TV (53) ABC; Stuart; 193,320

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 2,051,000

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 707,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 672,200
► WTTG (5) DuM; H-R; 642,000
WETV (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Daytona Beach†—
WMFJ-TV (2) McGillvra; 7/8/54-7/1/55

Fort Lauderdale—
► WITV (17) ABC, DuM; Bolling; 145,600 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC, CBS; McGillvra; 11,726

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 405,600
WOBS-TV (30) Stars National; 8/12/53-Fall '55
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55

Miami—
► WGBS-TV (23) NBC; Katz
WMFL (33) 12/9/53-Unknown
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS; Free & Peters; 307,600
Biscayne Tv Corp. (7) Initial Decision 1/17/55
► WITV (17) See Fort Lauderdale
Miami Beach†—
WKAT Inc. (10) 3/30/55-Unknown

Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 80,000

Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 24,750

Pensacola†—
► WEAR-TV () ABC, CBS, DuM; Hollingbery; 89,500
► WPFA (15) 32,500

St. Petersburg—
► WSUN-TV (38) ABC, CBS, DuM; Weed; 134,000

Tampa†—
► WFLA-TV (8) NBC; Blair; 175,000
► WTVT (13) CBS; Avery-Knodel

West Palm Beach—
► WEAT-TV (12) ABC; Walker; 231,000
► WIRK-TV (21) DuM; Weed; 42,708
► WJNO-TV (5) NBC, CBS, DuM; Venard; 231,000

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC, DuM; Crosley Sls.; 465,000
► WQXI-TV (36) 23,742
► WSB-TV (2) NBC; Petry; 484,725

Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 133,000
► WRDW-TV (12) CBS; Headley-Reed; 131,444

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 84,690
► WRBL-TV (4) CBS; Hollingbery; 95,412

Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 96,284
► WNEX-TV (47) NBC; Branham; 62,032

Rome†—
► WROM-TV (9) McGillvra; 150,990

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 60,107
WSAV-TV (3) 1/26/55-Unknown

Thomasville†—
WCTV (6) 12/23/53-Spring '55

IDAHO

Boise†—
► KBOI-TV (2) CBS, DuM; Free & Peters; 43,985
► KIDO-TV (7) ABC, NBC; Blair; 41,900

Idaho Falls†—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna 32,419

Lewiston†—
KLEW-TV (3) 2/9/55-Unknown

Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Unknown

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 320,000

Bloomington—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,877,600
► WBKB (7) ABC; Blair; 2,074,000
► WGN-TV (9) DuM; Hollingbery; 2,080,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000

Decatur—
► WTVP (17) ABC, DuM; Bolling; 160,000

Evanston†—
WTLE (32) 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000

Peoria—
► WEEK-TV (43) NBC, DuM; Headley-Reed; 229,274
► WTVH-TV (19) CBS, ABC; Petry; 229,274
WIRL Tv Co. (8) Initial Decision 11/5/54

Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 150,000
► KHQA-TV (7) See Hannibal, Mo.

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 256,600
► WTVO (39) NBC, DuM; Weed; 100,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 295,201

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 95,000
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

Urbana†—
WILL-TV (*12) 11/4/53-Unknown

INDIANA

Anderson†—
WCBC-TV (61) 2/2/55-5/1/55

Bloomington—
► WTTV (4) NBC, DuM; Meeker; 622,727 (also Indianapolis)

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 208,139

Evansville—
► WFIE (62) ABC, NBC, DuM; Venard; 94,315
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54

Fort Wayne—
► WKJG-TV (33) NBC, DuM; Raymer; 132,547
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC; Katz; 662,000
► WISH-TV (8) ABC, CBS, DuM; Bolling; 540,020
► WTTV (4) See Bloomington

Lafayette†—
► WFAM-TV (59) CBS, DuM; Rambeau 66,500

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 107,250

Notre Dame (South Bend)†—
WNDU-TV (46) NBC; Meeker; 8/12/54-7/15/55

Princeton†—
WRAY-TV (52) See footnote (c)

South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 206,473

Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 154,000

Waterloo (Fort Wayne)—
► WINT 15) ABC, CBS; H-R; 133,478

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 315,600

Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,000
► WMT-TV (2) CBS; Katz; 266,800

Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 295,165

Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 302,000
KRNT-TV (8) 3/23/55-8/1/55

Fort Dodge†—
► KQTV (21) NBC, DuM; Pearson; 22,100

Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 135,932

Sioux City—
► KTIV (4) NBC, ABC, DuM; Hollingbery; 152,835
► KVTV (9) ABC, CBS, DuM; Katz; 152,835

Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 162,159

KANSAS

Great Bend†—
► KCKT (2) NBC; Bolling; 126,258

Hutchinson (Wichita)—
► KTVH (12) CBS, DuM; H-R; 199,012
► KAKE-TV (10) See Wichita
► KEDD (16) See Wichita

Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown

Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 91,552

Topeka—
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 426,427

Wichita (Hutchinson)—
► KAKE-TV (10) ABC; Hollingbery; 195,110
► KEDD (16) NBC; Petry; 124,311
► KTVH (12) See Hutchinson
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown

Henderson (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 80,831

Lexington†—
WLAP-TV (27) 12/3/53-Unknown
► WLEX-TV (18) NBC, ABC, DuM; Forjoe

Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 434,912
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21). See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



$65,000,000.00

—that's the buying power from the corn crop **alone** in WIBW-TV's 100 uv area where there are 150,605* TV homes. And that $65 million is less than 5% of the spendable income available to our advertisers.

The Kansas Farm Picture

WIBW-TV means more . . . sells more . . . to farm families because it's the husky, strapping son of WIBW that Kansas farm families have known and depended on for two generations.

*2/1—not including Kansas City and St. Joseph.

WIBW-TV
SEE YOUR Channel 13 CAPPER MAN
V H F
The Kansas View Point

CBS-DUMONT-ABC

TOPEKA, KANS.
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City

Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria—
► KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 107,600

Baton Rouge—
► WAFB-TV (28) ABC, CBS, DuM; Young; 80,000
WBRZ (2) NBC, ABC; Hollingbery; 1/28/54-4/14/55 (granted STA March 17).

Lafayette†—
KLFY-TV (10) 9/16/53-7/1/55

Lake Charles—
► KPLC-TV (7) ABC, NBC; Weed; 66,000
► KTAG (25) CBS, DuM; Young; 44,550

Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 206,000

New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Unknown
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 319,834
► WJMR-TV (61) ABC, CBS, DuM; Bolling; 121,840

Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM Raymer; 77,730
Shreveport Tv Co. (12) Initial Decision 6/7/54-See footnote (d)
KTBS-TV (3) 2/16/55-9/3/55

MAINE

Bangor—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 96,000
► WTWO (2) CBS; Venard

Lewiston—
WLAM-TV (17) See footnote (c)

Poland Spring—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933

Portland—
► WCSH-TV (6) NBC, DuM; Weed; 164,343
► WGAN-TV (13) ABC, CBS; Avery-Knodel
WPMT (53) See footnote (c)

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 598,207
► WBAL-TV (11) NBC; Petry; 598,207
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 598,207
WTLF (18) 12/9/53-Unknown

Cumberland†—
WTBO-TV (17) 11/12/53-Unknown

Salisbury†—
► WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 50,710

MASSACHUSETTS

Adams (Pittsfield)—
► WMGT (19) DuM; Walker; 169,015

Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,290,537
► WGBH-TV (*2)
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,290,537

Brockton†—
WHEF-TV (62) 7/30/53-Unknown

Cambridge (Boston)—
► WTOA-TV (56) DuM; Everett-McKinney; 190,000

Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 172,000
► WWLP (61) ABC, NBC; Hollingbery; 172,000

Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 86,478

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 24,000
WUOM-TV (*26) 11/4/53-Unknown

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown

Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793

Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 64,920

Detroit—
WBID-TV (50) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,553,277
WTVS (*56) 7/14/54-Fall '55
► WWJ-TV (4) NBC; Hollingbery; 1,466,000
► WXYZ-TV (7) ABC; Blair; 1,469,000
► CKLW-TV (9) DuM; Young; 1,496,000. See Windsor, Ont.

East Lansing†—
► WKAR-TV (*60)

Flint—
WJRT (12) 5/12/54-Unknown

Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 510,566
WMCN (23) 9/2/54-Unknown

Kalamazoo—
► WKZO-TV (3) CBS, ABC, NBC, DuM; Avery-Knodel; 542,409

Lansing—
► WTOM-TV (64) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 417,000

Marquette†—
WAGE-TV (6) 4/7/54-Unknown

Muskegon†—
WTVM (35) 12/23/52-Unknown

Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000

Traverse City—
► WPBN-TV (7) NBC; Holman; 36,965

MINNESOTA

Austin—
► KMMT (6) ABC; Headley-Reed; 54,515

Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 93,300
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (c)

Hibbing†—
KHTV (10) 1/13/54-Unknown

Minneapolis (St. Paul)—
► KEYD-TV (9) DuM; H-R; 585,000
► WCCO-TV (4) CBS; Free & Peters; 573,300
► WTCN-TV (11) ABC; Blair; 573,300

Rochester—
► KROC-TV (10) NBC; Meeker; 95,833

St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 573,300
► WMIN-TV (11) ABC; Blair; 573,300

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)

Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-7/1/55

Jackson—
► WJTV (25) CBS, DuM; Katz; 68,404
► WLBT (3) NBC; Hollingbery; 122,765
► WSLI-TV (12) ABC; Weed; 115,000

Meridian†—
WCOC-TV (30) See footnote (c)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800

Tupelo†—
WTWV (9) 12/8/54-Fall '55

MISSOURI

Cape Girardeau—
► KFVS-TV (12) CBS; Headley-Reed; 115,200

Clayton†—
KFUO-TV (30) 2/5/53-Unknown

Columbia—
► KOMU-TV (8) NBC, ABC, DuM; H-R; 63,295

Festus†—
KACY (14) See footnote (c)

Hannibal (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 153,720
► WGEM-TV (10) See Quincy, Ill.

Jefferson City†—
► KRCG (13) CBS; Hoag-Blair, Blair-Tv

Joplin—
► KSWM-TV (12) CBS; Venard; 84,680

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 483,376
► KMBC-TV (9) CBS; Free & Peters; 483,376
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 483,376

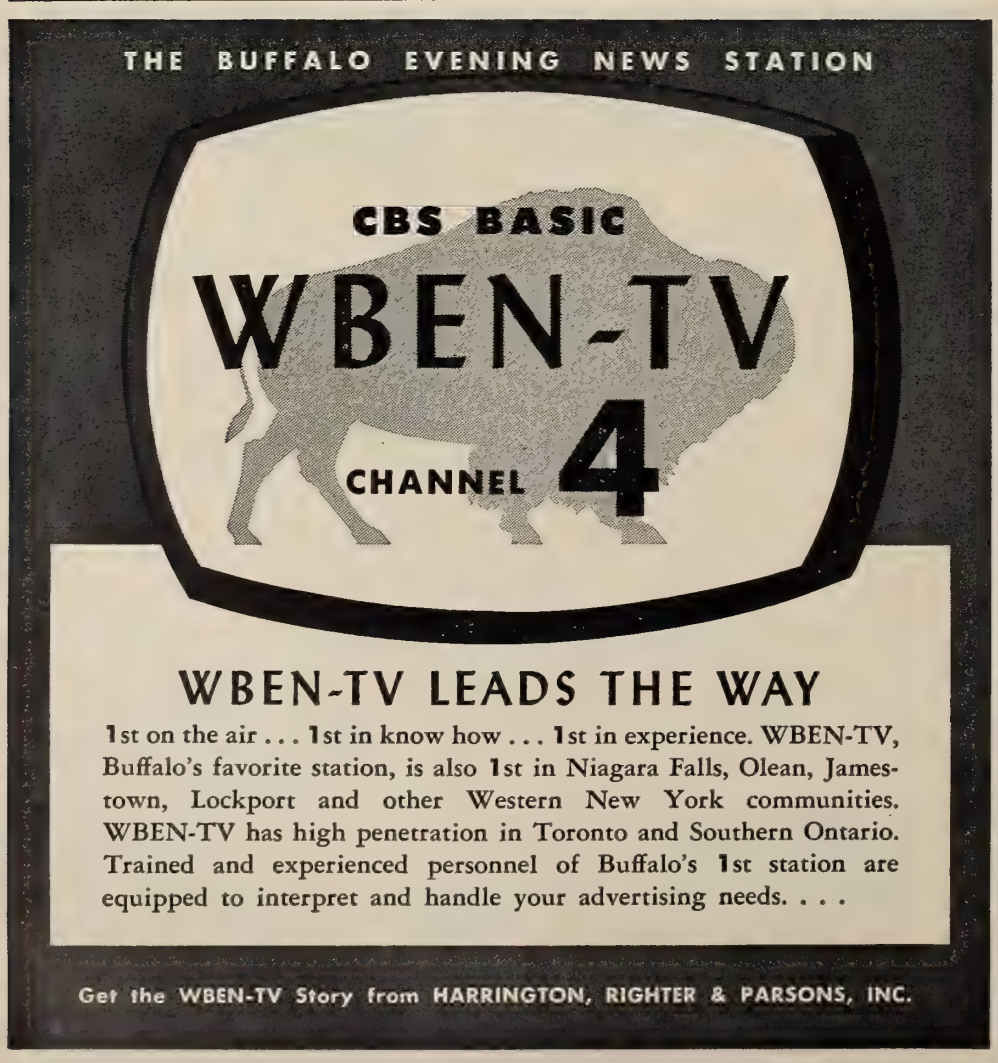
Kirksville†—
KTVO (3) 12/16/53-Unknown

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 129,716

St. Louis—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 773,922
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
KTVI (36) 3/9/55-Unknown (station currently operates on ch. 54 at Belleville, Ill. [WTVI (TV)]

Sedalia†—
► KDRO-TV (6) Pearson; 57,000

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 62,370
► KYTV (3) NBC; Hollingbery; 69,300



MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 20,000

Butte†—
KOPR-TV (4) See footnote (c)
► KXLF-TV (6) ABC; No estimate given

Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Hoag-Blair, Blair-Tv; 20,500

Missoula†—
► KGVO-TV (13) ABC, CBS, DuM; Gill-Perna; 18,750

NEBRASKA

Hastings†—
The Seaton Publishing Co. (5) 2/11/55-Unknown

Kearney (Holdrege)—
► KHOL-TV (13) ABC, CBS, NBC, DuM; Meeker; 53,492

Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 117,208
► KUON-TV (*12) 76,618

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 286,000
► WOW-TV (6) NBC, DuM; Blair; 286,000

Scottsbluff†—
KSTF (10) 8/18/54-6/1/55

NEVADA

Henderson†—
► KLRJ-TV (2) NBC; Pearson; 28,200

Las Vegas—
► KLAS-TV (8) CBS, ABC, DuM; Weed; 21,244

Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 17,250

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown

Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 381,338

Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
WRTV (58) See footnote (c)

Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown

Camden†—
WKDN-TV (17) 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Petry; 4,290,000

New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 55,630
► KGGM-TV (13) CBS; Weed; 55,630

Roswell†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 25,427

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 150,000
WTRI (35) See footnote (c)
DTVZ (*17) 7/24/52-Unknown

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 325,690
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 457,829. See footnote (a).
► WBUF-TV (17) 170,000
► WGR-TV (2) NBC, ABC, DuM; Headley-Reed; 455,043. See footnote (a).
WTVF (*23) 7/24/52-Unknown

Carthage (Watertown)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 60,960

Elmira—
WTVE (24) See footnote (c)

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 28,500

Lake Placid† (Plattsburg)—
► WIRI (5) DuM; McGillvra; 80,740

New York—
► WABC-TV (7) ABC; Weed; 4,290,000
► WABD (5) DuM; Avery-Knodel; 4,290,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,290,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR-TV Sls.; 4,290,000
► WPIX (11) Free & Peters; 4,290,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,290,000
► WATV (13) See Newark, N. J.

Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC, ABC, DuM; Hollingbery; 300,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 281,790
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 281,790

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 425,800

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 361,220
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 361,220

Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 159,100

NORTH CAROLINA

Asheville—
► WISE-TV (62) CBS, NBC; Bolling; 37,000
► WLOS-TV (13) DuM; Venard; 307,610

Chapel Hill†—
► WUNC-TV (*4) 377,350

Charlotte—
WQMC (36) See footnote (c)
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 476,189

Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 207,760

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WTVX (48) 4/7/54-Unknown

Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 301,108

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 102,770

New Bern†—
Nathan Frank (13) 2/9/55-Unknown

Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 124,440

Washington†—
WITN (7) 10/27/54-Unknown

Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 50,003
WTHT (3) 2/17/54-Unknown

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 257,600
► WTOB-TV (26) ABC, DuM; H-R; 86,200

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Hoag-Blair, Blair-Tv 26,261

Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000

Valley City†—
► KXJB-TV (4) CBS, DuM; Weed; 69,981

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066

Ashtabula†—
► WICA-TV (15) 116,285

Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

EVEN HAMILTON WATCHES

W·H·E·N



IT takes two to make a duel, but better a bullet in the back than miss a single moment of the fun on Channel 8.



The eyes of Hamilton are on the target that really matters . . . WHEN-TV, where top score is perfect pleasure and everyone gets top score.

Hamilton is only one of the 250 upstate New York communities that happily shoot the works on WHEN-TV advertised products. And every day, every night the target-wise Hamiltonians fix their sights again on Channel 8.

Want to draw a bead on a covey of prospective customers . . . and bag some top sales for your product?

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

W·H·E·N TV

CHANNEL 8

SYRACUSE, N.Y.

Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown

Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) ABC, DuM; Branham; 1,084,810
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC NBC Spot Sls.; 1,164,000
► WXEL (8) CBS; Katz; 1,089,000

Columbus—
► WBNS-TV (10) CBS; Blair; 427,239
► WLWC (4) NBC; WLW Sls.; 350,800
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) ABC, DuM; Katz; 381,451

Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (c)
► WLWD (2) ABC, NBC; WLW Sls.; 321,000

Elyria†—
WEOL-TV (31) 2/11/54-Unknown

Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) NBC, CBS, ABC, DuM; H-R; 76,211

Mansfield†—
WTVG (36) 6/3/54-Unknown

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel 1,083,900
► WTRF-TV (7) See Wheeling

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 310,170
WTOH-TV (79) 10/20/54-Unknown

Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 149,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 148,588

Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 180,000

Ardmore†—
KVSO-TV (12) 5/12/54-Unknown

Enid—
► KGEO-TV (5) ABC; Pearson; 174,780

Lawton†—
► KSWO-TV (7) DuM; Pearson; 64,680

Muskogee†—
► KTVX (8) ABC, DuM; Avery-Knodel; 248,750

Oklahoma City—
KETA (*13) 12/2/53-Unknown
KMPT (19) See footnote (c)
► KTVQ (25) ABC; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 315,000
► WKY-TV (4) ABC, NBC; Katz; 313,060

Tulsa—
KCEB (23) See footnote (c)
► KOTV (6) CBS; Petry; 248,650
KSPG (17) 2/4/54-Unknown
► KVOO-TV (2) NBC; Blair; 248,000
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 40,109

Klamath Falls†—
KFJI-TV (2) Grant; 12/2/54-Summer '55

Medford—
► KBES-TV (5) CBS; Hoag-Blair, Blair-Tv; 26,750

Portland—
► KLOR (12) ABC; Hollingbery
► KOIN-TV (6) ABC, CBS; CBS Spot Sls.; 287,400
► KPTV (27) NBC; NBC Spot Sls.; 240,806
North Pacific Tv Inc. (8) Initial Decision 6/16/54

Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
► WFMZ-TV (67) Avery-Knodel; 32,000
WQCY (39) Weed; 8/12/53-Unknown

Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 490,528

Bethlehem—
► WLEV-TV (51) NBC; Meeker; 89,307

Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915

Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
► WSEE (35) CBS, DuM; Avery-Knodel; 61,670

Harrisburg—
► WCMB-TV (27) Forjoe
► WHP-TV (55) CBS; Bolling; 193,002
► WTPA (71) ABC, NBC; Headley-Reed; 193,002

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 859,470

Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 823,448
WWLA (21) 5/7/53-Unknown

Lebanon†—
WLBR-TV (15) See footnote (c)

New Castle—
WKST-TV (45) See footnote (c)

Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,904,946
► WFIL-TV (6) ABC, DuM; Blair; 2,043,972
► WPTZ (3) NBC; Free & Peters; 2,035,222

Pittsburgh—
► KDKA-TV (2) CBS, NBC, DuM; Free & Peters; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 425,000
WKJF-TV (53) See footnote (c)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,370

Scranton—
► WARM-TV (16) ABC; Hollingbery; 200,000
► WGBI-TV (22) CBS; Blair; 210,000
► WTVU (73) Everett-McKinney; 250,000

Sunbury†—
WKOK-TV (38) 2/9/55-Unknown

Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 235,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 250,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Fall '55

York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 95,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,404,002
► WNET (16) ABC, CBS; Raymer; 88,000
► WPRO-TV (12) CBS; Blair

SOUTH CAROLINA

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 127,400

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 166,528
► WUSN-TV (2) NBC; H-R; 138,500

Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 76,000
► WIS-TV (10) NBC, DuM; Free & Peters; 153,964
► WNOK-TV (67) CBS; Raymer; 78,000

Florence—
► WBTW (8) CBS, NBC, ABC, DuM; CBS Spot Sls.; 111,340

Greenville—
► WFBC-TV (4) NBC; Weed; 315,717
► WGVL (23) ABC, DuM; H-R; 113,000

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Unknown

SOUTH DAKOTA

Rapid City†—
KOTA-TV (3) 12/8/54-6/1/55

Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 112,387

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 132,219
Mountain City Tv Inc. (3) Initial Decision 7/5/54

Jackson†—
► WDXI-TV (7) CBS; Burn-Smith

Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360

Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 180,750
WBIR-TV (10) Initial Decision 1/5/55
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 101,890

Memphis—
► WHBQ-TV (13) CBS; Blair; 343,078
► WMCT (5) ABC, NBC, DuM; Branham; 343,078
WREC Broadcasting Service (3) Initial Decision 8/27/54

Nashville—
► WSIX-TV (8) ABC, DuM; Hollingbery; 234,750
► WSM-TV (4) NBC, DuM; Petry; 234,750

Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 237,400

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 43,620

Amarillo—
► KFDA-TV (10) ABC, CBS; H-R; 70,229
► KGNC-TV (4) NBC, DuM; Katz; 70,229

Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 112,853

Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000
KFDM-TV (6) CBS; Free & Peters; 8/4/54-4/24/55

Big Spring†—
KBST-TV (4) CBS; Pearson; 7/22/54-July '55

Corpus Christi†—
► KVDO-TV (22) NBC, ABC, CBS, DuM; Young, Brown; 38,850
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
K-SIX Tv Inc. (10) Initial Decision 1/20/55

Dallas—
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 456,000
► WFAA-TV (8) ABC, NBC, DuM; Petry; 456,000

El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► KROD-TV (4) ABC, CBS, DuM; Branham; 67,585
► KTSM-TV (9) NBC; Hollingbery; 63,868

Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 460,000
KFJZ-TV (11) H-R; 9/17/54-Spring '55

Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 378,000

Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 48,215

Houston—
KNUZ-TV (39) See footnote (c)
► KPRC-TV (2) NBC; Petry; 404,500
► KTRK-TV (13) ABC, DuM; Blair; 404,500
► KUHT (*8) 300,000
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
► KTVE (32) Forjoe; 45,628

Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 78,812
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 78,812

Lufkin†—
KTRE-TV (9) NBC; Venard; 11/17/54-7/1/55 (Station will receive NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 39,250

Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54

San Angelo—
► KTXL-TV (8) CBS; Melville; 38,598

San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-April '55
► KENS-TV (5) ABC, CBS, DuM; Free & Peters; 249,944
► WOAI-TV (4) ABC, NBC, DuM; Petry; 244,350

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 112,975

Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 112,440

Tyler†—
KETX (19) See footnote (c)
► KLTV (7) ABC, CBS, NBC, DuM; Pearson; 80,294

Waco†—
► KANG-TV (34) CBS, ABC, DuM; Raymer; 46,965
► KWTX-TV (10) Pearson

Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 48,215

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 88,430
► KWFT-TV (6) CBS, DuM; Hoag-Blair, Blair-Tv; 89,750

UTAH

Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 170,400
► KTVT (4) NBC; Katz; 170,400
► KUTV (2) ABC; Hollingbery; 181,500

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC; Weed; 121,639

VIRGINIA

Bristol†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55

Danville†—
WBTM-TV (24) See footnote (c)

Hampton (Norfolk)—
► WVEC-TV (15) NBC, DuM; Avery-Knodel; 135,000

Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 104,570

Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 201,000

Newport News—
► WACH-TV (33) Walker

Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 352,962
WTOV-TV (27) See footnote (c)
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54

► WVEC-TV (15) See Hampton
Petersburg†—
WVAA (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 484,695
Richmond Tv Corp. (12) Initial Decision 2/21/55
Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 325,769
Times-World Corp. (7) 3/31/55-Unknown

WASHINGTON

Bellingham—
► KVOS-TV (12) CBS, DuM; Forjoe; 158,653
Pasco†—
► KEPR-TV (19) 47,567 (satellite of KIMA-TV Yakima)
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 422,375
► KOMO-TV (4) NBC; Hollingbery; 422,375
► KCTS (*9)
KCTL (20) 4/7/54-Unknown
Queen City Bcstg. Co. (7) Initial Decision 4/5/55
Spokane—
► KHQ-TV (6) NBC; Katz; 113,360
► KREM-TV (2) ABC; Petry; 99,247
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 106,992
Tacoma (Seattle)—
► KTVW (13) Barry, N. Y.; Clark, Chicago; 422,375
► KTNT-TV (11) CBS, DuM; Weed; 422,375
Vancouver†—
KVAN-TV (21) Bolling 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 47,567
Chinook Tv Co. (23) 3/30/55-Unknown

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown
Charleston—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
WKNA-TV (49) See footnote (c)
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-Fall '55
Fairmont†—
WJPB-TV (35) See footnote (c)
Huntington—
► WSAZ-TV (3) NBC, ABC; Katz; 525,265
WHTN-TV (13) 9/2/54-Spring '55
Oak Hill (Beckley)†—
► WOAY-TV (4) ABC; Pearson; 262,840
Parkersburg—
► WTAP (15) ABC, NBC, DuM; Forjoe; 35,802
Wheeling (Steubenville, Ohio)—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) NBC, ABC; Hollingbery; 306,000
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000
Green Bay—
► WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) ABC, DuM; Headley-Reed; 3/10/54-4/15/55
► WMBV-TV (11) See Marinette
La Crosse†—
► WKBT (8) NBC, CBS, ABC, DuM; Raymer; 86,816
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 103,000
► WMTV (33) ABC, NBC, DuM; Bolling; 75,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000
Milwaukee—
WCAN-TV (25) See footnote (c)
► WXIX (19) CBS; CBS Spot Sls.; 393,255
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 764,004
► WTVW (12) ABC, DuM; Petry
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 101,200
► KDAL-TV (3) See Duluth, Minn.
Wausau—
► WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 56,300

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KENI-TV (2) ABC, CBS; Weed; 15,000
► KTVA (11) NBC, DuM; Alaska Radio-Tv Sls.; 15,000
Fairbanks†—
► KFAR-TV (2) NBC, ABC, CBS; Weed
► KTVF (11) DuM; Alaska Radio-Tv Sales

HAWAII

Hilo†—
KHBC-TV (9) 1/19/55-Unknown (granted STA March 14)
Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 65,000
► KONA (11) NBC; NBC Spot Sls.; 69,000
► KULA-TV (4) ABC, DuM; Young; 69,000
Wailuku†—
KMAU (3) 1/19/55-Unknown

PUERTO RICO

Mayaguez†—
Radio Americas Corp. (5) 1/27/55-Unknown
San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
► WKAQ-TV (2) CBS; Inter-American; 65,000
Dept. of Education of Puerto Rico (*6) 2/2/55-Unknown

CANADA

Calgary, Alta.—
► CHCT-TV (2) CBC; All-Canada, Weed; 13,000
Edmonton, Alta.—
► CFRN-TV (3) CBC; Radio Rep., Young; 15,000
Halifax, N. S.†—
► CBHT (3) CBC, CBS
Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 120,000
Kingston, Ont.†—
► CKWS-TV (11) Weed; 30,000
Kitchener, Ont.—
► CKCO-TV (13) CBC; Hardy, Weed; 102,000
London, Ont.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 95,000
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216
Ottawa, Ont.—
► CBOT (4) CBC; CBC; 38,500
Peterborough, Ont.—
► CHEX-TV (12) CBC; All-Canada, Weed; 30,000
Port Arthur, Ont.—
► CFPA-TV (2) CBC; All-Canada, Weed; 6,000
Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy, Weed; 28,500
Regina, Sask.†—
► CKCK-TV (2) CBC, CBS; All-Canada, Weed; 15,000
Rimouski, Que.†—
► CJBR-TV (3) CBC; Stovin, Young; 7,000
St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 22,638
Saskatoon, Sask.†—
► CFQC-TV (8) CBC; Radio Rep., Young; 11,000
Sault Ste. Marie, Ont.†—
► CJIC-TV (2) CBS; CBC; Weed; 5,000
Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 14,545
Sydney, N. S.†—
► CJCB-TV (4) Weed; 17,426
Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000
Windsor, Ont. (Detroit, Mich.)—
► CKLW-TV (9) CBC, DuM; Young; 1,496,000
Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 51,481
Tijuana† (San Diego)—
► XETV (6) Weed; 296,402

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

UPCOMING

APRIL

April 11: Washington State Assn. of Broadcasters meeting, Seattle.
April 12: NARTB Tv Board, NARTB Headquarters, Washington.
April 13-15: National Federation of Adv. Agencies Inc. meeting, Escape Hotel, Ft. Lauderdale, Fla.
April 15: Board of Governors, Canadian Broadcasting Corp., Parliament Bldgs., Ottawa.
April 15: Deadline, Nominations for Advertising Hall of Fame, New York.
April 15: Nebraska Broadcasters Assn. meeting, Hotel Madison, Norfolk.
April 15: BMI Clinic, Skirvin Hotel, Oklahoma City.
April 15-16: Spring Technical Conference, Cincinnati section of Institute of Radio Engineers, Engineering Society of Cincinnati Bldg.
April 17: BMI Clinic, Hotel Samer, Salina, Kan.
April 17: Kansas Assn. of Radio Broadcasters meeting, Hotel Samer, Salina.
April 17-22: Inside Advertising Week, Hotel Biltmore, New York.
April 18: New York State Assn. of Radio & Television Broadcasters meeting, Hotel Utica, Utica.
April 18: RAB Clinic, Milwaukee.
April 18: BMI Clinic, Hotel Utica, Utica, N. Y.
April 18-21: National Premium Buyers' Exposition, Navy Pier, Chicago.
April 19: RAB Clinic, Grand Rapids, Mich.
April 19-23: Society of Motion Picture & Television Engineers, Drake Hotel, Chicago.
April 20: Peabody Award presentation, Hotel Roosevelt, N. Y.
April 20: CBS Inc. stockholders meeting.
April 20: RAB Clinic, Detroit.
April 20: BMI Clinic, Hotel Somerset, Boston.
April 21: RAB Clinic, Cleveland.
April 21-23: American Assn. of Adv. Agencies annual meeting and dinner, Boca Raton Hotel and Club, Boca Raton, Florida.
April 21-23: Southern California Adv. Agencies Assn. meeting, El Mirador Hotel, Palm Springs, Calif.
April 22: BMI Clinic, Bangor House, Bangor, Me.
April 22: RAB Clinic, Cincinnati.
April 25: Texas Assn. of Broadcasters meeting, Gunter Hotel, San Antonio.
April 28-29: Pennsylvania Assn. of Broadcasters meeting, Bedford Springs Hotel, Bedford.

MAY

May 2: Deadline, Applications Weed Broadcasting Scholarship, Iowa State College, Ames.
May 2: RAB Clinic, Chicago.
May 3: RAB Clinic, Peoria, Ill.
May 4: RAB Clinic, Louisville, Ky.
May 5: RAB Clinic, Indianapolis, Ind.
May 5-8: American Women in Radio & Television Annual Convention, Drake Hotel, Chicago.
May 6: RAB Clinic, Fort Wayne, Ind.
May 15: Deadline Applications WAAM Television Fellowship, Johns Hopkins U., Baltimore.
May 16: RAB Clinic, Trenton, N. J.
May 16-17: *Chicago Tribune* Forum on Distribution and Advertising, WGN studio, Chicago.
May 16-19: Electronic Parts Convention, Conrad Hilton Hotel, Chicago
May 17: RAB Clinic, Philadelphia.
May 18: RAB Clinic, Pittsburgh.
May 19: RAB Clinic, Buffalo, N. Y.
May 20: RAB Clinic, Syracuse, N. Y.
May 22-26: NARTB Convention, Shoreham and Sheraton-Park hotels, Washington.
May 22: Radio Pioneers Banquet, Washington.
May 31: Deadline, Fund for the Republic Television Awards (script contest), New York.
May 31: RAB Clinic, St. Louis.

BROADCASTING & TELECASTING *subscription order blank*

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.
I've checked service desired.

☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*
company name
address
city *zone* *state*

Multi-Million Baby

THE sale of a weekly hour of live network radio time to F. W. Woolworth Co. [B•T, April 4] demonstrates once again—although the description may be inept in the circumstances—that radio is more than a five-and-dime affair.

In signing for a Sunday afternoon hour on CBS Radio, to feature Percy Faith and orchestra and to start June 5, Woolworth obviously recognized the bigness of the medium in both its appeal and its sales effectiveness. It was a significant decision, not only because Woolworth is itself big, but because the signing also marks the company's entry into network radio.

What the dime store chain was saying by its signing for the series was that "we are now convinced that network radio is a good, solid advertising buy." If it had not come to the conclusion that the medium is an effective seller, the company would hardly have broken from its years of abstinence from network broadcasting.

One point that helped to make the sale, we are sure, was the proof advanced by CBS Radio regarding the size of the audience radio reaches—not only the audience within the home but, additionally, the audience on the move. Nielsen figures for January showed automobile listening expanded radio audiences of a Sunday afternoon by around three million persons, and February figures, when they are completed, are expected to raise this to more than four million. By June, when Sunday driving is beginning to near a peak and when the Woolworth contract takes effect, the "extra" listenership can be expected to be far higher.

This brings up a point that we have stressed many times before: Radio should be sold as a whole medium. As a whole medium it *can* be sold. Evidence of this fact is the sale to Woolworth.

". . . The President of the United States"

PRESIDENT Eisenhower has accepted the invitation of the NARTB to address, informally, the 33d annual convention May 24 in Washington. This sets a precedent because no President has appeared in person before an NARTB or NAB convention.

The conditions were right. The convention is the first in Washington in 17 years. In 1931, President Hoover, by remote control (now called closed circuit) addressed the NAB convention in Detroit. There were 221 broadcasters present. Mr. Hoover had a special interest, because, as Secretary of Commerce, he had presided over the establishment of our national policy in broadcasting —the "American Plan" of private enterprise.

President Hoover's words were prophetic. Alluding to the national radio conferences of 1923 which established the national policy, he said:

> The decisions reached at that early date have been of unending importance. The determination that radio channels were public property and should be controlled by Government; the determination that we should not have governmental broadcasting supported by a tax upon the listener, but that we should give license to use of these channels to private enterprise where there would be no restraint upon programs, has secured us far greater variety of programs and excellence of service without cost to the listener. This decision has avoided the pitfalls of political and social conflicts in the use of speech over the radio which would have been involved in Government broadcasting. It has preserved free speech in our country.

President Eisenhower's words will be eagerly awaited by the some 3,000 who will attend the Washington convention. He, too, has a special interest. He is the first President to throw his news conferences open to both radio and television. He has seen broadcasting in peace and in war. He knows what can be wrought in the use of these media in moulding the minds of men.

To establish the precedent of a personal appearance by the President was not easy. The demands upon the Chief Executive's time are onerous. A small but potent group of broadcasters prevailed upon those around the President to encourage his appearance.

The Chief Executive historically has addressed the nation's editors or publishers annually at sessions in New York or Washington.

Now that the ice has been broken, it is to be hoped that the President's appearance at the NARTB conventions will become an automatic, annual event.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"The restaurant manager downstairs claims you filched a sign from his window!"

Madame Comr. Hennock

THE record books show that Comr. Frieda B. Hennock is the FCC's most dissident member. She is the chronic dissenter. She uses every forum available to espouse her pet theories. She was responsible to a greater degree than anyone else for the educational reservations in television, and today it's difficult to say whether that's good or bad.

The other day, Miss Hennock made an appearance before the Kefauver Committee on juvenile delinquency, appearing for herself, since the FCC majority previously had given testimony. What she said on juvenile delinquency is not as significant as her asides.

She favored free radio and television time for qualified candidates for public office. This may have been calculated to win friends in Congress. Its utter impracticality is obvious.

In responding to a query regarding FCC policies, she said she may not be a member of the FCC after June 30.

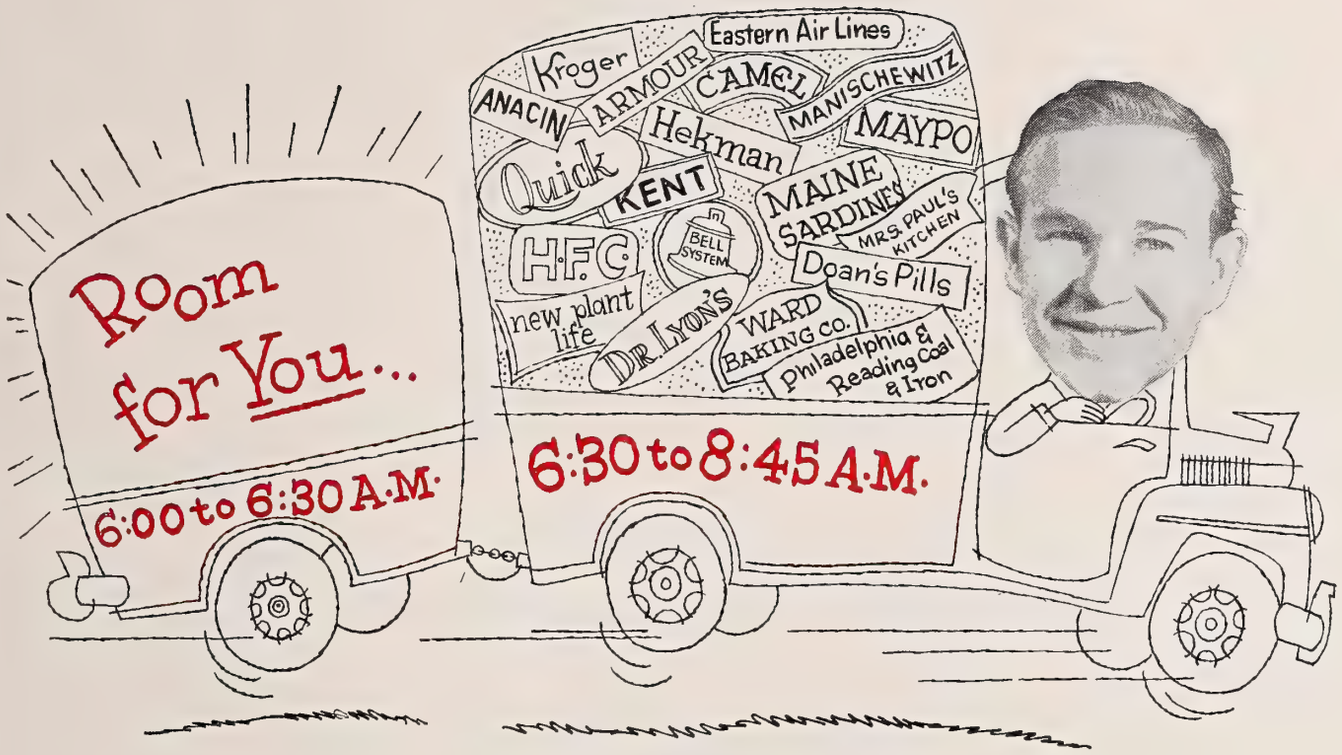
We have no way of knowing what the President has in mind about that impending vacancy. It could be that he will be disposed to reappoint Miss Hennock, on the theory that a militant minority voice is desirable in our government of checks and balances. The Democrats, of course, will insist upon one of their own party, since there is now the legal maximum of four Republicans on the FCC, plus one independent. Whether the Democratic leadership will support Miss Hennock's reappointment isn't publicly known.

Miss Hennock has been a thorn in the sides of most of her colleagues almost from the start of her tenure nearly seven years ago. And maybe that's good because the FCC certainly hasn't been a model agency.

The law provides that the President can nominate a member of the FCC not more than 60 days prior to the end of the incumbent's term. That means May 1, in Miss Hennock's case.

Whether Miss Hennock is a candidate to succeed herself we do not profess to know. She certainly acts like one. Nevertheless, she has served these past seven years at personal sacrifice. She gave up a highly lucrative law practice in New York to accept appointment by President Truman. Her experience in Washington should serve her in good stead if she should elect to return to private life. Meanwhile, the woods are full of candidates, Democrats good and true.

If Miss Hennock decides not to seek reappointment she should so notify President Eisenhower and the leaders of her party by the May 1 deadline, in order to allow time to select a qualified successor. By the same token, it would seem fair that the President should make known his decision at the earliest practicable time, to allow the Senate opportunity to consider fully the qualifications of his appointee. In the recent past, the FCC and other bi-partisan agencies have suffered because of White House inertia on appointments.



making more room for more good company!

Bob Maxwell so successful, WWJ adds another half hour

Good news for the umpteen advertisers who have been standing in line to get on Maxwell's busy bandwagon. There's room for you now! Detroit's favorite rise-and-shine man opens shop at 6 A.M. and stays on the job till 8:45.

This extra half-hour just had to come because Maxwell does such a terrific job of getting advertisers' messages into so many homes and into so many cars during Detroit's peak traffic period.

Better hurry to get on board. If past performance is any guide, this new half hour will be completely spoken for in no time at all. Phone, wire or write your nearest Hollingbery office or WWJ direct.

DETROIT
AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

WWJ AM-FM

Basic NBC Affiliate

Associate Television Station WWJ-TV

WORLD'S FIRST RADIO STATION • *Owned and Operated by* THE DETROIT NEWS • *National Representatives:* THE GEORGE P. HOLLINGBERY CO.

the SWING is to...



KMBC-TV

Kansas City's Most Powerful TV Station

Primary CBS-TV Basic Affiliate

The local boys (and girls) are making good in a big w
when it comes to top-rated TV talent in the Kan
City market. Here's how the latest Telepulse ra
KMBC-TV hometown personalities and productio

Top-rated Newscaster — network or local
Lionel Schwan with "News at Nine"

Top-rated Weathercaster — network or local
Jim Burke's "The Weather Story"

Top-rated Sportscaster — network or local
"Sam Molen's Sports"

Top-rated Local Women's Show
Bea Johnson's "Happy Home"

Top-rated Local Kids' Show
"Comiclub" and "Commander 9"

Top-rated Evening Movie
"Premiere Playhouse"

If you'd like to send your product to the top in Kan
City, schedule your television advertising on top-ra
KMBC-TV shows. Your Free & Peters Colonel
sell you the time that sells the market. Contact H
for a contract.

KMBC-TV

Kansas City's Most Powerful TV Station

DON DAVIS, *Vice President*
JOHN SCHILLING, *Vice President and General Manager*
GEORGE HIGGINS, *Vice President and Sales Manager*
And in Radio, it's the KMBC-KFRM Team

1st *in the Heart of America*
KMBC *of Kansas City*
KFRM *for the State of Kansas*

FREE & PETERS, INC.
Exclusive National Representatives

CBS TELEVISION

APRIL 18, 1955 35c PER COPY

BROADCASTING TELECASTING

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24TH year
THE NEWSWEEKLY
F RADIO AND TV



THE PULSE HITS THE NAIL ON THE HEAD!



1. 90.9% of Baltimore families listen to radio during an average week.

2. 71.2% of the Baltimore homes are reached by radio on an average day.

These are the big facts proved by Pulse's new "CPA" (Cumulative Pulse Audience) survey.

And here's what another authority proves about W-I-T-H: Top Nielsen ratings go to W-I-T-H, too. Combined with low, low rates, W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. It's the big bargain buy! Get the whole story from your Forjoe man.

—in Baltimore WITH

Tom Tinsley, President • R. C. Embry, Vice-president • Represented by Forjoe & Co.

WOW!



PULSE INC.
SOUTH FLORIDA
TELEPULSE

WTVJ, in the 6 Station South Florida Market, HAS A LARGER AUDIENCE SIGN-ON TO SIGN-OFF, THAN ALL OTHER FIVE TV STATIONS COMBINED.

In each 1/4 hour between 6 P.M. and 12 P.M. over 80% of the sets in use are tuned to CHANNEL 4

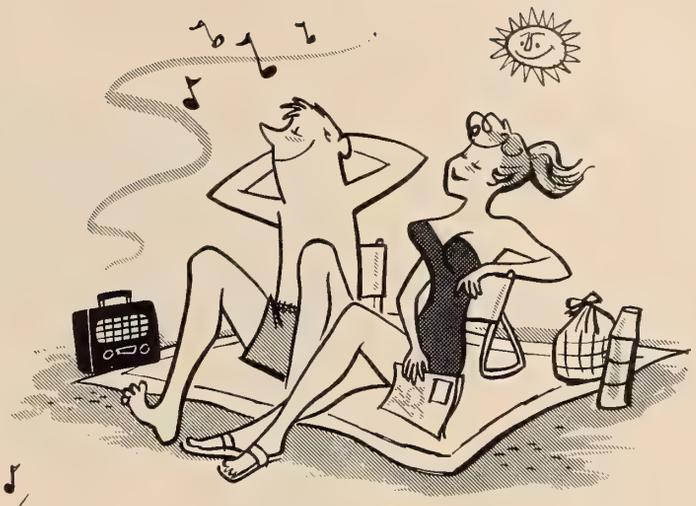
Call your Free & Peters Colonel now! Have him show you the latest PULSE. You'll find that WTVJ has the lowest cost-per-thousand figures of any medium in Fabulous South Florida.

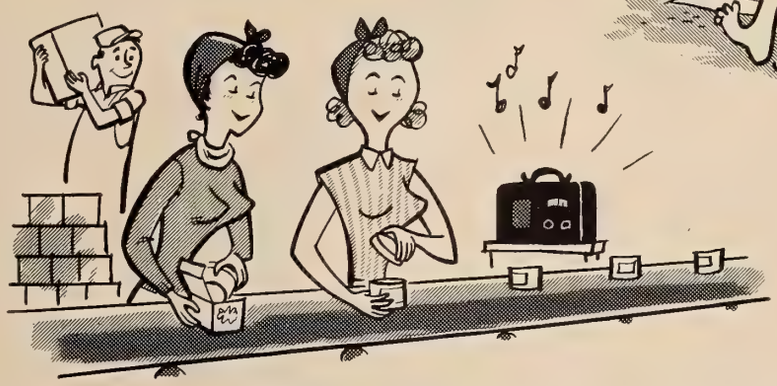
CBS TELEVISION NETWORK
Basic Affiliate

WTVJ Channel 4
MIAMI
FLORIDA'S FIRST TELEVISION STATION
100,000 WATTS POWER — 1,000 FT. TOWER

in PROVIDENCE –
wherever you go,

WHIM
it's radio!





Any day of the week, WHIM delivers the largest out-of-home audience* of any Providence radio station

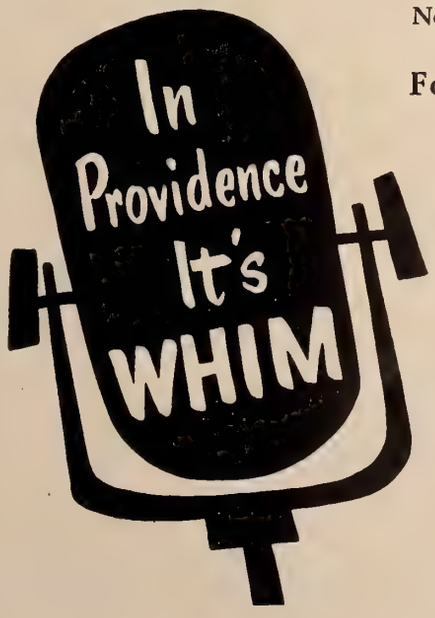
For example:

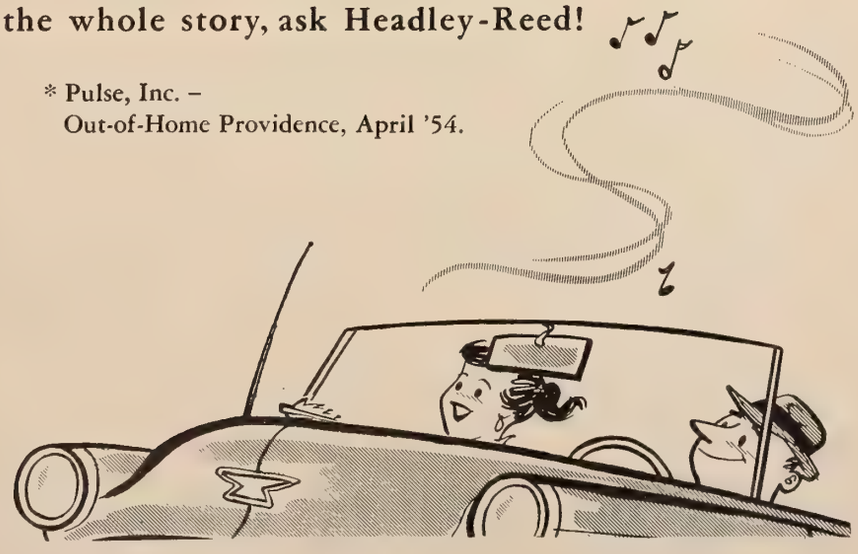
Mon. - Fri. 12 noon — 6 PM

WHIM	**26%** share
Net. Sta. A.	14%
Net. Sta. B.	13%
Net. Sta. C.	12%
Net. Sta. D.	12%

For the whole story, ask Headley-Reed!

* Pulse, Inc. –
Out-of-Home Providence, April '54.





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WGAL-TV

LANCASTER, PA.

NBC • CBS • DuMont

Things look rosy when your product sales are stimulated by the super-magic of this super-powered station. WGAL-TV's 316,000-watt signal on Channel 8 beams a clear picture from its mountaintop transmitter location to a wide area with a population of over three million people who have more than $5¼ billion to spend. For pleasing sales results, *buy WGAL-TV.*

STEINMAN STATION
Clair McCollough, Pres.

Representatives:

MEEKER TV, INC. New York Los Angeles Chicago San Francisco

Channel 8 Mighty Market Place

Harrisburg, York, Lebanon, Reading, Hanover, Pottsville, Gettysburg, Hazleton, Chambersburg, Shamokin, Waynesboro, Mount Carmel, Frederick, Bloomsburg, Westminster, Lewisburg, Carlisle, Lewistown, Sunbury, Lock Haven, Martinsburg, Hagerstown

closed circuit®

FOUR FOR ZIV • Four new tv film series now in various stages of plotting, planning and preparing at Ziv Television Programs Inc. First one out of Ziv shop will probably be as yet unnamed series being made with cooperation of state highway patrol organization, starring Broderick Crawford.

B•T

ACTS of alleged sabotage by striking employes of Southern Bell during past month reportedly causing consternation, not only among radio-tv and newspaper users, but also military and defense officials. Circuit and cable severances have disrupted voice channels on tv along with hundreds of long distance telephone wires, news wires and teletype circuits. Responsible officials cite possible dire consequences in event of national emergency through such acts which could render Conelrad and other standby civil defense services completely ineffectual.

B•T

TAKING STOCK • Trend toward formation of public stock companies in broadcast field, engendered largely through economics of tv, is being studied by several members of FCC. Testimony in this regard may be adduced at upcoming hearings either before Senate or House committees studying broadcast field.

B•T

EXTENT to which toll tv is being used in possible exploitation of stock likewise is stimulating FCC interest. One Commissioner points out that although subscription tv is non-existent and is scheduled simply to get preliminary hearing at FCC, stock values in field appear to be affected by constantly increasing barrage of publicity on air and in print being given such projects.

B•T

BUSINESS BAIT • Fuller & Smith & Ross is about to beef up radio-tv department in New York office with several executives to be brought in from outside. Purpose is to make department big enough to attract new business. Art Duram, vice president in charge, elected to stay on to supervise expansion, despite offer of high-level job at NBC-TV.

B•T

NOW THAT Senate Anti-Monopoly Subcommittee has named Joseph Burns as chief counsel, it's expected that Howard L. Chernoff, west coast broadcaster and former directing head of West Virginia Network, will relinquish his formal status as consultant to Kilgore committee but remain subject to call. Chairman Kilgore (D-W. Va.) had announced [B•T, Jan. 17] that Mr. Chernoff would serve in consulting capacity. Afterward, however, Senate Commerce Committee, headed by Warren G. Magnuson (D-Wash.), launched its "study" of tv-network field with understanding that monopoly questions, if any, would be referred to Kilgore group.

B•T

RADIO IN EVERY TV SET • New project, sparked by Edgar Kobak, president of Advertising Research Foundation and business consultant, is to sell set manufacturers on project "to include a radio set as part of every tv set." Even lowest priced tv sets could have small, inexpensive radio installation, he contends. He has advanced subject to President Kev Sweeney of Radio Advertising Bureau.

B•T

PIXIE approach being taken to de-intermixture at FCC. Question broached: Will FCC be de-intermixed to extent of appointment of male member if Comr. Frieda B. Hennock isn't renominated by President Eisenhower (and subsequently confirmed by Senate)? Miss Hennock's term expires June 30.

B•T

COMMERCIAL KUDOS • Project for establishment of awards for commercials is being picked up by at least one organization—National Audience Board Inc., headed by Peter Goelet, former station owner. Without reference to *Space & Time (Inside Advertising)* survey, Mr. Goelet is proceeding with plan for setting up awards advisory committee to further project. He describes "NAB" as "a middle-of-the-road organization to serve the public fairly but without hostility to the industry" and suggests that one award would be given "for the best commercial."

B•T

APPOINTMENT of Robert L'Heureux, Senate Commerce Committee professional staffer, as GOP counsel for committee's investigation of tv networks and uhf-vhf troubles [B•T, April 4] was delayed last week by Sen. John W. Bricker (R-Ohio), committee's ranking Republican, pending return of committee Chairman Magnuson from West Coast. Appointment should be forthcoming this week after Bricker-Magnuson huddle.

B•T

SPREADING PROBLEM • Influx of de-intermixture petitions embracing entire areas gives rise to speculation that FCC may have started out with idea of "selective de-intermixture" but it's obvious it now has regional problem which before long will be national.

B•T

SIX major tv tuner manufacturers have accepted invitation of Senate Commerce Committee Chairman Warren G. Magnuson to meet in latter's office at 11 a.m. Wednesday to discuss costs and other data on all-channel tuners, preparatory to committee's meeting next Monday with set manufacturers to talk on making all-channel sets [CLOSED CIRCUIT, *April 4*]. *Among tuner makers to attend will be Sarkes Tarzian, WTTV (TV) Bloomington, Ind.*

B•T

SUBSCRIBER SCRIBBLER • Sidelight of last week's fee-tv battle at National Press Club, Washington, was busy pencil of Ted Leitzell, Zenith's public relations director, when forms were supplied for post-debate questioning of contestants—Dr. Millard C. Faught, Zenith - Phonevision consultant, and Alfred Starr, Nashville theatre operator opposing pay-to-see. Luncheon oratory was heard by relatively few newsmen, with industry people dominating tables.

B•T

NETWORKS are included in current Federal Trade Commission investigation into merchandising on radio-tv stations [B•T, April 4], according to reports received from network representatives and other sources. Radio and tv are not villains in this drama, but rather manufacturers who make advertising allowances to some customers without proportionate outlays to all customers. Investigation started about two years ago but just recently came to light. Some say it's dormant.

B•T

LITTLE LECTURES • New feature of NARTB convention programming in Washington May 22-26 will be battery of top-flight scientists giving nine-minute speechettes at Thursday morning television session. Plan calls for outstanding authorities on tv to explain basics of video techniques. Afternoon of Tv Day will be devoted to Television Bureau of Advertising sales session.

B•T

SHOWING which way winds blow are some of comments on FCC's proposal to permit 100 w tv stations, no antenna height requirement [B•T, Feb. 28]. Many of those replying to rule-making notice submitted highly favorable comments on assumption that proposal means Commission will permit vhf drop-ins under low-power, less-than-minimum antenna heights. This is entirely erroneous, FCC spokesmen emphasize.

B•T

UHF SLOWDOWN • Plight of uhf is pointed up in statistics that show that out of 21 tv stations starting regular programming this year (through April 15) only two were in the ultra high band. One was nation's first satellite, KEPR-TV Pasco, Wash., rebroadcasting programs of KIMA-TV Yakima. In similar 1954 period, out of 34 starters, 15 were uhf.



NOWHERE *was rock bottom.*

YOU *is a radio station.* **WTIX.**

WHAT *it came to be was a big factor in New Orleans radio.*

19 months ago WTIX was *eleventh* among *eleven* stations. (Is that nowhere, or isn't it?) About that time Mid-Continent took over, with new programming, ideas, excitement.

In ten months WTIX hit the top in audience, and has been first or second consistently ever since. Current first-place all-day rating: 16.3%*.

When was your impression of New Orleans radio formed? That long ago? Talk to national rep Adam J. Young, Jr. (who comes to you out of *somewhere*) or WTIX General Manager Fred Berthelson.

**Hooper Radio Index, 7 a.m.-6 p.m., Mon.-Fri., March, 1955*

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

the new WTIX
New Orleans 16, La.

KOWH, Omaha	WHB, Kansas City	WTIX, New Orleans
Represented by	Represented by	Represented by
H-R Reps, Inc.	John Blair & Co.	Adam J. Young, Jr.

at deadline

AAAA Agenda Released For Three-Day Convention

ESTIMATED 500 member agency personnel and invited guests are expected to attend 37th annual meeting of American Assn. of Advertising Agencies which will take place Thursday through Saturday at Boca Raton Hotel and Club, Boca Raton, Fla.

Events Thursday will be for member agency people only, starting with morning executive session and including election of new officers and directors. Thursday afternoon will be devoted to concurrent meetings of small, medium, large agency groups for discussion of management problems, led by Alvin H. Kaplan, Kaplan Agency, New York; James D. Webb, C. J. LaRoche & Co., New York, and George C. Reeves, J. Walter Thompson Co., Chicago.

First part of general session Friday morning will be presided over by Lawrence Valenstein, Grey Adv., New York. Arno Johnson of J. Walter Thompson Co., New York, will talk on "The Job for Advertising in the Continuing Expansion of Our National Economy," and will be followed by special announcement regarding 1956 AAAA annual meeting to be made by Henry G. Little, Campbell-Ewald, Detroit, vice chairman of association, and James M. Lambie Jr., White House assistant.

Speakers Saturday will include William C. McKeehan, J. Walter Thompson Co., New York, chairman of Joint ANA-AAAA Committee on Understanding Our Economic System; Edward B. Gerbic, Johnson & Johnson, New Brunswick, N. J., chairman of board of ANA, on "Accepting the Challenge to Better Management of Advertising," and William R. Baker Jr., Benton & Bowles, chairman of AAAA board of directors, who will make concluding remarks.

Sixth annual regional and council governors' day will be held Wednesday before convention opens, with more than 50 governors of four AAAA regions and 19 councils meeting in morning and afternoon conference at Boca Raton. Get-acquainted cocktail party will be held for arriving members Wednesday evening.

Godfrey Dropping Talent In Program Reorganization

CBS-TV and CBS Radio announced Friday that services of The Mariners, Marion Marlowe and Haleloke of Arthur Godfrey programs have been discontinued, as well as services of Charles Horine, Preston H. Miles and Charles Slocum of writing staffs of these shows. It was said that the Godfrey programs are "being reorganized at this time as a result of a plan to make more use hereafter of performers who are not permanently associated with the group."

"In the interest of good showmanship," Mr. Godfrey commented, "producers have never hesitated to make changes in format and personnel, which would improve the overall quality of their programs.

"Such changes in personnel as become necessary from time to time are never properly construed as reflections upon the ability of those who are released. These people all have achieved stardom and I am proud of them. I wish them well in every respect."

ELECTRONICAM TEST

WALTER CRAIG, vice president in charge of radio and television, William H. Weintraub & Co., New York, is expected to be first advertising executive to produce commercial on DuMont's Electronicam, system that combines live tv with film recording in single operation (see story page 27). Mr. Craig plans to test Electronicam when he makes commercial for either Ronson or Revlon, two of his clients, next Monday.

First Weekend 'Monitor' Sale Made to Seaforth Products

FIRST sale on NBC Radio's weekend *Monitor* series [B•T, April 4] announced Friday by Tom McFadden, NBC vice president in charge of spot sales. Sale to Alfred D. McKelvy Co., New York (Seaforth products for men), was for 10 weeks of participations in *Monitor,* starting June 12 when series is unveiled.

Sale was made through NBC Spot Sales in negotiation with Patrick Gorman, McKelvy president. *Monitor* will be continuous program of music, news, weather reports, interviews, drama vignettes, etc. and will be sold on "magazine" concept, in lengths of one-minute, 30-seconds and billboards of six seconds.

CBS Sets Pay-See Debate

CBS-TV announced Friday it will telecast special program exploring both sides of subscription tv issue May 1, 5:15-6 p.m. EDT. Network had announced March 29 that it would schedule program.

CBS-TV reported invitations have gone out to Comdr. Eugene F. McDonald Jr., president of Zenith Radio Corp., to be spokesman for subscription tv group, and to Victor Sholis, vice president and director of WHAS Inc., Louisville, to give views of opponents. Two panels of experts, who are supporters of one side or other of issue, are being invited to question opposing spokesmen.

NBC's Fee Offer

NBC-TV Friday offered 15 minutes free time on its five owned tv stations to Zenith Radio Corp. for latter to air views in support of subscription tv. Network said that if Zenith accepts proposal, it will make same offer to representative organization opposing fee tv (early story, page 97). NBC-TV's offer followed move by BBDO, Zenith agency, to purchase spot announcements on five owned tv stations on behalf of subscription tv. Spokesmen said NBC-TV decided on this step because it felt that spot announcements could not deal adequately with subject "as complex and involved" as toll tv.

Several weeks ago Zenith cancelled its April 10 share of sponsorship of *Omnibus,* claiming CBS-TV had censored its April 3 *Omnibus* commercials promoting subscription tv. CBS-TV denied censorship, asserting Zenith had tried to deviate from its contract, which limits commercials to goods and services [B•T, April 11].

• BUSINESS BRIEFLY

TWO RENEW LIFE • Hazel Bishop and Procter & Gamble will renew *This Is Your Life* for two-year season October 1955 and 1956 on NBC-TV, Wed., 10-10:30 p.m. EST. In addition Hazel Bishop understood to have signed year's contract for sponsorship of *Place the Face,* produced by Ralph Edwards on NBC-TV. Program starts June 28, Tues., 8-8:30 p.m. during summer season and will move to another period in fall. Bishop will also place heavy spot tv drive to promote compact. Raymond Spector, N. Y., is agency.

P&G'S NEW WHIRL • Procter & Gamble Co., Cincinnati, will introduce new product, white shortening called Whirl, in number of midwest markets early in May with spot tv campaign through its agency, Benton & Bowles.

SCHICK'S CHOICE • After many meetings, last Friday it was all but decided by Schick Inc., Stamford, Conn. (electric razors), through Kenyon & Eckhardt, N. Y., that firm would sponsor alternate week of *The Robert Montgomery Show* on NBC-TV, 9:30-10:30 p.m. instead of dramatic show with name producer that network had submitted to client and agency.

SEEKS FALL TIME • Necchi & Elna Sewing Machines, through Grey Adv., N. Y., negotiating with networks and program packagers for show and time to start next fall.

BLUE COAL SPOTS • Delaware, Lackawanna & Western Coal Co. (Blue Coal) placing radio spot announcement campaign in more than 15 east coast markets, effective mid-April for six weeks. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

SIMONIZ RADIO • Simoniz Co., Chicago, through Sullivan, Stauffer, Colwell & Bayles, N. Y., preparing radio spot schedule starting in mid-April for 17 weeks in number of markets.

BALL POINT ACCOUNT • Fisher Pen Co., Chicago and Burbank, Calif. (1-for-All ball point refills), buys *Facts Forum* on WLS Chicago, Sat., 6:15-30 p.m., starting April 23 for 13 weeks. Agency: William Henricks Assoc., Chicago.

ABC-TV Offers New Co-Op

OFFER to ABC-TV affiliate stations for co-op show on pay-if-you-sell basis went out from network Friday. Telecast, titled *Henny & Rocky,* will feature Henny Youngman and Rocky Graziano in weekly comedy variety series starting June 1 in time slot following Pabst-Mennen boxing bouts. Network take will be 30% of sale price if show is sold.

KFBI Adopts Rate Plan

NEW RATE structure along concept of "realistic pricing method" plan devised by rate committee of Avery-Knodel, New York, adopted by KFBI Wichita which is represented by Avery-Knodel. New card becomes effective June 1. RPM plan pegs advertising costs to station's share of audience in all time periods.



WJAR-TV made this sale!

In less than a year, Winston became one of the top-selling cigarettes in New England! Local spots on WJAR-TV played an important part — and continue to play it — in the record-breaking sales climb of this new filter cigarette.

Local TV is your best buy for sales in a hurry — and repeat sales in the long run. WJAR-TV programs *more* live, local shows than any other TV channel in New England. It *pays* to make the sale on WJAR-TV!



Client: R. J. Reynolds Tobacco Co. (Winston Cigarettes)
Agency: William Esty, New York City

Represented Nationally by Weed

Powerful 10
Providence,
Rhode Island

WJAR-TV

at deadline

KCRA Sacramento Winner In Close Television Case

UNIQUE situation of having two applicants so evenly divided that only "slight" superiority in past broadcast record enabled FCC to award final decision in Sacramento ch. 3 to KCRA Sacramento, Commission said Friday. Sacramento Broadcasters, wholly owned by former KDB Santa Barbara owner Lincoln Dellar, was denied. Decision upholds examiner's 1954 initial decision.

Jackson, Miss., Tv Merger Is Submitted to Commission

APPLICATION for approval of consolidation of WSLI-AM-TV and WJTV (TV), both Jackson, Miss., filed Friday with FCC. WSLI stations licensed to Standard Life Broadcasting Co., 52.8% owned by Standard Life Insurance Co., 23.2% by T. B. Lanford and 22.8% by L. M. Sepaugh. WJTV owned by Mississippi Publishers Corp. (*Jackson Clarion-Ledger* and *News*).

WSLI-TV operates on ch. 12, is affiliated with ABC. WJTV operates on ch. 25, is CBS affiliated.

Merger agreement provides stock increase in WSLI licensee from present 250 to 1,000 shares to be owned as follows: Mississippi Publishers, 40%; Standard Life Insurance, 32.4%; Mr. Lanford, 13.8%, and Mr. Sepaugh, 13.8%. Mississippi Publishers will pay $176,000 for its 40% in revised WSLI licensee and present licensee will pay Mississippi $175,000 for WJTV equipment and facilities. WJTV grant will be surrendered and its personnel integrated in WSLI operations. WLBT (TV) Jackson, on ch. 3, is NBC outlet in Jackson.

Air Force Wants Low Towers

LED by Air Force, Defense Department attorneys argued vigorously last week in attempts to persuade FCC not to approve above-1,000-ft. towers for tv stations. Involved are KGEO-TV Enid, Okla., which wants to move from present 816-ft. tower, 4½ miles from civilian airfield and 12.1 miles from military airfield, to 1,356-ft. tower, 28 miles southeast of both airports, and KSWS-TV Roswell, N. M., which wants to move its present 790-ft. antenna, 9.2 miles from Walker Air Force Base, to 1,610-ft. tower, 40 miles from that airfield.

Military contingent, led by Air Force brigadier general, comprised a colonel, lieut. colonel, two majors, Navy commander, plus three civilian attorneys. Efforts seemed to be directed at establishing dangers of any tower above 1,000 ft. in light of today's high speed military planes, training missions, etc. Examiner is Hugh B. Hutchison.

Channel Moves Asked

KCSJ-TV Pueblo, Colo., Friday asked FCC to move ch. 3 from Pueblo to Alamosa, Colo. The ch. 5 Pueblo station plans to apply for facility as satellite in Alamosa. Ch. 69 WANE-TV Fort Wayne, Ind., Friday asked FCC to move ch. 2 to Fort Wayne from Huntington, Ind., place ch. 69 in Huntington.

NARTB GOLF

ANNUAL NARTB-B•T blind bogey golf tournament for B•T trophies will be held Sunday, May 22, as industry convention gets underway in Washington. Tournament will take place at Goose Creek Country Club, near Leesburg, Va. Tee-off time is 9 a.m. Buses will leave Shoreham and Sheraton Park Hotels around 8:30 a.m. Reservations can be made at any B•T office. B•T will award silver trophies to low gross and low net winners. Washington stations also are donating prizes.

Five-Mile Limit Draws Fire

DEADLINE filings on FCC's proposal to limit tv antennas to sites no more than five miles from outer limits of principal city (see earlier story page 84) flooded into Commission Friday, with heavy opposition from major broadcast entities and farm organizations.

Among opposition were NBC, CBS, ABC and DuMont, Storer Broadcasting Co., WGAL-TV Lancaster, WLEV-TV Bethlehem, KLZ-TV Denver, KTVT (TV) Salt Lake City, KHQ-TV Spokane, KTBS-TV Shreveport, WSTV-TV Steubenville and KGUL-TV Galveston. Farm organizations in opposition were American Farm Bureau Federation and National Council of Farmer Cooperatives.

Among those in favor were KTRK (TV) Houston; WKJG-TV Fort Wayne; KOOK-TV Billings, Mont.; WKNX-TV Saginaw, Mich., and WSBA-TV York, Pa.

Calling for clarifying revision were Assn. of Federal Communications Consulting Engineers, WHAS-TV Louisville, WKY-TV Oklahoma City, A. Earl Cullum Jr. and McClatchy Broadcasting Co., among others.

NARTB Adds Labor Economist

HAROLD G. ROSS, studying for doctorate at Cornell U., Ithaca, N. Y., joins NARTB May 1 as labor economist. Mr. Ross will serve under Charles H. Tower, manager of Employer-Employe Relations Dept., and James H. Hulbert, assistant manager. Author of many articles on labor relations, Mr. Ross holds master's degree from Cornell in collective bargaining. He obtained bachelors degree at Wharton School of Commerce, U. of Pennsylvania.

UPCOMING

April 18: New York State Assn. of Radio & Television Broadcasters, Utica.
April 19-23: Society of Motion Picture & Television Engineers, Drake Hotel, Chicago.
April 21-23: American Assn. of Adv. Agencies annual meeting and dinner, Boca Raton Hotel and Club, Boca Raton, Fla.
April 21-23: Southern California Adv. Agencies Assn. meeting, El Mirador Hotel, Palm Springs, Calif.

For other Upcomings, see page 124.

PEOPLE

HORACE W. DENGLER and **STUART D. COWAN JR.,** to Donahue & Coe, N. Y., as vice presidents effective beginning of June. Mr. Dengler and Mr. Cowan previously had own agency which was formed in 1924. Personnel will go to Donahue & Coe.

RICHARD LOCKMAN, vice president in charge of advertising, merchandising and sales promotion, Bourjois Inc., N. Y., to Emil Mogul Co., N. Y., as vice president and director of newly expanded drug, cosmetics and toiletries division.

VICTOR G. BLOEDE, copy supervisor, Benton & Bowles, N. Y., elected vice president of agency. Mr. Bloede has been with company five years.

JEROME S. STOLZOFF, Procter & Gamble account supervisor, Biow-Beirn-Toigo Inc., N. Y., and with agency since 1953, appointed vice president.

LOY R. LEE, formerly with Hazel Bishop Inc. and NBC, and **JOHN W. DICKINSON JR.,** previously with Toni Div. of Gillette Co., join account management staff of Earle Ludgin & Co. Mr. Lee becomes merchandising account executive. Mr. Dickinson becomes account executive.

GARTH E. KAUFFMAN, J. Walter Thompson Co., N. Y., to William Esty Co., N. Y., as account executive on Ballantine (beer) account.

DON BECKER, creator-producer-writer of daytime radio and television shows, appointed general programming executive of NBC-TV. Mr. Becker, in recent years, has written daytime serials and previously served as vice president in charge of programs for Trans-American Broadcasting & Television Corp. and as assistant general manager of WLW Cincinnati.

MARTIN KATZ to be named manager of sales development department of John Blair & Co., succeeding Citor E. Forker, resigned, who joins WNEW New York as account executive.

MRS. THANA SWEENY JR., advertising and publicity department of Magna Theatre Corp., N. Y., became mother of boy, George Skouras Sweeny, on April 9. Mrs. Sweeny is daughter of George P. Skouras, president of United Artists Theatre Circuit Inc.

FCC Members to Ohio

FCC members journeying to Cleveland next week to attend Lake Carrier's Assn. convention Thursday will also visit Canton, Ohio, industrial plants to look over industrial radio applications. Commission will begin regular weekly meeting Tuesday afternoon instead of Wednesday morning as customary.

Admiral Sales Down

BOARD of directors of Admiral Corp. Friday weighed proposal to build and lease its automation equipment (automatically-assembled printed circuit panels) to American manufacturing industry. Some large manufacturers have shown interest in equipment, Ross D. Siragusa, president, said in announcing firm's first quarter report. Color tv won't be factor in Admiral business until next year, he said, but automation should help reduce production costs when mass output starts. Firm's sales dropped 12% under same period in 1954, but Mr. Siragusa projected 5 to 10% boost in sales for 1955 despite expected 50% cut in government business. All directors re-elected at stockholders meeting.

the week in brief

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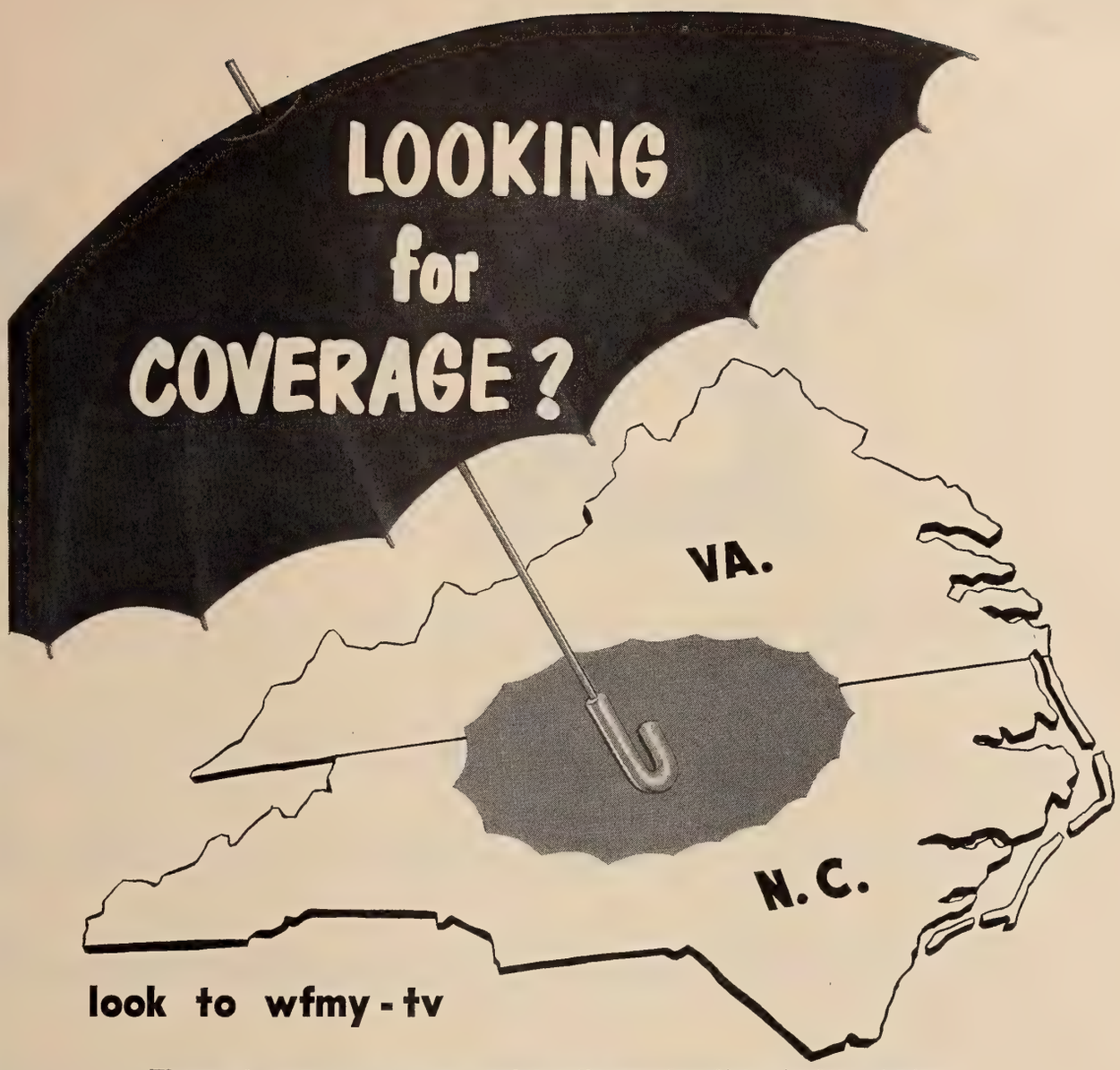
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look to wfmy-tv

Thorough coverage of your market sells merchandise. And no station or group of stations covers the 46 counties of the Prosperous Piedmont as does WFMY-TV.

Here in Piedmont North Carolina and Virginia, business is booming. Some 2 million people have money to spend and last year they spent it at the rate of $1.5 billion on retail purchases alone!

Providing the finest in local TV and network programming, WFMY-TV is the only CBS television affiliate completely covering the 325,000 TV homes in this $2.3 billion market.

With nearly 6 years telecasting experience and full 100,000 watts power, WFMY-TV is a *must* for thorough coverage of the Prosperous Piedmont.

Call your H-R-P man today, for details.

wfmy-tv

Channel 2

GREENSBORO, N. C.

Represented by

Harrington, Righter & Parsons, Inc.

New York — Chicago — San Francisco

CBS TELEVISION NETWORK

Now In Our Sixth Year



EXTRA

of the day and night—Nielsen's nou

reports to CBS Radio show that motorist

radio audience. And to the advertise

you tell your story to the 75 millio

get the 26 million sets in car

adio listeners every hour

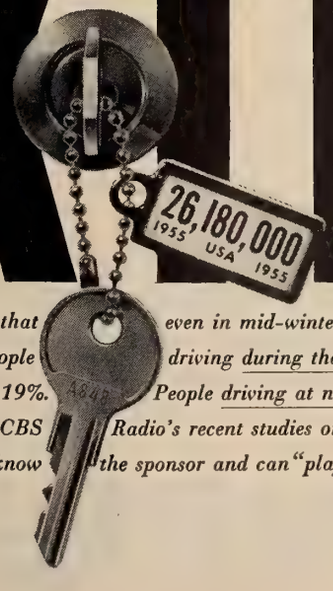
ounting the audience in cars! His first

dd as much as 33 per cent to the

hese listeners come absolutely free. When

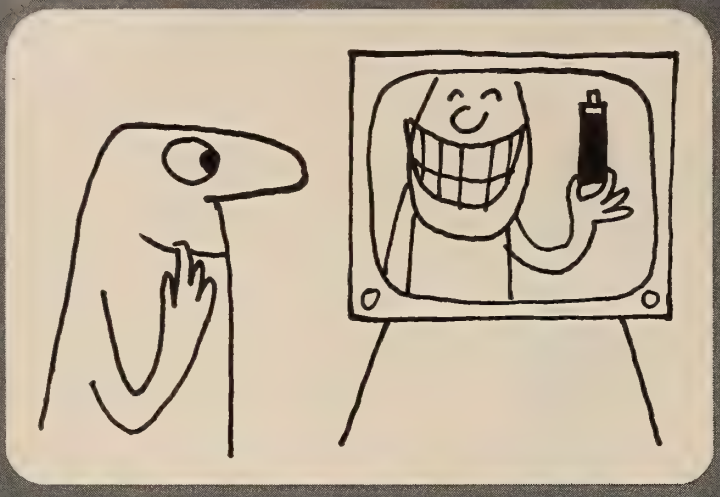
adios people have at home, you

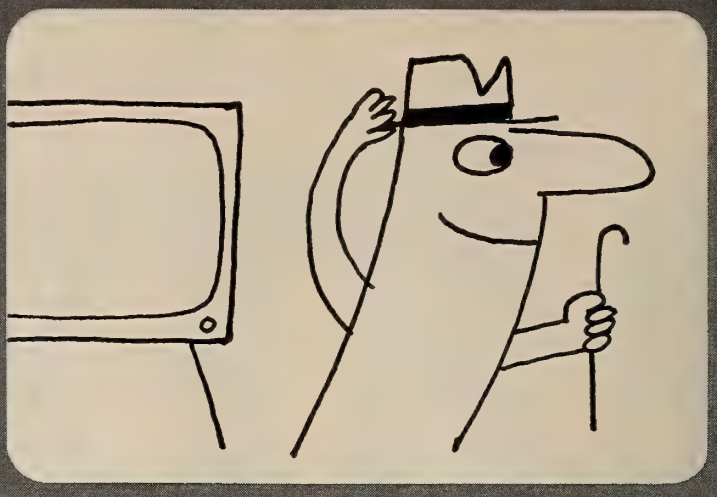
EXTRA!

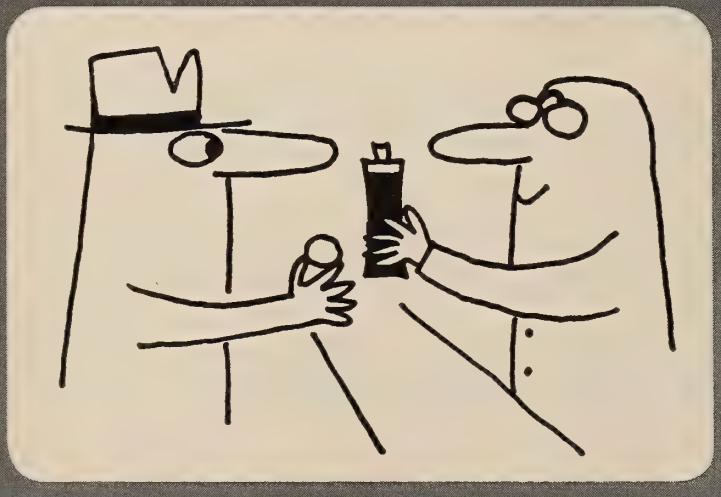


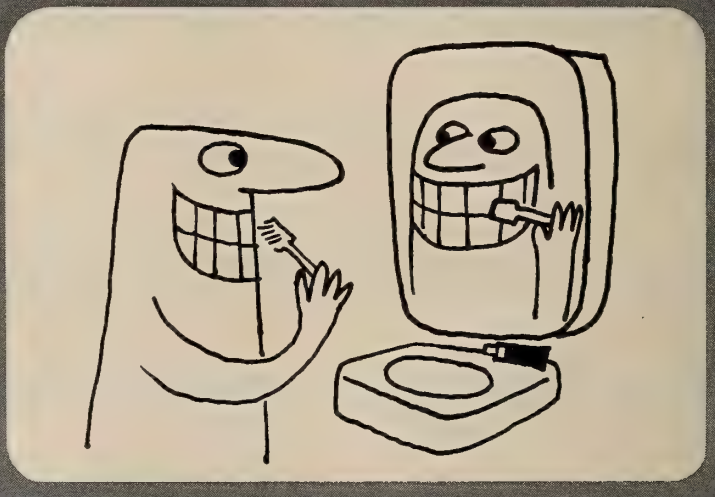
ielsen's initial report shows that even in mid-winter, radio talks to as many as two million cars minute. On the average, people driving during the day add 14% to the weekday radio audience, and Saturdays and Sundays, 19%. People driving at night add 14% during the week, and on e weekend, 18%. Moreover, CBS Radio's recent studies on the Jersey Turnpike indicate that seven motorists ten tuned in to a program know the sponsor and can "play back" substantial parts of his commercial.

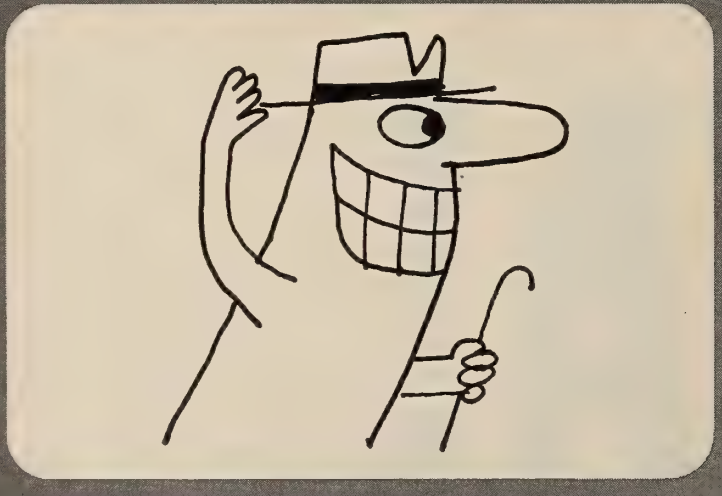
We're selling more drugs in smiling San Diego.

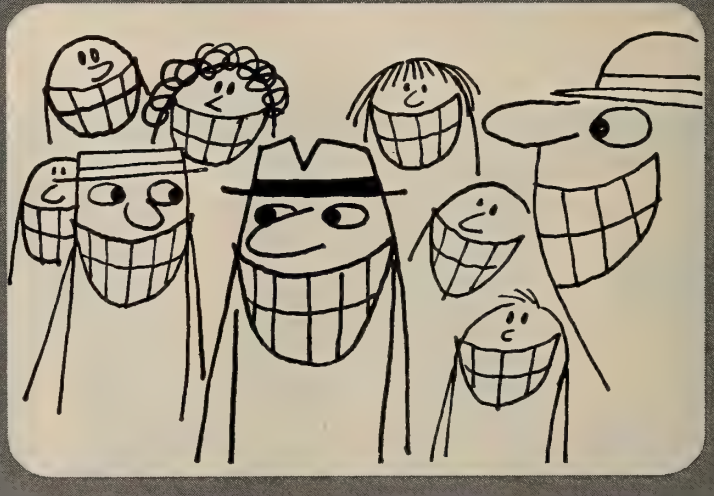












20% more than in 1951
for a 1953 total of $24,168,000! *(Sls. Mgt. 1952-54)*

More than is sold in Oakland,
Dayton, Memphis or Fort Worth!

We've got more people, making more, spending more,
and watching Channel 8 more than ever before!

KFMB ABC CBS **TV**

WRATHER-ALVAREZ BROADCASTING, INC. SAN DIEGO, CALIF.
REPRESENTED BY PETRY

America's more market

POLIO VACCINE COVERAGE

KTTV (TV) HOLLYWOOD

WHILE not many viewers were able to stay with KTTV (TV) Hollywood's remarkable live remote of the *Salk Polio Vaccine Conference* for the full four hours it remained on the air, Richfield Oil Corp., Los Angeles, which sponsored the program with becoming dignity, will undoubtedly find the cost of a program of such great public interest an investment very well spent.

KTTV offered the only full coverage in the nation, from start to finish, of the event. The official conference of the National Foundation for Infantile Paralysis at the U. of Michigan was not a "show" in the normal sense of tv production, and it certainly cannot be reviewed as such. To the everlasting credit of KTTV, the station allowed the inherent drama of the report speak for itself, through straightforward production.

Early reports indicate that Southern California doctors, pharmacists, nurses and others allied with the medical professions constituted much of the viewing audience. Professional groups cooperated with the station's publicity and promotion department in wiring to their membership that the program could be seen.

Lay viewers undoubtedly had trouble sometimes in interpreting the scientific jargon, inevitable in such a meeting. The unobtrusive commentary of KTTV announcer Ed Reimers was helpful in this respect and even the densest of viewers could grasp the general idea of what was being said, and what it meant to humanity.

The commercials, presented with intelligence by actor Thomas Mitchell, stressed that the Richfield Oil Corp., always concerned with conservation, was presenting the program because the conservation of human life was of greatest importance.

All in all, KTTV's *Salk Polio Vaccine Conference* proved a credit to the stations which carried it (besides KTTV, KGO-TV San Francisco, KFMB-TV San Diego, KCCC-TV Sacramento and KJEO-TV Fresno). As an eyewitness report of history in the making, it justified the notion that television can rise to the public interest with a combination of good taste and technical skill.

SEE IT NOW

EDWARD R. MURROW devoted his Tuesday night *See It Now* program (CBS-TV) to an informative conclave on the immediate and future significance of the Salk vaccine. The program originated live from the room where early that day the positive results of the vaccine tests were announced to the world.

With Mr. Murrow were Dr. Jonas Salk and two other key figures who took part in medicine's big day: Dr. Thomas Francis Jr., who compiled the report, and Dr. Alan Gregg, vice president of the Rockefeller Foundation.

Mr. Murrow motormanned the kind of show that most viewers have come to expect from him. It was illuminating. His questions, simple and direct, were the same ones as those on the lips of the nation.

In response to a question, Dr. Salk said the reason for first giving the anti-polio serum to first and second graders was because statistics showed the greatest number of polio incidents occurred in this group. As to the problem of a black market trading in the Salk vaccine before it is plentifully available, Dr. Gregg said he thought there should be a "para-government" or special group set up to handle distribution. Dr. Salk also thought that some central intelligence should be created to insure efficient dispersal.

The program was a triumph in simplicity. No props or film were used. Mr. Murrow sat at the head of a conference table, the doctors sitting on one side, each with a microphone. The subject matter and the skillful presentation were really all that was needed. Mr. Murrow's sponsor, Aluminum Co. of America, cooperated by eliminating the middle commercial, so that the interview could be conducted without interruption.

ABC RADIO

DURING that afternoon (2-2:30 p.m.) ABC Radio presented a half-hour summary of the *Report on the Salk Vaccine* in a program of that name. John Daly, vice president in charge of news, special events, sports and public affairs for ABC, served as commentator for the program, tape-recorded from the three-hour news conference. Mr. Daly presented the highlights of the evaluation report simply and directly, with no attempt to enhance with adjectives or technical tricks the drama inherent in the report itself. Then came comments from Dr. Salk, Dr. Francis and others intimately associated with the vaccine and its use, including city and state health officers and executives of pharmaceutical companies now engaged in manufacturing the vaccine.

In keeping with the dignified, factual presentation of a story of such vital interest to the listening public as this, Gerber Baby Food Fund, which sponsored the ABC Radio presentation, restricted its commercials to opening and closing sponsor identifications.

★ ★ ★

BOOKS

ACTING IS A BUSINESS, by Merrill E. Joels. Hastings House, 41 E. 50th St., New York 22. 96 pp. $2.50.

LIVING up to the "business" aspect of its title as well as to its subtitle, "How to get into television and radio," this volume pays little attention to acting itself but concentrates on the techniques of getting work as an actor in the broadcast media. It is, in fact, a sales manual that differs from other how-to-sell volumes chiefly in that the product in this case is the actor himself. To succeed as an actor, the author states, "all you need are talent, patience, 'guts,' faith and 'creative imagination'." That's a combination for success in any business.

TELEVISION PROGRAM PRODUCTION, by Carroll O'Meara. The Ronald Press Co., 15 E. 26th St., New York 10. 361 pp. $5.

ANYONE considering a career in tv programming will find this a valuable basic text. Mr. O'Meara, formerly a producer-director for NBC-TV in New York and Hollywood and now tv consultant, takes his reader on a studio tour that covers every step of tv programming from a description of the equipment to a discussion of the use of music in tv. No detail is too small to be noted and each is explained in words that should be clear even to a reader who has never been inside a tv studio.

BASIC ELECTRONICS (5 volumes), by Van Valkenburgh, Nooger & Neville Inc. John F. Rider Publisher Inc., 480 Canal St., New York 13. 560 pp (in the 5 vols.); $2 per vol.; $9 for the set of 5.

THESE five paperbound volumes contain the texts of the Navy course in basic electronics, as currently taught at Navy specialty schools. "In releasing this material to the general public," the preface states, "the Navy hopes to provide the means for creating a nationwide pool of pre-trained technicians, upon whom the Armed Forces could call in time of national emergency, without the need for precious weeks and months of schooling."

HERE THEY ARE!

3 TOP RATED transcribed RADIO SHOWS



Foley and his Ozark Jubilee network Stars with audience building appeal

Red Foley Show

SURE CURE FOR



Mirthful, musical variety plus the songs of the old "Pea-picker" himself

Tennessee Ernie Show

LOST LISTENERS



There's only one "Smiley" and he's at his best in this show

Smiley Burnette Show

● Time tested stars . . . appealing formats designed to capture and hold the greatest number of listeners . . . network quality production . . . at low budget cost . . . everything a sponsor wants . . . at a price he can afford!

FOR COMPLETE INFORMATION . . . about these 3 audience-getting shows, FREE AUDITION DISCS and costs, contact:

John B. Mahaffey ● E. E. Siman, Jr.

RADIOZARK ENTERPRISES, INC.

SPRINGFIELD, MISSOURI • PHONE 2-4422

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DALLAS Prospect 3723 | LOS ANGELES Dunkirk 7-4388 | SAN FRANCISCO Sutter 5568

THESE 32 MEN SHOOT NEW



These 32 men cover a five-state newsbeat for WBZ-TV. They're film reporters. They're on 24-hour call. There's one within thirty minutes of anything that can happen anywhere in WBZ-TV's range. They feed ten news shows every day with fresh, on-the-spot *local* news film. Their documentary, *The Story of Hurricanes Carol and Edna*, won the top TV award of the Radio-T News Directors' Association last year.

This is the aggressive way WBZ-TV goes at the news. It's typical of the spirit that permea New England's *first* TV station. It's a spirit t moves WBZ-TV to be Number One in everyth it does. So—WBZ-TV shoots the works on ne

ENGLAND FOR WBZ-TV



k Woolner rewsbury | Harris Cohen Sharon | Dave Marlin Boston | Ernest Blackman Danvers | Charles Hoar Boston | Alfred Smilgis Boston | Bob Berman Belmont | James Garvin Orono | Gordon Swan Milton | John Titchen Claremont | Dick Hand Manchester | Dinny Whitmarsh Billerica | Don Flaherty Reading | Bob Rapelye Providence | Don Volkman Boston | Eddie Carr Boston

gramming. WBZ-TV news gets the big news dience. Big audiences on WBZ-TV mean big ngs for advertisers in America's big sixth rket. Tell these big audiences the news about *r* products. Call Herb Massé, WBZ-TV Sales nager, at ALgonquin 4-5670, Boston—or your rest Free & Peters agent.

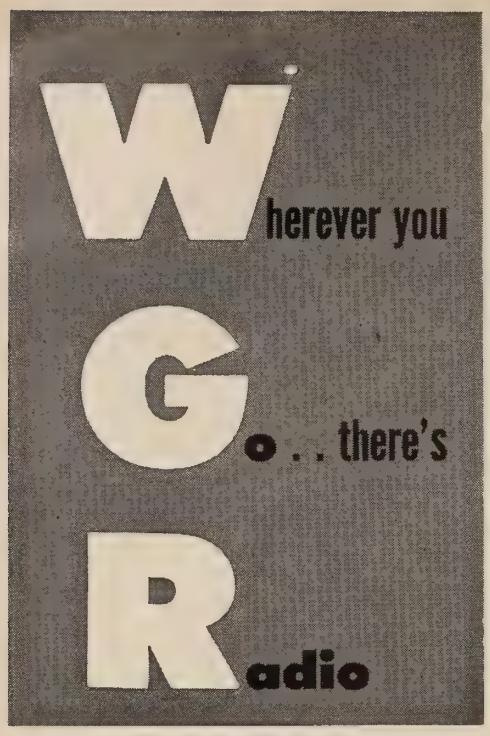
WBC

WBZ-TV

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-TV • **WBZ+WBZA,** *Boston;* **KYW** • **WPTZ,** *Philadelphia;* **KDKA** • **KDKA-TV,** *Pittsburgh;* **WOWO,** *Fort Wayne;* **KEX,** *Portland;* **KPIX,** *San Francisco*

KPIX represented by THE KATZ AGENCY, INC.
All other WBC stations represented by FREE & PETERS, INC.



Sell the Nation's 14th Largest Market! . . . use WGR's Salesmen of the Air

MUSICAL CLOCK
Starring John Lascelles
6:30 - 9:15 AM — Mon. thru Sat.
Buffalo's oldest service-type wake-up program. Music, time, weather.

Helen Neville Show
2:10 - 2:30 PM Mon. - Fri.
Hints and News for women from Buffalo's outstanding homemaker's counselor. Live audience.

PLUS
Outstanding 5 and 10 minute News and Weather Spots

WGR
Buffalo's FIRST RADIO Station
Hotel Lafayette
Buffalo, N. Y.
NBC Basic Affiliate
•
Representatives:
FREE AND PETERS

OPEN MIKE

Friend Finder

EDITOR:

Thank you for the fine article about me [OUR RESPECTS] . . . in your Feb. 28 issue. It served the purpose of putting me in touch with a number of old friends in the business with whom I had lost touch . . .

Russell B. Young
V.P., Dir. of Radio & Tv
Russel M. Seeds Co., Chicago

So Darn Good

EDITOR:

The interview with Kev Sweeney in B•T, March 28, was so darn good that I think you could render a real service to radio by offering to furnish reprints at two bits each. I surely would like to have extra copies for our complete sales and program staffs.

This guy Sweeney has been doing a terrific job for radio, and if this interview doesn't give him the stature he deserves, then I am going back to tending bar in Minsk.

I might also add that if I am able to distribute extra copies, I am certainly going to see that every spot salesman who represents our station gets one.

J. B. Conley, Gen. Mgr.
KEX, Portland, Ore.

[EDITOR'S NOTE: Anticipating Mr. Conley's suggestion and going it one better, B•T is offering reprints of the Sweeney interview to him and any others who are interested at not 25¢ but 15¢ a copy, with the usual 10% discount for orders of 1,000 copies or more.]

EDITOR:

Your March 28 issue really hit the jackpot with two great stories to gladden the hearts of radio people. One, of course, is the stimulating interview with Kev Sweeney; the other is the story by James Furniss titled "A Georgia Bank Banks on Radio."

The latter is the kind of article I should like to put on the desks of several bank presidents in this area—so, this request: do you have, or can you make available reprints of this article?

Kenneth F. Small
Asst. Gen. Mgr.
WPDQ Jacksonville, Fla.

[EDITOR'S NOTE: Reprints of the Georgia bank article are available at $5 a hundred or a nickel apiece.]

Credit Due

EDITOR:

I was just as pleased as everyone else here with the nice write-up of *Home's* March 21 show [B•T, March 28], especially so since the two segments done from a farm outside Louisville were under my production supervision.

I was sorry to note, however, that in the list of credits at the end of the review my name was absent . . . For the record, I have been with *Home* . . . since almost a year before its air premiere and have always enjoyed the title of senior editor, which I still hold . . .

A. C. Spectorsky, Senior Editor
Home
NBC, New York

NAB Awards Committee

EDITOR:

The National Audience Board story on page 64 of the April 4 B•T was not exactly correct: the Awards Advisory Committee, as contemplated, will be composed of station and advertising agency representatives rather than the 22 civic and cultural groups, as was mentioned.

It may be of interest to the industry to know that some of the groups have contacted their corresponding members in New York, which means the New York Committee will soon be established.

Peter Goelet, President
National Audience Board, New York

The Carolinas

EDITOR:

We have received some extra copies of the reprint of the Carolinas article [B•T, March 21] and want to congratulate and commend you for doing a fine job. We know it will do our radio and tv businesses a lot of good.

Gaines Kelley, General Manager
WFMY-TV Greensboro, N. C.

EDITOR:

The tv and radio industry should rejoice in B•T's stature, with publication of the perceptive analysis of the "Expanding Carolinas."

Certainly no ivory tower historian could begin to equal this detailed on-the-scene study of our area's fabulous development—its 1955 impact on the nation's economy . . .

John Bondeson, Dir. of Promotion
WIS-TV Columbia, S. C.

EDITOR:

May we tell you how much we liked your Carolinas [article]? Even though we live and work here, and think we know our state's scope, B•T was able to give us a new perspective.

It was, in short, your usual superlative job . . .

W. Frank Harden, Managing Director
WIST Charlotte, N. C.

[EDITOR'S NOTE: Others desiring reprints of "The Carolinas" may obtain them at $25 per 100 copies.]

Agencies Like the Yearbook

EDITOR:

. . . I wonder if you realize what a fine service you perform with the BROADCASTING YEARBOOK-MARKETBOOK. There are so many facts, vital statistics and important data within its covers that we here at our agency find it a most handy research tool and quick reference guide.

Victor Seydel, Dir. of Radio & Tv
Anderson & Cairns Inc., New York

EDITOR:

. . . Orchids to you for the station listing—the most complete I've seen to date. Grouping it with the market data makes it a very valuable tool.

Jean L. Simpson, Radio-Tv Timebuyer
Doyle Dane Bernbach Inc., New York

EDITOR:

. . . There is such a wealth of information in it that I am sure it will be well-thumbed during the year . . .

Penny Simmons, Timebuyer
Foote, Cone & Belding, New York

EDITOR:

. . . As always, this will occupy a prominent place on my "facts-at-fingertips" shelf and will be well-worn before too long . . .

J. James Neale, Timebuyer
Dancer-Fitzgerald-Sample Inc.
New York

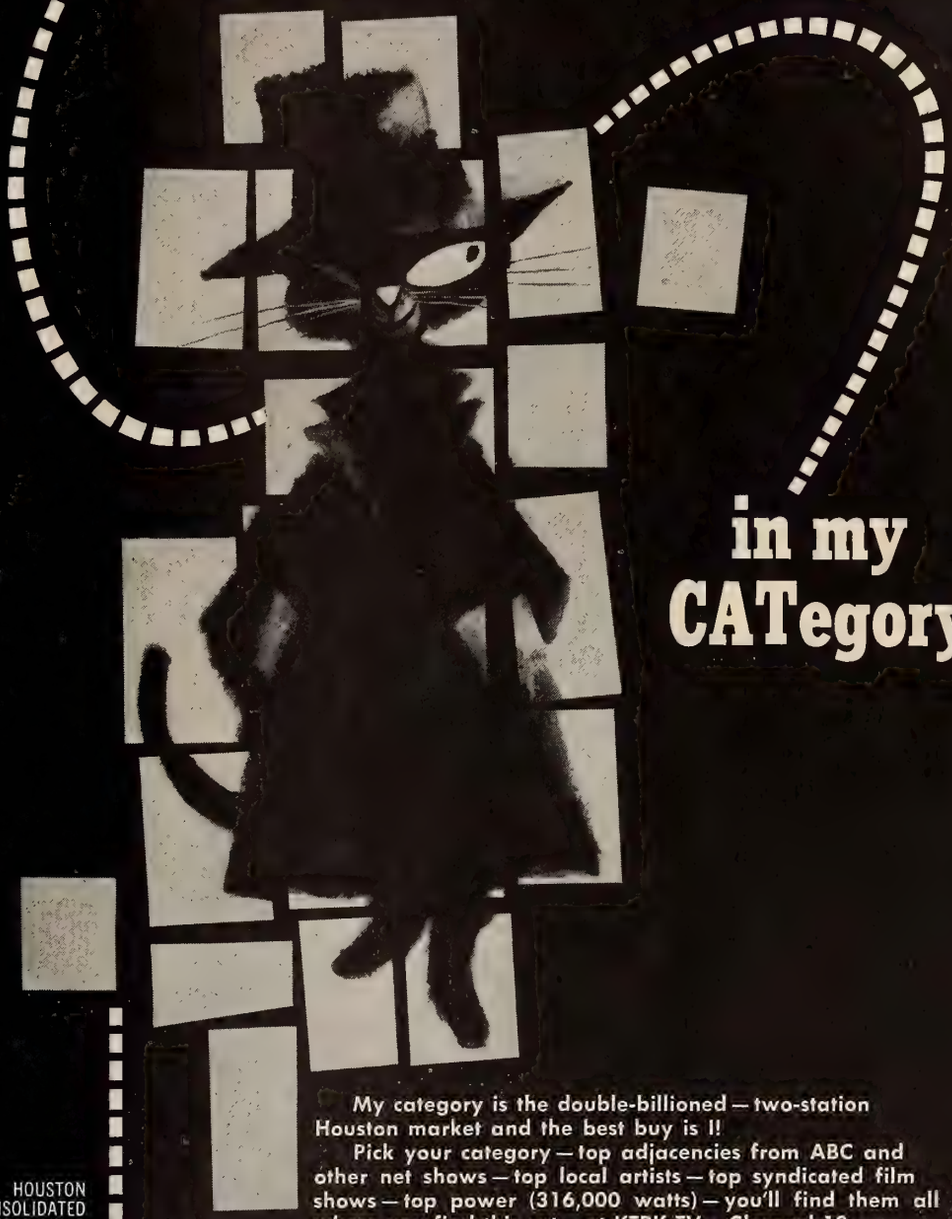
. . . and Map

EDITOR:

I have your TELECASTING map at hand at all times and it gives me an immediate broad picture of the rapidly changing tv business.

Jack Sinnott, Timebuyer
Ted Bates & Co., New York

I'm the cat



in my CATegory

My category is the double-billioned — two-station Houston market and the best buy is I!

Pick your category — top adjacencies from ABC and other net shows — top local artists — top syndicated film shows — top power (316,000 watts) — you'll find them all where you find this cat — at KTRK-TV — Channel 13 — lucky for Houston — lucky for you.

And color too — local programs daily.

HOUSTON CONSOLIDATED TELEVISION COMPANY
P. O. Box 12
HOUSTON 1, TEXAS
General Mgr.,
Willard E. Walbridge
Commercial Mgr.,
Bill Bennett
National Representatives:
BLAIR-TV, 150 E. 43rd St.
New York 17, N.Y.
BASIC
ABC

KTRK-TV
The Chronicle Station
Channel 13

BLAIR - TV

LOOKING FOR ACTION?



SIGN UP WITH "MR. ACTION

"DOUGLAS FAIRBANKS JR. PRESENTS"

A NEW HIT FROM ABC FILM SYNDICATION, INC.

The hottest *new* TV film show you can buy! There are 78 films, all told, with Fairbanks himself as your host-producer for every show... *and* star of one out of every four. And does he do things for *sales?* Just ask his satisfied sponsors... they're not hard to find!

OTHER TOP TV FROM ABC FILM SYNDICATION, INC.

RACKET SQUAD

PASSPORT TO DANGER

THE PLAYHOUSE

KIERAN'S KALEIDOSCOPE

ABC FILM SYNDICATION, INC.



7 West 66th Street
New York, N. Y.
SUsquehanna 7-5000

CHICAGO • ANdover 3-0800
ATLANTA • ATwood 3885
HOLLYWOOD • HOllywood 2-3141
DALLAS • RAndolph 6302



You've probably read in some of our poop sheets how that number 13 has followed us from the date of our first application, to the date of our grant, to the final installation of our channel 13 antenna, and so on. . . .

Even found I had 13 keys on my ring and Penn station put the Southbound Crescent on track 13 on my first TV safari to Madison jungle. Now we count up and find our production crew blithely putting out 13 live shows per day to fill five hours of our 14-hour day. Then as a fillup they throw in six others at odd times during the week.

Smart boys from other stations drop in and tell us it can't be done, but our boys are like bumblebees who haven't read the aero-dynamic fact that they can't fly, and they just go right on producing shows the viewers like and, better still, that sell things. There's still room for you and your product in some of these tailored-to-the-audience programs, so get with Avery-Knodel and let's hear from you! (If you're wanting RADIO in Middle Georgia, see the Katz boys!)

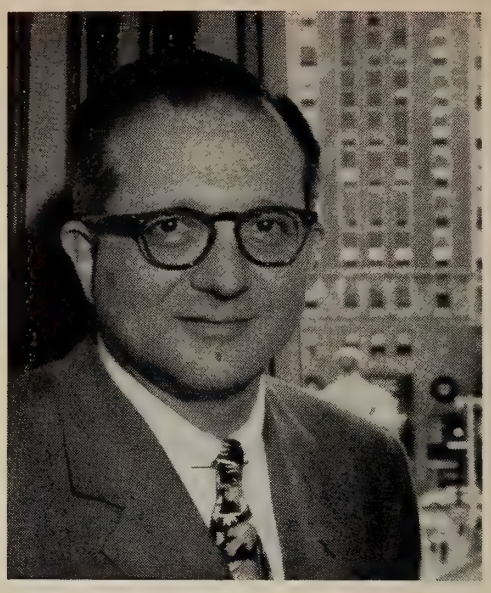
Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to PETER AMIL CAVALLO JR.



STEEPED in understanding of how to best utilize the broadcast media, Peter Amil Cavallo Jr. believes ardently in exploitation, publicity and merchandising to win and hold radio-tv audiences and move products. As a student of agency management, he can talk feelingly—and knowingly—on what he believes to be the need for "greater efficiency in the use of each dollar" at all levels of the advertising industry.

Perhaps in the not too distant future, a sort of National Broadcast Advertising Executives Assn. will emerge, dedicated to the principle of getting "maximum effectiveness from every broadcast advertising dollar" and composed of the top executives of related fields. Mr. Cavallo feels there's a definite need for such an organization—and if it ever does materialize, you may find him in the forefront of the prime-movers.

Today, Mr. Cavallo heads up the newly-formed Broadcast Advertising Club of Chicago, which has dedicated itself locally to ways and means of making broadcast advertising successful. As he explains, it's "the one tie binding all of us together"—networks, stations, advertisers, agencies and representatives.

It was logical that the new BAC would turn to a man of Mr. Cavallo's calibre and insight when it sought a president. As director of television, radio and motion pictures for J. Walter Thompson Co. in Chicago, Mr. Cavallo has an executive's eye view of the problems and complexities that confront the agency's many radio and television advertisers in day-to-day operation. He seems ideally suited for his post, though, by temperament and background.

Born in St. Louis

Peter Amil Cavallo actually hails from a musical family of Italian extraction. A native of St. Louis (June 7, 1905), he spent his youth in the theatre. Young Peter was a musician in Chicago legitimate theatres from 1923 to 1925, and served as musical director for the Erlanger and Illinois theatres from 1926 to 1934. He became musical contractor for the Studebaker Theatre in 1937 and the Great Northern in 1945.

His early years were interspersed with educational pursuits. Mr. Cavallo attended the U. of Chicago, receiving a Bachelor of Science degree in commerce and administration in 1928. Young Peter skipped around considerably, taking a leave of absence from the Erlanger to serve as orchestra manager for the American Opera Co., which toured the U. S. and Canada from 1928 to 1930. He resumed his education at Northwestern U.'s schools of music and speech and later took such courses as philosophy, mass phychology, general semantics and "mathematical formulations of the theories of music."

There were other pursuits: he was production musical director for the U. of Chicago's Blackfriars' shows (1928-1938) and musical director for the Chicago automobile shows (1935-1938). Devotees of serious music are sure to remember Mr. Cavallo's symphonic band in the 1930s and '40s—he was associate director.

In 1932 Mr. Cavallo became a musical director of Judson Radio Programs Inc. (a production firm later absorbed by CBS). He held similar positions in Chicago with Warner Bros.' Brunswick Recording Labs in 1933 and 1934, and with American Record Co.'s Columbia Brunswick recording studios in 1935-36.

As a radio program producer and freelance musical director, Mr. Cavallo was associated with World Broadcasting System in 1936 and various advertising agencies, including McJunkin Adv. Co. and Blackett, Sample, Hummert Inc., handling musical shows.

To NBC in Chicago

In 1943 Mr. Cavallo came to NBC Chicago as radio production director. He also composed, arranged and conducted musical scores for Wilding Picture Productions for five years.

Mr. Cavallo joined J. Walter Thompson Co. as production director of radio, tv and films in 1945, handling that job until 1952 when he was named director of the department.

A number of radio-tv accounts are handled out of the Chicago office of the Thompson agency which last year realized broadcast billings of some $50 million, according to a recent B•T survey. Among its clients who use radio and/or tv are Swift & Co., Kraft Foods Co., Quaker Oats Co., Bowman Dairy, Chun King Sales, Libby, McNeill & Libby, Seven-Up Co., Famous Cereals Co., Weco Products Co., Mobile Homes Mfrs. Assn., Sophie Mae Candy, Indiana Bell Telephone and H. H. Hixson. J. Walter Thompson in Chicago also services the Shell Oil and Ford Dealer accounts for its New York office. Out of the Chicago office, according to latest count, come about 10 tv properties and seven radio programs.

Mr. Cavallo feels that part of the answer to television's high costs lies in greater efficiency, exploitation and merchandising. "Exploitation is important because this is show business—proper exploitation is the only way to get the largest possible audience." How else to meet the problem of high tv costs so that advertisers will get their dollar's worth? Mr. Cavallo (who is single and whose hobbies include the theatre) has an answer for that, too.

"One vague question gives birth to litters of vague answers," he explains with a twinkle.

KGW

PORTLAND

OREGON'S
FIRST
RADIO STATION

NBC

5000 watts on 620 kilocycles

ANNOUNCES
the appointment of

JOHN BLAIR & COMPANY

as their exclusive
National Representative

EFFECTIVE MAY 1, 1955



Newest, Most Modern Radio and Television Facilities in the South!

WFBC-TV proudly displays its brand new, functionally-designed station building on Rutherford Street in Greenville, South Carolina. This modern structure symbolizes the importance of WFBC-TV in the area it serves.

Already the dominant (VHF) station in a 69-county market in S. C., N. C., Ga. and Tenn., WFBC-TV now has the advantage of location in its new building with WFBC-AM and FM. Now more than ever, WFBC-TV, "The Giant of Southern Skies", can give you coverage of one of America's great markets in the Southeast. Ask us or WEED for rates, market data and assistance.

1204 Feet Above Average Terrain

100 KW (Maximum) Power



"The Giant of Southern Skies"

Represented Nationally by
WEED TELEVISION
CORPORATION

WFBC - RADIO (NBC Affiliate)
is represented
Nationally by AVERY-KNODEL

Channel 4
WFBC-TV
Greenville, S. C.

NBC NETWORK



HERBERT DONALD STRAUSS

on all accounts

HERBERT DONALD STRAUSS, vice president, member of the board and account supervisor at Grey Adv., New York, this month celebrated his 46th birthday and his 16th anniversary with the firm.

Recalling his entry into the agency, Mr. Strauss observed, "I got the job on the weight of a book. Twenty pounds, to be exact."

The "twenty-pound book" was a presentation folio of his accomplishments which he compiled and presented to the Messrs. Lawrence Valenstein and Arthur Fatt, president and executive vice president, respectively, of Grey.

"I think the book really got me the job," Mr. Strauss smiled, "not because they couldn't put it down, but because they couldn't pick it up." He was hired as an account executive.

A native of Rochester, N. Y., and graduate of the Wharton school at the U. of Pennsylvania, where he majored in merchandise, Mr. Strauss' first job was with the *New York Times* in 1931. A year later he went to Chicago to take over the post of ad manager of Riggs Optical Co., a division of Bausch & Lomb. He built his record there for eight and a half years, and thereupon recorded his development in the volume that read him into the Grey agency.

That was 1939, and Mr. Strauss has been with Grey continuously since then, except for his war service in the Navy from 1942 to 1946.

When Mr. Strauss first joined the agency, its billing was approximately $3 million and it had about 35 employes. Today, Grey bills $27 million and has 350 employes. Mr. Strauss is one of the executives responsible for this success.

Currently he is account supervisor on the following accounts: Mennen (baby products), which has just completed a test campaign on *Ding Dong School* on NBC-TV; Associated Products Inc. (5-Day deodorant pads), which has put its entire budget into television, currently sponsoring *Tony Martin*, Mondays, 7:30-45 p.m. on NBC-TV and effective June 1, co-sponsoring the Arthur Murray show, Tuesdays, 8:30-9 p.m. on NBC-TV; Emerson radio and tv sets; Union Pharmacal; Necchi & Elna sewing machine and Mathieson Chemical, Forward House Div.

Mr. Strauss was named account superior of Grey in 1949 and one year later he was appointed a vice president.

He is married to the former Sarann Eisner. They have two children, Richard, 15, and Barbara, 13.





Progress Is Our Most Important Product

GENERAL ELECTRIC

As we see it, this may be the key to "picture-on-the-wall" television

General Electric develops a screen surface that amplifies light many times

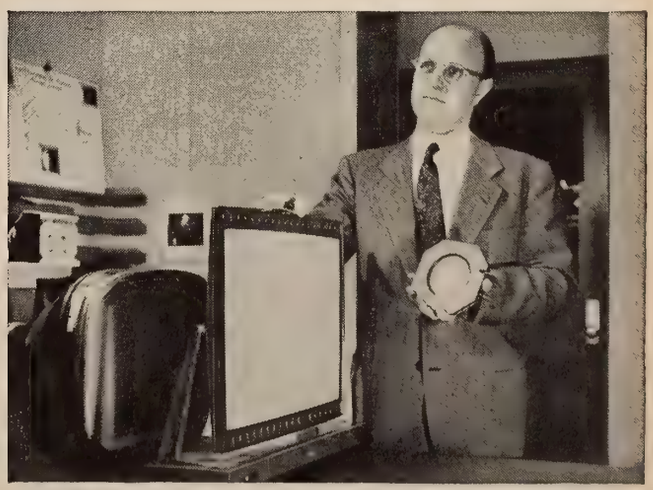
● The two pictures on the left show what may be one of the more important scientific discoveries of recent years.

The top picture shows a dim image of Dr. Willis Whitney, Dr. William Coolidge, past Directors of the General Electric Research Laboratory, and Dr. G. G. Suits, current Director. It has been thrown on a new kind of phosphor screen by ultraviolet light from a slide projector. The bottom picture shows what happens when the screen is "turned on" and an electric current applied to it. The surface actually reflects back more light energy than is projected on it.

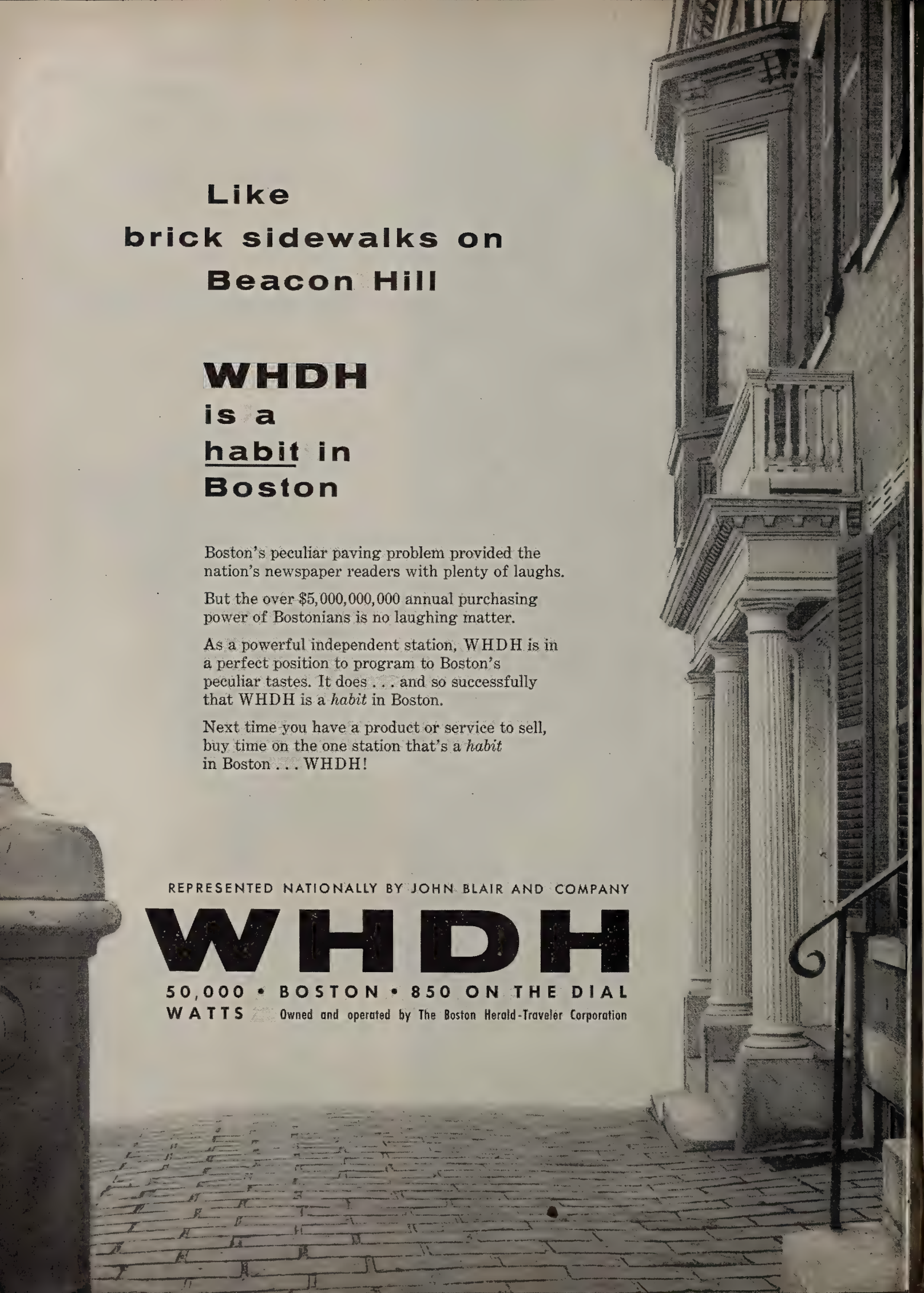
Light amplification in a single phosphor layer is a basic discovery. It may open the way to TV sets so flat they can hang on the wall.

This key development is one of the recent contributions of G. E.'s continuous program of research, which over 76 years has led to new products and jobs.

Today, in designing broadcast equipment we constantly draw upon the facilities of our General Engineering Laboratory and our Research Laboratory in Schenectady, New York, and from our Electronics Laboratories at Syracuse and Ithaca, New York, and Palo Alto, California. Today, G-E engineering and research score enviable records for advanced designs for broadcast equipment. *General Electric Company, Broadcast Equipment, Section X245-18, Electronics Park, Syracuse, New York.*



Thin TV set of 1965, as designers imagine it now, is shown next to one of today's TV tubes. Dr. Suits holds in his hand the new light-booster screen developed by Dr. Ferd Williams and D. A. Cusano of General Electric.



Like brick sidewalks on Beacon Hill

WHDH is a habit in Boston

Boston's peculiar paving problem provided the nation's newspaper readers with plenty of laughs.

But the over $5,000,000,000 annual purchasing power of Bostonians is no laughing matter.

As a powerful independent station, WHDH is in a perfect position to program to Boston's peculiar tastes. It does . . . and so successfully that WHDH is a *habit* in Boston.

Next time you have a product or service to sell, buy time on the one station that's a *habit* in Boston . . . WHDH!

REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

WHDH

50,000 WATTS • BOSTON • 850 ON THE DIAL

Owned and operated by The Boston Herald-Traveler Corporation

BROADCASTING TELECASTING

April 18, 1955 Vol. 48, No. 16

DUMONT TO BE FILM NETWORK USING NEW, FAST PROCESSING

Network will use live relays only for special events, sports. Rest of schedule will be delivered on film, shot with new Electronicam system which combines simultaneous live tv and filming. Electronicam also will be leased to stations, advertisers, tv program producers-packagers and movie makers.

ELECTRONIC equipment designed to salvage the DuMont Television Network's operation was shown publicly last week.

This is the system—embodying the Electronicam camera system that combines live tv with film recording in a single, simultaneous operation—with which the network hopes to construct a nationwide programming "service" [B•T, Jan. 3].

At present, the network's structure has become skeletonized to five hours of live telecasting per week. The schedule: Sunday: *Life Begins at 80,* Serutan Co., 9:30-10 p.m. EST; Monday: professional boxing, co-op, 9-11 p.m. EST; Tuesday: *Life Is Worth Living,* Admiral Corp., 8-8:30 p.m. EST; Wednesday: *What's The Story?,* Allen B. DuMont Labs, 8-8:30 p.m. EST; Thursday and Friday: *All About Baby,* Libby, McNeill & Libby and Swift & Co., on respective days, 1:45-2 p.m.; Friday: *Chance of a Lifetime,* co-sponsored by Lentheric and Emerson Drug, and *Down You Go,* Western Union on alternate weeks, 10:30-11 p.m. EST.

Of this schedule, Bishop Fulton Sheen's *Life Is Worth Living* goes off the DuMont Network April 26.

From both official and informal statements made by executives of the network and of the parent Allen B. DuMont Labs, this is a reconstructed version of what can be expected:

• **DuMont essentially expects to become a "quality film network" in its programming.** News, special events and most sports will continue on a live basis. For the latter shows, cable will be ordered as needed.

• **All network programs distributed would be film,** except the special events or news programs.

• First victim of the Electronicam's operation may be expected to be the kinescope.

• Sales feature to advertisers and agencies, according to DuMont spokesmen, is the combined appeal of good quality film and speed of delivery to stations as well as lowering of production costs.

• First such advertiser, now on DTN, to "go Electronicam," replacing its present live-plus-kinescope, may be expected as early as next week.

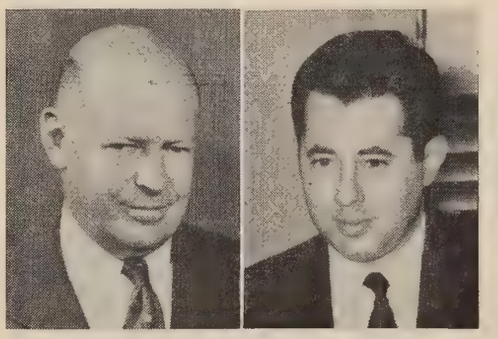
• DuMont feels it is ready to provide its live-film camera system to agencies, advertisers, motion picture producers, tv film producers and packagers and others, as quickly as ordered.

• Although DuMont is ready with its system, technical improvements will continue. Experiments will be made in adapting this system, which already records on color film while sending a monochrome tv signal, to the three-image orthicon, color live camera.

• DuMont would lease its system to film producers—movie or tv—stations, individual advertisers or agencies and even other networks.

The Thursday showing in New York drew an impressive turnout of a wide segment of the broadcasting-motion picture industry. Newsmen, film producers and packagers, agency executives, advertisers, military electronics experts and others crowded the fifth story studio at DuMont's 67th St. TeleCentre, built at a cost of $5 million. This studio and another in the building will be used for film production.

Reports that the development of the camera system would mean entry by DuMont into the film syndication business drew conflicting statements from officials. Some of the executives, including Dr. Allen B. DuMont, president of Allen B. DuMont Labs, and Ted Bergmann, DTN's managing director, felt possibly this would happen in time if film stocks were built up.



DR. DUMONT MR. BERGMANN

Stressed were residual or re-run possibilities of high quality film as compared to the inferior quality and lesser re-run value of the kinescope. Thus, according to DuMont spokesmen, stations would have on tap films of top network shows —such as *Peter Pan*—which could be re-run any number of years later.

Basically, the Electronicam system uses an image orthicon tv camera head and a film camera mounted side-by-side on the same base. The latter is placed on a tripod or dolly.

The units operate with a common lens system but otherwise are independent, having individual power supplies functioning simultaneously. Light passing through the common lens is split, one part to the film and the other to the image orthicon tube.

There are two basic pickup units:

• **For simultaneous tv broadcasting and film recording in monochrome or in color.** This, according to DuMont, is suited to the telecaster's requirements by providing (1) direct film recording and (2) simultaneous broadcast of the identical scene. Both recording and the broadcast signal are of high quality, it was asserted.

The principle used in this unit is a shared optical system in which a major percentage of light passing through the common optics is transmitted to the film camera with a minor portion reflected to the tv camera tube. Share ratio of light between the two optical paths is determined by (1) film sensitivity, (2) image-orthicon sensitivity and (3) studio lighting. Principles are common to both monochrome and color operation.

• **For making motion picture film primarily,** with use of tv system for control and editing. This unit operates on the principle of "a time shared light path." Its technique:

While the film pull-down is moving a new frame of film into position in the film camera, a shutter interrupts the light path. During this interval, the image is reflected from the shutter's front surface into the optical path of the image orthicon tube. With studio lighting and film sensitivity requirements satisfied, the 50% light duty cycle to the tv camera provides automatically an adequate signal for monitoring and studio direction purposes.

According to DuMont, there is no problem in changing from monochrome to color film operation because "the excellent sensitivity of the image orthicon camera permits the use of all the conventional photographic emulsions in black-and-white or color with practical amounts of studio lighting."

Fast distribution of finished, high quality film print is made possible by means of a new production technique, an "editing master" film which serves as a guide for rapid preparation of the final product, it was explained.

Advantages of the system, as cited by DuMont:

• Lowered film production costs—perhaps as much as 50%—because of speed of shooting.

• Availability of films in color or black-and-white.

• High quality films for repeat or delayed broadcast.

• Adaptability of the system to all film types and sizes—including wide screen systems.

• Better artistic results developed by continuity of action which is maintained. Stop-and-start film shooting is eliminated.

The editing technique used in the DuMont Electronicam system is both speedy and continuous. Fades, wipes, dissolves and superimpositions are recorded on an "editing master" guide. After the film is shot, a special editing

HOW ELECTRONICAM WORKS

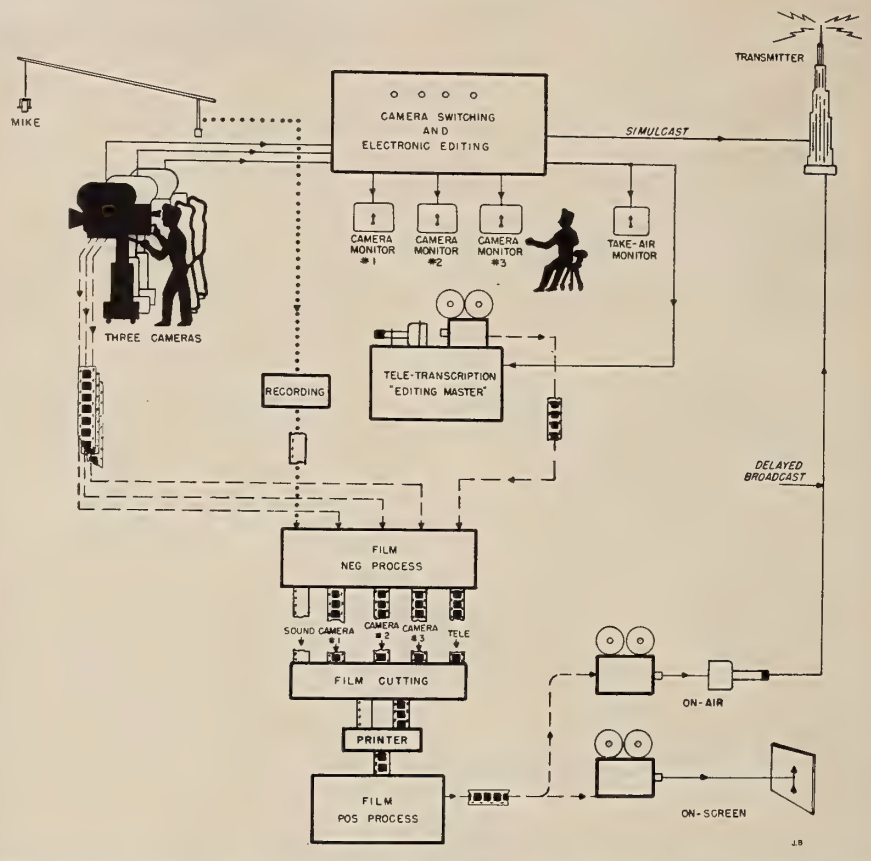


DIAGRAM above shows how cameras (upper left) feed (solid lines) to switching and electronic editing gear (upper center) where director chooses scenes for live broadcast and teletranscription "editing master" (center). Broken lines show how "editing master" and film footage run through developing equipment. Film is then quickly edited by comparison with "editing master" and printed for use in direct projection or on air. In picture panel below are key elements of system. Top left is pickup unit combining live and film cameras. Top right is control room with James L. Caddigan (l), DuMont director of programming and production. Lower left is video recorder which makes "editing master." Lower right is editing device which editor uses to compare film footage with "editing master" and to splice together finished film, exactly like teletranscription.



device locks the several negatives from the system in synchronization with the master guide so that all can be run off slowly and visually inspected together. The guide, with its added effects, then can be lined up with the high definition negatives and the "cued editing" of the complete film finished in hours instead of the weeks involved in conventional film editing.

Continuous running of the system, it was explained, eliminates advance cueing. Thus, extra recorded footage permitting greater flexibility in editing outweighs "the slight increased cost of the stock," it was said.

In announcing the new system, Mr. Bergmann said DuMont for the past eight years "has struggled to establish a network which could successfully compete commercially with, and provide a program service equal to, or better than, others in the field."

Mr. Bergmann said DuMont has made a turnabout from that position and will travel along a new route [via film] because of many reasons, a major one being the FCC's long freeze "which has today resulted in the top 100 markets containing 17 single station markets; 36 dual station markets; 33 three station markets, and only 14 four or more station markets."

He said the DuMont network last year paid nearly $3 million for maintenance of cable and microwave interconnections, the largest part of the sum representing contract facilities to serve about 50 markets on an eight hour day basis, seven days weekly for a total of 2,800 station hours per week.

But, Mr. Bergmann noted and later reiterated in explaining the future of the network, difficulties in clearing live time in many markets adversely affected DTN's competitive situation "in many sales efforts" and thus DuMont could make use of only 125 station hours of live time per week. He said "since this represented less than 5% of our total contract purchase, in terms of dollars we were only able to gain $150,000 of benefit out of a $3 million investment in this basic raw material of network operation."

Two to One Film

Mr. Bergmann said that added to 125 live station hours per week, the network had 250 kinescope hours, or two-thirds kinescope and one-third live. Because the advertiser knew this, Mr. Bergmann asserted, ratings and audience would depend pretty much on the quality of the teletranscription.

These kinescope recordings, he emphasized, could not compete with live programming or Hollywood-produced films. Months of experimentation with improvement of kinescoping—which brought results—only proved that the best could not solve the problems inherent in inability to clear stations live or to provide good quality recording, he explained.

Mr. Bergmann served a word of caution: "By no means will this method alone solve all the problems of establishing a secure competitive position for the DuMont network. It does, however, form the basis for a sound new growth along the lines of an entirely new concept of network television."

He revealed that since the first week of this month, DuMont has stopped maintaining contract cable lines, except for the East Coast, and is purchasing cable only when the occasion calls for its use.

Mr. Bergmann made no direct reference to any possible investment by the network itself in program expansion. He did say, however, that he felt new money would be channeled into productions because the Electronicam system would attract new advertisers.

Test of the "concept," Mr. Bergmann said, will be in the "capacity" of the system to in-

crease effort and effectiveness of the advertisers' dollar and to increase program value. He said this was the reason why advertisers and agency representatives were invited to the demonstration.

Dr. DuMont asserted that the tv industry and advertisers have "an obligation to remedy" a situation wherein a "too large a portion" of the public has been forced "too long" to put up with pictures of inferior quality from old film and kinescopes. Choice to stations, Dr. DuMont said, lies between "costly live programming; costly programs transmitted by costly cable; inferior quality film, kinescopes or regular; or high cost motion picture film in limited supply."

Greatest single expenditure, he said, is the cost of programs "and the most expensive program is the 'live' program."

Dr. DuMont said:

"The present system of networking and the differences in time zones do not permit the flexibility conducive to freedom of choice which works advantageously either to stations, the viewing public or advertisers.

"An examination of the operating costs of stations and networks alike will reveal as the greatest single expenditure—the cost of programs. Television has a prodigious appetite. And the most expensive program is the 'live' program.

"If the desired effect is not achieved at the time of the airing of the live show, the required expenditure is lost forever. The solution to this dilemma lies in a low cost, high quality method of reproduction capable of use at the network or station level.

"Speaking from a national standpoint, costly programs and live quality pictures are limited in availability to those networks and stations profiting as a result of a government-made scarcity of channels and to advertisers who can afford established time priorities on networks with live exposure in virtually all major markets.

"Such a condition operates to the disadvantage, and in some instances to the exclusion, of many broadcasters, the viewing public and to local and regional advertisers.

"It has forced some broadcasters to go out of business.

"It has kept many advertisers from using the most efficient of all advertising media.

"There are some advertisers who would like to do a national tv job, but who are frozen out by the preferences, priorities, time availabilities and other high cost factors.

"Our company has not been content to accept such a situation as being satisfactory to any of the important elements affected—the stations, the viewing public, or most of the advertisers.

"In fact, we believe the situation must be corrected if the dream of a truly competitive national television system is to be realized.

"As a pioneer in television research, manufacturing and broadcasting, our company has been impelled by economics and inherent obligations to the public to do something about it.

"Now, it is with a high degree of satisfaction that I tell you our diligent efforts expended over a rather long period of time have met with success. We have effected an economically and esthetically sound marriage of television and motion pictures."

At the demonstration, two films were shown. The first contained two sequences, one in black-and-white, the other in color. The second film explained how the system worked and included a six-minute sequence showing a variety of shots filmed in six minutes. Under conventional methods, according to DuMont, that sequence would have taken several days to film.

Demonstrated in the films were continuous follow focus, mobility and ease of lens change in the Electronicam—with cameramen given only ad lib direction for camera movement—turret change and focus adjustment.

The earlier sequences included Paul Dixon and Captain Video showing how the system operates with continuous mobility. The Paul Dixon "home base" part of the film was shot as an ad lib sequence, with the camermen observing only one walk-through before shooting the segment with cold direction. For the Captain Video portion of the film, rehearsal on the set took one hour, and then the whole sequence was shot in a continuous take in eight minutes. A color sequence shown—with the color said by observers to be of high quality—received some 45 minutes of camera rehearsal and was shot in seven minutes.

Explanation of the film shooting, lighting used (standard studio lighting) and operation of the camera system was given by James L. Caddigan, the network's director of programming and production, who is credited with developing the system in association with DuMont research and broadcasting engineers.

Conspicuous Guest

APPEARANCE of Ted Cott, former vice president and operating head of NBC's radio network, at Thursday's demonstration of the new DuMont Electronicam combined live-film camera, renewed speculation that Mr. Cott will be associated in an executive capacity with the DuMont Television Network.

A report was circulated at the demonstration that Mr. Cott may be selected May 1 as operating head of the network's WABD (TV) New York [B•T, April 11], in anticipation that he will have supervision of programming building in DTN's attempt to revitalize its operation with use of the new camera system.

ADVERTISERS & AGENCIES

TAYLOR ELECTED CHAIRMAN OF BNF

Annual session of Brand Names Foundation held in New York last week.

EDWARD R. TAYLOR, vice president of Motorola Inc., Chicago, last week was elected chairman of the board of the Brand Names Foundation, succeeding Barry T. Leithead, president of Cluett, Peabody & Co., New York.

Other officers named on the final business meeting of the three-day session in New York on Wednesday were John J. Breck Jr., executive vice president, John H. Breck Inc., Springfield, Mass., and Robert E. MacNeal, president of the Curtis Pub. Co., Philadelphia, vice chairmen; Thomas F. O'Neil, president of MBS, chairman of the executive committee, and Louis Hausman, vice president of CBS Inc., treasurer. Henry E. Abt was re-elected foundation president. Mr. O'Neil served this year as chairman of the planning committee for Brand Name events.

More than 1,700 business leaders and other guests attended the annual Brand Names dinner at the Waldorf-Astoria Hotel, at which a retailer-of-the-year plaque and up to four certificates of distinction were awarded to firms in each of 24 categories of selling.

Keynote speaker at the dinner was Vice Admiral Arthur Dewey Struble, chairman of the UN's military staff committee and newly-named commander of the Eastern Sea Frontier, who discussed "The Military Strength of the Free World." His talk was broadcast over MBS.

In a talk before the retailers last Tuesday, Max E. Buck, director of merchandising for NBC-owned stations, urged that retailers and media work together to "end the day of off-brands, private brands and here-today-gone-tomorrow brands." He contended that the retailer who is concerned with giving his customer the best "will stock only the advertised brands whose integrity is guaranteed to the public in print and on the air. Mr. Buck asserted that color tv will give consumers "a brain-washing that may close up shop for the house-brands," and added:

"It will deliver a brand-name impact and a true-to-life identification that will end forever consumer doubts about whether a product is an advertised brand with a built-in-guarantee, or a fly-by-night that looks alike."

The retailers visited various places of interest in New York, including the offices of BBDO, and were entertained by NBC and Mutual, among others. NBC was host at a breakfast to 200 retailers and their wives Wednesday in the Rainbow Room, RCA Bldg. Mutual gave a cocktail party and buffet supper for several hundred guests on Monday night at the Waldorf-Astoria's Starlight Roof.



MR. TAYLOR



MR. O'NEIL

Hirshon-Garfield, Peck To Merge Into Peck Adv.

PLANS for merging Hirshon-Garfield and Peck Adv., both of New York, were announced last week by Sidney Garfield, president of Hirshon-Garfield, and Harry Krawit, president of Peck. The merger will take effect May 1 and the combined agency will be known as Peck Adv.

Headquarters will be at 400 Madison Ave. Mr. Garfield will become a member of the board and chairman of the executive committee; Mr. Peck will continue as chairman of the board. All accounts of Hirshon-Garfield will become clients of the consolidated agency. Among radio-tv accounts going to Peck are Adams Hats, Trimount Clothing Co., U. S. Time Corp. and Van Munching & Co.

Peck also expects to expand the New York and Los Angeles offices. The Boston division of Hirshon-Garfield has changed its corporate name to Gabriel Stern Inc. and will be completely independent. Similar plans for a separate arrangement is expected for the Miami office of H-G.

Sylvan Taplinger, director of radio-tv for H-G, moves to Peck Adv. in a similar capacity.

BULOVA A COMMERCIAL

SIX Bulova Watch Co. precision-made watches rode with an Air Force F-100 "Super Sabre" jet last January at North American Aviation's testing grounds near Los Angeles at speeds of more than 100 miles per hour faster than sound.

The flight over, the watches were still running and keeping accurate time.

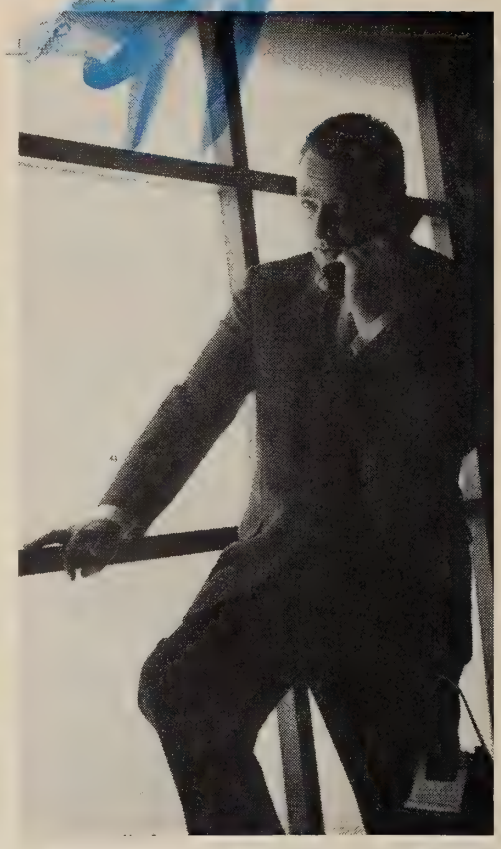
This was "Operation Sound Barrier," the production of 20-second, 1-minute and 2-minute tv film commercials for jewelry dealer sponsorship in more than 200 major local tv markets. First prints go on the air today (Monday).

More than 250 jewelers promote Bulova's "feature watches" in about 222 tv markets, buying their own time on stations. Bulova sends dealers 16 different films each year.

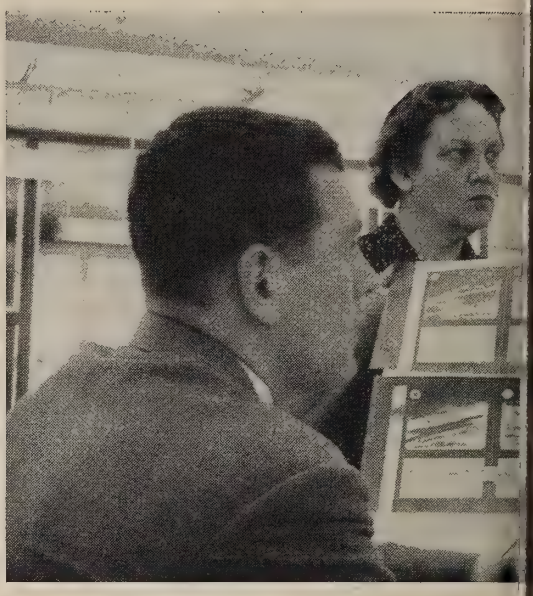
The watch company claims that of these film commercials, the ones classified as "product punishment tests"—of which the jet film is the latest—give both the dealer and the company the greatest sales return.

Bulova itself buys some $7 million worth of tv spots yearly. In a few weeks, the company, through its agency, McCann-Erickson, New York, will place a 20-second film, based on the jet film, on some 284 stations, claimed by Bulova to be the "largest [tv] network used by any advertiser."

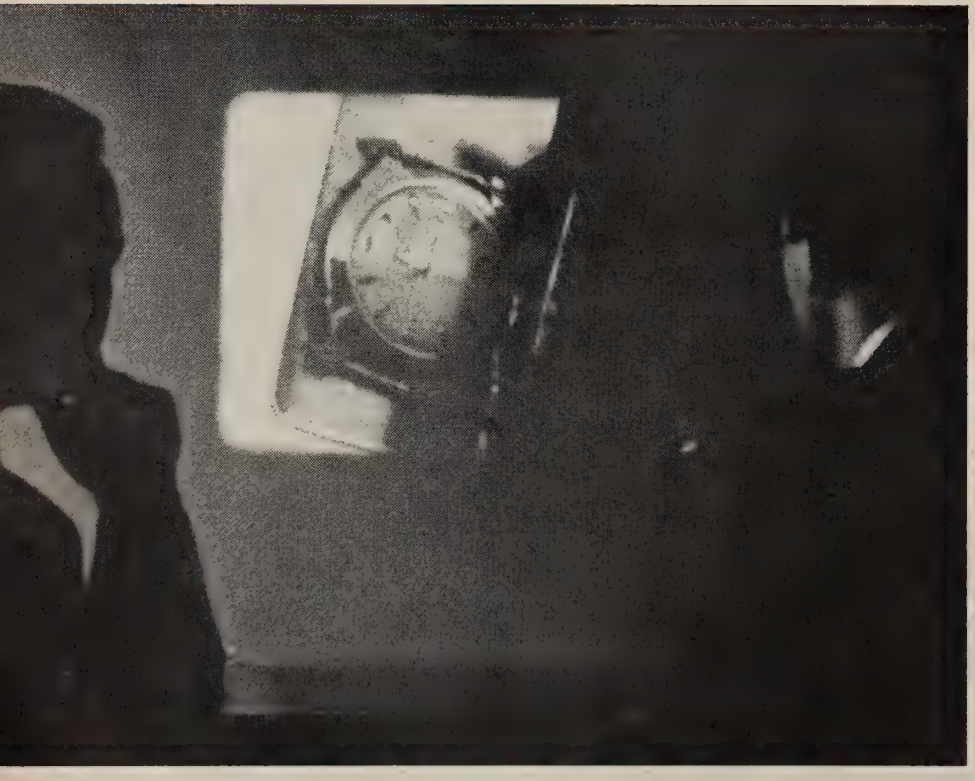
A B•T PICTURE STORY



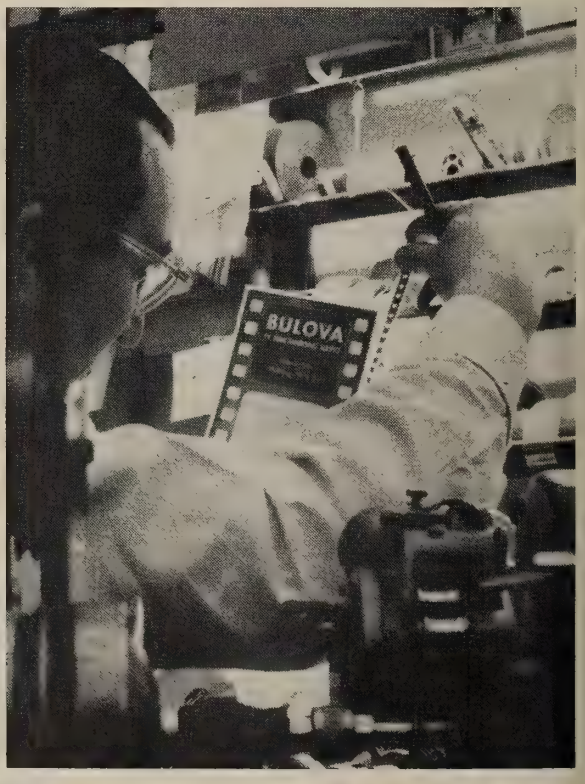
1. PHONE CALL from Norman Gladney, Bulova's director of tv-radio sales promotion, in Flushing, N. Y., arranges with North American Aviation in Los Angeles for the test. Approval for "Operation Sound Barrier" had just been given by Bulova President John Ballard.



2. STORYBOARD for the commercial is assembled by Mr. Gladney and sales promotion staffers at Flushing



4. THE COMPLETED FILM (4,000 ft. of it) is screened by watch company executives at Bulova Park in New York. The test film was shot in color, as the company expects to do in making all its future television commercials for local dealer promotion.



5. A FILM EDITOR at Van Pragg Productions, New York, cuts the film to commercial lengths. It took from Feb. 1 to April 10 to complete this phase of the job.

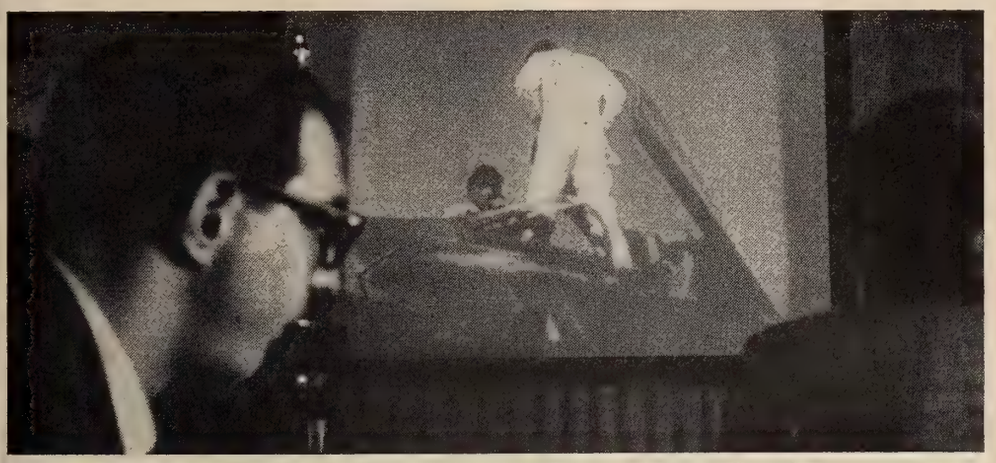
CRASHES THE SOUND BARRIER



headquarters in advance of shooting. Bulova used its own artists. The script was written by Mr. Gladney.



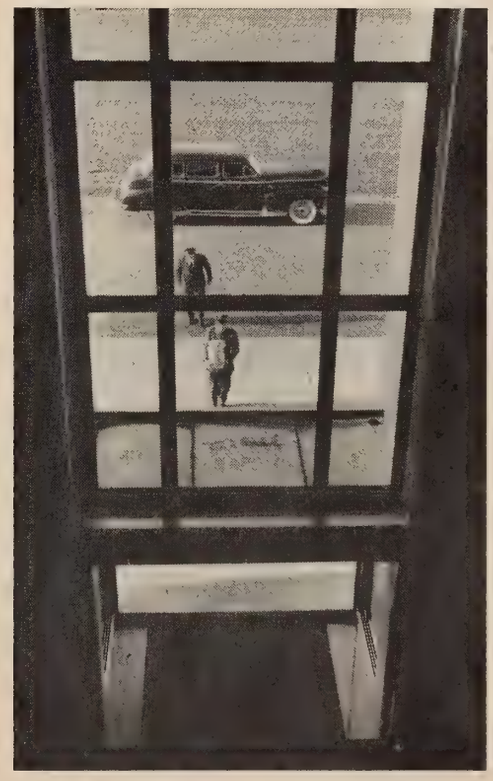
3. THE PILOT takes over. Chief Test Pilot Joel R. Baker of North American made the test run, putting the plane and its watch cargo through various aerial acrobatics aside from the principal speed run.



6. VOICE-OVER for the commercial is dubbed in at Reeves Sound Studios in New York. Here announcer John Scott records the commercial message while the film is projected on a screen.



7. CRITICS (l to r): Announcer Scott; producer Marc Asch of Van Pragg; audio engineer Chuck Campbell of Reeves, and Arthur Schwartz of Bulova sales promotion study the film on a monitor as they check the sound. Next step will be insertions of dealer identifications by Bulova.



8. IN THE CAN: The completed films are brought by guards to Bulova headquarters. Three months and $8,000 had gone into production of the "crashing the sound barrier" commercial at this point.

SIX FIRMS SET SUMMER DRIVES

Most of the newly-announced spot campaign to get underway in May or June.

SUN OIL Co., Philadelphia, leads nearly a half-dozen advertisers who are preparing radio-tv spot announcement campaigns this week to run during the summer months.

Other advertisers are: Tetley Tea Co.; Farm Bureau Mutual Auto Insurance; Mexana Heat Powder; Golden Gift Orange Juice, and E. & J. Gallow Wine.

Sun Oil Co., through Ruthrauff & Ryan, New York, plans to buy in approximately 75 markets, effective May 16 for 16 weeks, using three to five minutes weekly, in radio.

Tetley Tea Co., New York, through Geyer Inc., for its iced tea campaign, will add about 30 markets to its running spot campaign in radio and television, starting May 15. Contract runs through Sept. 13.

Farm Mutual Auto Insurance, Columbus Ohio, owners of several radio and television properties, is preparing a saturation radio spot schedule to be placed in midwestern cities. Firm places the campaign direct.

Plough Chemical (Mexana heat powder), Memphis, is arranging a video spot schedule in eastern and southeastern states to start June 15. Agency is Lake-Spiro-Shurman, Memphis.

Golden Gift Orange Juice Inc., Miami, through Harris & Whitebrook, Miami and New York, currently expanding in about 25 radio and television markets. A 13-week contract is being placed in big cities where there is distribution.

E. & J. Gallow Wine, Modesto, Calif., through BBDO, New York, currently is making inquiries on the possibility of a radio saturation spot campaign in about a half-dozen radio markets. If the schedule is approved the announcements will start late May or early June.

Mauer Joins Geyer

RAY J. MAUER, a radio and tv director, Cunningham & Walsh, New York, has joined Geyer Adv., New York, as director of radio and television. Prior to his association with Cunningham & Walsh, Mr. Mauer was with BBDO, New York, as a radio and tv director, writer and producer. Before that he was with Campbell-Ewald, Detroit, first as a copywriter and later director of the agency's radio and tv services in New York.



MR. MAUER

K&E Promotes Sholty

L. J. SHOLTY JR., who will continue as regional account executive of the Lincoln-Mercury Dealers Assn., has been appointed manager of the Hollywood office of Kenyon & Eckhardt. He first joined K&E in 1948 as midwestern regional account executive on the Lincoln-Mercury Dealers Assn. and in 1953 was named account executive on the Ford institutional account at the Detroit K&E office. Before joining K&E, Mr. Sholty was with J. Walter Thompson Co.



PRE-GAME FESTIVITIES are observed by this foursome celebrating 1955's first *Game of the Week* telecast on 150 stations of the CBS-TV network and sponsored for the third straight year by Falstaff Brewing Corp., St. Louis. L to r: Leo Durocher, manager of the world's champion New York Giants; Joseph Griesedieck, president of the Falstaff Brewing Corp.; Buddy Blattner, who announces the games with Dizzy Dean, and Mr. Dean, former pitching star of the St. Louis Cardinals.

INSIDE ADV. WEEK UNDERWAY IN N. Y.

FIFTH ANNUAL Inside Advertising Week is being held April 17-22 in New York with the Assn. of Advertising Men & Women of New York playing host to 54 advertising students from colleges and universities throughout the country and 17 leading New York firms and service organizations.

This morning (Monday), Ruthrauff & Ryan will present the agency role in the advertising field. The session will be followed by a luncheon at the Advertising Club of New York; a meeting at Hill & Knowlton covering its program for American Iron & Steel Institute; a talk on retail advertising by John Ryder, vice president, Film Commercials Inc., which syndicates spot tv commercials; a party for students and press sponsored by Advertising Women of New York, and an evening job-finding forum.

The Tuesday schedule includes a lecture on advertising and sales promotion by Charles B. Konselman, director of advertising, A & M Karagheusian; luncheon sponsored by Sales Executives Club of New York; a session devoted to direct mail planning, and a regular meeting of the Assn. of Advertising Men & Women which students will attend. Paul Smith, president of Crowell-Collier Pub. Co., will address the group on Wednesday morning. At the afternoon session, V. G. Carrier, assistant advertising manager of Esso Standard Oil, will talk on the advertiser's function in market research, sales promotion and public relations. The agency's function will be explained by George L. Williams and R. H. Jones of McCann-Erickson, which handles the Esso account.

Business paper advertising will be the topic of a speech delivered at a dinner meeting Wednesday by Ervin Degraff, sales manager of *Petroleum Week*, a McGraw-Hill publication. The book company's operation will be explained by Harold McGraw Jr., advertising director of McGraw-Hill Book Co.

Robert Sarnoff, executive vice president of NBC, is scheduled to discuss radio and television broadcasting and NBC's role in advertising and communications.

Highlight of the week will be a banquet Thursday evening at Hotel Biltmore, New York. Guest speaker will be Robert M. Watson, president of Ruthrauff & Ryan. Honor seniors will receive graduation certificates for attending the week.

NBC-TV Nears Goal

SOME $1.3 million in gross billings was booked on NBC-TV's *Today*, *Home* and *Tonight* during the week of March 25, it was announced last week by Roy Porteous, manager of sales for NBC's participating programs. Mr. Porteous also said that the three shows combined almost have attained its sales goal of $4.9 million for the second quarter of 1955, with nearly three months to go.

Two of the largest individual orders during the "million dollar week," according to Mr. Porteous, were *Home* renewals from Adolph's meat tenderizer for 52 participations through J. P. Shelly & Assoc., and an order from Heinz for 82 participations through Maxon Inc.

'20 Questions' Sponsor Says ABC Breaks Faith

THE RECENT ABC-TV decision to dislodge *20 Questions* from its 8:30-9 p.m. Tuesday time brought charges from some sponsoring Florida Citrus Commission members that ABC is failing to live up to the contract it signed last summer with the commission.

Twenty Questions' contract expires next month, but several commission members, headed by Advertising Committee Chairman C. V. Griffin, said they understood when the contract was signed the option agreement provided for another year of the show in the spot with a 10% increase in the time charge.

John Mitchell, ABC vice president, told the commission last week the 8:30-9 p.m. period still is available to the commission, but not for *20 Questions*. He explained the new *Warner Brothers Present* hour-long show would run from 7:30-8:30 p.m., and that ABC wanted something better than *20 Questions* to follow it.

Representatives of J. Walter Thompson Co.,

(A&A continues on page 52)

In Maryland Most People Watch

WMAR-TV
Channel 2



LOWEST COST PER THOUSAND

Mon. thru Fri.	WMAR-TV Ratings*	Total sets in use (3 stations)*	Viewers per set (WMAR-TV)*
6:00-6:15 P.M.	13.0	24.0	2.4
6:15-6:30 P.M.	12.9	23.7	2.4
6:30-6:45 P.M.	11.3	20.8	2.5
6:45-7:00 P.M.	11.7	24.7	2.5
Weekly Average	12.2	23.3	2.45

Cost per 1,000 viewers (Based on average audience of 179,340 viewers):
1 min. or 20 sec.....$.73; 10 sec.....$.29

**Average for each time segment (Mon. thru Fri.) ARB March 1955*



CBS TELEVISION

WMAR·TV On Maximum Power - Televising Color

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles



this baby was born wearing long pants...

Yes . . . there are no diapers on this kid. Ever since he came into the world April 14, 1955, he's been wide awake *all day long* doing a man-sized job.

You'll love this baby . . . WBRZ, Channel 2 . . . bringing to Louisiana, and parts of Mississippi, excellent programming and superior production. WBRZ is well equipped with finest studio and projection equipment . . . vidicon, telop, special effects amplifier, and pedestal dolly camera . . . all calculated to create visual interest for your commercials.

Now, for the first time, pitch your sales message from one central location, Baton Rouge, to thousands of homes in Lafayette, New Iberia, Opelousas, Hammond, Lake Charles, Alexandria, New Orleans, Houma, Natchez, Vicksburg, Biloxi, Gulfport, Bay St. Louis, and many, many other communities.

For full information, write or wire WBRZ, Channel 2, Baton Rouge, or contact Hollingbery.

VITAL STATISTICS

- CHANNEL: Two
- POWER: 100,000 watts
- TOWER: 1001 Feet MSL
- SCHEDULE: 7:00 A.M. to 12:00 Midnight
- NETWORKS: NBC and ABC

wbrz CHANNEL 2 BATON ROUGE, LA.

LOUISIANA TELEVISION BROADCASTING CORPORATION

represented by **HOLLINGBERY COMPANY**

U.S. SOAP OPERA GOES EUROPEAN

AMERICAN METHODS PAY OFF FOR RADIO FREE EUROPE

A LISTENER is a listener whether he listens in Pittsburgh or Prague, Boston or Budapest, and the radio techniques which have proved their ability to move audiences in America are no less successful behind the Iron Curtain.

That's the conclusion reached by Radio Free Europe, anti-Communist radio station broadcasting to Czechoslovakia, Hungary, Poland, Rumania and Bulgaria, after the successful introduction into their broadcasts of such well-established American radio techniques as soap operas, round table discussions, quiz shows, variety shows, spot announcements and even singing commercials, the last given a political rather than a product connotation.

William Rafael, formerly a writer and producer of radio shows for Kate Smith, James Melton, Sammy Kaye and Bob Crosby and now program director of Radio Free Europe, reports that it was no easy task for him and the other American producers on his staff to convince the exiles who write RFE scripts that American methods would be effective in reaching their compatriots back home. Commercial radio is a rare phenomenon in the countries back of the Iron Curtain where stations were formerly either state owned or operated on a subscription basis and now are merely the mouthpieces of the Communist regime.

"We didn't want to railroad through our ideas," Mr. Rafael states. "We feel that Radio Free Europe belongs to the exiles. It's actually been called a 'home station in exile.' So we had to show our European friends."

Taking quiz shows as an example, he explains that a trial show was staged at Camp Valka, a center for Czech and Slovak refugees. "The exiles were most pessimistic and even prepared to be somewhat embarrassed for us. They were sure the show would flop. But to their surprise it got laughs."

That was the beginning and ever since there has been a weekly RFE quiz broadcast to Czechoslovakia. Refugees are the contestants. Prizes are items hard to come by in a proletariat society: nylons, metal kitchenware, hams, small electrical appliances. Questions are for fun, but fun at the expense of the Communist regime.

The same kind of fun, set to music, is provided by RFE staff composers and lyricists who frequently turn from martial or nostalgic resistance songs to ditties ridiculing the communists. Sometimes these are full length songs, such as the "Mig Polka," commemorating the escape of two Polish flyers in Mig planes. Sometimes they are satirical musical versions of the news, sung by the Czechoslovakian comedian Jara Kohout to his own guitar accompaniment. And sometimes they are 30-second jingles, repeated as station breaks throughout the day to drive home a point, in an RFE adaptation of American radio's commercial "saturation campaign" technique.

One of the most smarting jingle campaigns followed a speech by Rokossowski, Polish Minister of National Defense (ostensibly a Pole but regarded by Poles as a Russian), in which he referred to resolutions affecting the Polish army as "important to *your* country and also to the growth of *our* army." Seizing this slip, RFE immediately began pelting Poland with a barrage of rhymes like this:

"You are honest, Rokossowski,
Thanks for the cue.
It's *your* army
In *our* country;
Alas, too true."

Other, more serious, less lyrical RFE station breaks are of this sort:

"The main shortcoming in the diet of Czechoslovakian children is the deficiency of Vitamin C. Yet the communists are selling one kilogram of oranges for 14 koruny, even though they are buying them abroad for one koruna per kilogram." Or: "The will of the people, even where it is not allowed to express itself, can overthrow a regime. An unarmed, but united people is always—and still is today—a greater power than an occupation force and a police force."

Soap operas also make effective propaganda weapons. *Within Four Walls* states the problems of daily life under communism in terms of a middle class family living in Warsaw. *Three Old Friends,* a program to Bulgaria, features satirical comments on current events by three Bulgarians, a patriot, a hard-core communist and an opportunist.

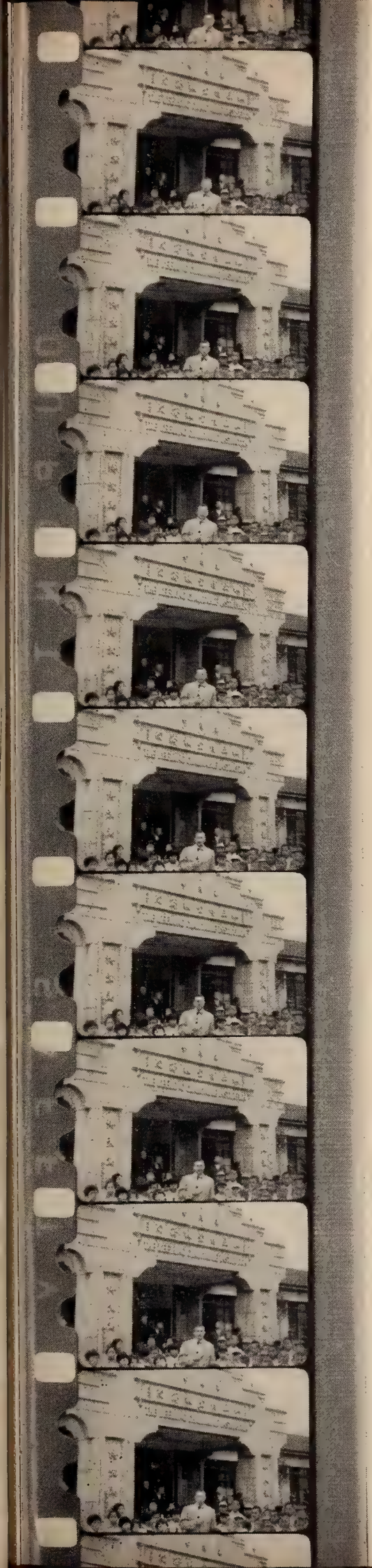
"Really, we're not much different from a commercial network," says Mr. Rafael. "We have a sponsor: the American people who support Radio Free Europe through their contributions to the Crusade for Freedom. We have a product: freedom, ours and theirs. We have competition: the communist regime which stops at nothing to keep their people from listening to Radio Free Europe. On Poland's Radio Warsaw they've even broken their policy of officially ignoring Christmas and now broadcast Christmas carols.



TWO RADIO ACTRESSES from Poland broadcast a soap opera, *The Kubicz Family,* over Radio Free Europe facilities to their Polish homeland.

Like commercial radio, RFE has news every hour, with the difference that the midnight summary is broadcast at dictation speed so that Iron Curtain listeners may copy it down and pass it on to others.

While public opinion polls are not possible in Iron Curtain countries, refugees, letters and press and radio protests by the communists make it clear that American radio techniques are winning many listeners to Radio Free Europe. Perhaps the greatest tribute to the effectiveness of commercial radio formats is the fact that in several cases, programs introduced to Radio Free Europe have been copied by the communist regime radios. Mr. Rafael says: "this doesn't bother us so long as we continue to get letters like this one from Poland which says, 'Even music sounds better over Radio Free Europe.'"



Good news travels far... fast!

Newsfilm, the only syndicated news service specially tailored for television, has more than doubled its list of subscribing stations in six months. Here's why...

Newsfilm is produced to famed CBS News standards, but is available to all stations regardless of affiliation. *Newsfilm* brings you news-in-depth reported by such newsmen as Howard K. Smith in London... David Schoenbrun in Paris... Griffing Bancroft in Washington and Robert Pierpoint in Tokyo, plus some 250 camera correspondents around the globe. *Newsfilm* gets to stations *fast* from four major processing centers, prepared and speeded by a staff of more than 100 full-time writers and editors, technicians and dispatchers. *Newsfilm* offers exclusive extras: custom-made opening and closing titles... special-order coverage... all footage classified for easy re-use... weekend news analysis... newsquiz... special maps and charts.

And the good news has gotten around that *Newsfilm* news programs are winning the biggest audiences in their time periods in such major markets as Philadelphia, Washington, Buffalo, Seattle and Portland. To find out how *Newsfilm* can boost the ratings of *your* news shows, contact...

CBS TELEVISION FILM SALES, INC.

New York, Chicago, Los Angeles, San Francisco, Dallas, Atlanta, Boston, Detroit and St. Louis. Distributor in Canada: S. W. Caldwell Ltd., Toronto

RADIO IN 1955: GRASS ROOTS GIANT

IT'S THE TOP LOCAL MEDIUM—AND STILL GROWING

By Lawrence Christopher

RADIO is growing stronger in the grass roots of America, becoming more local, more intimately intertwined with the fibers of community life and economy than any other communication medium, including television.

That is the story told by radio station statistics at the FCC—figures which show that total station authorizations, new station applications and grants are continuing their upward surge.

That is the story told by new radio stations across the nation—those new outlets, many of them daytimers, that are reaching into the small towns and crossroads; those which have gone on the air in the past several years and succeeded in spite of the popular alarm about television.

That is the story told to B•T by some of these new stations, responding to a random inquiry throughout the country within the past few weeks. Just a touch of radio's pulse, but it shows a beat that is strong and growing stronger.

Few deny that network radio, especially at night, has suffered from television. And some still are reluctant to admit that radio stations in many areas, too, have been forced to tighten their operations and pump new life into their programming to meet the new competition.

Others, however, willingly admit that changes are taking place and acknowledge that television has been a blessing in disguise. Television, they point out, has forced them to re-discover radio's true vitality, strength and penetration—its sales effectiveness on Main Streets everywhere.

The magic word in radio today is "local." When mixed well with "news" and "sports" or "public service programs" and such other staple ingredients as "music," it produces a formula that is considered to make radio stations anywhere television-proof.

In fact, many station operators claim, when the ingredients are mixed in varying ways—so that "music" becomes "good music," or "show tunes," "pop," "middle-of-the-road," "rhythm and blues," "hillbilly" or "bop"—the formula will assure a station a "market" within a market, regardless of competition from tv or other radio stations.

Local news, emphasizing radio's flexibility and immediacy over all other media, appears to be radio's most potent ingredient in today's operating formula, according to reports to B•T. Stations are using tape, telephone "beeper" and live pickup via mobile units to spark their programming.

Total radio station authorizations, according to FCC, have increased from 2,300 in 1950 to more than 2,800 today and should hit nearly 2,850 by June 30, end of FCC's fiscal year 1955. On Aug. 7, 1945, when FCC lifted its World War II ban on new construction, there were but 961 radio stations authorized and some believed the saturation point would be reached with a couple hundred more.

Total radio stations on the air have jumped from 2,100-plus in 1950 to more than 2,700 today, FCC records show.

During the same period, new station applications and resulting grants by FCC have maintained a steady flow and show no signs of diminishing. The sharp dip in new station grants and applications shown for 1952, FCC explains, was due to the full attention of Commission staff and industry attorneys to processing new television bids at the end of the tv freeze.

Drop in Shutdowns

Commission records also show that during the past six years there has been a substantial drop in the member of operating stations which went out of business. Similarly, the return of unused construction permits for new outlets has fallen off

Radio station sale applications before FCC appear to be edging upward, revealing growing turnover of station ownerships. How much of this is because of mergers in seeking a new tv grant, disillusionment of newcomers who thought they could make a quick killing in a glamorous industry, or marginal operators who finally got caught in the squeeze, Commission spokesmen could not estimate.

On the business side, individual station operators report that local sales are the backbone of their gross revenue, which generally is exceeding earlier expectations. Operating expenses also have been rising, but many outlets are meeting this by hiring fewer but better qualified people or, in the case of multiple-owned stations, doing bookkeeping and administration from a central office.

Earlier this year, B•T estimated the combined radio station-network net sales for 1954 at $453,385,000, falling 5% short of the all-time 1953 high of $477,206,000 [B•T, Jan. 31]. It's significant that sales were off in every category except local business, which added an estimated $1 million for a total of $250,565,000 for 1954, 0.4% over the previous year. Local sales accounted for 55.3% of the total net times sales in 1954, 52.2% in 1953.

WGSM

Perhaps one of the best tests of radio's survival power may be found right under the big television guns of New York City—former agency executive Edward J. Fitzgerald's WGSM Huntington, N. Y., an independent outlet operating on 740 kc with 1 kw daytime almost half-way out on Long Island. Music combined with local news and community interest programs is the successful WGSM format.

Putting WGSM on the air in 1951 with hopes for a revenue of $250,000 in the first five-year period, Mr. Fitzgerald told B•T that WGSM should reach the quarter-million mark nearly a year sooner than expected, amply proving his faith in radio.

Because of errors in the official soil conductivity figures for Long Island, WGSM started off in 1951 with a $20,000 directional array it soon found it didn't need and thus abandoned at a capital loss. An additional financial hurdle was $10,000 spent in a 10-month rezoning fight for its station site. Even so, Mr. Fitzgerald said, the station just stayed in the black "operation-wise" during 1952, had a 15% "operational profit on investment before taxes" in 1953 and 28% in 1954.

Mr. Fitzgerald, explaining why he reentered radio station operation in 1951 even though "television was breathing down our necks," recalled he had been in radio since 1920 and had gone from station operation to national agencies as radio and account executive.

"In three agencies and especially at Dancer-Fitzgerald-Sample," he related, "my American Home Products' multi-million account was always paying a higher percentage of advertising dollars to get a nationwide sales average in the New York metropolitan market.

"I thought this was caused by the diminishing effectiveness of New York City television, radio and newspapers as distance from the center increased. New York City media must be primarily interested in the five boroughs to stay in business. The people in the suburbs, their wants, their interests are almost totally different than the 'in-city' renters.

"For that reason, I believed that a radio station of regional character aimed at the rich perimeter counties—Nassau, Suffolk, Westchester and Fairfield, Conn. (located 40 to 125 miles from Times Square)—would act as a 'supplementary' medium to the better income group. As to future television

development, it would lie in the fringe areas of television effectiveness."

Mr. Fitzgerald related that many large national advertisers were adding to their "powerhouse (center of the market) radio advertising" with smaller stations and newspapers primarily in the Negro and foreign language field. "It was my belief that a high percentage of this type of supplemental advertising was incorrectly aimed at bare subsistence level prospects," he said, "and that national advertisers should be interested in the total area coverage which is considered middle and upper middle income groups."

In further defense of his decision to enter the "suburban" market, Mr. Fitzgerald said "the one other basic factor was that the area to be served (then about 2 million and now 3.5 million pop.) was composed of 85% of single family home owners as opposed to the high percentage of apartment renters in the five boroughs of New York City.

"Here was a market where people bought roofs, refrigerators, washing machines, outdoor living equipment, lumber, boats, fishing tackle, garden supplies as well as the staples and conveniences," he recited. "Most of these items are not bought by renters. Automobiles, too, because these four counties have passenger car registration equal to the total of the five boroughs of New York, making this an interesting, fertile market for cars, tires, batteries and supplies."

Clinching factor, Mr. Fitzgerald indicated, was that there was no other advertising medium "inclusive enough to cover the total market adjacent to, but different from, America's No. 1 market of New York."

WGSM operates with a staff of 14, including four in sales, Mr. Fitzgerald said, with operating expenses about 15% higher than originally estimated.

National advertising has been "slower" than anticipated, Mr. Fitzgerald noted, although in the second full year of operation national agency sales represented about 8% of total business and in the third year about 13%. "We believe our potential is much higher," he said, "but it requires a great deal of missionary work."

WGSM's programming formula is use of disc jockeys with "popular but not blatant music, not over-arranged and with understandable lyrics," Mr. Fitzgerald said, "plus local Long Island news five minutes every hour of the day with two 15-minute roundups, plus community interest programs such as garden shows, fishing forecaster and small-town growth problems."

WLBN

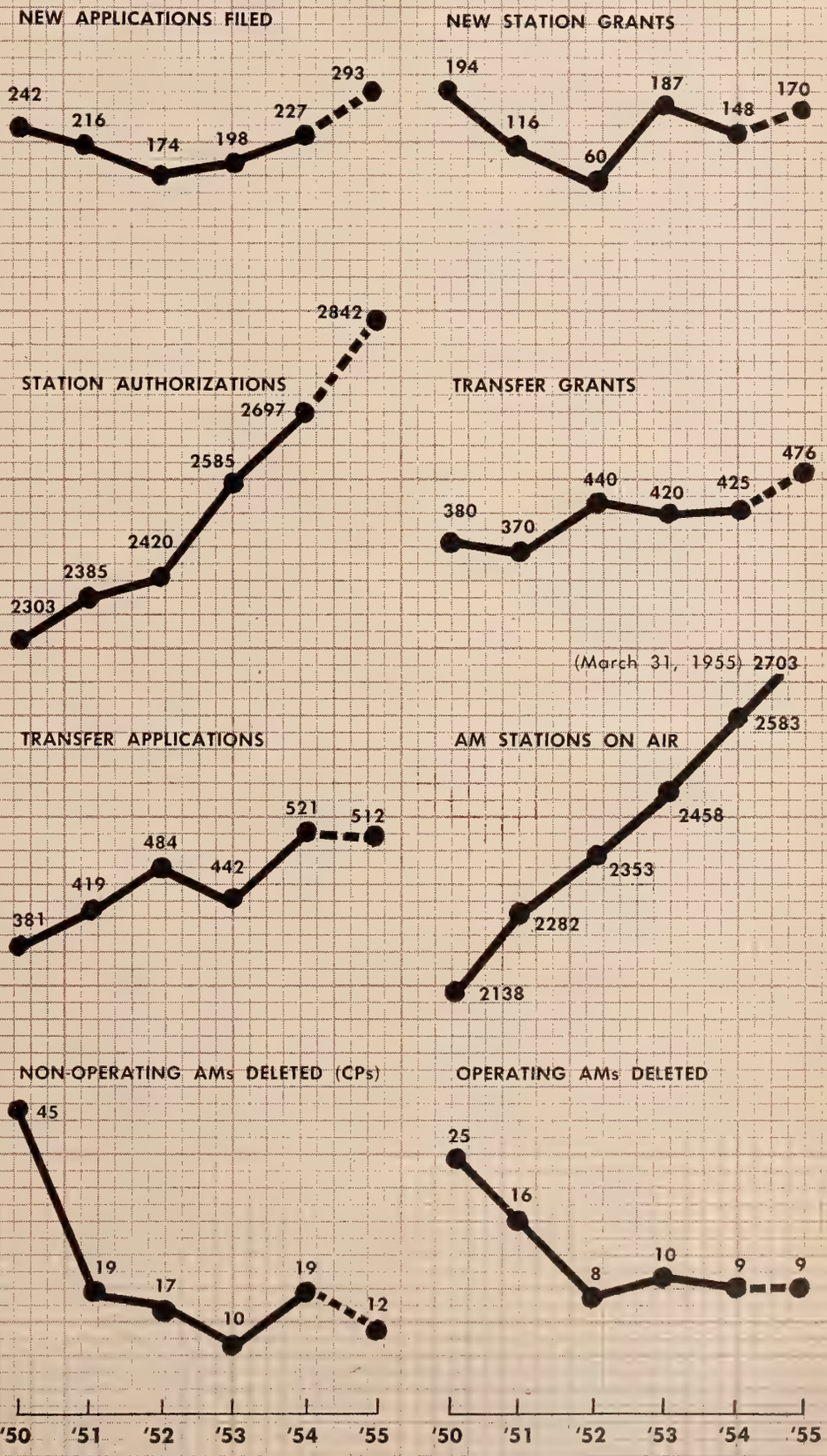
New radio stations are finding "green" pastures in the Bluegrass State, too, according to experiences related by C. H. Hulse, co-owner and chief engineer of WLBN Lebanon, Ky., 1 kw daytime independent on 1590 kc.

"We feel radio is here to stay," Mr. Hulse reported. "We borrowed $35,000 in 1953 to open a new station [WLBN]. We began operation in November of '53 and were in the black two weeks later. Of course, we were operating with a total of four people, but we were getting the job done and we were sounding good on the air."

Mr. Hulse reported that he and partner Charles Shuffett are building another 1 kw

THE WAY IS UP IN RADIO

In charts below, years are FCC fiscal years (July 1-June 30). Solid lines show actual curves. Dotted lines are FCC projections through end of fiscal 1955.



daytimer in Harrodsburg, Ky., "and we have every faith in its successful operation." Both are single-station markets.

"In each we will use one girl to do copy and traffic, one to do bookkeeping, type logs and schedule spots and file records," he explained. "We use a hillbilly artist to do all folk music shows with our announcer doing the commercials. We use three fulltime announcers and most of the other people do at least one show."

As for profit, Mr. Hulse estimated "we will do about $22,000 for this fiscal year on a partnership basis. It isn't a true figure as I am doing all the engineering and average about 70 hours a week. My partner works a full announce shift then sells and services at least three hours a day. We each take a day off once every two weeks if things are running smoothly."

WLBN construction costs ran about $37,000 total, including land, equipment, new 40 x 42-ft. building, air conditioning, telephone construction costs, etc., Mr. Hulse said. Station is about two miles from town.

The new Harrodsburg outlet, with remote control transmitter, will run about $25,000 to build, he estimated, but "again this may not be a true figure as we do our own construction." In Harrodsburg WLBN rents a 600-seat theatre for live shows and will have studios on each side of the stage.

"We feel that most stations in small markets hurt themselves by saving money on the three most important things: announcing, records and local news," Mr. Hulse said. "We buy all major releases and most of the minor ones. We do the three local newscasts a day. We keep good announcers. Our reward came when a very nice old lady stopped us on the street and said: 'Your station sounds so good, I even enjoy the commercials'."

Mr. Hulse explained WLBN tries to give the people "as much of one type of music in a block as we can. We open with two hours of country music, from 7-11 a.m. we go pop, from 11 a.m.-1 p.m. we use a variety of stuff. At 1 we go back to country music until 3 p.m. when we switch to pop for the rest of the day. News and talk features are spaced throughout the day."

To pull back to WLBN listeners who may have "strayed from the fold during the day," Mr. Hulse said local news is scheduled for 8 a.m., 12 noon and 4 p.m. "Television was giving us some late afternoon competition," he said, "so we added the 4 p.m. news. We use four minutes each of local, world, Kentucky, sports and weather. We use at least four and usually five announcers on this show and it really moves."

KWBB

Out in the Midwest, block programming of music, news and sports—with emphasis on local spot news via five radio-equipped staff cars—is the formula found effective by independent KWBB Wichita, Kan. KWBB took the air in 1951 in a market long held by four network-affiliated stations. There also are two tv outlets operating there and an initial decision pending for a third.

KWBB is assigned 1 kw on 1410 kc, directional day and night.

Vice President-General Manager J. Milton Hall, who had radio management experience on the West Coast in competition with tv prior to joining KWBB, told B•T he learned the two media are "entirely different" and each would "maintain its place in the various planes of public service." His opinion is that "properly managed, aggressive radio stations" will continue to thrive "listenerwise and economically."

Mr. Hall said "our faith in radio has proved right and there is no indication that it is about to change." Although radio has suffered on the revenue side from loss of national advertising income, he pointed out that "local and regional advertisers have had their tv fling and are returning to radio at a rapid rate, which we believe will more than offset the national loss in the next 12 months."

KWBB's profit was lower in 1954 than in 1953, Mr. Hall said, as "we spent more in our operation during 1954 trying to stay aggressive and progressive. We noted the slight business recession during 1954 caused us to spend more to get business. We have no reason for unhappiness with respect to profits."

Good disc jockeys are considered by Mr. Hall as factors in KWBB's music success, while in news, "we maintain a highly competent two-man news staff and a completely equipped news bureau."

He explained that five staff cars are equipped with commercial vhf-fm mobile transmitters, "permitting us to cover our home county with direct on-the-spot news reporting." KWBB maintains 24-hour teletype service with the Wichita U. S. Weather Bureau and a program line for three five-minute reports daily by bureau personnel.

Functional news desk, planned by News Director Jim Setters and Chief Engineer Gene Williams, contains radio receivers tuned to the city police, sheriff highway patrol and KWBB's mobile news cars.

"Regarding sports," Mr. Hall related, "we cover all three local sports, baseball, basketball and football, always providing the listener with the best sports play-by-play man."

KWBB operates 18½ hours daily with 18 fulltime and 2 parttime employes. Studios, office and transmitter are under one roof.

"We have a good hardworking gang," Mr. Hall explained, "not a bunch of clock watchers. Everyone's ambition is to be top man on the totem pole. The net result is complete harmony and success for everyone and the gross result is that everyone receives higher than average income."

Mr. Hall finds local sales "are comparatively easy because of word-of-mouth success stories related from one merchant to the other."

On the national scene, he said, KWBB has been "hard to see" because of several prime reasons: (1) Comparatively new, only four years old. (2) The national survey by a major survey firm made when KWBB had been on the air only four months. This survey ended up in the files of almost every agency and obviously projected KWBB's penetration as nil. This survey is still being regarded with practically the same respect as it was three years ago. (3) Competing with higher power stations claiming considerably higher coverage. (4) Unsatisfactory national sales representation. KWBB now has no national representative.

WMOK

"We figure that radio can do more things better and is certainly here to stay," James H. Firmin, manager of WMOK Metropolis, Ill., told B•T in response to an inquiry why his firm plunged into radio in 1951 when some were predicting a severe slump for the aural medium. An independent operation, WMOK is assigned 1 kw daytime on 920 kc.

Although not in a primary tv area, the nearest station being some 50 air miles distant, Mr. Firmin said "several tv stations have good fringe coverage in our market."

He said "until the first two months of this year we have not had a drop in business since we began operations four years ago—each month in fact saw a decided healthy increase. The drop has been caused by a decided drop in business generally in the area, but we are already on the way back.

"Our gross income has consistently exceeded our expectations and the profits fall in line. Not being blessed with a surplus of national business, we started pounding the local main streets and have not stopped. We program for local and regional listeners, stressing local and regional news, local live talent, live and recorded sports events and about a 50-50 split in pop and hillbilly disc jockey shows.

"We have a lot of commercial religious programming under certain station restrictions, a top-flight woman announcer and a very commercial Negro d.j. show."

Part of WMOK's success, according to Mr. Firmin, lies in the fact "we sell radio first and WMOK second, basing our sales approach on repeated personal contact with all accounts. We promote ourselves and our market, e.g., we established successful city-wide bargain days, complete with entertainment and prizes, that have done well for all concerned."

WMOK operates with a staff of 12, including three fulltime and one parttime announcer, one fulltime engineer-announcer and one parttime engineer, a bookkeeper, a traffic director and a receptionist-copywriter. Programming is done chiefly from transmitter site studios with offices and an auxiliary studio in town.

WILY

Many a radio station has faced the unique challenge of starting fresh in a market already served by radio and tv during the past six years, but a station operator faces the same challenge when he takes an old station, changes its name and audience, and tries to start fresh under the new identity.

One that has been successful is WILY Pittsburgh, operating daytime on 1080 kc with 1 kw. Now a "prestige rhythm and blues station," it is aimed at the city's 175,000 Negro market. Founded in 1947 as WPGH and changing ownership three times, the station was purchased in mid-1954 by John Kluge and completely revamped as WILY.

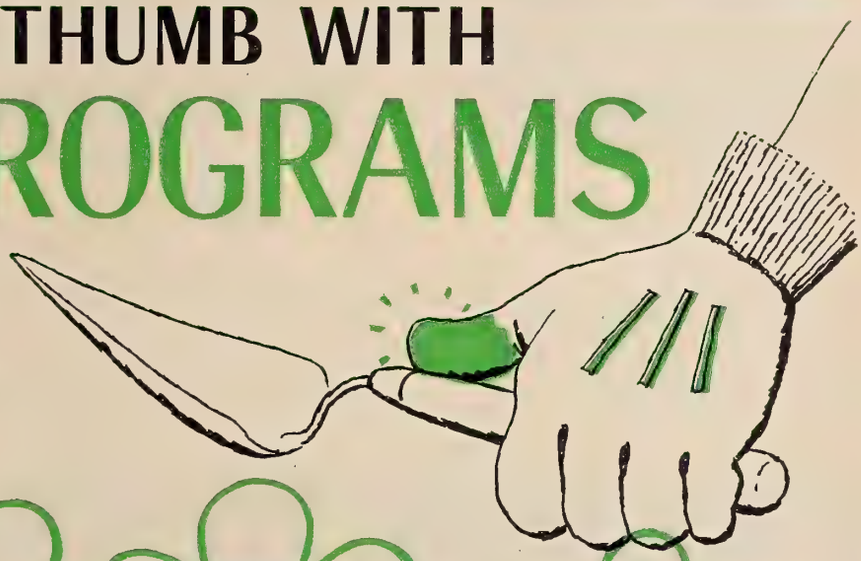
According to Ernie Tannen, associated with Mr. Kluge for seven years at WGAY Silver Spring, Md., and now WILY manager, the Pittsburgh station had been running in the red about $3,000 a month but under the restyled format "was put in the black

One reason why WFBR is FIRST IN BALTIMORE

OUR GREEN THUMB WITH

LOCAL PROGRAMS

. . . produces flourishing personality shows carrying hard-selling minute announcements . . . with audience-appeal that gives them a commanding lead.





Walt Teas

MORNING IN MARYLAND CLUB 1300

Two WFBR-produced programs that "steal the show" from all local competition in the "Get Up" and "live" show categories.



Helen Brooks

"EVERY WOMAN'S HOUR"

Delivers 33-1/3% more audience than its nearest competitor in the "women's interest" field.



Lou Corbin

MATINEE IN MARYLAND

Takes the lead over all other local programming in the 2-3 p.m. time slot with a "romance" motif.



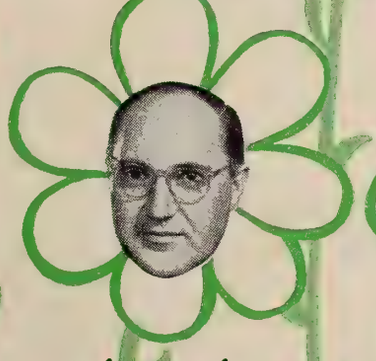
Ralph Phillips

MELODY BALLROOM

Yields Baltimore's largest radio audience—nearly twice that of soap opera competition in the important 3-6:30 p.m. time segment.



Howard Streeter



John Steele



Bill Lefevre

WFBR newscasters who have built up 45% more audience for their locally-produced newscasts than all competitive local newscasts. Among their happy sponsors are Esso, Tender Leaf Tea, Sta-Nu, Davidson Transfer, Loyola Federal Savings & Loan Ass'n, Atlantic Federal Savings & Loan Ass'n and Griebel Motors.

Ask any John Blair man about

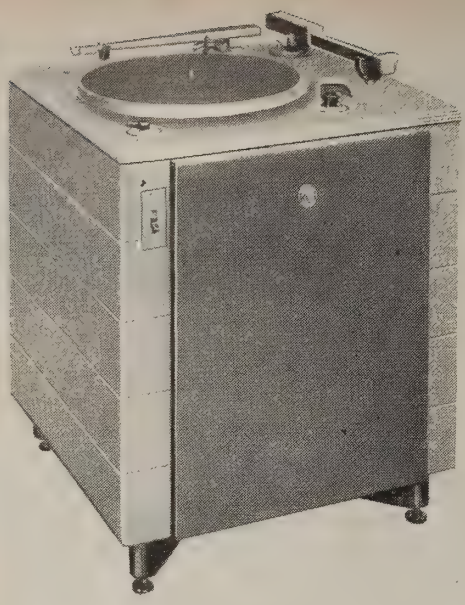
WFBR

5000 WATTS IN BALTIMORE

*SOURCE: Pulse Metropolitan Area Report & Out-Of-Home Report—January-February, 1955



NEW BQ-2A 3-SPEED TURNTABLE designed specifically for 33⅓, 45 and 78 RPM operation. Low in price, but retaining highest performance characteristics. Simple, sure-fire drive mechanism with self-compensating rim drive. Smooth half-turn starting at any speed for easy cueing.



BQ-70F DELUXE, 3-SPEED TURNTABLE. Newest edition of RCA's famous 70-series transcription turntables. Photo shows installation of Universal Tone Arm for Vertical and Lateral standard groove transcriptions and a lightweight tone arm for 45 and 33⅓ fine-groove recordings.



BC-4A AUDIO CONTROL. This new unit provides adequate control and switching for one studio, control booth, two turntables, network, 2 remotes, and tape recorder. Addition of a second BC-4A doubles facilities, permits dual-channel operation. Ideal audio subcontrol for TV stations.

Everything in Audio

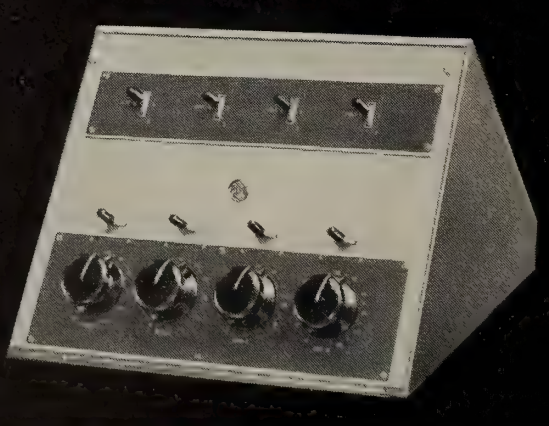
Pictured on these pages are just a few of the units—from the most complete line of professional audio equipment for AM, FM and Television.

Application-engineered to fit every Broadcast audio pick-up and reproduction situation in the station, this comprehensive line includes...microphones and microphone accessories...turntables...tape recorders...amplifiers...loudspeakers...custom-built equipment...plus hundreds of other audio items needed to meet each and every station requirement.

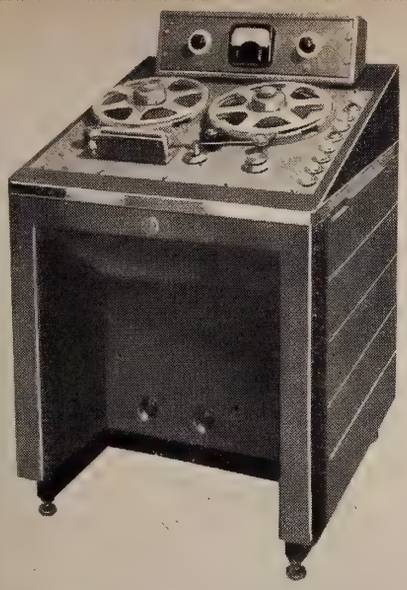
RCA audio equipment is imaginatively designed to exceed present-day station *requirements—competitively*. It makes possible new techniques in program handling—offers a new basic approach to greater operation economy. Ask your RCA Broadcast Sales Representative for complete technical information. In Canada, write RCA Victor, Ltd., Montreal.



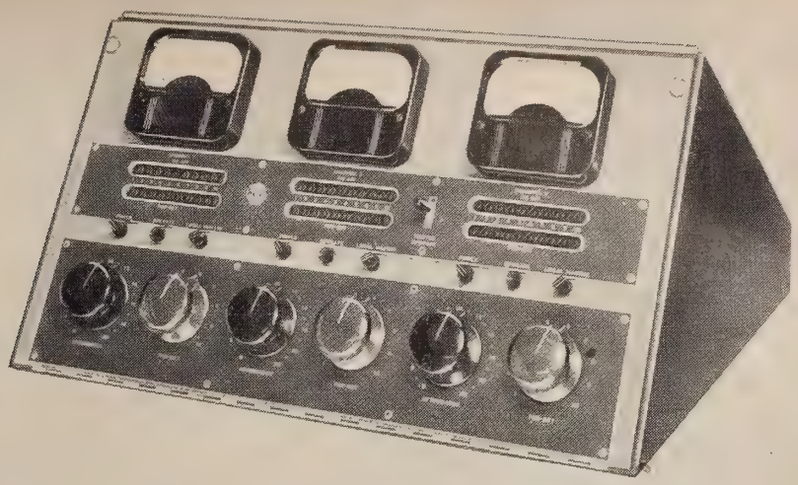
BC-2B STUDIO CONSOLETTE. "Low-boy" console offers deluxe, operation-proved features usually found in custom-built equipment—but at a standard "package" price. Includes complete high-fidelity speech input provisions for 2 studios, announce booth, 2 turntables, 5 remotes, and network.



BCM-1A AUXILIARY MIXER CONSOLE. For large AM and TV studios. It triples the microphone inputs of the BC-2B—up to 16 microphones can be connected—8 can be used simultaneously. Enables you to "block-build" as required.



T-12B PROFESSIONAL TAPE RECORDER (CONSOLE TYPE). ame as RT-11B and includes all the design features the rack-mounted unit—but is ideal for use near e RCA Consolette or turntables in control rooms or udios where rack space is not available.



BCS-11A MASTER SWITCHING CONSOLETTE. For broadcast stations requiring master switching facilities for three channels. Can be used for pre-set master switching—up to 10 program sources.

..for AM or TV!

FREE technical brochures on RCA Broadcast Audio Equipments—from your RCA Broadcast Sales Representative. Ask for the bulletins you desire by the numbers given below:

ITEM	NUMBER
BC-4A Audio Control	B.1112
BC-2B Studio Consolette	B.1100
BCM-1A Auxiliary Mixer Console	B.1108
BCS-11A Master Switching Consolette	B.1116
BQ-1A Turntable	B.1616
BQ-70F Deluxe, 3-speed Turntable	B.1600
RT-11B Professional Tape Recorder for Rack Mounting	B.1700
RT-12B Professional Tape Recorder (Console Type)	B.1700
BTC-1B Transmitter Control Console	2J 8256



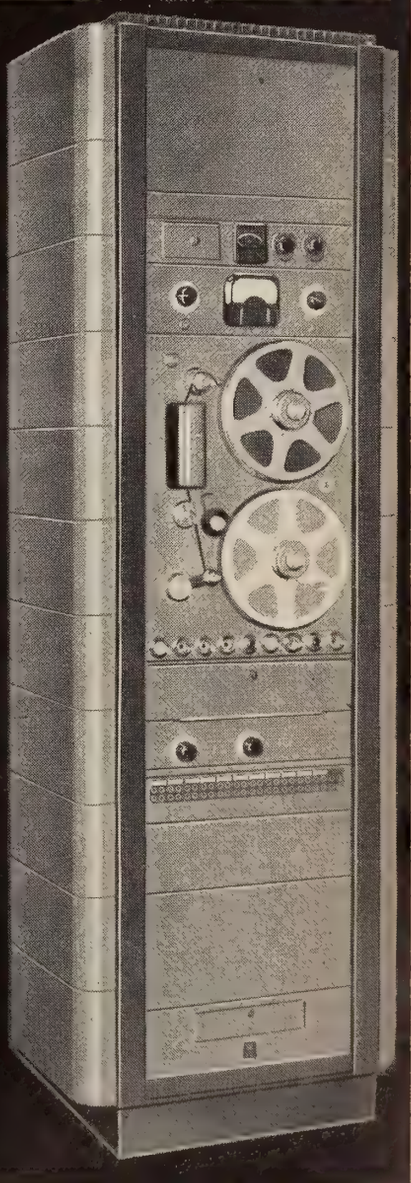
PIONEER IN AM BROADCASTING FOR OVER 25 YEARS

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ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.





BTC-1B TRANSMITTER CONTROL CONSOLE. Handles all audio mixing and transmitter switching for AM station operation. Add-a-unit design does away with obsolescence—enables you to add control turrets and desk sections as your station grows.

RT-11B PROFESSIONAL TAPE RECORDER FOR RACK MOUNTING. Designed for applications where precision timing and reliability are prime factors. RT-11B provides push-button control, automatic tape lifters, quick starts and stops in 1/10 second, and easy cueing.

and got for itself about the highest Pulse of its kind (Negro) in America, all in a matter of six short months and with a total staff of 10."

Aside from WILY and WGAY, Mr. Kluge also operates KXLW St. Louis, WKDA Nashville, Tenn., and WTRX Wheeling, W. Va. (Bellaire, Ohio).

Mr. Tannen recalled that before he went to Pittsburgh, he made a study of other Negro market stations. "Some were 'shlock' operations," he contended, "triple-spotting, little community service, nondescript talent. We would try a different approach."

Mr. Tannen related hiring two top disc jockeys from Nashville, "sincere, smooth-talking" Bill Powell and a "comic," Lee Dorris, known as "3-D Lee D." The latter had been written up in *Time* for his "jive-talk political announcement which helped to landslide a Nashville politico into office."

Mr. Tannen said that "together, we set up our programming. Two hours of spirituals, one at 8 a.m., the other at 2 p.m. Rhythm and blues to fill out the remainder of the day. That's the basic formula. To it, we added the community integration factors. Six times daily, the WILY bulletin board, wherein we broadcast free spots for clubs, campaigns, etc., and solicit these announcements at the end of each 3-5 minute program."

Twice daily a public service community leader interview show is aired, plus daily women's *Homemaker's Exchange* and a noontime newscast direct from the city desk of the Negro *Pittsburgh Courier*.

"When we took over WPGH," Mr. Tannen said, "we took over a technical facility. On Aug. 19, 1954, we moved in a new staff, new programming, new ideas, a sincere wish to provide a community service, and some public relations and publicity know-how." Although WILY got wide publicity then, formal opening was delayed until Sept. 24 when Mayor David L. Lawrence proclaimed "WILY Day" and invitations were sent to all top civic and business leaders to attend the open house.

WILY stands for Wylie Ave., "the biggest street in Pittsburgh's Negro district," Mr. Tannen explained.

In three months sales jumped 400%, Mr. Tannen said, and in six months WILY received nearly 25,000 pieces of mail, "without mail-pull gimmicks."

"We believe in radio, we recognize its new dimensions, we think we understand what it takes to make radio the vital, dynamic medium for entertainment and service it can and should be," Mr. Tannen concluded.

KSUM

Although affiliated with Mutual, KSUM Fairmont, Minn., reported its primary format is local programming, "with great emphasis placed on local news, local sports and being certain to broadcast a variety of music which is acceptable to our listeners."

Operating on 1370 kc with 1 kw, directionals day and night, KSUM has subsidiary studios in St. James, Minn., and employs a fulltime staff of 16.

Frank Endersbe, KSUM manager, related that gross income is running 11% above the same period last year and both gross income and net profit have been going up steadily since KSUM took the air six years ago. Although the station's construction cost was "much higher than anticipated," he said, operating expenses "are about as estimated."

KSUM is strong on local promotion and use of specific case history success stories among advertisers, Mr. Endersbe indicated. The local program touch includes "theatre" studios at fairs and other events where sponsor displays and tie-in may be effected.

"We went into radio," Mr. Endersbe recalled, "because we believed that radio could do certain things best. Radio can best do a comprehensive job of keeping the public well informed through local news and the broadcasting of local sports events. We felt that way then, we are even more convinced now. Profit-wise we are very satisfied. Our profits are a little higher than is signified by the NARTB national survey results."

KMAN

Key to successful operation today and in the future is local service, local news and good music, according to Lowell E. Jack, general manager of KMAN Manhattan, Kan., 500 w daytimer on 1350 kc founded in 1950 and headed by Fred A. Seaton, presently serving as special assistant to President Eisenhower.

"Right down the line we offer something local every time we possibly can. The listener can't get the down-to-earth local news anywhere except on local radio," Mr. Jack said. "We have local known and unknown people on the air for interviews; we broadcast local voices using the telephone 'beeper' system; our news emphasis carries the local touch; we support local fund drives instead of national fund drives; our income is largely local; when we can hire local people we do; when we buy we buy locally. We tape record or direct broadcast local events."

KMAN hires "only qualified people," Mr. Jack explained. "We pay them well for the work they do and as a result we operate with six fulltime and three parttime employes."

Mr. Jack and one salesman handle advertising, with the other staff members, including a fulltime chief engineer, filling announc-

HILLBILLY RADIO DRAWS THE CROWD

By Ron Harold
WARL

THE Washington, D. C. area, with its many transient government and armed services personnel has become one of the largest hillbilly music markets. As an ardent and successful hillbilly radio station in this area (a 75% country and western music schedule daily), WARL Arlington, Va., feels just a bit proud of its part in the growth in popularity of "pickin' and singin'."

The entertainment committee of the ninth annual Home Show and Do-It-Yourself-Exposition, held Feb. 19-27, at the mammoth D. C. National Guard Armory, gave us the nicest compliment in our eight-year history when it asked WARL to arrange the talent for this year's show . . . hillbilly talent exclusively! And arrange we did: Eddy Arnold, the country's number one country and western singer who has sold 30 million records for RCA Victor in 10 years; the Midwestern Hayride Dancers, foremost exponents of the art of clog dancing, and our own house band, Jimmy Dean and His Texas Wildcats. WARL disc jockey Connie B. Gay emceed the three-a-day shows.

In nine days, the Home Show drew 101,000, an all-time high attendance record! The Home Show committee gives *hillbilly music*, used exclusively for the first time this year, full credit for bringing in more people than ever before.

But WARL's coverage of the Home Show didn't end with arranging the talent. Before and during the Show, we ran approximately 300 promotional spots. We featured daily five-minute interviews with leading exhibitors and show officials. On the final day of the Show, we presented a young service couple stationed at Fort Myer, Va.—Pfc. Wanda Marie Wasson and Cpl. Claude Jones—with a complete wedding ceremony on stage at the Armory. The ceremony was broadcast.

By far the most important WARL coverage of the Home Show . . . and the most enjoyable . . . was our daily noon-to-5 p.m. broadcasts from a giant 52-foot long Colie-Kropf Mobile Home (the world's longest trailer) inside the Armory. In the luxury of the trailer, Connie B. Gay originated his noon-3 p.m. *Town and Country Time* and Phil Long broadcast his 3-5 p.m. *Salute to the Hillbilly Stars*. Guests from among show visitors, exhibitors and entertainers were frequent. When Home Show week was over, the djs hated to leave the comfort of their remote studio for the four drab walls of the station.



WARL'S MOBILE STUDIO AT THE HOME SHOW

AGENCY MEN!

TIME BUYERS!

CLIENTS!

EVEN UNIVAC CAN MAKE MISTAKES—

NIELSEN'S DECEMBER SURVEY HAS BEEN CORRECTED, SHOWING A GRAVE ERROR AND INJUSTICE DONE TO SOUTHERN CALIFORNIA'S **TRUE** LEADING INDEPENDENT STATION

KLAC

THE **FACT** IS THAT KLAC **LEADS ALL** INDEPENDENT STATIONS AND TWO NETWORK STATIONS IN **EVERY** TIME SEGMENT THROUGHOUT TOTAL STATION AUDIENCE DAY AS LISTED BELOW:

TOTAL DAY	—	**6 a.m. - 12 midnight**
DAYTIME	—	**6 a.m. - 6 p.m.**
MORNING	—	**6 a.m. - 12 noon**
AFTERNOON	—	**12 noon - 6 p.m.**
NIGHT	—	**6 p.m. - 12 midnight**

Year after year Hooper surveys proved KLAC to be the Number One Independent Station. Nielsen December survey (now corrected) *proves the same to be true.*

AGAIN AND AGAIN IN SURVEY AFTER SURVEY, KLAC IS THE UNDISPUTED LEADER IN SOUTHERN CALIFORNIA

M. W. HALL, Pres. & Gen. Mgr. FELIX ADAMS, Gen. Sales Mgr. ADAM YOUNG, Natl. Rep.

ing, copy, news and bookkeeping jobs. The transmitter is operated by remote control. Another successful Seaton station is KHAS Hastings, Neb., founded in 1954 and operating on 1230 kc with 250 w fulltime.

WPGC

In the shadow of Washington, D. C., and the Capital area's 15 radio, 12 fm and 4 tv stations, WPGC Morningside, Md., after a full year of operation, has found that a new local daytimer can start with a small investment and succeed in spite of the heavy competition.

Built for $8,000 with another $5,000 to cover early operating expenses, WPGC feels sure that careful attention to finances, hard-hitting selling of the station to advertisers and strong local programming will assure the steady growth of any station in a similar economic situation, according to founder Harry Hayman. WPGC is assigned 1 kw daytime on 1580 kc and has opened an auxiliary studio in Hyattsville, Md., Washington suburb.

WPGC claims advertiser success stories from the start and promotes them. Three months after it began, the station contracted with a new drugstore about to open in a local community. The store used the station only to invite listeners to bring their telephone directories to the store to be stamped with the phone number of the new establishment and receive a free soda or sundae. Some 500 directories were brought to the drugstore within a few days, Mr. Hayman recalled.

Mr. Hayman and Mr. Evans Richmond, whom the founder took in as equal partner after WPGC took the air, attribute the station's growth to popular programming of music, news and special features, plus the will to go out and sell advertisers and the community on the idea that WPGC is a community operation. Programming is heavy on music and local news with a strong effort to de-emphasize "chatter" as such. The station runs about 25% hillbilly music, 10% show tunes, 5% news (AP and local) and the remainder in popular tunes and public service.

New residents are welcomed on WPGC newscasts and notified of the event by promotion mailing. Other features include live remotes of church services, a weekly homemaker show by a number of the U. of Maryland extension service, daily five-minute fire reports by a fireman and a weekly quarter-hour report by county police officials.

WPGC functions with two fulltime announcers, two parttime announcers and two salesmen. Mr. Hayman, who also is transmitter engineer, does some selling. Mrs. Hayman handles clerical duties.

KLIR

At Denver, a market with 10 commercial radio stations and four tv outlets, KLIR learned it could survive and thrive with television, according to owner George Basil Anderson. Established in 1953, KLIR is assigned 1 kw daytime on 990 kc. Mr. Anderson also operates daytimers KJRG Newton, Kan., also founded in 1953, and KJSK Columbus, Neb., established in 1948.

"I have always felt from the first that tv could never hurt our radio operation if we operated for our listeners," Mr. Anderson said. "We are making more in profits than we expected, or ever dreamed possible. When tv first hit our area, we trimmed our expenses and braced for what we thought would be a death struggle. Thanks to television, we have learned to operate with a smaller staff and with men who are capable of more than one job. We pay high wages for fewer men, thus cutting our operating expenses."

Mr. Anderson related that "construction costs and operating expenses have panned out even better than we estimated in our original application. The revenue has exceeded our estimate and our profit, as a result, is much higher. All of my stations have started making money the very day we started operation.

"We are operating one of our daytimers with a staff of four. The bookkeeping is done in our one office and thus expenses are cut again. One salesman at each station on a commission basis is doing the job. He can fill as announcer on all three stations if needed."

WIRY

"Radio will never die, nor ever fade away," is the firm belief and experience of Joel H. Scheier, president-general manager of WIRY Plattsburg, N. Y. Although principals in WIRY are also identified in ownership of the new ch. 5 WIRI (TV) there, Mr. Scheier indicated the tv venture has not dimmed their confidence in the future of the aural medium. "The only change there has been for improvement," he said.

Established in early 1950, WIRY is a Mutual affiliate and operates fulltime on 1340 kc with 250 w. It is the newest of two radio stations in the market.

"We can truthfully say that our faith in radio has proven correct," Mr. Scheier said. "Our profits, sales and all other factors are on the credit side of the ledger. We feature local programming of news and music that our local listeners like, and we do a tremendous amount of public service and wish we could do more."

With a staff of 12, including combination announcers-operators, WIRY is under one roof "with very modern facilities," he explained. Sales have been "far above expectations, but expenses proved to be higher, too, so profits percentagewise were about as expected," he said. Initial construction costs were close to the original estimate.

KLIC

KLIC Monroe, La., 250 w fulltime Mutual affiliate on 1230 kc, is the smallest and newest of three radio stations in that market, which now also includes four-network ch. 8 KNOE-TV. But President-Manager Dr. Frank P. Cerniglia reported "KLIC is doing as much business as ever." It was established in 1950.

He said he believes "the trouble with so many stations lies in the fact that they sell radio down the river. Give me radio. Radio and only radio still does the best selling job, dollar for dollar spent on advertising."

WTTR

Even a small staff can effectively beat the bushes for new radio business, according to Russell H. Morgan, vice president and general manager of WTTR Westminster, Md., new 1 kw daytimer on 1470 kc established in mid-1953. With a total staff of seven, including the manager, WTTR enjoyed a "small profit the first year" that "will be doubled the second year," Mr. Morgan said. Gross income has been higher than originally expected, he indicated.

Owned by more than 20 local businessmen, WTTR saved on construction because Mr. Morgan is an engineer. He and two others sell station accounts while three fulltime and one parttime combination announcer-operators handle programming. One of these is program director and another chief engineer.

Although within the coverage of both Washington and Baltimore radio and tv stations, Westminster was considered a potentially successful radio market because it is the county seat of Carroll County, described as a $40 million retail sales market. "We thought one station could make it and we were right," Mr. Morgan said.

WRRR

"The hunger of the public for news seems never satisfied, but television can no more compete with radio in either speed or frequency than can a daily newspaper," according to L. O. Fitzgibbons, vice president and general manager of WRRR Rockford, Ill., new 1 kw daytimer on 1330 kc directional. Mr. Fitzgibbons, identified with a new group purchasing control of WRRR subject to FCC approval [B•T, March 7], expressed confidence the station's initial operating losses can be recovered.

"By and large television adds little to music," he pointed out, explaining "we can repeat the same number time and time again for the ear, but once you've seen as well as heard a particular rendition of music there is little desire to see a repeat performance."

Mr. Fitzgibbons felt the novelty of television "is pretty well replaced by the commonplace after 15 months of local service. We know for a fact that buyers now look at it realistically rather than with the starry eyes with which they first regarded it. Three factors have played prominent parts in this change: (1) cost, (2) loss of an increasing amount of prime time availability to the networks and (3) the painful discovery that television is not a cure-all."

The WRRR official said "it is our belief that radio's speed, coupled with radio's universality, will make for it a unique place which—when coupled with imaginative programming—will always command a sufficiently large audience to provide an important medium of advertising regardless of other media."

KLEM

Neither television nor network radio can compete with the local radio station and its community service, according to Bob McKune, manager of KLEM Le Mars, Iowa, 1 kw daytimer on 1410 kc established in

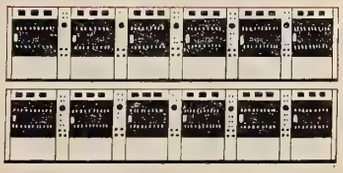
WMBV-TV

Biggest, Most Powerful TV in Green Bay Packerland!

OVER TWICE THE POWER

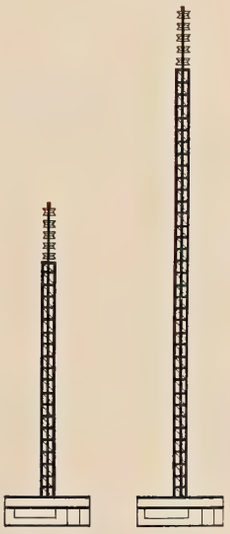


WAS 110,000 WATTS



NOW 240,000 WATTS

50% MORE TOWER



WAS 583 FEET

NOW 825 FEET

TWICE



THE STUDIO FACILITIES



COMPLETE Studios and Offices in GREEN BAY and MARINETTE

NBC AFFILIATE

WMBV-TV CHANNEL 11

CHERRY & MASON STS., GREEN BAY, WIS.
RADIO-TELEVISION PARK, MARINETTE, WIS.

Represented Nationally by
VENARD, RINTOUL & McCONNELL

1954. He predicts the local radio station will win the struggle for survival because it can do more things better and cheaper.

Citing the great growth of new radio stations in smaller markets since 1946, Mr. McKune pointed out that these new outlets were cutting into the audiences of the big, powerful network outlets long before serious competition from television.

"Television is an entertainment medium," he said. "I do not believe it is as informative, or can afford to be as informative as radio. And just like its predecessor, the large radio station, televisi n cannot compete with local news dissemination, local public service and local population participation programs on radio.

"Radio can afford to program a half-hour of music which will get a certain percentage of listeners, but what can television with its tremendous costs do? Something which there is a heavy tendency to do already. Cut the costs of any program which is opposite a top talent show to the point where the program simply becomes a filler."

Since network radio "is very apparently taking quite a beating at nighttime," it is turning to low-cost daytime shows "which reach more homes at less cost, disc jockey and news being the big factors," Mr. McKune observed. "And network radio cannot compete with local or area radio on that basis," he argued.

As for news, he asked, "Can network news compare with the detailed news we present from five small hospitals in our area? Does the newscast which originated at the scene of a great New York explosion compete with our remote of a pep rally or basketball game?"

Concerning music, Mr. McKune said "we can program just the same records the network man plays. And more of them. And just for good measure, we'll throw in a beeper telephone report of the fire in the grain elevator of a small town just seven miles from here."

Contending the government, industry and advertisers spend "literally millions on surveys of some sort or another each year," the KLEM manager felt it would be worth "a punitive two or three thousand dollars to send just one man, or two, to the small local or area stations of the land to find out whether it might not be possible to buy the same size, yet more responsive audience on smaller stations that advertisers buy on the networks."

WHVF

WHVF Wausau, Wis., founded in 1953 after years of litigation, has found that an "informal and friendly" attitude on the air "is paying off," according to H. V. Foreen, president and chief engineer. "We have a telephone request program at 9 p.m. where the high school kids themselves admit over the air that it takes them away from their tv sets," he said.

Although the new local station on 1230 kc with 250 w fulltime "lost money until recently," Mr. Foreen said, "we've made steady progress and should be all right now."

THE NEW LOOK AROUND RADIO-TV

IT SHOWS UP IN ABC'S NEW CONFERENCE ROOM

LATE LAST YEAR, ABC decided to re-do its executive conference room on the mezzanine of its 7 West 66th St. New York headquarters. The old conference room had been adequate in size and essential furnishings and equipment, but short on the finer points of convenience, comfort, and technical facilities. To do the job, ABC hired Carson & Lundin, New York architects, and John Lowry Inc., also of New York, contractor. They went to work last December. Completed earlier this month, the results are shown below.

OVER A YEAR AGO construction began on a new radio-television center for WBT-WBTV (TV) Charlotte, N. C. It now has been completed. Those results are shown on page 50.



SWEEP of the re-styled room is shown in this photo, with walnut conference table at left, viewing and listening area beyond. Room is sound-proofed as well as completely air-conditioned.



THE AUDIO-VIDEO control center is in this custom-built cabinet. Operating it are Harold L. Morgan Jr. (l), vice president and comptroller, and Frank Marx, vice president in charge of engineering and general services.



CONFERRING (l to r): Charles T. Ayres, vice president for the radio network; George T. Shupert, president of ABC Film Syndication; Mr. Morgan and Mr. Marx. Wall at the far end of the conference room is of Philippine teakwood; others have cork paneling with walnut strips.

AND WBT-WBTV (TV)'S NEW BUILDING (PAGE 50)

ONLY A COMBINATION OF STATIONS
CAN COVER GEORGIA'S MAJOR MARKETS

THE GEORGIA TRIO

ATLANTA
WAGA
5000W • 590KC
CBS RADIO

MACON
WMAZ
10,000W • 940KC
CBS RADIO

SAVANNAH
WTOC
5000W • 1290KC
CBS RADIO



The TRIO offers advertisers at one low cost:

- **Concentrated Coverage**
- **Merchandising Assistance**
- **Listener Loyalty Built By Local Programming**
- **Dealer Loyalties**

IN 3 MAJOR MARKETS

represented individually and as a group by

THE KATZ AGENCY, INC.

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO



RADIO-TV LUXURY IN NORTH CAROLINA

WEEK-LONG ceremonies marked the dedication of the new $1,250,000 home of WBT and WBTV (TV) Charlotte, starting April 11. WBT observed its 33d anniversary at the same time.

The plant is located on a six-acre semi-suburban site overlooking the center of the city. Taking part in the dedication and simulcast Wednesday night were tv, radio and movie stars with Warren Hull as m.c. Joseph M. Bryan, president of Jefferson Standard Broadcasting Co., operating the stations, directed the actual dedication. The program included a recital and concert by Mimi Benzell, Metropolitan Opera singer, and Charlotte Symphony Orchestra.



Speakers Wednesday included Dr. Frank Stanton, CBS Inc. president; Sol Taishoff, editor and publisher of B•T; Gov. Luther Hodges of North Carolina, and Mayor Philip Van Every of Charlotte.

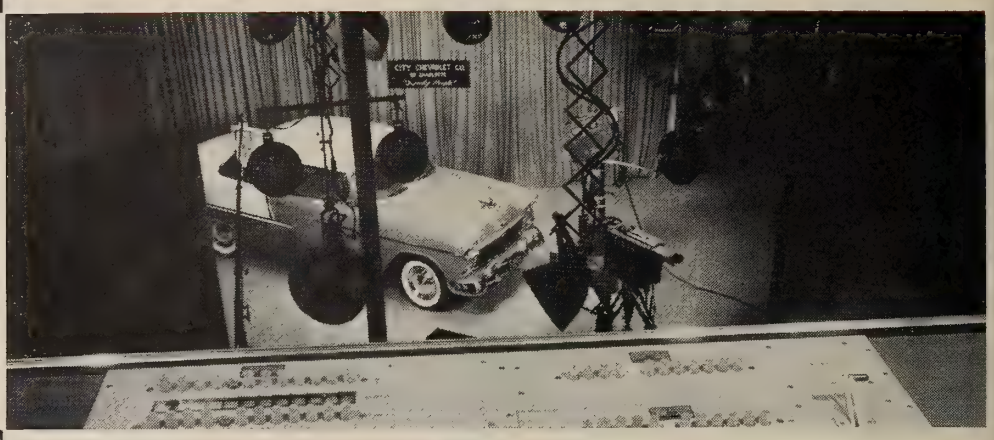
The 51,000 sq. ft. building, specially designed for color telecasting, is centered around an "operational block." It includes three radio studios, two tv studios, employes dining room and office facilities.

Each tv studio has its own control room and clients booth, the latter having "dust glass," allowing viewers to look directly into studio lights. Studio floors are made of hanging concrete slabs. The studios have hanging walls.

A large hand-hooked rug in the reception lobby is shaped like the State of North Carolina. The building has 127 rooms.

WBT is the third oldest licensed commercial radio station in the nation, with WBTV the first Carolina tv station. It was started by Jefferson Standard Broadcasting Co., which also owns WBTW (TV) Florence, S. C. Charles H. Crutchfield is executive vice president and general manager.

The two tv studios are 40x60 and 40x40 ft. A paved 100-car parking lot adjoins the building. The air-conditioning system has a capacity of 175 tons, equal to melting more than 330,000 pounds of ice every 24 hours.



ONE of the television studios, as the producer would see it from his vantage point above the cameras. Video production controls are in the foreground.

THE OFFICE of General Manager Charles Crutchfield has luxurious traditional decor. A modern touch is added by the bamboo blinds.

THE EMPLOYES' dining room, furnished artistically with wrought iron tables and chairs. A mural decorates the far wall. Bottom picture shows a program featuring the Charlotte Little Symphony Orchestra being telecast from Studio 2.





WKMH
DEARBORN – DETROIT

WKMF
FLINT, MICHIGAN

WKHM
JACKSON, MICHIGAN

WSAM
SAGINAW, MICHIGAN

HEAP BIG HUNK OF RICH MICHIGAN MARKET!

Big wampum here! 80% of Michigan's 6-billion dollar buying power is covered by Knorr Broadcasting Corporation's 4-power-packed stations. And, folks listen, continuously . . . in their homes . . . in their cars . . . to the stations that broadcast what they love most . . . NEWS, MUSIC and SPORTS!



BUY ANY 2 OR MORE OF THESE POWERFUL STATIONS AND SAVE 10% FROM RATE CARD

WKMH—Dearborn-Detroit
WKMF—Flint, Mich.
WKHM—Jackson, Mich.
WSAM—Saginaw, Mich.

Represented By Headley-Reed

You Buy Michigan's Biggest Buying Power Through...

The Community Stations

KNORR Broadcasting CORP.

(A&A continues from page 32)

the commission's advertising agency, said that the new *Wyatt Earp* western show and *My Little Margie* have been offered to the commission for the 8:30 spot, but either of these would cost around $2 million for 39 weeks. The commission has put around $720,000 into *20 Questions.*

Mr. Griffin said he was in favor of having the commission's attorney study the network contract to see whether the basis exists for a suit, but no action was taken on the matter of legal steps when Mr. Mitchell said he would return to New York to study the "possibility" that something could be found which would satisfy both the commission and the network.

Emerson Drug Elects McAdoo; Names Billings Ad Chief

ELECTION of Francis H. McAdoo Jr., as president of Emerson Drug Co., was announced last week by the company. Mr. McAdoo who has been with Emerson since 1939, was executive vice president until his election to the presidency.

The board of directors of the company was re-elected and James D. Harrison, president of the First National Bank of Baltimore, was added to the board. Dr. F. Jackson Andrews was elected chairman.



MR. BILLINGS

At the same meeting Kirk Lemoyne Billings was named vice president in charge of advertising. Mr. Billings has been with Emerson, a heavy user of broadcast media, since 1951 when he joined the company as advertising director. He was formerly assistant advertising director of General Shoe Corp.

Other Emerson executives who were elected are Frank Markoe Jr., general counsel, and James H. Easter, assistant treasurer, who adds duties as assistant secretary.

Ayer Adds Radio-Tv Staff

N. W. AYER & Son, Philadelphia and New York, has added four persons to its radio-tv staff. The four in the New York office are James E. Parsons, former freelancer, as a copywriter; Jane Anne Fisher, formerly WSEE (TV) Erie, Pa., to traffic bureau of radio-tv department; Alexander J. Randall, WBUR-FM Boston, to traffic bureau, and Kenneth A. Wigg, formerly with Wm. Weintraub agency, to production bureau. In addition, James E. Robertson, who has been with the agency since June 1953, has been placed in charge of radio-television production in the Chicago office.

L&M May Buy Tv 'Gunsmoke'

LIGGETT & MYERS, New York, sponsor of *Gunsmoke* on CBS Radio, has the first option on the television version of *Gunsmoke* which is scheduled to be in a 7:30-8 p.m. time period. The agency, Cunningham & Walsh, New York, saw the pilot film last week and is understood to be negotiating with the network. But the specific day has not yet been decided upon and the client reportedly will await specific knowledge before deciding its option.

Mennen Back in Network Tv With Weekly Fights on ABC

MENNEN Co. (men's toiletries and baby products), Morristown, N. J., will co-sponsor the Wednesday night fights program on ABC-TV for its men's toiletries lines and for the introduction of its newest product, Shampoo for Men, effective June 1, Leonard V. Colson, Mennen advertising director, announced last week.

The tv entry marks the first use of network television for the Mennen Co. since the 1951-52 season. Co-sponsoring with Pabst Brewing Co.,



'ADVERTISING PUNCH' is demonstrated by Leonard V. Colson, Mennen Co. advertising director, in this get-together marking the company's co-sponsorship, starting June 1, of the Wednesday night fights on ABC-TV. L to r: Mr. Colson; Slocum Chapin, ABC vice president, and Martin Devine, K&E account executive.

the firm will share equal participation on the program, to be carried on 90 stations throughout the country. The television sponsorship of the fights is in addition to Mennen's continuous spot announcement radio schedule on more than 133 stations in 7 to 9 a.m. periods.

Introduction early in May of the new product will be backed by the fight sponsorship on ABC-TV, the radio and a television spot announcement campaign plus *Life* magazine insertions.

In referring to the fights, Mr. Colson pointed out that the viewing audience, which now covers an estimated 85% of the tv sets in the United States, is expected to increase still more with the addition of nearly 30 stations scheduled to take the program shortly.

The Wednesday bouts, produced by the International Boxing Club, are now sponsored on CBS-TV by Pabst Brewing Co. Series shifts to ABC-TV in early June under alternate week sponsorship.

The Mennen agencies are Kenyon & Eckhardt, New York, and McCann-Erickson, New York.

NSI Adds 12 Subscribers

JOHN K. CHURCHILL, vice president of A. C. Nielsen Co., Chicago, has announced that seven additional advertising agencies and five new stations have become subscribers to Nielsen Station Index reports in the past two weeks. The recent additions bring totals to 49 stations and 54 agencies, Mr. Churchill said.

The recent agency subscribers are: McCann-Erickson, San Francisco; Calkins & Holden, New York; John C. Dowd, Hoag & Provandie, Sutherland-Abbott and Reingold Co., all Boston, and Lang, Fisher & Stashower, Cleveland.

The stations are KSD-AM-TV St. Louis, KXLA Pasadena, KNXT (TV) Los Angeles and WBBM-TV Chicago.

LATEST RATINGS

VIDEODEX

Top Ten Spot Tv Programs
March 1-7, 1955

Name of Program	# of Cities	% Tv Homes	# Tv Homes (000's)
1. I Led Three Lives (Ziv)	134	24.1	7,626
2. Liberace (Guild Films)	158	21.5	7,122
3. Badge 714 (NBC-TV)	122	20.6	6,540
4. Eddie Canton (Ziv Tv)	86	19.6	4,662
5. Ellery Queen (TPA)	40	19.5	2,994
6. Passport to Danger (ABC-Film)	28	18.9	1,893
7. Mayor of the Town (MCA-TV)	55	18.3	2,020
8. Favorite Story (Ziv-Tv)	71	17.4	2,648
9. Annie Oakley (CBS-TV)	48	17.0	3,563
10. Wild Bill Hickok (Flamingo Films)	112	16.6	5,238

Copyright—Videodex Inc.

PULSE

Top Radio Programs
(For Jan. 3-9 and Feb. 1-7)

Evening

	Program Average Rating Jan.-Feb.	Nov.-Dec.
Jack Benny (CBS)	7.2	7.6
Amos 'n' Andy (CBS)	6.8	7.2
Our Miss Brooks (CBS)	6.1	6.7
My Little Margie (CBS)	5.9	6.2
Lux Radio Theatre (NBC)	5.7	5.8
Groucho Marx (NBC)	5.3	5.5
Edgar Bergen (CBS)	5.1	5.8
Dragnet (NBC)	5.0	5.5
Suspense (CBS)	4.9	5.0
Big Story (NBC)	4.6	
FBI In Peace & War (CBS)	4.6	5.0
Godfrey's Talent Scouts (CBS)	4.6	5.0

Monday-Friday Daytime

	Program Average Rating Jan.-Feb.	Nov.-Dec.
Helen Trent (CBS)	6.1	6.2
Ma Perkins (CBS)	5.9	6.1
Our Gal Sunday (CBS)	5.9	6.1
Perry Mason (CBS)	5.9	5.9
Road of Life (CBS)	5.9	6.0
Second Mrs. Burton (CBS)	5.9	5.9
Arthur Godfrey (CBS)	5.8	6.0
Guiding Light (CBS)	5.8	6.0
Young Dr. Malone (CBS)	5.8	6.0
Rosemary (CBS)	5.7	
Wendy Warren (CBS)	5.7	5.9

Saturday & Sunday Daytime

	Program Average Rating Jan.-Feb.	Nov.-Dec.
Gunsmoke (CBS)	4.1	4.1
City Hospital (CBS)	3.7	3.9
Robert Q. Lewis (CBS)	3.7	3.6
True Detective Mysteries (MBS)	3.6	4.1
Romance (CBS)	3.5	3.6

NIELSEN

Two Weeks Ending March 12 (Radio)

Rank	Program	Homes (000)
Evening, Once-a-Week (Average for All Programs)		(1,146)
1.	Amos 'n' Andy (CBS)	2,935
2.	Jack Benny Show (CBS)	2,797
3.	Lux Radio Theatre (NBC)	2,568
4.	My Little Margie (Wk 1) (CBS)	2,522
5.	People Are Funny (Mars) (NBC)	2,476
6.	Our Miss Brooks (Amer. Home) (CBS)	2,385
7.	Our Miss Brooks (Toni) (CBS)	2,385
8.	FBI In Peace and War (CBS)	2,385
9.	You Bet Your Life (NBC)	2,385
10.	Dragnet (NBC)	2,293
Evening, Multi-Weekly (Average for All Programs)		(917)
1.	News of the World (NBC)	1,743
2.	One Man's Family (NBC)	1,651
3.	Amos 'n' Andy (CBS)	1,651
Weekday (Average for All Programs)		(1,559)
1.	Ma Perkins (CBS)	2,431
2.	Helen Trent (Amer. Home) (CBS)	2,335
3.	Helen Trent (Participating) (CBS)	2,385
4.	Guiding Light (CBS)	2,293
5.	Our Gal, Sunday (Amer. Home) (CBS)	2,247
6.	Young Dr. Malone (CBS)	2,247
7.	Arthur Godfrey (Corn Prod.) (CBS)	2,247
8.	Perry Mason (CBS)	2,201
9.	Our Gal, Sunday (Participating) (CBS)	2,201
10.	Arthur Godfrey (Glamorene) (CBS)	2,201
Day, Sunday (Average for All Programs)		(550)
1.	Adventures of Rin Tin Tin (MBS)	1,422
2.	Sunday Gatherin' (CBS)	1,055
3.	Galen Drake (Sun. 8:55) (CBS)	963
Day, Saturday (Average for All Programs)		(825)
1.	Gunsmoke (CBS)	1,743
2.	Robert Q. Lewis (H. Curtis) (CBS)	1,605
3.	Robert Q. Lewis (Milner) (CBS)	1,422

Copyright 1955 by A. C. Nielsen Co.

WSLS tv

lines them up ...

with money in their pockets



at the Advertiser's point of sale



*

ROMPER ROOM

an impressive example of coordination in . . . . .

PROGRAMMING

MERCHANDISING

PROMOTION

. . . shown above is evidence of results when "MISS ELSIE," star of ROMPER ROOM, appeared in person at Jennings-Shepherd, headquarters for Romper Room Toys. Parents brought their children from four states and Jennings-Shepherd sold many new customers. Several thousand people visited the store in just one afternoon.

In WSLS-TV-LAND*

there are

2,500,000 PEOPLE

owning over

325,000 TV SETS

78%

of them look at

WSLS-TV more DAY & NIGHT

(Jan. 1955 ARB Study)

* 63 Counties in 3 States

Represented Nationally by

AVERY-KNODEL, INC.



meet the man

who brought *music* back to Flint morning radio

He's Alan Norman, and his "new sound in the morning" is an easy kind of music . . . standards, show tunes, the rich arrangements that put melody back in music. Flint listeners (and advertisers) have found it a sensible way to start the day. You will, too, if you pick-up a few of the remaining spots through the Katz Agency.

Flint, Michigan **wfdf** NBC affiliate

Associated with: WFBM AM & TV Indianapolis—WOOD AM & TV Grand Rapids—WEOA Evansville

Chicago Agencies Hear RAB-Network Promotion

JOINT NETWORK presentation of radio's effectiveness as an advertising medium, particularly during the morning and afternoon hours, and its ability to reach consumer-listeners almost anywhere was demonstrated before Chicago agency executives last week.

From 180 to 200 members of nine agencies there attended the three-day conference which is a continuing series arranged by the Radio Advertising Bureau to, as Gale Blocki, RAB midwestern director of sales, put it, "sell radio cooperatively as a medium" whether it is network or spot.

The presentation was originally made before BBDO, New York [B•T, Dec. 6, 1954], and was delivered to the Chicago group by Jack Curtis, ABC; Frank Nesbitt, CBS; Henry Poster, MBS, and Ned Armsby, NBC.

Nielsen Gross Revenue Increased 12% in 1954

ANNUAL REPORT of A. C. Nielsen Co., Chicago, for the fiscal year ended 1954 showed that gross revenue (including foreign subsidiaries) amounted to $12,322,000, said to be a gain of 12.3% over the previous year's record volume.

The report, distributed last week, also revealed that the revenue of the parent company increased 10.6% over that of the previous year to $9,993,000. Net profit (including foreign operations) was listed at $500,000, as against $285,000 the previous year.

In a breakdown of its various units, the company reported that service revenues of the Food-Drug Div. totaled $7,132,700, described as a 15.4% gain over last year and the radio-tv division recorded all-time high sales of $2,789,000.

The report also noted the development of the "Nielsen Radio Index Improvement Plan," and the Nielson Station Index (NSI), based on a new technique employing Audimeters, Audilogs and Recordimeters.

During the past year, the report noted, steps were taken toward establishment of Nielsen Television Index service in Great Britain.

Wayne Promotes Five

PROMOTION of five officers of Tucker Wayne & Co., advertising agency with headquarters in Atlanta and offices in New York, have been announced by Tucker Wayne, president.

Douglas D. Connah, executive vice president since 1953, has been appointed to the newly-created post of assistant president. He is succeeded by Matthew Connor, formerly vice president, who has been with Wayne since 1949.



MR. CONNAH



MR. CONNOR

Leigh Kelley, vice president, assumes additional duties as chairman of the executive committee, and J. Duncan Muse, director of production, and Thomas P. Wright, account executive, have been named vice presidents.

This announcement is not an offer to sell nor a solicitation of an offer to buy any of these securities. The offering is made only by the Prospectus.

NEW ISSUE

April 6, 1955

262,750 Shares

Storer Broadcasting Company

Common Stock

Par Value $1.00 per Share

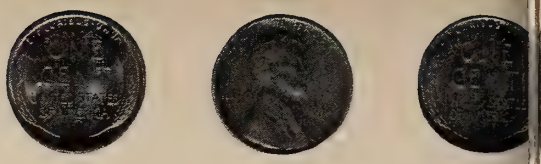
Price $24.625 per Share

Copies of the Prospectus may be obtained in any State only from such of the several Underwriters named in the Prospectus and others as may lawfully offer these securities in such State.

Reynolds & Co.

Incorporated





What in the World Can

For C

Here's What:

*823,500 HOMES

in the Southeast Quarter of the United States

(Look at the map)

Here's How:

WCKY 1 minute open rate $50

.06

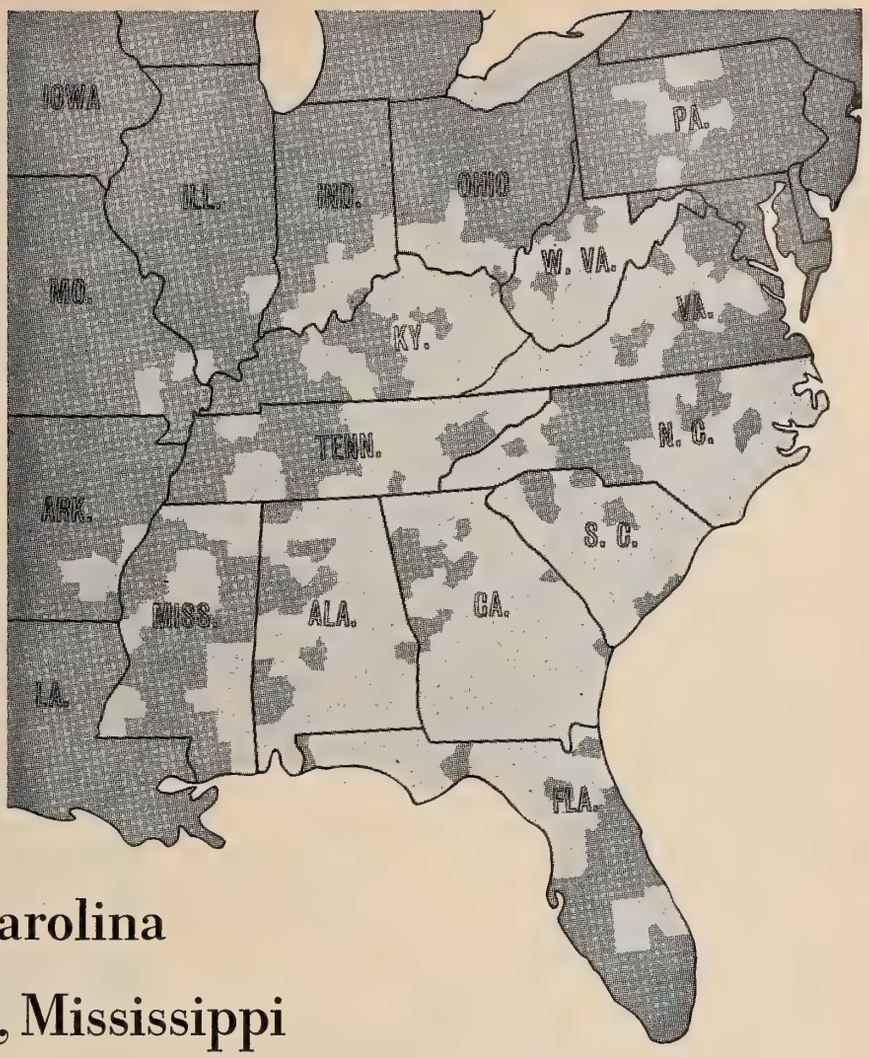
823 | $50.00

(823,500 Homes for only 6 cents)

*Average Nightly WCKY Listening Homes according to Nielsen Coverage Service



Can You Buy 5 Cents?



Here's Where:

Kentucky, W. Virginia
Virginia, Tennessee
North Carolina, South Carolina
Alabama, Georgia, Florida, Mississippi

Here's Who Knows:

Young & Rubicam, Inc.
Street & Finney, Inc.
Campbell-Ewald Co.
Ted Bates & Co.
J. Walter Thompson Co.
Fiore & Fiore
Day, Harris, Mower & Weinstein
Kastor, Farrell, Chesley & Clifford Inc.
Batton, Barton, Durstine & Osborn
McDonald-Haggard
Ill. Simmonds & Simmonds
Charles W. Hoyt Co. Inc.

Account *Executives and Time Buyers* of these and other agencies, use WCKY's facilities to reach this market at lowest cost.

L. B. Wilson
INCORPORATED
WCKY
CINCINNATI

For Availabilities — Call Collect:

Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

OUR HOURS A DAY ● SEVEN DAYS A WEEK

Maytag to Name New Agency After Spring Ad Campaign

THE Maytag Co. of Newton, Iowa (washing machines, household appliances), will appoint a new advertising agency to replace McCann-Erickson sometime within the next eight weeks.

Official confirmation of earlier reports that Maytag would replace M-E came last week as the company signed with NBC-TV for sponsorship of two spectaculars during May.

McCann-Erickson, which recently picked up the rest of the competitive Westinghouse consumer goods account and which has serviced Maytag for 17 years, will continue for Maytag until a new agency is chosen.

Between 30 and 35 agencies have bid for the account on the basis of questionnaires, according to Roy A. Bradt, vice president in charge of advertising and marketing. He said no decision will be made until after the current spring advertising drive, which will include the NBC-TV programs.

MacCracken Resigns DCS&S

CHESTER MacCRACKEN, who has been a vice president in charge of radio and television for Doherty, Clifford, Steers & Shenfield, New York, since its formation in 1944, has resigned effective May 1. He plans to move to Vermont, where, after a year of refresher courses at the U. of Vermont, he will teach in that state. His replacement has not yet been announced.

GF Buys Rodeo Telecast

SPONSORSHIP by the General Foods Corp. of an hour-long telecast of the Roy Rogers Championship Rodeo over NBC-TV on June 21 (8-9 p.m. EST) was announced last week by George H. Frey, vice president in charge of television network sales of NBC. In conjunction with the telecast, a contest is being held to select a boy and girl to be chosen as "Junior King of the Cowboys" and "Junior Queen of the West." The competition, conducted by Roy Rogers Enterprises in cooperation with NBC-TV affiliates, will center around an essay on "What the Alamo Means to Me."

NEW BUSINESS

Arnold Bakeries, Port Chester, N. Y., to use spot radio campaign ranging six to 22 weeks in six eastern markets effective today (Mon.). Agency: Charles W. Hoyt Co., N. Y.

Slenderella Systems Inc. (reducing salon chain), N. Y., starts five-minute segment of *Ralph Story Show* (Mon.-Fri., 8:45-9 a.m. PST) on eight Columbia Pacific Radio Network stations for 52 weeks from May 2. Agency: Management Assoc., N. Y.

AGENCY APPOINTMENTS

Cardinal Products Inc. (Mattress Fresh, Mildew Stop, Diaper Fresh drug products), Hollywood, Fla., appoints Bishopric/Green & Assoc., Miami. Radio-tv will be used.

Lakeside Mfg. Co. (Hot Top trays and carts), Milwaukee, appoints Biddle Adv. Agency, Bloomington, Ill. Tv will be used.

AGENCY SHORTS

Milloy Adv. Agency, Washington, moves to new and enlarged offices, 1145 19th St., N.W.

Whirlpool Corp. (washers, dryers), St. Joseph, Mich., to be co-sponsor of Berle-Ray show on NBC-TV next fall, is serviced by Kenyon & Eckhardt, N. Y., and not Beaumont-Hohmann, Chicago, as reported in B•T, April 4.

Davy Gains on Repeat

ABC-TV last week released results of a Trendex nine-city survey showing that a repeat of the *Disneyland* showing dealing with Davy Crockett last Wednesday registered a 35.4 rating, compared with 28.1 Trendex on its initial showing on Dec. 15, 1954.

A&A PEOPLE

Robert R. Warringer, marketing and research director, Scheidler, Beck & Werner, N. Y., elected vice president.

William J. McKenna Jr., vice president and copy chief, Scheidler, Beck & Werner, N. Y., elected chairman of plans board; **H. Alfred Steckman** appointed copy supervisor.

A. E. Lytle, radio-tv director, Western Adv. Agency Inc., L. A., elected vice president in charge of radio-tv.



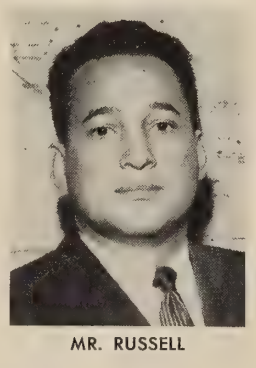
MR. LYTLE

Edward J. Young, director, KDKA-TV Pittsburgh, to Adv. Syndicate of America, same city, as vice president, effective May 1.

William O. Dillingham, formerly general manager, Newark (N. J.) Div., Pabst Brewing Co., Chicago, appointed executive vice president in charge of sales of company.

Weymouth Symmes, Paris & Peart, N. Y., promoted to media manager; **H. L. Mooney,** media and research director, appointed marketing and research director; **Virginia Burke,** formerly with Dancer-Fitzgerald-Sample, N. Y., and **Nancy Ann Holland** appointed timebuyers and spacebuyers.

Edward H. Russell, account executive, Biddle Adv. Agency, Bloomington, Ill., appointed vice president.



MR. RUSSELL

F. A. Wurster, formerly with media and timebuying depts., BBDO, N. Y., appointed media director, Kiesewetter, Baker, Hagedorn & Smith, same city, succeeding **Elizabeth Thompson Anderson,** retiring.

Ralph L. Wolfe, vice president, Geyer Adv., Detroit, to Warwick & Legler, N. Y., in general executive capacity.

Lewis Wechsler, formerly with Emil Mogul Co., N. Y., to radio-tv dept., Benton & Bowles, same city, in executive capacity.

Chester H. McCall, former executive vice president, United States Adv. Corp., Kansas City, Mo., to Milloy Adv. Agency, Washington, as creative director.

Kenneth J. Lockwood, formerly with Campbell-Ewald Co., Detroit, to Betteridge & Co., same city, as creative director.

Duane G. Abram, formerly own agency operator, to Kight Adv. Inc., Columbus, Ohio, as account executive; **Richard Neil Pynchon,** advertising manager, Cowles Chemical Co., Cleveland, to agency as copy chief.

Frank MacKnight, former employe, Katz Agency (station representatives), Chicago, and **Donald M. Peach,** formerly with KOA Denver, to Gardner Adv. Co., St. Louis, as regional account executives.

Thomas E. Hardacre, formerly with A. Carlisle & Co., S. F., to Grant Adv., Chicago, as Chicago regional account executive.

Theodore S. Garrett and **Charles Sweeney,** Young & Rubicam, N. Y., appointed copy supervisors.

Eugene V. Connett, formerly account executive, Ogilvy, Benson & Mather, N. Y., appointed to newly-created position, advertising director, Carpet Institute Inc., N. Y.

John Dewey, administrative assistant to general sales manager, Warner Electric Brake & Clutch Co., Beloit, Wis., appointed sales manager, Chicago branch.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

May 4 (10-11 p.m.): *Best of Broadway,* "Broadway," Westinghouse Electric Co. through McCann-Erickson.

May 12 (8:30-9:30 p.m.): *Shower of Stars,* "High Pitch," Chrysler Corp. through McCann-Erickson.

NBC-TV

April 24 (7:30-9 p.m.): *Max Liebman Presents,* "Kaleidoscope," Hazel Bishop Inc. through Raymond Spector Co., and Sunbeam Corp. through Perrin-Paus Co.

May 2 (8-9:30 p.m.): *Producer's Showcase,* "Darkness at Noon," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey Adv. Agency.

May 7 (9-10:30 p.m.): *Max Liebman Presents,* "Chocolate Soldier," Oldsmobile Div., General Motors through D. P. Brother & Co.

May 22 (7:30-9 p.m.): *Max Liebman Presents,* Hazel Bishop Inc., through Raymond Spector Co., and Sunbeam Corp. through Perrin-Paus Co.

May 30 (8-9:30 p.m.): *Producers' Showcase,* "Petrified Forest," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey Adv. Agency.

[Note: This schedule will be corrected to press time of each issue of B•T.]

WORKING PARTNERS



Orders are "sweet music" to radio and TV station owners and they rightly expect their representatives to produce them. But to do this takes skill and the selling "know-how" that comes only with long experience. We feel that H-R is unusual in this respect because this organization was founded by a group of *working partners* all with long and successful backgrounds in this field. And—as we have grown—only those with similar backgrounds and ability have been added to our staff. Thus today, as when we started, "We Always Send a Man to Do a Man's Job."

RADIO **H-R** TELEVISION REPRESENTATIVES, INC.

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

Harold Lindley, *Vice Pres.*
6253 Hollywood Boulevard
Hollywood 28, Calif.
HOllywood 7-1480

James Alspaugh, *Mgr.*
155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

Clarke R. Brown, *Mgr.*
452 Rio Grande National Bldg.
Dallas, Texas
Randolph 5149

Bill McRae, *Mgr.*
101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

Jack Lee, *Mgr.*
520 Lovett Boulevard
Room No. 1D
Houston, Texas
Justin 1601



ABC, WARNER BROS. PLAN FILM SERIES

With a reported budget of $75,000 per film, the series will start on ABC-TV next September in the Tuesday night 7:30-8:30 p.m. EDT slot.

JOINT announcement by ABC and Warner Bros. reveals plans for an upcoming hour-long film series, titled *Warner Bros. Presents,* to premiere on ABC-TV, Sept. 13, 7:30-8:30 p.m. EDT. Long-term contract for the production of 39 films was negotiated by Leonard H. Goldenson, president of AB-PT; Robert E. Kintner, president of ABC; Harry M., Jack L. and Albert Warner, heads of the motion picture company.

The series reportedly will carry a budget of $75,000 for each hour-long film. Three previous Warner Bros. features, "Casablanca," "King's Row" and "Cheyenne," will provide the titles of the three board program categories which the series will embrace. Each program will be a completely self-contained story, it was said, with "Casablanca" the series' title for adventure, "King's Row" for romance and "Cheyenne" for westerns.

To be telecast on a rotating basis as to subject matter, at least six minutes of each program will be devoted to taking viewers "on location," either behind-the-scenes or on actual outdoor location of a full-length Warner Bros. theatrical feature in the production stage.

All production details will be under the supervision of Jack L. Warner, vice president and executive producer. Each program will be filmed with a name personality serving as the regular host.

It has been reported that Liggett & Myers Tobacco Co. and the General Electric Co. will co-sponsor *Warner Bros. Presents,* but confirmation of such a move has not been forthcoming.

Belief that the "entertainment know-how of our two organizations will develop tv fare that will win the applause of millions of viewers," was expressed by Mr. Kintner at the conclusion of west coast meetings last Monday.

"My brothers and I," Jack L. Warner said, "approach this new relationship between motion pictures and tv with the same zeal and enthusiasm as we had when we first presented commercially successful talking pictures. Coordinated with our current nationwide search for new talent, the new Warner Bros. tv show will exploit to the fullest extent the value of the tv medium in the marketing of theatre motion pictures."

Sunset Productions, Warner Bros. newly-formed tv subsidiary [B•T, April 11], has recently started preparations for *Men of the Sky,* half-hour tv film series. It is understood that Sunset will confine itself primarily to half-hour series, under the production supervision of Jack Warner Jr.

Ziv Allocates $75,000 Budget For Science Series Research

BUDGET of approximately $75,000 for scientific research has been allocated by Ziv Television Programs Inc. in connection with its film series, *Science Fiction Theatre.* A spokesman for the company said the funds will be used to obtain the mechanical devices used by Truman Bradley, host-narrator, in his pre-program demonstrations; in checking scientific theories on which the series is based, and in

with WAVE

you don't buy the hills—

YOU BUY THE GOLD!

To do a good radio job in the *one* really "golden" Kentucky market, you don't have to waste money digging far back in the hills.

WAVE GIVES YOU KENTUCKY'S BRIGHTEST MARKET—AT THE RIGHT COST. WAVE's 50% BMB daytime area almost exactly coincides with the rich Louisville Trading Area, which accounts for 42.5% of the state's *total* effective buying income.

GILT-EDGED PROGRAMMING—NETWORK AND LOCAL. WAVE is the *only* NBC station in or near Louisville. *Local* programming is top-drawer, too. Our staff numbers 62 good people, 44 exclusively for on-the-air radio activities.

Dig that WAVE, and you've got the gold! NBC Spot Sales has all the figures.

WAVE • **5000 WATTS**
LOUISVILLE • **NBC AFFILIATE**

NBC **SPOT SALES**
National Representatives



following up newly announced scientific development as possible story lines.

Ziv also announced that six American universities are cooperating with the company in a program designed to insure the scientific authenticity of the series. The schools are: U. of California at Los Angeles; U. of Southern California; California Institute of Technology; U. of Pennsylvania; Massachusetts Institute of Technology; Johns Hopkins U., Baltimore.

In addition, a number of scientific institutions, research laboratories and industrial organizations including the Smithsonian Institute, U. S. Defense Dept., Garrett Corp., Los Angeles County Museum, and Douglas, Lockheed and North American aircraft companies are also working closely with Ziv on the scientific aspect of the program.

Maxwell Smith, who pioneered in the development of the radar equipment now being used by the U. S. armed forces, has joined Ziv as technical advisor for the series.

Ziv Television, Affiliates Move Into New L. A. Studios

MOVE of Ziv Television Programs and its affiliated companies into studios at 7324 Santa Monica Blvd., Los Angeles, was announced last week by Frederic W. Ziv, chairman of the board. Purchase of the new facilities, formerly American National Studios, was made by Ziv in December 1954. Only alterations of a minor nature are being made, Mr. Ziv said.

The studio will be used to house administrative offices. The major suites will be occupied by Mr. Ziv; John Sinn, president; Maurice Unger, vice president in charge of west coast operations, and a number of the firm's other executives.

Tenants now on the lot will continue to rent stage space and other studio facilities.

WOC-TV

Builds Telecasts that Build Sales



1st WOC-TV builds sales because this station has accumulated 5 years "know-how" in programming for viewers of the Quint-Cities area. From October 31, 1949 until "live" network became available in Davenport, September 30, 1950, WOC-TV produced most of its own programs. This 11 months experience is paying off BIG today with the station producing 75 to 80 "live" local telecasts each week—the type of telecasts that have SPONSOR appeal because they have AUDIENCE appeal. And this excellent local fare is augmented with a complete booking of NBC-TV programs.

2nd WOC-TV builds sales because this station, operating on Channel 6, telecasts with MAXIMUM power (100,000 watts video) from a NEW 625-foot tower. Its "good picture" coverage encompasses 39 Iowa and Illinois counties—39 counties that have tremendous buying power and the will to use it. . . .

Population	1,543,700
Families	477,910
TV Homes—1/1/55	295,156
Effective Buying Income	$2,455,549,000
Per Capita	$1,590
Per Family	$5,565
Retail Sales	$1,859,761,000

It's "know-how" and "power" that does it—the "know-how" to stimulate the buying urge of people in the Quint-Cities area—the "power" to take this "know-how" into the TV set-owner's home. Let WOC-TV show you that this "know-how" and "power" can write a successful sales story for your product or services. Your nearest F & P office has the facts—or write us direct.

WOC-TV Channel 6
Davenport, Iowa
Free & Peters, Inc.
Exclusive National Representatives

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

The QUINT CITIES

WOC-TV AM FM

ANTITRUST SUIT FILED AGAINST UA BY NASSERS

$10 million asked for actual punitive and treble damages in antitrust suit for refusal to release feature films for tv.

LATEST development in the three-and-a-half year litigation of James and George Nasser seeking to release certain feature films to tv is the filing of a $10,050,000 antitrust suit against United Artists Corp. and a group of major distributor organizations.

The lawsuit, filed last week in Federal District Court, Los Angeles, by Ressan Inc. and Strand Productions Inc. (Nasser production companies), is divided into three parts: (1) defense against the action which UA brought against the Nassers [B•T, Dec. 6, 1954] charging them with infringement of copyright and breach of contract; (2) action by the brothers against UA for improper theatrical distribution of the four feature films involved; (3) action by the Nassers, through Ressan and Strand, against UA, Loews' Inc., Columbia Pictures Corp., RKO Radio Pictures Inc., 20th Century-Fox Film Corp., Universal Pictures Inc. and Universal Film Exchanges Inc. (treated as one), Paramount Pictures Corp. and Paramount Film Distributing Corp. (treated as one), Warner Bros. Pictures Inc. and Warner Bros. Pictures Distributing Corp. (treated as one) for engaging in an unlawful conspiracy in restraint of interstate trade and commerce in violation of the Sherman Antitrust Act by their refusal to license anyone to telecast the said feature films.

Feature films involved are "Don't Trust Your Husband," starring Fred MacMurray and Madeline Carroll, which cost $1,253,259 and was released Oct. 1948; "Cover Up," with William Bendix and Dennis O'Keefe, $716,966, March 1949; "Without Honor," Laraine Day and Franchot Tone, $600,012, Oct. 1949, and "Kiss for Corliss," David Niven and Shirley Temple, $789,715, Nov. 1949.

Named general defendants in an action involving the feature, "Spring in Park Lane," which was originally distributed through Pathe Industries and starred Michael Wilding and Anna Nagel, were UA, Eagle Lion Classics Inc., Chesapeake Industries Inc. (formerly Pathe Industries), Eagle Lion Films Inc., Pathe Laboratories Inc. and Pictorial Films Inc.

Damages asked in the suit, filed through attorney Adele I. Springer, are $3 million for actual damages; $3 million for punitive damages in general; $4 million treble damages for restraint of trade and $50,000 on the feature, "Spring in Park Lane."

The complaint charges that UA refused to fulfill the theatrical exhibition of the features and further refused to license the films to tv and at a time when the scarcity of class "A" products for tv netted higher revenues.

Sought is a judgment that "the monopoly and combination and conspiracy of UA and of the other major distributor defendants be declared illegal and enjoined as violative of the Sherman Antitrust Act and the Clayton Act" and that UA "be enjoined from enforcing any contract heretofore made, having the effect of preventing the televising of the said features and that the tv clause in the distribution agreement be declared void as illegal."

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"Tornado tore through...

I'll call back with the details."

Case History No. 7





It was a pleasant Sunday. Dan O'Meara, News Editor at WIOU, Kokomo, Ind., looked forward to a restful, lazy afternoon as he stood in line to buy a ticket to a movie.

A police car pulled up to the curb. The officer, whom O'Meara knew, waved him over to the car window.

"Listen to this report from Anderson," the driver said.

"Dan," the driver said, "just got a report a tornado is ripping through Anderson. Already some injuries reported and ten blocks of houses damaged. It's fifty miles away, you know, but we're going over to give 'em a hand."

O'Meara didn't go to the movie after all. He jumped into the squad car. He notified WIOU to set up its telephone tape recording equipment and called The Associated Press at Indianapolis.

"Tornado tore through," he told The AP. "I'll call back with the details."

Soon O'Meara was in Anderson and the first of his reports started over the wire and on the air. For 13 hours, he covered the disaster from every angle.

There was the minister who was seriously injured when a storm-tossed truck pinned him against the church wall...the devastated neighborhood where 40 homes stood roofless . . . the story of the wide-eyed boy who said his first hint of the tornado was the sight of a dog flying 30 feet in the air.

Late the next morning, O'Meara headed for home – and bed.

"It was a break to be there," he said, " to give that kind of direct coverage not only to WIOU's listeners, but to the rest of the gang in Indiana who keep us posted, through AP, whenever anything happens."

Dan O'Meara is one of the many thousands of active newsmen who make The AP better . . . and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—



John Carl Jeffrey, Vice President & General Manager, Radio Station WIOU.

Those who know famous brands...know the most famous name in news is AP

DAYTIME FILM PLAN OFFERS 520 SHOWS

PLANS involving the filming of 520 programs using a "soap opera" format for use on daytime television by stations at the local level [CLOSED CIRCUIT, April 11], were announced last Tuesday by Harry Trenner, president of the newly-formed Station Film Library Inc., New York. Mr. Trenner said that his company will offer stations two 260 quarter-hour across-the-board strips on a 52-week basis in what he believes is the answer to lack of quality programming in daytime television today.

The plan calls for Station Film Library to give local stations an opportunity to acquire ownership of the film in return for time furnished to Mr. Trenner's company for a first run. The station will also acquire residual rights as well as ownership in exchange for the time, Mr. Trenner said. When time arrangements have been completed, Mr. Trenner explained that Station Film Library would then sell the time and film for far less than if they were purchased separately.

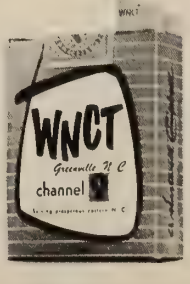
Concerning program content, Mr. Trenner pointed out that unlike the radio "soap opera" his firm's stories would run through only five episodes. Each story line would be complete in one week, he said, making re-runs possible for the stations within a short period of time.

Arrangements for filming are now underway, involving approximately $2.6 million, he said.



PRIMARY CBS AFFILIATE **WNCT** channel 9

Greenville ★ N. C.



100,000 watts full time
A. Hartwell Campbell, Gen. Mgr.
JOHN E. PEARSON CO., NAT'L. REP. • JAMES S. AYERS, S.E. REP., ATLANTA

ABC Film Quarterly Report Cites Sharp Surge in Billings

INCREASE of 161.2% in billings for the first quarter of 1955 as compared to the first quarter of 1954 has been reported by George T. Shupert, president, ABC Film Syndication. In the first quarter of this year billings on *Racket Squad* were up 49.4%. Billings for *The Playhouse* were 183.5%. The combined billings of these two shows represents a 64.7% of the total, Mr. Shupert said.

During the first quarter of 1954 these were the only two shows which ABC Film Syndication was selling. Mr. Shupert explained that the difference in billings increases between *Racket Squard* and *The Playhouse* which was formerly titled *Schlitz Playhouse of Stars,* was due to the market conditions in 1954, when shows such as *Racket Squad,* "proven entertainment with the added plus factor of built-in service," were in great demand.

The increase in billings in the first three months of 1955 was also influenced by the sales of *Kieran's Kaleidoscope* and *Passport to Danger,* Mr. Shupert said. Not reflected in the billings was the firm's newest property, *Douglas Fairbanks Jr. Presents,* which went on sale April 4.

Mr. Shupert said that "on the basis of past business and projections for the next quarter, we anticipate that business during the first half of 1955 will exceed 200% of the like 1954 period."

TPA Names Stone Assoc. As Merchandising Consultants

TELEVISION Programs of America officially appointed Stone Associates, New York [CLOSED CIRCUIT, March 21], as exclusive merchandising consultants for seven TPA film programs, Michael M. Sillerman, TPA executive vice president, announced last week.

The TPA-Stone agreement authorizes Stone Assoc. to license manufacturing of all products, i. e., toys, books, wearing apparel, food and other items based on characters on TPA shows. Endorsements, personal appearances and promotions, as well as creating all premiums and servicing advertisers, local and national, in their use, will be the responsibility of Stone Assoc.

The latter firm is headed by Martin Stone, who launched the entire merchandising concept for *Howdy Doody* and who was president of Kagran, program packager for *Howdy Doody,* which he sold to NBC-TV. Others associated with Stone Assoc. are Allan Stone, who developed many of the *Howdy* items; Milton Kayle and Edward Kean.

Mary Pickford Tops Goldwyn In Opening Bids for Studios

BIDS of $1,525,000 and $1,501,000 by Mary Pickford and Samuel Goldwyn, respectively, were made in the court-ordered sale of Goldwyn Studios. Long Beach Superior Court Judge Paul Nourse has set April 20 as the date for open bidding on the 10-acre property, currently appraised at $3 million. Open bids must be backed by certified checks with outside bidders topping previous bids by at least $10,000. Miss Pickford, 41/80ths owner, and Mr. Goldwyn, who holds 39/80ths, can bid against each other with raises of at least $5,000, provided the producer ups his bid and reopens the bidding.

Hearing in the suits and countersuits, filed by the former partners [B•T, April 4], was scheduled to be resumed on April 12.

The Best SEAT In The House



The best seat in the house is reserved for those who watch full length movies on television. In the Northern California market, the best of these films are shown on KRON-TV.

That's right—KRON-TV has long been the leader with the BEST of the FIRST RUN movies available. And there's plenty more in store because smart film buying requires know-how that improves with use.

There you have just one more reason why KRON-TV is the leader among television stations in the Northern California market . . . and one more reason why your sales message on KRON-TV will reach the people you want to talk to.

Ask Free & Peters about
double feature movies on the new
GOLDEN GATE PLAYHOUSE,
1:00 to 3:00 PM, Monday through Friday

San Francisco

KRON TV

AFFILIATED WITH THE S. F. CHRONICLE
AND THE NBC-TV NETWORK ON CHANNEL **4**

No. 2 in the series, "What Every Time Buyer Should Know About KRON-TV"

Represented Nationally by Free & Peters, Inc.

TOPS IN CHICAGO!!

WGN-TV was the *only Chicago station* to place in Billboard Magazine's 17th Annual Promotion Competition!

ONLY CHICAGO STATION

Best Job of Sales Promotion for TV Film Programs in 1954!
(Markets 500,000 and over—second in the nation)

Best Job of Audience Promotion for TV Film Programs during 1954!
(Markets 500,000 and over—5th in the nation)

Best Job of Merchandising Promotion for TV Film Programs during 1954!
(Markets 500,000 and over—8th in the nation)

Based on their knowledge of station activities, top agency executives, leading advertisers, film distributors and film producers placed WGN-TV above all other stations in Chicago!

PROOF AGAIN THAT THE TOP STATION IN CHICAGO FOR YOUR ADVERTISING IS WGN-TV!

441 N. Michigan Avenue
Chicago 11
Illinois

WGN-TV Chicago 9

*PULSE proves BILL PIERCE your BEST BUY...
...IN THE SCRANTON MARKET!
From 6:00 to 9:00 A.M. (12 Quarter Hours)...BILL PIERCE
• Beats Network Station A Nine Times, Ties Twice For First, Is Second Once!
• Beats Network Station B Twelve Times!
• Beats Indie Station B Twelve Times!
• Beats Network Station C Twelve Times!
• Beats All Other Stations Combined Twelve Times!
• Beats Indie Station A Twelve Times!
BILL PIERCE..SCRANTON'S TOP SALESMAN FOR 25 YEARS
. . . ask Meeker . . .
WQAN
SCRANTON, PA.
November 1954

FILM

Seven-Up Buys Film For 120 Markets

IN ITS FIRST major use of television, the Seven-Up Co., St. Louis, has signed to sponsor MCA-TV's new half-hour adventure film series, *Soldiers of Fortune*, in 120 markets. Seven-Up will present the show weekly in 60 markets where its distribution is heavy and on an alternate-week basis in the other 60 markets.

Details of the sponsorship were announced during a news showing of the film aboard a United Airlines plane flying from New York to Boston. An MCA-TV spokesman said he believed this was the first time a tv film program has been shown aboard a plane.

Seven-Up has used tv spot announcements on a limited basis in the past, it was said, but *Soldiers of Fortune* represents its move into tv on a regular basis. The business was placed through J. Walter Thompson Co., Chicago.

The film serial was produced by Revue Productions, Hollywood, and stars John Russell and Chick Chandler.

The program made its debut on WABC-TV New York several weeks ago, but will not begin in other markets for another three to six weeks. MCA-TV has sold the series on a local basis in many markets where Seven-Up is on an alternate-week basis and plans to sell it in other cities.

20th Century-Fox Sells 'Flicka' Tv Series to CBS

SALE of *My Friend Flicka*, the first of 20th Century-Fox's properties to be made into a television series, was sold last week to CBS. The five-year contract involving approximately $8.5 million was handled by Spyros Skouras, president of 20th Century-Fox, and William Paley, chairman of the board of CBS, and was negotiated by Thomas G. Rockwell, president of General Artists Corp.

The agreement calls for 39 half-hour films a year in both color and black-and-white to be made at 20th Century-Fox's tv studios in Hollywood.

FILM SALES

MCA-TV Ltd., N. Y., has sold package of 67 Roy Rogers and 56 Gene Autry feature films, produced by Republic Pictures, to KTNT-TV Tacoma, Wash.

WRCA-TV New York signed with Associated Program Service Div., Muzak Corp., N. Y., for exclusive use by station of Encyclopaedia Britannica film library.

FILM PEOPLE

Harry E. Pratt, sales service representative, W. J. German Inc. (Eastman professional film distributors), Hollywood, named vice president in charge of tv film sales.

Marilyn L. Friedel, formerly with Universal Studios, Hollywood, to United Film & Recording Studios Inc., Chicago, as national director of public relations.

Jim Morgan, vice president in charge of radio-tv, Raymond R. Morgan Co., Hollywood, to Don Fedderson Productions, Beverly Hills, Calif., as producer.

Philip Monroe, animation director, Ray Patin Productions, Hollywood, to Tv Spots, same city, as director and chief animator.

Tom Whitesell, formerly with Louis de Rochemont Assoc., N. Y., to Transfilm Inc., same city, as production supervisor.



YOU MIGHT BROAD JUMP 26′ 8¼″—*

BUT . . . YOU NEED WKZO RADIO TO COVER GROUND IN WESTERN MICHIGAN!

PULSE REPORT—100% YARDSTICK
KALAMAZOO TRADING AREA—FEBRUARY, 1953
MONDAY—FRIDAY

	6 A.M. to 12 Noon	12 Noon to 6 P.M.	6 P.M. to Midnight
WKZO	59% (a)	59%	48%
B	21	14	23
C	5 (a)	4	6
D	4	4	4
E	3	4	7
MISC.	9	14	12

(a) Does not broadcast for complete six-hour period and the share of audience is unadjusted for this situation.

If you "look before you leap" in your Western Michigan time-buying, you'll choose WKZO, Kalamazoo—5000 watts . . . CBS.

Nielsen credits WKZO with 181.2% more daytime homes than Station B. Pulse figures, left, show that WKZO gets more than twice as many listeners as Station B, *morning, afternoon and night!*

Let your Avery-Knodel man give you the whole WKZO story.

AM – TV – FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

**Jesse Owens set this world's record at Ann Arbor, Michigan, in 1935.*

NARTB TV BOARD TAKES STRONG STAND AGAINST PAY-SEE TV, FIVE-MILE LIMIT

Special meeting of Tv Board opposes pay-tv proposals, if they interfere with development of the present system, and proposal to limit tv antennas to five miles from boundaries of principal cities. Statements will be filed in FCC proceedings for each.

FIRM stands against two FCC proposals to alter the present tv broadcast pattern were taken last Tuesday by the NARTB Tv Board of Directors at a special meeting.

The board opposed proposals for pay-to-see tv, if they deter or interrupt development of the present system, and directed that a statement to this effect be filed in the FCC proceedings (see pay-to-see story, page 97).

It opposed, too, an FCC proposal to limit tv antennas to five miles outside boundaries of principal cities [B•T, March 7]. A statement will be filed in this proceeding.

The tv directors considered plans for the Tv Day program scheduled Thursday, May 26, during the annual NARTB convention in Washington.

In adopting an anti-pay-to-see policy the board held that the present American system of free radio and tv broadcasting should not be changed. Its statement follows:

"The petitioners before the Commission claim to have developed mechanical and electronic means by which programs can be fed into selected homes, if the owners of the sets are willing to pay a price for the reception of such programs.

"Allocations by the federal government have been established during the last decade of free television's growth in the United States. The board does not believe that the public interest is served, if the promise of free television now should be curtailed to provide a system of 'pay-as-you-see' television. Over 34,000,000 families have bought sets on the assumption that service would be free and full.

"The premise of free entertainment over broadcast facilities has been established for more than three decades, through the unique development of radio broadcasting in this nation. That basic pattern should not be altered at the expense of the public."

A resolution adopted by the board noted that pay-to-see services, under the FCC notice, would be operated within the tv broadcast bands; that these are now exclusively assigned to unlimited tv broadcasting; that the public is not now subject to government or private fees for tv broadcasts; that free tv brings the finest in programming, including news, public events and entertainment.

The board said pay-to-see tv "would necessarily diminish and encumber unlimited free reception by the public in order to provide this limited use. It added that subscription tv could be provided "by other means without detriment to unlimited public reception" of free tv. NARTB participation in all hearings and proceedings at FCC was directed, including "all necessary and proper steps to preserve unlimited public reception within the tv broadcast bands."

Attending the board meeting were:

Clair R. McCollough, WGAL-TV Lancaster, Pa., chairman; Campbell Arnoux, WTAR-TV Norfolk, Va., vice chairman; Kenneth L. Carter, WAAM (TV) Baltimore; John Esau KTVQ (TV) Oklahoma City; William Fay, WHAM-TV Rochester, N. Y.; Harold Hough, WBAP-TV Forth Worth; Ward L. Quaal, WLWT (TV) Cincinnati; Paul Raibourn, KTLA (TV) Los Angeles; W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; George B. Storer, Storer Broadcasting Co., Miami Beach, Fla.; Robert D. Swezey, WDSU-TV New Orleans. Network: Ernest Lee Jahncke, ABC New York; Merle S. Jones, CBS New York; Frank M. Russell, NBC Washington, D. C. Ted Bergmann, DuMont Tv Network, New York, was excused and was represented by John Bachem, DuMont.

Participating for the NARTB headquarters staff were Harold E. Fellows, president and chairman of the board; Thad H. Brown Jr., vice president for television; C. E. Arney Jr., secretary-treasurer; Vincent T. Wasilewski, chief attorney; A. Prose Walker, manager of engineering; Dan W. Shields, assistant to Mr. Brown, and Robert K. Richards, consultant.

Texas Breakfast

TEXAS Assn, of Broadcasters will sponsor a breakfast to be held Thursday (May 26) during the NARTB Washington Convention to meet legislators and other government figures. Arrangements are being made by Richman Lewin. KTRE Lufkin, TAB vice president.

HAMM'S BEER GAINS 9% DUE to KXLY-TV'S FREE MERCHANDISING!

Big volume items such as beer also show substantial sales gains when participating in KXLY-TV's free merchandising assistance available to advertisers. Such sales-building support is available to you too. Investigate!

"We wish to report an increase of 9% in sales during the week March 7th through March 12th, above the previous week.

It was during this week you featured HAMM's on your "Parade of Products," and we wish to thank you very much for your wonderful help in advertising this product."

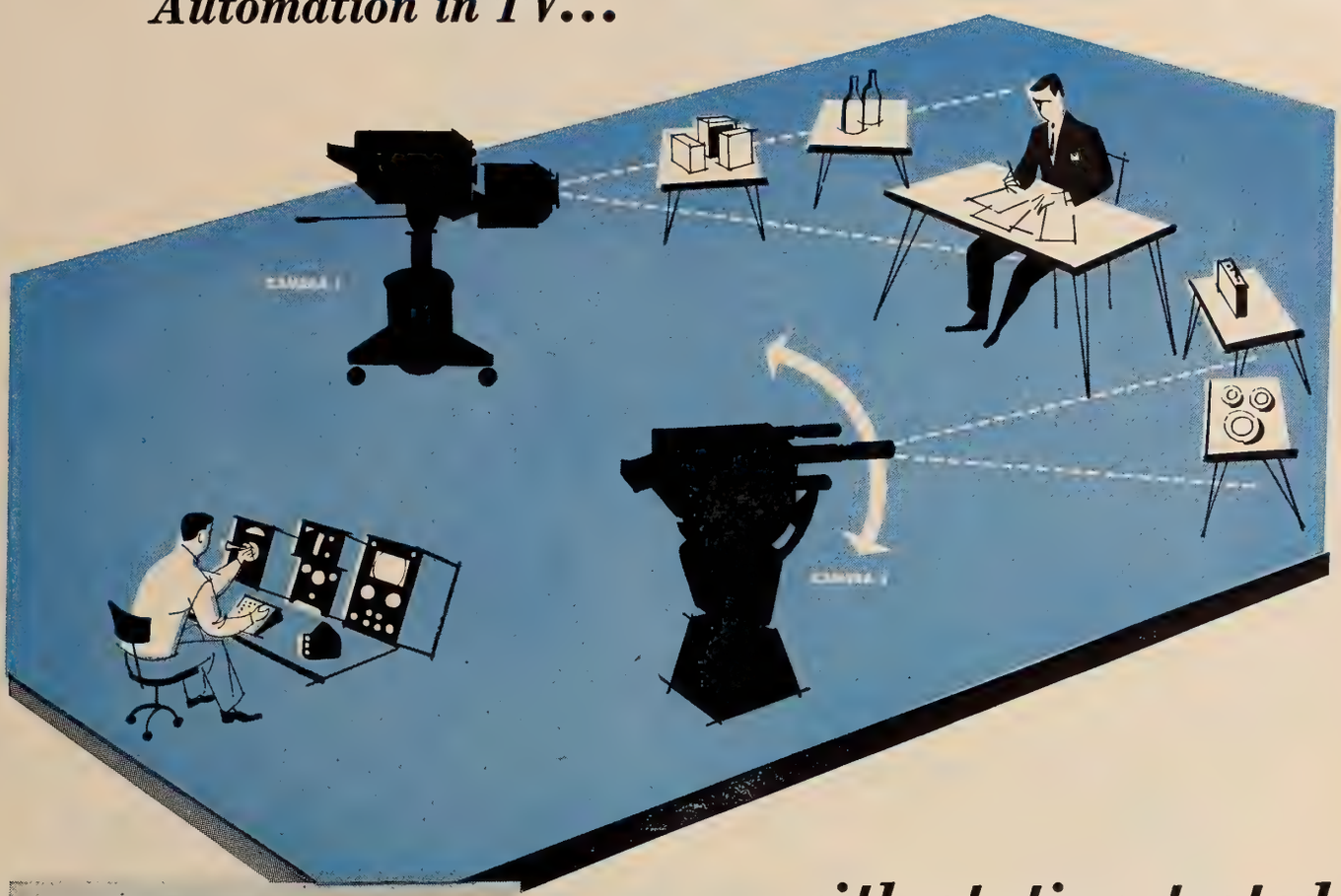
Yours very truly,
JOEY AUGUST DISTRIBUTORS
Distributors for Hamm's Beer

Available at a discount when purchased in conjunction with the "XL" network.

SPOKANE KXLY-TV WASHINGTON
RICHARD E. JONES
vice pres. & gen. mgr.
Rep.- AVERY-KNODEL
Moore & Lund: seattle, portland

NEW COST-CUTTING IDEA!

Automation in TV...



...with station-tested GPL studio technique!

HOW IT WORKS!...

Camera 1, in scene above, is a GPL or other standard make, plus GPL-Watson Vari-focal lens with zoom and focus run from Control Room.

Camera 2 is a GPL full remote control: pan and tilt, lens change, focus and iris run by remote, plus a "memory" of 6 pre-set positions switched by push-button to correct aim, lens, iris and focus.

In typical sequence, station's day begins with newscast. Announcer is covered by 1 from close-up to full set, allowing optional use of wall maps, props or guest interviews.

Camera 2 covers active area and switches automatically by push-button to any of 6 easels or displays for advertising commercials.

Opening live news is followed by film and *entire first program is run with only two men in building.*

This is a typical pattern of what you can do with equipment planned for quality with economical operation. There are many variants. Add a GPL-Watson 3″–30″ focal length lens to any make black and white or color camera—operate one camera only for most shows.

These are not dreams; smart station operators developed these techniques with GPL equipment. You can share in their savings.

GPL will be glad to analyze your present operations and give you engineering recommendations for a cost reduction program. For complete literature on remote control units and for engineering studies, at no obligation, write, wire or phone.

GENERAL PRECISION LABORATORY
Incorporated • Pleasantville, New York

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

WSAB IS BRIEFED BY SEN. MAGNUSON

Addressing the Washington State association, the senator calls his committee's radio-tv study an 'inquiry' and not an investigation.

THE SENATE Interstate & Foreign Commerce Committee will undertake an "inquiry" —not an investigation—into the broadcasting industry, its chairman emphasized last Monday in an appearance before broadcasters in his home state.

Sen. Warren G. Magnuson (D-Wash.) emphasized his constant concern for "the man with the set," when he addressed the annual meeting of the Washington State Assn. of Broadcasters.

Some 75 radio and television executives attended the luncheon, at which the senator was honored for completion of 25 years of public service.

The meeting also marked the occasion for the state broadcasters' farewell to their association executive secretary, Carl Downing, who is due to join Sen. Magnuson's staff this week.

In his informal remarks to the assembled broadcasters, the senator stated his view of the "problems" which would come before his committee during its inquiry.

The luncheon was filmed for later telecast on KING-TV Seattle and KTNT-TV Tacoma and the talk was tape-recorded by ElectriCraft, Seattle, as a service to the broadcasters.

Citing television as "the greatest medium of expression the world has ever known," Senator Magnuson referred briefly to the following "problems," although he offered no solutions nor even hints as to his attitude in most cases:



SEN. WARREN G. MAGNUSON (D-Wash.) is the surprised recipient of a cake marking the completion of twenty-five years of public service, when he appeared as the principal speaker at the annual meeting in Seattle April 11 of the WSAB. Presenting it is Elroy McCaw, WSAB president and owner of KTVW (TV) Tacoma.

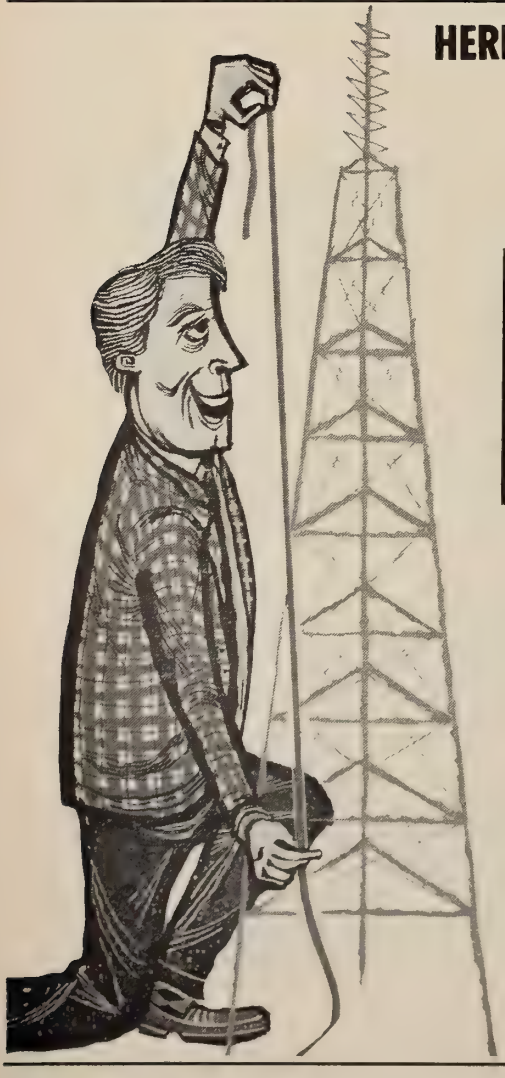
- Satellite stations.
- The movie industry, and pay-as-you-see television.
- Programming, with emphasis on the fact that radio-tv goes into the home.
- Manufacture of sets with all-channel tuning. ("If the manufacturers agree with each other, that's monopolistic, but if they agree with me to make all-channel receivers, there's no grounds for prosecution.")
- "Monopolistic controls" at the network level.
- Political campaigns. ("They will now cost twice as much, because of the expense of television, yet it is the greatest medium ever known.")
- The Federal Communications Commission. ("I could be critical here of the FCC; I have been in the past. FCC is a most important federal agency today, because the broadcasters touch everyone, go into every home.)
- Tolls. ("I don't know whether they're too high or too low, but I'm sure the telephone company will make a good case.")

The speaker remarked that he had asked former Sen. C. C. Dill (D-Wash.) to re-examine the Communications Act, after 20 years of operation. Sen. Dill was author of the original measure in 1934.

No WPA for Uhf

Discussing the problem of very high versus ultra high channels, he commented: "I don't want a WPA for uhf."

In the business session following the luncheon, members of WSAB re-elected all incumbent officers and board members for the year ahead. They are: president, Elroy McCaw, KTVW (TV) Tacoma; vice president, James Murphy, KIT Yakima, and secretary, Allen Miller, KWSC Pullman. Board members re-elected: Gene Williams, KSPO Spokane; Leo Beckley, KBRC Mt. Vernon; Joe A. Chytil, KELA Centralia, and Archie Taft Jr., KOL Seattle.



HERE'S HOW TWO SURVEYS MEASURE WOW-TV, OMAHA!

5 Of The TOP 6 Local Shows Are On WOW-TV!

(Daytime Multi-weekly • Monday thru Friday)

SHOW	STATION	HOOPER POSITION	Feb.1955 RATING	ARB POSITION	Feb. 1955 RATING
TRAIL TIME	WOW-TV	FIRST	35	FIRST	27.9
SNICKER FLICKERS	WOW-TV	SECOND	24	SECOND	18.0
MOVIE MATINEE	WOW-TV	THIRD	20	THIRD	16.7
CONNIE'S KITCHEN	WOW-TV	FOURTH	16	SIXTH	8.0
NOON EDITION	other	FIFTH	14	FIFTH	9.4
NEWS, FARM & WEATHER	WOW-TV	SIXTH	13	FOURTH	9.4

HERE'S ANOTHER WAY SAME SURVEYS MEASURE US!

WOW-TV LEADS in Quarter Hour Ratings

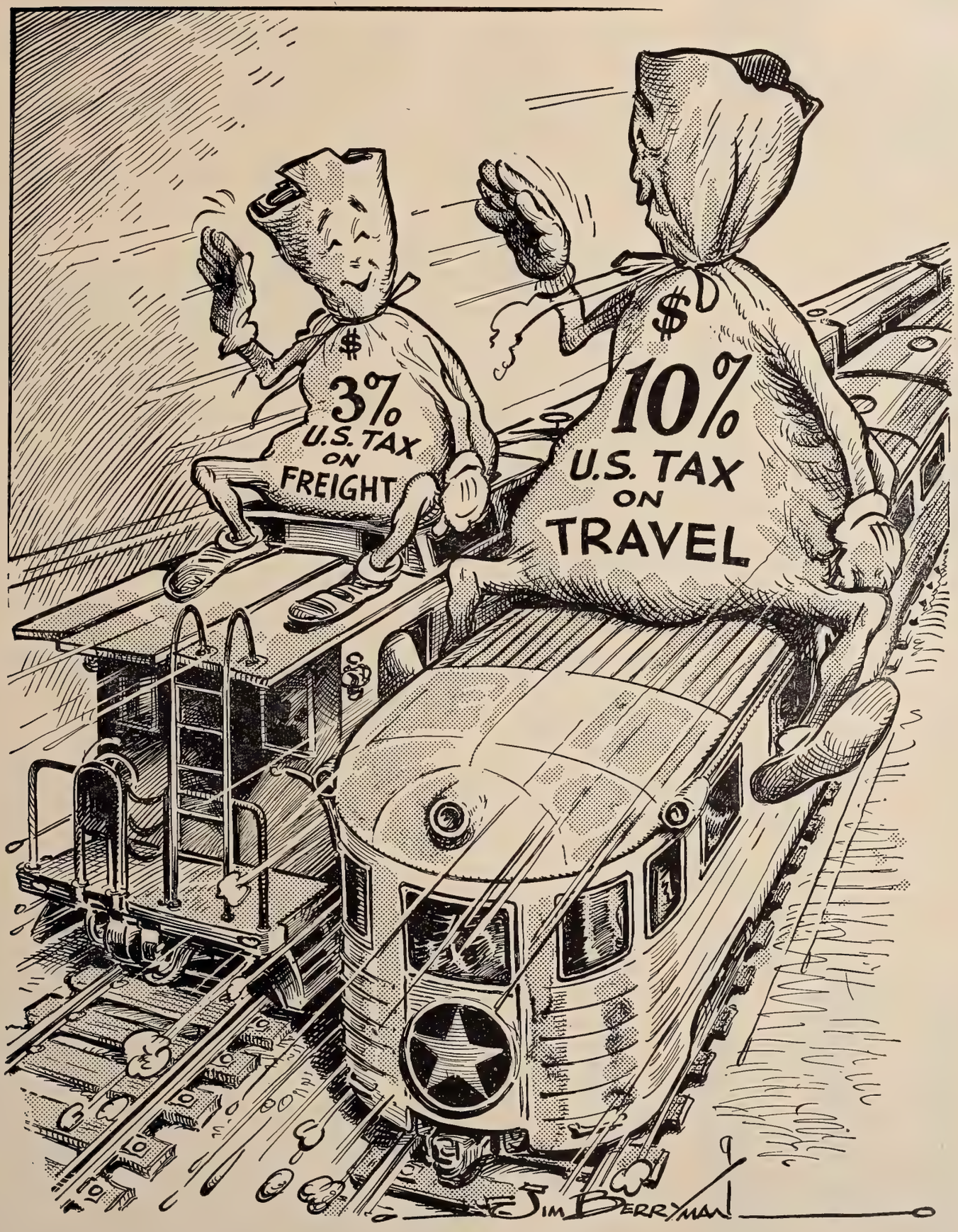
(Noon til Midnite • Monday thru Friday)

Ask your Blair-TV man or write WOW-TV for spot availabilities in or adjacent to these TOP RATED programs and the HIGH RATED Noon to Midnite period!

WOW TV- Omaha Channel 6

A Meredith Station • Max. Power • Affiliated with "Better Homes & Gardens" & "Successful Farming" Magazines • Frank P. Fogarty, Vice President & General Mgr.

EXCESS BAGGAGE



for the **ASSOCIATION OF AMERICAN RAILROADS**



Fellows Cites Tv's Impact on Politics

TELEVISION has brought about "an almost cataclysmic change" in political campaigns, NARTB President Harold E. Fellows said Thursday in an address to the annual convocation of the College of Business Administration, Drexel Institute of Technology, Philadelphia.

Edward R. Murrow, CBS commentator, was presented with the college's annual award. The entire convocation was devoted to the tv industry. Other participants included Donald Thornburgh, president of WCAU Philadelphia, who moderated a panel consisting of Dr. Irving Wolf, vice president, RCA Labs; Dr. Courtnay Pitt, vice president, Philco Corp.; Hodge C. Morgan, general sales manager, Bendix Corp. tv broadcast receiver division, and Ernest Lee Jahncke Jr., ABC vice president.

Mr. Fellows said tv's influence on political life will contribute to greater competence in public office and to a better understanding of government. He said it is not yet possible in tv's brief existence to pinpoint the effect of individual types of programming on isolated segments of the audience but added that the total political, economic and social impact on our lives can be appraised.

Reviewing the political impact of tv, he said the first real event of national significance was the Kefauver crime hearings, followed by the political conventions, coronation of the Queen, inauguration of President Eisenhower and the Army-McCarthy hearings.

As to campaigning, Mr. Fellows said tv has brought "a new technique in soliciting the confidence of the voter—persuasion by logic, not by forensics alone." He said radio has already done its part in the preceding two decades to convince candidates that "stump speaking, to all intents and purposes, was a lost art in modern day politics."

One of the most puzzling aspects of tv's impact upon public life relates to the admissability of cameras to the coverage of public legislative hearings, Mr. Fellows said, with broadcasters believing they have the right to cover under the Constitution, which adjures against abridgment of freedom of speech.

"If the benches in public hearing rooms, which will accommodate 200 of our citizens, are available to the general public," Mr. Fellows declared, "does not the proposition hold that the seating capacity should be expanded to millions through the magic of electronics?"

As to the social impact of tv, Mr. Fellows said: "The people themselves have been responsible for the rapid development of television in this nation—a growth so dramatic that today there are more tv sets in the Houston, Tex., market than there are in any other nation of the world, except Great Britain and Canada."

Commercial telecasters are aware of the need for education, Mr. Fellows pointed out, but the challenge of teaching through tv is but one of those facing the medium. Television's license to operate "in the public interest, convenience or necessity" assumes that tv should entertain as well, "for in this respect," he said, "it is unique as a mass medium in its capacity to lift up and maintain the morale of the people, especially in such critical times as those we have endured here and throughout the world for some years."

Mr. Fellows said the advertiser's dollar was the best evidence of tv's economic impact. Pointing out that network television alone scored a thumping 40.7% gain in advertising revenue in 1954 over 1953, he said it may well be that "television is on the eve of becoming the greatest single advertising instrumentality in the nation."

"Our economy is so geared," he continued, "that the need for more advertising is critical—for more advertising means more sales and more sales means more production and thus, more jobs."

WHK's Joseph Beres Gets RAB Sales Award

TROPHY for the month of February in the "Best Salesman of the Month" contest sponsored by Radio Advertising Bureau, New York, has been awarded to Joseph A. Beres, account executive at WHK Cleveland. Second place was won by H. R. Hurd, sales manager, KWNO Winona, Minn., and third place by Florence Gardner, station manager of KTFI Twin Falls, Idaho.

Mr. Beres' award-winning sale involved the purchase of 30 five-minute programs and 10 15-minute shows a week on WHK by the Greater Cleveland Dodge Dealers Assn., according to Kevin Sweeney, president of RAB.

Second-place prize went to Mr. Hurd for a sale made to the J. R. Watkins Co., a house-to-house selling organization, which consisted of a special event and public service package based on the RAB presentation, "How to Be a Hero in Your Own Home Town." Mr. Watkins, head of the firm, bought a series of 29 broadcasts on KWNO, 10 of them remotes, to promote a public relations campaign telling the history of the company.

Miss Gardner sold all chain breaks to Sundries Centers, every day, in the soap serial block of shows on KTFI from 1:30-3:30 p.m. The company is using the breaks to tell where the drug and household products advertised on the network serial can be purchased.

WOWL President Biddle Picked as Ala. Group Head

RICHARD B. BIDDLE, president of WOWL Florence, Ala., was elected president of the Alabama Broadcasters Assn. April 9 at Montgomery [B•T, April 11]. Other officers elected were Julian C. Smith, WAGF Dothan, vice president, and William H. Miller, WGYV Greenville, secretary-treasurer.

Two new directors were elected—William Mapes, WOWL, and Hugh M. Smith, WCOV Montgomery. Named to the board to fill vacancies created by election of Julian C. Smith and Mr. Miller were Jess Jordan, WTBF Troy, and T. H. Gaillard Jr., WPBB Jackson.

Fall meeting of ABA will be held Oct. 8 at U. of Alabama.

Pa.-Del. AP Elects Woodland

CECIL WOODLAND, general manager, WQAN Scranton, was elected president of the Pennsylvania-Delaware Associated Press Broadcasters Assn. at the group's first annual meeting, held last fortnight at WQAN. He succeeds Roy Morgan, WILK Wilkes-Barre. I. A. Berndt, news director of WRAK Williamsport, was elected vice president.

Iowans Plan Meeting

ANNUAL meeting of Iowa Broadcasters Assn. will be held June 12-14 at Crescent Beach Lodge, Lake Okaboji, according to Ernest C. Sanders, WOC-TV Davenport, IBA president. Other IBA officers are Walter Teisch, KOEL Oelwein, vice president; Bill Baldwin, KSO Des Moines, secretary-treasurer, and Edward Breen, KVFD Fort Dodge, legislative chairman. Ben Sanders, of KICD Spencer, is handling arrangements for the meeting.

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

ULTRA-MODERN WSLI-TV GOES G-E ALL THE WAY!

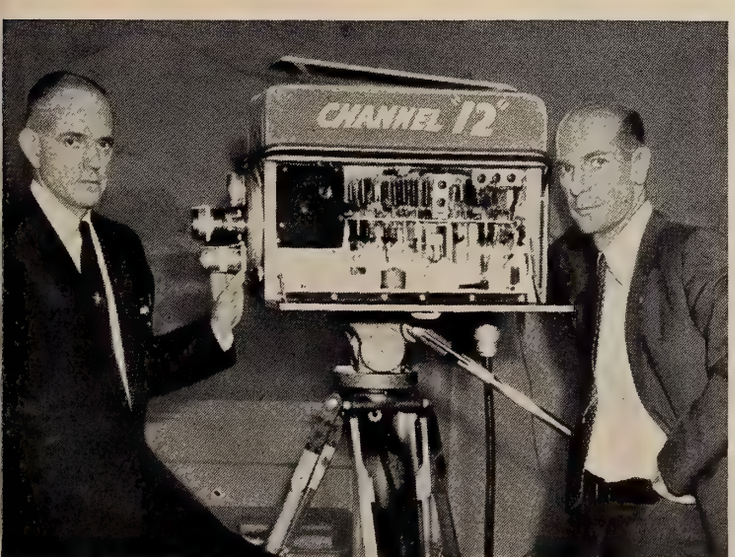


Front view of WSLI-TV studio-transmitter building composing some 10,000 square feet of floor space and located 4.5 miles from the heart of the city.

This Jackson, Mississippi, station decided that G-E transmitting and studio equipment (a complete installation) is the sure way to get the most up-to-date, dependable gear...and at the same time follow the completely modern motif of its television "plant". With 214,000 watts effective radiated power from its antenna 700 feet above average terrain, station executives state that WSLI-TV is rapidly becoming the dominant station for Central Mississippi and Eastern Louisiana. This television station is the big sister of WSLI radio, which has been the top radio outlet in Jackson for over 15 years, and is Mississippi's only full-time 5,000 watt radio station operating today.

WSLI-TV operates from its combined studio-transmitter-office building on Robinson Road Extension. The ultra modern plant is completely air conditioned, containing 10,000 square feet of working area. Chief Engineer C. A. Perkins, who has served the licensee, Standard Life Broadcasting Company, in that capacity for 15 years, supervised the technical installation of the General Electric-equipped plant, which includes the following:

- **20 KW Transmitter**
- **Batwing Antenna**
- **Studio Camera Chains**
- **Film Camera Chain**
- **Synchro-Lite Projectors**
- **Plus the latest G-E studio switching, monitoring and test equipment.**



Inside the large modern studio, C. A. Perkins, chief engineer, and Owens Alexander, operations manager, look over a General Electric studio camera outstanding for its clarity, dependability and smooth mobility.



After the storm had done its damage.

G-E QUICK-SERVICE FIGURES IN THE "MIRACLE" AT WBZ-TV

Back on the air less than 9 hours after hurricane toppled tower...back to full power in less than 28 days

When hurricane Carol crashed the 656-foot tower of WBZ-TV, Boston, Mass., the station had to act quickly to restore television service. The storm had barely passed when Jack Painter, sales manager for G-E Broadcast Equipment in the New England district, and the G-E headquarters, Electronics Park, Syracuse, N. Y., were giving all-out assistance to this fine Westinghouse station.

With the cooperation of General Electric Product Service engineers and Westinghouse engineers, the station's staff completed repairs on the transmission line to the 216-foot auxiliary tower. 8 hours and 57 minutes after Carol's mightiest blow, WBZ-TV returned to the air and promptly presented programs of the hurricane's damage throughout New England, and returned to its normal schedule of programs.

2 days later a new 46-foot antenna was ordered from General Electric, who worked around-the-clock shifts. In 15 days G.E. built, tested, and delivered an antenna which ordinarily would take 45 normal working days to complete. After checking across the nation for a new transmitter, the station purchased a G-E 35 KW, which was promptly shipped from the G-E plant, Syracuse, N. Y. Less than 28 days after hurricane Carol struck, WBZ-TV was transmitting with full power using its new General Electric transmitter and antenna.

This station found that G-E factory and field service can perform equipment miracles to get back on the air promptly when an emergency strikes.

GENERAL ELECTRIC

STORER WANTS MIAMI ALL-U, BUT WILL APPLY FOR V THERE

Broadcaster, now operating uhf WGBS-TV (NBC), asks FCC to shift vhf competitor WTVJ (TV) to ch. 39 and freeze initial decisions for chs. 7 and 10 pending outcome of petition. Uhf colleague WITV (TV) Ft. Lauderdale (ABC) joins in request. Both say they'll have to quit if market isn't de-intermixed and they lose network affiliations.

STORER BROADCASTING Co. asked the FCC last week to de-intermix Miami, Fla., by deleting all vhf channels except the reserved, educational ch. 2.

At the same time, Storer announced that it was preparing an application for ch. 10 Miami to be submitted "in a few days."

The Storer petition seeking to make Miami-Fort Lauderdale an all-uhf commercial market was one of six de-intermixture petitions filed with the FCC last week.

Others involved Spartanburg, S. C.; Sacramento, Calif.; Jacksonville, Fla.; Baton Rouge-New Orleans; Hartford-Norwich, Conn.

Storer urged that the FCC delete chs. 4, 7 and 10 from the Miami allocation. This would leave ch. 2 reserved for educational use, and chs. 23, 33 and 39.

It asked that the FCC order pre-freeze ch. 4 WTVJ (TV) Miami to move to ch. 39, and that the present pending initial decisions for chs. 7 and 10 be "frozen" pending the outcome of its petition.

Biscayne Television Corp., a combination of the Cox and Knight newspaper-radio interests and Niles Trammell, former NBC president, holds an initial decision for Miami's ch. 7. WKAT Miami Beach holds an examiner's recommendation for Miami's ch. 10.

Should chs. 7 and 10 receive final approval and begin operations, Storer said, both the Storer-owned ch. 23 WGBS-TV Miami and ch. 17 WITV (TV) Fort Lauderdale would have to suspend.

WITV joined Storer in the petition.

Reasoning for this dire outlook, Storer said, was this:

WTVJ is the CBS station in Miami. WGBS-TV now holds the NBC affiliation, and WITV the ABC affiliation. Both Storer and Gerico Investment Co., owner of WITV, have been informed, Storer said, that when chs. 7 and 10 begin operating, the uhf stations will lose their affiliations. NBC has been promised to ch. 7 and ABC to ch. 10, the petition said.

"Under the circumstances," the petition read, "both Storer and Gerico are compelled to state that they will be forced to discontinue [their] operations immediately upon termination of their NBC and ABC network affiliations. . . ."

Both uhf outlets have network affiliation contracts with 90-day cancellation clauses, it was pointed out.

In a sweeping anaylsis of the uhf problem, Storer flatly said that there is no future in uhf unless area de-intermixture is accomplished soon by the FCC.

The brief said that if the rate of uhf's decline continues as at present and the FCC continues to grant vhfs in uhf areas, uhf will be practically 100% extinct in another 12 months.

The Miami-Fort Lauderdale area is an "ideal" location for de-intermixture to uhf only, the petition said. The terrain is flat, uhf coverage at full power is almost the equivalent of vhf's coverage, there is no interference problem from Cuban tv stations as there is on vhf channels, and there are no competitive vhf signals from outside stations.

The incentive to convert to uhf has been seriously impeded by announcement of the chs. 7 and 10 initial decision, Storer said. After two years of service in Miami-Fort Lauderdale, the brief said, the area is 51.5% converted. WGBS-TV's predecessor, WFTL-TV Fort Lauderdale, began operating on ch. 23 in April 1953; WITV in November 1953.

At the present rate, it will take another 15 months to attain 100% conversion, the brief said. De-intermixture would hasten 100% conversion by three months, it continued.

Key to uhf's problem, Storer said, is the advertisers' attitude that uhf is an inferior service. It will take five years or longer to overcome this disability, it declared.

Announcement that Storer was preparing a ch. 10 application was made in an opposition filed with the U. S. Court of Appeals in Washington against an FCC request that the court delay issuing its mandate in the multiple ownership case.

Last February, the appellate court ruled that the Commission could not fix a definite cutoff on ownership of tv stations [B•T, Feb. 28]. In that decision, the court declared that it was sure the FCC would give Storer a hearing on its 1953 application for Miami ch. 10. Storer's application was refused on the ground that it held the then limit of five tv stations.

The FCC is preparing to ask the Supreme Court to review the multiple ownership decision, and had been granted a 30-day postponement of the mandate from the court pending this appeal. This delay ran out last week and the Commission asked for another extension. It was to this that Storer objected.

Storer held that if the Commission delayed further, it might in the interim finalize the ch. 10 initial decision, thus leaving no vacancy for which Storer could apply.

Two Miami Buys

Storer bought ch. 23 WFTL-TV Fort Lauderdale last December. It also bought the permit for WMIE-TV Miami. These are now WGBS-TV. Storer also owns ch. 27 KPTV (TV) Portland, Ore., in addition to five vhf stations in Detroit, Toledo, Atlanta, Birmingham and Cleveland.

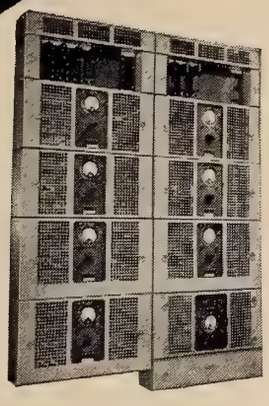
Storer's recommendation to de-intermix was in line with George B. Storer's letter to Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, last month [B•T, March 28].

Other de-intermixture petitions last week were:

WAIM-TV Anderson, S. C., ch. 40, affiliated with CBS, asked that Spartanburg ch. 7 be deleted and moved to Columbia, S. C., and Knoxville, Tenn., in place of Columbia's chs. 25 and 67 and Knoxville's ch. 26. It proposed that ch. 7 WSPA-TV Spartanburg be shifted to ch. 17 there, that WTSK-TV Knoxville be moved from ch. 26 to ch. 7 and that ch. 25 WCOS-TV and ch. 67 WNOK-TV Columbia be assigned sharetime to ch. 7 there.

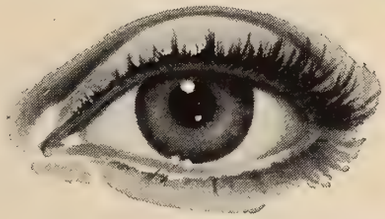
WSPA-TV's move of its transmitter from





A.S.E. can switch channels

in the blink of an eye...



to keep your



picture clear...

To help keep network TV pictures clear as they go from city to city, the Bell System is installing Automatic Switching Equipment (A.S.E.) on all major multi-channel radio relay routes.

Here's how it works:

Even the most carefully engineered microwave radio systems are affected by some fading caused by atmospheric changes. The only way to avoid this interference in television pictures carried from city to city by radio relay is to switch the signals to another path.

Manual switching is not fast enough to beat sudden fades. To make the change-over automatic, the Bell System designed A.S.E. which switches radio relay channels in a split second.

Now—when fading threatens—it is recognized by an electronic device that sends a warning signal back to the control station. The picture is then switched automatically to a protection channel. The entire operation could take place several times a second without disturbing your program in any way.

Advances of this sort in equipment and technique assure that the television public will have the benefit of the best possible service now and in the future.

BELL TELEPHONE SYSTEM

Providing transmission channels for intercity television today and tomorrow

Hogback Mt. to Paris Mt., near Greenville, S. C., has been the subject of litigation for a year. A recent appellate court decision sent the case back to the FCC to give protestants WAIM-TV and ch. 23 WGVL (TV) Greenville a hearing on their protests. This is scheduled to begin April 25.

KCCC-TV Sacramento, ch. 40, affiliated with NBC and ABC, asked that the educational reservation be changed from ch. 6 to ch. 40 and that it be permitted to move to ch. 6, making Sacramento an all commercial vhf city. As an alternative, KCCC-TV recommended that ch. 3 be moved from Sacramento in order to make the city an all commercial uhf city. This would involve channel switches with Modesto and Red Bluff, Calif.

KCCC-TV said it had spent $500,000 putting the station on the air and that it was about $400,000 in the red since beginning in September 1953. It said that when ch. 10 KBET-TV went on the air, it lost about $4,000 a week in national spot accounts. It also lost the CBS affiliation to KBET-TV, the uhf station said. The NBC affiliation will be lost to the ch. 3 grantee, KCCC-TV said.

In the ch. 3 case, the FCC issued a final decision favoring KCRA Sacramento and denying KXOA there.

ABC's Contract Offer

In discussing its affiliation problems, KCCC-TV said ABC offered a non-exclusive affiliation, but asked for 22 free hours per month, plus payment of about $1,200 a month for microwave charges.

WJHP-TV Jacksonville, Fla., ch. 36, an NBC affiliate, asked that the educational reservation for Jacksonville's ch. 7 be shifted to ch. 36 and that it be permitted to move to the vhf channel. This would make Jacksonville all commercial vhf, it pointed out.

WJHP-TV said it had spent $550,000 in building its station and that since December 1953 it had secured a 66% conversion but suffered a cumulative loss of $300,000. It said it had been told it would lose its NBC affiliation when the ch. 12 case was finally decided. There is an initial decision outstanding for ch. 12 in favor of WPDO Jacksonville. CBS-affiliated WMBR-TV Jacksonville operates on ch. 4, and Southern Radio and Equipment Co. holds a cp for ch. 30. There is an application pending by an educational group for ch. 7.

WAFB-TV Baton Rouge, ch. 28, CBS, ABC and DuMont affiliated, supported the petition filed last month by ch. 61 WJMR-TV New Orleans. This contemplates moving Baton Rouge's ch. 2 to New Orleans and New Orleans' ch. 61 to Baton Rouge. This would make New Orleans an all commercial vhf market and Baton Rouge an all commercial uhf market.

WICH Norwich, Conn., injected itself into the Hartford de-intermixture picture by asking the FCC to move Hartford's ch. 3 to Norwich. The FCC two weeks ago issued a rule-making proceeding on previous requests to delete Hartford's ch. 3 [B•T, April 4].

Columbia Amusement Favored For Ch. 6 at Paducah, Ky.

GRANT of ch. 6 Paducah, Ky., to Columbia Amusement Co. and denial of Paducah Newspapers Inc. *(Paducah Sun-Democrat*-WKYB-AM-FM) was proposed in an initial decision last week by FCC Hearing Examiner William G. Butts.

Mr. Butts said he favored the Columbia applicant in order to promote diversification of the media of communications. He also said that Columbia was to be preferred because it proposed a better non-network, educational program schedule.

Columbia is owned by John W. Keiler II and family. The company owns seven motion picture theatres in and around Paducah.

Paducah Newspapers also holds a 25% interest in WFRX West Frankfort, Ill.

Protests Over WDNH Grant Prompt Hearing for April 27

FCC has ordered a hearing April 27 on the protests of WWBH Rochester, N. H., and WVDA Boston against the January grant of 1270 kc, 5 kw, directional antenna, to WDNH Dover, N. H. Issues involve interference to WVDA and concentration of control.

WDNH is owned by Granite State Broadcasting Co., whose principals also own or have interests in WKBR-AM-FM Manchester, WTSV-AM-FM Claremont, WTSL Hanover, all N. H., and WMTW (TV) Poland Spring, Me. (Mt. Washington). Claim is also made that H. Scott Killgore, owner of WKXL Concord, N. H., and of WARE Mass., is connected with Granite State through an option agreement to purchase 25% of WDNH. Granite State also operates a regional network in New Hampshire.

WWBH alleged that in January 1954 it received 53% of its total local revenue from Dover advertisers. In December 1954, WWBH said, 46% of its total local revenue was from Dover advertisers. Dover is 10 miles from Rochester, it was pointed out.

Richmond Newspapers Inc. Objects to Ch. 12 Decision

OVERALL objections to the hearing examiner's findings and conclusions favoring the grant of ch. 12 Richmond, Va., to Richmond Television Corp. [B•T, Feb. 28] and a request for oral argument, was made last week by Richmond Newspapers Inc., publishers of *Richmond Times-Dispatch* and *News Leader* (WRNL-AM-FM), which was proposed to be denied.

The Richmond publishing company claimed that the examiner misinterpreted evidence during the hearing and based his conclusions on "erroneous" findings.

At the same time, the FCC's Broadcast Bureau, while agreeing with the examiner's initial decision in favor of Richmond Television, complained that he did not resolve the issue of concentration of communications media.

Richmond Newspapers, the Broadcast Bureau said, not only owned two newspapers and the radio stations in Richmond, but also the *Petersburg Progress Item,* the *Norfolk Virginian-Pilot* and *Ledger-Dispatch* (WTAR-AM-FM-TV) and the *Portsmouth Star,* all in Virginia, and controlled the *Tampa* (Fla.) *Tribune* (WFLA-AM-FM-TV).

The Broadcast Bureau also took issue with the examiner's implications that theatre holdings can be equated with newspapers as a mass communications medium. It also held that motion picture exhibition experience cannot be found significant for tv operation.

Richmond Tv is 60% owned by Larus & Brothers Co. (WRVA Richmond) and 40% owned by Morton G. Thalhimer and associates, who own motion picture theatres in Virginia.

WJRT (TV) Transmitter Site Approved by FCC Last Week

PERMISSION for WJRT (TV) Flint, Mich., to locate its transmitter 20 miles northwest of that city was given last week by the FCC.

At the same time, the FCC denied a joint petition by WFDF Flint and W. S. Butterfield Theatres Inc., also Flint, objecting to the grant to WJRT of an extension of time to construct its station. WFDF and Butterfield are unsuccessful applicants for the ch. 12 facility in Flint. They have appealed the FCC grant to the U. S. Court of Appeals. WJRT, owned by WJR Detroit, originally planned to place its transmitter south of Flint toward Detroit. The new site eliminates the complaint that WJRT intended to operate as a Detroit-Flint station.

WTVG (TV) Gets Extension, Earns Frown for Uhf Doubts

WTVG (TV) Mansfield, Ohio, was granted an additional six months to build its ch. 36 station, but two Commissioners didn't like its attitude regarding uhf.

In granting the Mansfield station's extension of time, the FCC found wanting charges made by the *Mansfield Journal* that Fergum Theatres Inc., the grantee of WTVG, had not made any effort to begin construction. *Mansfield Journal* had been an applicant for the same facility but withdrew its application prior to the hearing.

FCC Chairman George C. McConnaughey and Comr. John C. Doerfer dissented because WTVG responded to a Commission inquiry regarding these charges that although it desired the extension and intended to build, it was dubious about the future of uhf television.



FREE STUMP TIME URGED BY BUTLER

Democratic chairman tells Senate subcommittee that candidates should have free time.

DEMOCRATIC National Committee Chairman Paul M. Butler told a Senate Elections subcommittee last week he thought the FCC should require radio-tv networks and stations to give political candidates free air time or that the government should buy the time and give it to the candidates.

Mr. Butler's views met opposition from freshman Sen. Carl T. Curtis (R-Neb.), a member of the subcommittee. Sen. Curtis countered by asking Mr. Butler whether he thought the owner of a meeting hall should donate its use free to a political speaker, or whether a printer should give the candidate free services during election campaigns.

Meanwhile, the subcommittee headed by Sen. Thomas C. Hennings (D-Mo.) has indicated radio-tv industry representatives and FCC Comr. Frieda Hennock will testify at sessions this week (Tuesday and Wednesday) and next week (April 26-27).

NARTB President Harold Fellows will appear tomorrow (Tuesday). NBC Finanical Vice President Joesph V. Heffernan and FCC Comr. Hennock will testify at next week's sessions. Comr. Hennock has advocated that the FCC require free time for political candidates [B•T, April 12, and story page 80]. The subcommittee is holding hearings on a bill (S 636) which would increase the legal ceiling candidates may spend during election years.

Because of the expense of tv, Mr. Butler told the subcommittee, spending limits of political committees during a presidential election year should be increased from the present $3 million to "at least" $6 million. He agreed with Sen. Hennings that tv is "revolutionizing campaigning."

Mr. Butler said he would favor free time for presidential elections for all parties qualifying on a "reasonable basis," adding he would prohibit extra spending on tv or limit the amount spent in addition to free air time.

Sen. Curtis questioned the right to require the tv industry to give free time: "I seriously doubt the authority of the federal government, merely because it can grant or withhold a license, to require them [stations and networks] to give some of their property away without compensation."

Mr. Butler thought radio-tv time should be free, although he admitted the government doesn't regulate newspapers. He said he didn't think a party, because of greater wealth or access to it, should "control the instruments of public information."

Sen. Curtis said that, although networks now provide "public service time," he didn't think they are compelled to do it.

Republican National Committee Chairman Leonard W. Hall also testified, citing tv expenses among others as reason for increasing the ceiling on campaign expenditures.

Mr. Butler cited figures for radio and tv purchases that show that during the 1944 election year Democrats spent $750,000, while Republicans spent $841,600; in 1948, Democrats $493,456 (GOP figures for 1948 were not available); in 1952, Democrats $2,573,517, Republicans $3,447,735. The 1952 figures, he said, were based on reports by 3,000 broadcasters to a questionnaire distributed by Sen. Hennings, and include expenditures by committees other than the two national party committees.

KPLN Told to Cease

THE FCC last week ordered daytimer KPLN Camden, Ark., to cease operations April 30, rescinded its 1953 grant authorizing the transfer of the station from Lee Howard to present owner D. R. James Jr., and set the transfer for hearing May 16.

Commission's action came following a U. S. Court of Appeals decision last year which held that the Commission erred in dismissing a protest against the transfer by KAMD Camden, Ark. The Commission had held that KAMD was not a party in interest.

Last month, the appellate court reaffirmed its ruling after the Commission petitioned for a rehearing.

Sales of Four Ams Approved by Commission

SALES of WENT Gloversville, N. Y.; KAND Corsicana, Tex.; WHBB Selma, Ala., and WBRO Waynesboro, Ga., were among those receiving FCC approval late last week.

WENT was sold by Sacandaga Broadcasting Corp. to WENT Broadcasting Corp. for $85,000. The new owners are Arthur C. Lloyd Jr. (1.7%), general manager; Eileen J. Tobin (1.7%), and Joseph H. Tobin (96.6%).

Control of KAND was transferred to R. E. Lee Glasgow through purchase of 97.8% interest for $40,000 from J. C. West. Mr. Glasgow is general manager of WACO Waco.

Control of WHBB was relinquished by H. H.



Is there a GAP in your TV COVERAGE?

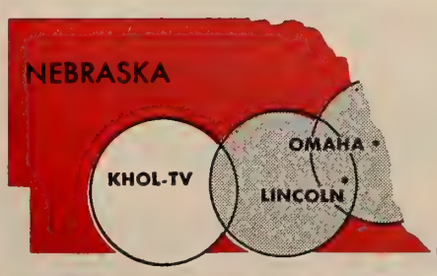
There is a gap—Mr. Advertiser and Mr. Time Buyer—if you aren't using KHOL-TV to reach the 403,300 prosperous people in Central Nebraska.

This 38-county market served exclusively by KHOL-TV has an effective buying power of $505,153,000. High per capita income is based on waterpower, irrigated farming, cattle, and light industry.

In little more than a year, KHOL-TV's strong schedule of CBS-TV, ABC-TV, NBC-TV, DuMont, and popular local shows has captured an entirely new TV market of 128,000 homes.

KHOL-TV's signal, now over 200,000 watts, easily reaches all of this major trading area in Central Nebraska and North Central Kansas.

To take advantage of this important link in Midwestern telecasting contact A. B. McPhillamy at KHOL-TV, or call your Meeker representative today.



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Owned and operated by BI-STATES COMPANY
AL McPHILLAMY, Sales Manager

JACK GILBERT, Station Manager
Phone Axtell, Nebr.
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CBS • ABC • NBC • DUMONT • NETWORKS

Hopson through sale of 22½% interest for $22,500 to John Townsend, manager of WGWC Selma. Mr. Hopson retains 31% interest.

At Waynesboro, WBRO was sold for $31,500 to brothers Carl and Harrod A. Pugh. Carl Pugh is former chief engineer at WMSL Decatur, Ala.

In a stock transaction, Patrick J. Stanton assigned WJMJ Philadelphia to WJMJ Broadcasting Corp., in which he retains 60% interest. Remaining interest now is held by James T. Duffy Jr., in lieu of $20,000 loan.

At New Bern, N. C., WHIT was assigned to its general manager, Ray D. Williams, under five-year lease from owner Coastal Broadcasting Co. at $6,000 a year. (For details of other ownership changes see FOR THE RECORD, page 108.)

Senate Okays $85,000 Added Funds for FCC

THE SENATE last Thursday passed a House-approved supplemental appropriations bill for fiscal 1955 (HR 4903) giving the FCC an additional $85,000 to maintain its current staff of about 1,030 employes through the current fiscal year. The measure was amended by the Senate and goes to Senate-House conference, but the FCC funds are not affected.

Meanwhile, the Senate Appropriations Committee last week planned hearings to begin May 2 on the Independent Offices Appropriations Bill (HR 5240) for fiscal 1956. This bill, passed by the House [B•T, April 4], provides a fiscal 1956 FCC budget of $6,870,000, an increase of $170,000 over the $6.7 million recommended in the President's budget.

Of the $170,000 increase, $80,000 would be used for an FCC investigation of the broadcasting industry, particularly networks (see story page 80), and the balance of $90,000 would be used to maintain the FCC's current staff level.

The $85,000 supplemental funds for fiscal 1955 were approved by the House and Senate after FCC testimony that the present staff strength is needed to continue work on the FCC's applications backlog, particularly in tv [B•T, April 4, March 28].



KTVX (TV) Denies Charges by Stations

CONTESTING claims by two Tulsa tv stations that it was misleading the public and advertisers by claiming to be a Tulsa station, ch. 8 KTVX (TV) Muskogee, Okla., last week filed an opposition to charges by KOTV (TV) and KVOO-TV Tulsa [B•T, April 4].

The two Tulsa stations asked that the FCC issue a cease and desist order. They claimed KTVX promoted itself as a Tulsa station through advertising, program logs, station announcements, etc.

In a detailed reply to the allegations, KTVX held that there was nothing wrong in promoting itself as an eastern Oklahoma market station—more commonly known as the Tulsa market. It said that if the activities complained of were considered unfair trade practices, the objectors should appeal to the Federal Trade Commission and not to the FCC. It said it not only promoted itself in Tulsa, but also in more than 35 other eastern Oklahoma cities.

KTVX, owned by the same interests (Griffin) as KTUL Tulsa, KFPW-AM-FM Fort Smith, Ark., KOMA and 50% of KWTW (TV) Oklahoma City and KATV (TV) Pine Bluff, Ark., said there was a logical relationship between its merchandising offers and the Griffin grocery chain. An incorrect contour map had been corrected, the ch. 8 Muskogee station said. A trade promotion brochure was made up by its representatives, KTVX said, and gave some erroneous impressions.

Incorrect station identifications have now been corrected; they were based on a faulty interpretation of FCC regulations, KTVX said.

KTVX said it had spent $150,000 to build studios in Muskogee and another $150,000 to equip these studios. It never announced it was going to build in Tulsa, KTUX said.

Three Tv Arguments Scheduled for May 2

ORAL arguments on three initial decisions involving tv grants were scheduled for May 2 by the FCC last week. Involved are Miami ch. 7, Peoria ch. 8 and Norfolk ch. 10.

Biscayne Television Corp., a combination of the Cox and Knight newspaper-radio interests and Niles Trammell, former NBC president, was favored by the examiner in the Miami ch. 7 hearing [B•T, Jan. 24]. Competing applicants are East Coast Television Corp., South Florida Television Corp. and Sunbeam Television Corp.

WIRL Peoria was favored by the examiner in the Peoria ch. 8 hearing [B•T, Nov. 22, 1954]. Unsuccessful competitor is WMBD Television.

Beachview Broadcasting Corp. was favored by the examiner in the Norfolk ch. 10 hearing [B•T, Jan. 3]. Opposition applicant is WAVY Portsmouth, Va.



NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

St. Paul 3M COMPANY Minnesota

FCC ASKS HOUSE COMMITTEE TO AMEND ACT, SANCTION HIRING OF 'EXPERTS'

Commission Chairman McConnaughey asks that FCC members be allowed to consult with top staff personnel in cases designated for hearing. Comr. Hennock wants free time for political candidates.

THE HOUSE Interstate & Foreign Commerce Committee was asked by the FCC last week to take action on proposals to amend four sections of the Communications Act and to sanction specifically the employment of "outside" experts for the Commission's hoped-for $80,000 study of network operations.

The group also was asked by the FCC's self-styled "dissenting commissioner," Frieda B. Hennock, to block the FCC's new daytime skywave rules, legislate for tv towers of 1,000 feet or less, do something about "monopoly" by tv networks (including pre-emption by the committee of the planned FCC study), make the FCC force the radio-tv industry to give free time to political candidates and mandate an FCC study of crime and commercial content of tv programming with denial of license renewals to offenders.

FCC Chairman George C. McConnaughey, in a prepared statement and in answer to questions, made these points:

• **Sec. 309 (c) of the Communications Act** should be amended to permit the FCC, at its own discretion, to (1) allow a tv station which has received a non-hearing grant to go on the air pending the outcome of any protests filed against the grant and (2) to decide on the issues which will be brought to hearing in protest cases. Such a bill has been introduced in the Senate [B•T, April 14].

• **Sec. 409 (c)** should be amended to allow FCC members to consult with top staff personnel in cases designated for hearing. (Mr. McConnaughey presented a suggested amendment, which, however, has not yet been approved by the FCC membership.) The FCC chairman has reiterated that "we are completely isolated" from "the people hired to give us assistance."

• **Sec. 5 (c)** (which limits the functions of the FCC's review staff) also should be amended to utilize the additional manpower. Mr. McConnaughey said the FCC will present a recommended amendment.

• **A third "strong" tv network.** Mr. McConnaughey, answering a question from Chairman J. Percy Priest (D-Tenn.), said ABC has been on the "upturn" for the past 12 months and should reach a competitive position with NBC and CBS.

• **Hiring of "outside" help.** The FCC chairman asked the committee to introduce a resolution specifically authorizing the FCC to hire non-civil service experts to conduct the proposed FCC study (funds for which have been approved by the House and are now before the Senate) (story page 78). The top salary of $9,000 authorized under civil service isn't enough to attract the kind of help needed, Mr. McConnaughey said.

• **Scope of the proposed study.** Mr. McConnaughey thought the probe should encompass not only the networks, but the entire industry, including advertising and talent agencies, sponsors, film producers and distributors and others.

• **Subscription tv.** He said the FCC has issued rulemaking, called for comments by May 9 and will hold a hearing and oral arguments afterward.

• **Free or low-priced radio-tv political time.** Mr. McConnaughey flatly opposed either as being contrary to the free enterprise system.

• **Tall tv towers.** He said the FCC should have the final responsibility for determining heights, as at present.

• **Applications backlog.** He said the tv backlog is being whittled down, but urged congressional approval of a bill authorizing the FCC to impose fines in violations of FCC rules by non-broadcast stations. Comr. Rosel Hyde told the committee there is increasing danger of a big backlog among these applicants if they use the FCC's present protest rule against each other in competition for frequencies.

• **The FCC's daytime skywave rules.** Mr. McConnaughey admitted, under questioning from Rep. William L. Springer (R-Ill.), that he didn't know what the effect of the skywave rules would be. The rules were tentatively adopted last January [B•T, Feb. 1], but the FCC has not decided how to apply them (story page 84).

Mr. McConnaughey said if the $80,000 is approved for the study, the FCC immediately will start to hire outside experts to work with FCC staff members in the probe. Involved would be a study of the network rules, some travel and rulemaking, he said, with the study going into all facets of network operation. He predicted ABC would grow into a third "strong" tv network and said there might be a fourth.

Comr. Hyde said 70 protests of tv grants have been filed with the FCC, with about 20 cases set for hearing. The others have been denied, dismissed or have been withdrawn.

Staff, Commission Divorced

Mr. McConnaughey said Congress had gone too far in "isolating" FCC members from assistance by the general counsel, chief engineer and chief accountant in adjudication cases. Rep. Oren Harris (D-Ark.), who is chairman of the committee's Transportation & Communications Subcommittee, said that when the McFarland amendment was passed in 1952 there had been allegations that the FCC staff was "running the Commission."

Mr. McConnaughey replied that Congress should "kick out" the commissioners, not "pass a bad law."

The FCC chairman said the tv backlog is being worked off.

Comr. E. M. Webster said there had been no complaints on tall towers until recently when the military "arbitrarily" began objecting to tv towers of more than 1,000 feet.

FCC Broadcast Bureau Chief Curtis Plummer said three tall tower cases are in controversy (at Enid, Okla., Roswell, N. M., and Selma, Ala.) with a fourth (Louisville, Ky.) still being considered by a regional airspace subcommittee.

Rep. Harris said the country is faced with a tall tower dilemma caused by the expansion of both tv and aviation.

Rep. Morgan Moulder (D-Mo.) said he was in favor of subscription tv, without which, he said, "many tv stations can't survive." He said only a few large advertisers can continue to buy tv time under the present system.

Rep. Moulder also said he favored cheaper radio-tv time costs for political candidates, with a higher rate for commercial time. He complained that a one-minute spot costs "almost as much" as a quarter-hour of time.

Comr. Hennock, who dissented from the FCC's skywave rules, predicted that few daytime stations can go on the air when the rules are invoked.

She said a tv station's power is increased "three and four" times when its tower height is increased and said some vhf stations "cover 12 states," fostering the "monopoly gripping the tv industry."

She said manufacturers are making the "wrong" (vhf only) sets at the rate of 20,000 a day and "no one in Congress seems to know about it." She added, "I'm behind an electronic curtain."

Answering a question from Rep. Martin Dies (D-Tex.), she said the tv industry should be investigated. Tv sets are being bought by the poorer people. "They bought them instead of milk, you know," she added. She said the investigation should be made by "this committee and the Senate committee," terming the FCC the "wrong agency."

'Not Even Crumbs'

Advocating free radio-tv time for congressmen, she said, "You are not even getting the crumbs."

Rep. Dies said he was appalled at the mounting cost of tv time, and that in 25 to 30 years nobody can run for office except millionaries, or someone "subsidized by a billionaire." But when Comr. Hennock told him "You are entitled to free time," he replied: "I wouldn't go that strong."

Comr. Hennock reiterated her proposal, made to the Senate Juvenile Delinquency Subcommittee [B•T, April 14], that the FCC screen tv and radio programs and deny licenses to stations which carry crime programs and an excess of commercials.

NBC-TV's Robert Button Named to Post With Voice

ROBERT E. BUTTON, NBC-TV account executive who has been on leave for the past year serving as a consultant in the Defense Dept., has been appointed deputy assistant director for broadcasting of the U. S. Information Agency.

Mr. Button fills a vacancy in the Information Agency's Voice of America created when Edward F. Lenthen Jr. resigned last fall to return to his CBS post [B•T, Oct. 25, 1954], according to J. R. Poppele, USIA assistant director and head of VOA.

WWBZ Petition Answer Filed

OPPOSITION and counterreply to objections have been filed with the FCC on the petition of WWBZ Vineland, N. J., that its license be renewed following its deletion of horseracing information from its program schedule [B•T, March 28].

The opposition was filed by the Broadcast Bureau of the FCC. The Broadcast Bureau held that since the station had been cited and heard on the horseracing issue, and since the examiner had recommended revocation of its license [B•T, March 14], the Commission should not grant the WWBZ petition for license renewal even though the station had removed horseracing information from its broadcast schedule.

WWBZ claimed that its petition for license renewal was not too late since there are precedents in which the FCC renewed a license after the station complied with the wishes of the Commission regarding programming.



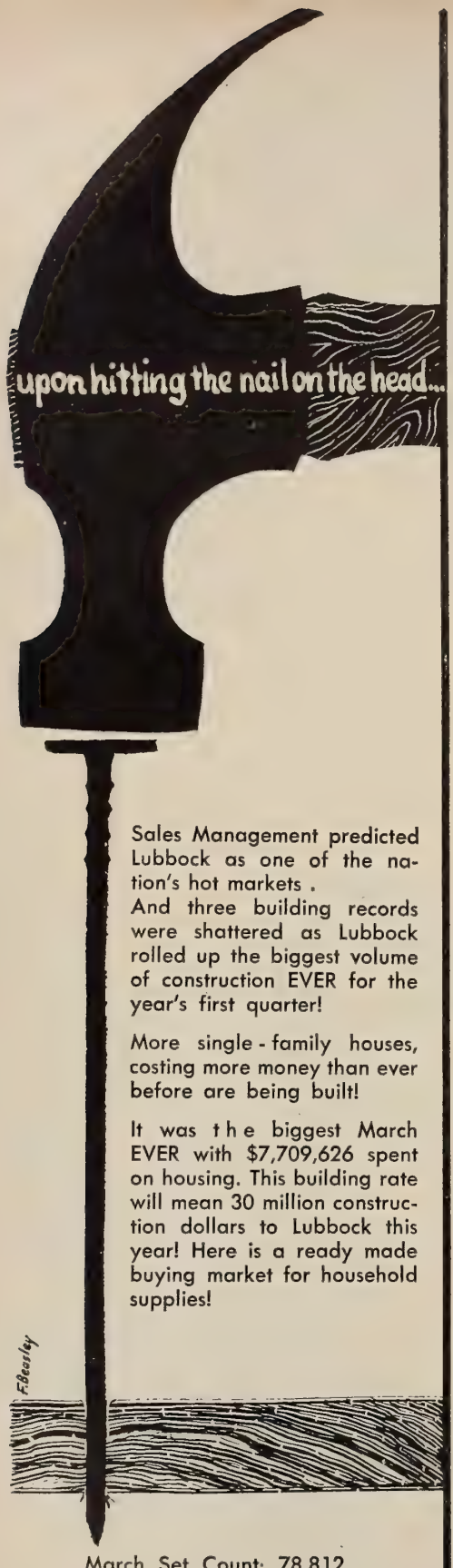
The budget is set • the client has okayed the general plan • now the pressure is on to draw up space schedules; compare stations • the hour is late, but the agency men work on • work with Standard Rate • and if you have a Service-Ad near your listing...

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Sales Management predicted Lubbock as one of the nation's hot markets.
And three building records were shattered as Lubbock rolled up the biggest volume of construction EVER for the year's first quarter!

More single-family houses, costing more money than ever before are being built!

It was the biggest March EVER with $7,709,626 spent on housing. This building rate will mean 30 million construction dollars to Lubbock this year! Here is a ready made buying market for household supplies!

March Set Count: 78,812
Coverage Pop.: 458,400

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LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

Court Rules KOA Has Right To Hearing on 860 Kc Switch

HEARING on 50 kw, KOA Denver objections to the move of KOAT Albuquerque, N. M., from 1240 kc to 860 kc must be held, the U. S. Court of Appeals in Washington ruled last week.

Clear channel, 850 kc KOA claimed that KOAT's move to an adjacent frequency obliterated its signals from parts of New Mexico. The Commission held that this area was not within the normally protected contours of the Denver station and that therefore KOA was not a party in interest.

The court held that KOA had shown it was likely to be financially injured and thus had standing as a protestant.

"As a commercial radio station it depends for its existence upon advertising revenues," the court said. "Its attractiveness to advertisers depends on the size of its audience. Its basic selling theme is that it is a 'single station network' covering the 'Western Market' area, which includes the areas of interference. . . . Though the improved position of KOAT will not, in itself, greatly injure KOA, KOA's loss of listeners will impair its competitive position as to all its competitors in the area, including the *Denver Post,* and economic injury will result."

FCC Hearing Starts May 9 On WROW-AM-TV Purchase

HEARING on the acquisition of WROW-AM-TV Albany, N. Y., by Lowell Thomas and associates will begin May 9, it was reported following a round of conferences with Chief Hearing Examiner James D. Cunningham.

The taking of testimony and cross examination of witnesses within three weeks followed two significant rulings by Mr. Cunningham.

He denied a request to bring into the hearing CBS' affiliation activities in other cities and he granted a request for CBS to produce all papers, memoranda, messages and books relating to the change in affiliation in Albany. The requests were made by Paul A. Porter, representing WTRI (TV) Albany.

The hearing is the culmination of a protest last year by ch. 35 WTRI against FCC approval of the $298,800 sale of the WROW stations to Mr. Thomas. WTRI charged that the sale violated Commission rules regarding ownership of a broadcast station by a network employe. Mr. Thomas is the noted CBS commentator. WTRI also charged that there was an understanding between CBS and Mr. Thomas regarding affiliation which violated the anti-trust laws. WTRI had been the CBS affiliate, but on Feb. 1 the affiliation was changed to ch. 41 WROW-TV. WTRI ceased operating Jan. 31.

WNYC Appeals Denial Of 5 Kw Operation by FCC

PLEA that the FCC arbitrarily denied its request for permission to use a 5 kw transmitter at full power for Conelrad and at 1 kw for its regular broadcasts [B•T, Feb. 14, Nov. 8, 1954] was made in the U. S. Court of Appeals in Washington last week by WNYC New York.

The city-owned station held that the Commission had no valid reason for refusing its request. By doing so, WNYC claimed, the Commission was discriminating against New York City taxpayers. In addition, WNYC claimed that its request for a waiver of the FCC regulation which forbids a 1 kw station from using a transmitter more than 1 kw in power had been denied without a hearing.

The FCC contended that there was no bar to WNYC buying two transmitters if it wanted to, but that it saw no reason why the daytime station (830 kc) should be exempt from the regulations which prevail for all stations. It also held that WNYC's plea that it was required to operate at 5 kw during Conelrad operation was in error, that it could just as well operate at 1 kw.

The case was argued before Circuit Judges Henry W. Edgerton, Wilbur K. Miller and David L. Bazelon. Representing the FCC was J. Smith Henley, assistant general counsel. Representing WNYC were Charles S. Rhyne and Eugene F. Mullin Jr.

FCC Cuts Length of Briefs In Move to Reduce Workload

IN AN EFFORT to reduce its paper and workloads the FCC has adopted amendments specifying the length of briefs which may be filed with the Commission and the amount of time which oral arguments before the Commission *en banc* may consume.

Pleadings submitted in hearing cases before the full Commission may not exceed 15 double-spaced typewritten pages in length. Briefs excepting to or supporting initial decisions or replying to exceptions are limited to 50 double-spaced typewritten pages.

Both limitations may be waived at the discretion of the Commission.

The amount of time permitted for an oral argument, according to the new ruling, before the Commission will be designated on the merits of each case. An appeal for extension of time may be granted if sufficient cause is shown.

Grants for Two New Outlets Among FCC Authorizations

TWO new standard stations at The Dalles, Ore., and Amarillo, Tex. were granted by the FCC late last week.

New 1 kw fulltime station at the Dalles to operate on 930 kc, directional night, was granted to The Dalles Broadcasting Co., composed of equal partners C. H. Fisher and his wife Edna E. Fisher.

Mr. Fisher is owner of KIHR Hood River, and one-third owner of KVAL-TV Eugene, both Oregon. Grant is subject to condition that Mr. Fisher dispose of all interest and sever all connections with KIHR before program tests are authorized.

At Amarillo, a new 500 w daytime station on 1360 kc was granted to Raymond D. Hollingsworth, treasurer and general manager of the American Quarter Horse Assn.

Meanwhile, FCC authorized WAEW Crossville, Tenn., to change from 250 w unlimited operation on 1340 kc to 1 kw daytime operation on 1330 kc.

WPGC Morningside, Md., was granted an increase in power on 1580 kc from 1 kw, 250 w Canadian Restricted to 10 kw directional daytime. Grant is subject to any interference that may be caused by proposed operation by Sam F. Musser of a new station at Elizabethtown, Pa., on 1580 kc with 1 kw daytime.

In separate actions the FCC also dismissed with prejudice the application of George V. Spohrer for a new daytime-250 w station on 540 kc at Syosset, N. Y., and bid of Salina Broadcasting Co. for new 500 w-daytime station on 1310 kc at Salina, Kan.

The FCC refused to accept Mr. Spohrer's

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.



They're going to have a baby . . .

THIS COUPLE have recently learned that their baby is on the way. Already, with the help of their doctor, they are planning for the welfare of the mother-to-be . . . and the arrival of a healthy child.

Thanks to the safeguards with which medical science has surrounded pregnancy and childbirth, the chances are better than ever that prospective parents can now realize their great expectations. In fact, infant mortality today has been cut to 28 per 1,000 live births. Only 30 years ago, it was 71.7 per 1,000.

The record for mothers is even better. As recently as 1941, there were 29 maternal deaths among every 10,000 live births. Today, the rate has plummeted to less than seven deaths. These great gains have been made even though the number of births in recent years has exceeded three and a half million annually . . . an increase of almost 50 percent since 1941.

An important factor in achieving this proud record has been the growing awareness among expectant parents of the importance of medical care *started early and continued throughout pregnancy.*

So, if a baby is expected in your family, here are some of the things the expectant mother can do:

1. Take a calm, realistic and happy attitude about pregnancy. Should anything upset you, take your questions to your doctor. He wants to help you face pregnancy as a normal, joyous state.

2. Follow your doctor's advice about periodic medical examinations, special diagnostic tests and particularly about rest, exercise, diet and weight control.

3. Plan, if possible, to have your baby in a hospital where you will have the most modern medical and nursing care. It is wise to make hospital reservations promptly . . . for today, 9 out of every 10 mothers go to hospitals to have their babies.

The husband, too, can help his wife over the months before the baby comes. The arrival of a new child is a most important event . . . as important to the husband as to the wife. When home duties are shared, many problems fade away.

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Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

petition for late appearance in hearing on his bid and removed from hearing docket and returned to the processing line the competitive bid of Great South Broadcasting Co. for the same facilities in Islip, N. Y.

The Salinas Broadcasting Co. application was dismissed for lack of prosecution.

Providence Ch. 12 Appeal Charges FCC Discrimination

WNET (TV) Providence, R. I., ch. 16, charged that the FCC discriminated against it in the protest hearing against the grant of Providence's ch. 12 to Cherry & Webb (now WPRO-TV). The uhf station said the Commission ordered the examiner to submit findings of fact only, and not to recommend any decision.

This allegation was the main subject of the WNET appeal against the FCC, argued last week in the U. S. Court of Appeals.

WNET protested the 1953 FCC grant of ch. 12 to what is now WPRO-TV, following a merger agreement among the then three competing applicants. WNET claimed that one of the agreements—which permitted two stockholders. of one of the applicants to accept $205,500 in lieu of stock in what will be a new ch. 12 corporation—was a "pay-off." It also claimed that Cherry & Webb, grantee of WPRO-TV, had begun construction of the tv station before it had received its grant. This is in violation of Commission rules.

The Commission ordered the protest to hearing before an examiner, but told the examiner to submit findings of fact only. This was done. Customarily, the examiner also renders an initial decision recommending a course of action to the FCC. The FCC argued last week that this move was taken in order to expedite the case.

Representing WNET was Benedict P. Cottone; for FCC was J. Smith Henley, and for WPRO-TV, Thomas H. Wall.

Comments at Commission Favor 5-Mile Limit Rule

COMMENT on the FCC's proposal to limit tv antennas to sites not more than five miles from the boundaries of the principal city—except for special cases—showed a slight edge in favor of the FCC recommendation.

Deadline for comments was Friday. Up through Thursday night there were 10 comments in favor, and five opposed.

Favoring the proposed five-mile-rule were ch. 59 WFAM-TV Lafayette, which urged that it not be made retroactive; WORZ-AM-FM Orlando, Fla., applicant for ch. 9 there; ch. 23 WGVL (TV) Greenville, S. C.; ch. 54 WTOM-TV Lansing, Mich.; ch. 13 WWTV (TV) Cadillac, Mich.; ch. 20 WPAG-TV Ann Arbor, Mich.; WTVB-AM-FM Coldwater, Mich.; WLOF Orlando, Fla., and ch. 6 WTVR (TV) Richmond, Va.

Opposing the proposal were Storer Broadcasting Co., NARTB, ch. 7 WPBN-TV Traverse City, Mich., National Grange and Sarkes Tarzian Inc. [B•T, April 11]. Storer asked that the rule not be made to apply to existing stations which might wish to change their facilities or where an antenna farm is in use. The Grange feared that restricting antenna location might deprive rural viewers of tv service.

The Commission proposal was made earlier this year [B•T, March 7] following a petition by WKNX-TV Saginaw, Mich. It is designed to aid uhf stations escape the competition of vhf stations whose signals cover a wide area through rural antenna siting.

$3 Million WNBF-AM-TV Sale Goes to FCC for Approval

FORMAL application for FCC approval of the sale of WNBF-AM-TV Binghamton, N. Y., by John C. Clark Sr. and family for $3 million cash to Walter H. Annenberg's Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia) was filed with the Commission last fortnight [B•T, March 14]. WNBF-TV is on ch. 12.

Mr. Clark, majority owner of the WNBF properties, told FCC in the sale application that he "wishes to convert his estate into more liquid form and is disposing of this and other properties."

Upon Commission consent to the sale, the application indicated, Triangle's Roger W. Clipp "will exercise general supervisory control over the station." Mr. Clipp is manager of the WFIL outlets. WNBF-AM-TV's station manager, George R. Dunham, will be retained and no other major staff changes are planned, FCC was told. Triangle also is 50% owner of WHGB Harrisburg, Pa.

Balance sheet for Clark Assoc., licensee of the WNBF outlets, as of Feb. 15 disclosed current assets of $707,250.81 and fixed assets of $599,630.64, which with deferred and other assets totaled $1,337,217.59. Current liabilities were reported at $320,830.63, capital stock $360,000, reserve $130,000, earned surplus $526,386.96 and total net worth $1,016,386.96.

Triangle said that as of March 15 it had a net worth "in excess of $25 million" and that net income after federal income taxes exceeded $3 million in both 1953 and 1954. Although it plans to pay $3 million cash for the WNBF properties, Triangle told FCC, the firm will later borrow $2.5 million for five years to replenish its working capital accounts.

Exoneration of Detective Put in San Antonio Record

RECORD in the comparative hearing for ch. 12 at San Antonio has been reopened briefly by FCC's Chief Hearing Examiner James D. Cunningham to receive evidence that a U. S. District Court in Texas found private detective James R. Duncan not guilty of impersonating an FCC employe. The examiner received the evidence April 1 and is preparing his initial decision in the case, which involves competing bids of KMAC and KONO there.

Mr. Duncan was indicted by a San Antonio grand jury last fall on charges that on June 18, 1954 he falsely represented himself as with the FCC while engaged in credit investigation of financial backers of the KMAC tv bid [B•T, Oct. 11, July 5, 1954]. The court's findings, submitted to the examiner, said Mr. Duncan knowingly and falsely represented he was "affiliated" with FCC but concluded this did not constitute impersonation of an "employe" of the Commission. In reopening the record, Examiner Cunningham ruled that "said decision tends to finalize an important question raised upon the record" and that acceptance of the information would not injure the applicants.

Ark. Upholds AF Tower Stand

A LAW requiring local zoning authorities to use U. S. Air Force standards to protect air bases [B•T, March 28] has been signed by Arkansas Gov. Orval Forbus, notwithstanding opposition of Arkansas broadcasters and the NARTB who fear that the law may affect radio and tv tower heights.

The enabling act permits local zoning authorities to establish provisions to protect airports, but provides that where U. S. airports are involved the standards must conform to Air Force criteria. These are considered much more stringent than those advocated by the Civil Aeronautics Administration for civil airports. The Air Force standards provide protection to a 300-400 sq. mile area about the airport.

The constitutionality of the Arkansas law has been questioned by NARTB Chief Attorney Vincent T. Wasilewski and consulting engineer A. Earl Cullum Jr., Dallas. It also is understood that the CAA advised the Air Force that it was opposed to this act.

Daytime Comments in at FCC

LAST minute comments on the FCC's daytime skywave rule [B•T, Jan. 31] hit the Commission last week, with the deadline today (Monday). Leading the opposition was the Assn. of Federal Communications Consulting Engineers, which held that the rule was based on false premises, unsupported conclusions, incomplete record, and that they were not founded on "sound engineering." The daytime skywave rule acknowledges the existence of skywave phenomena after sunrise and before sunset, roughly provides that daytime stations must cease broadcasting before sunset and prohibits the beginning of broadcasting until after sunrise. The rule was tentatively adopted early this year, but the Commission asked for comments on how to apply it.

KORK, KOLO Buys Held Up

ONE week after granting publisher-broadcaster Donald W. Reynolds permission to buy KORK Las Vegas and KOLO Reno [B•T, April 11], the FCC last week suspended that approval. The Commission said it wanted to look into charges by KLAS-TV Las Vegas that Mr. Reynolds was using joint rates for his KLRJ-TV Henderson (Las Vegas) and KZTV (TV) Reno, after he had told the Commission that he did not intend to do so. KLAS-TV also claimed that Mr. Reynolds was offering joint rates with his Las Vegas newspaper *(Review Journal)*.

KIMA-TV Seeks Third Satellite

THIRD application for a satellite tv station by KIMA-TV Yakima, Wash., was filed with the FCC last week. The ch. 29 Yakima station asked for ch. 43 in Ephrata, Wash., using 16.9 kw visual power from a 656-ft. antenna above average terrain. The Ephrata station will cost $82,405 to construct, the application said, $25,000 per year for operating costs and $50,000 yearly estimated revenues. Application is in the name of Basin Tv Co., wholly-owned subsidiary of Cascade Broadcasting Co. (KIMA-AM-TV Yakima), which also operates ch. 19 satellite KEPR-TV Pasco, Wash., and is an applicant for ch. 8 Walla Walla, Wash., to be run as a satellite. The KIMA owners also hold a grant for ch. 3 KLEW-TV Lewiston, Idaho, and hold 40% of KWIE Kennewick, Wash.

Ingle to Defense Post

EDWARD T. INGLE, for the past two years head of his own management consultant firm in Washington, has been appointed chief of the radio-tv branch, Office of Public Information, Dept. of Defense. For seven years Mr. Ingle was radio-tv director of the Republican National Committee and left in May 1953 to organize his own consulting firm. Most recently Mr. Ingle was consultant to the Dept. of Commerce on radio, tv and film. His appointment was effective April 1.

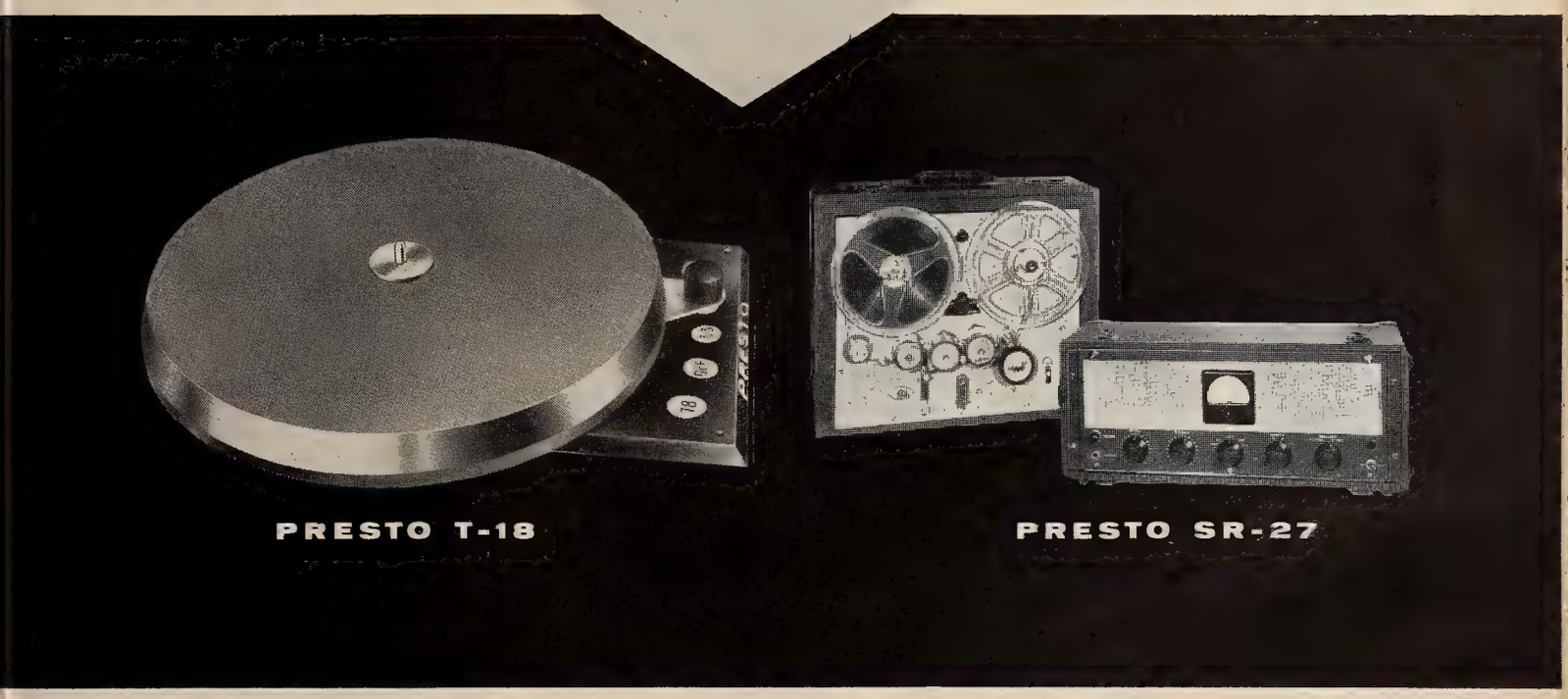
TWO NEW PRESTO UNITS

PRECISION THREE-SPEED TURNTABLE

T-18

LOW-COST PROFESSIONAL TAPE RECORDER

SR-27



PRESTO T-18 PRESTO SR-27

PRESTO T-18 TURNTABLE

introducing new flick shift!
one sideway motion
selects 3 speeds—33⅓, 45, 78 rpm.

The new streamlined T-18 sets the highest standards in turntable design and performance today. Most revolutionary is the exclusive 3-speed shift—with 3 idlers mounted on a single movable plate. A sideway flick of the single control lever automatically engages the proper idler. Trouble-making arms and shift cams are eliminated. Other advantages! Extra heavy weight, wide-bevel table, precision deep-well bearing, built-in adapter for 45 rpm discs, smart telephone black and brushed chrome finish. Only $53.50, Also available with hysteresis motor, $108.

PRESTO SR-27 TAPE RECORDER

featuring top-performance features
of finest PRESTO units—
economy priced for the first time!

Top value as well as top performance are yours in this 2-unit combination—SR-27 tape recorder and A-920 amplifier. The recording unit features 3-motor drive; separate record, erase and playback heads; fast forward and rewind. No take-up reel clutch, no idler pulley. A truly professional performer! Companion amplifier has 10 watt output at 16 ohms, self-contained power supply, separate preamps and VU meter, 2 playback speakers. Playback head can be monitored during recording. This combination is your best buy in hi-fi at only $485.

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Instantaneous Recording Service, 42 Lombard Street, Toronto

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

BLAIR EXPANDING RADIO OPERATIONS

Additions to sales staff, creation of farm department and opening of a new branch office are announced in concrete expression of faith in radio.

AS EVIDENCE of his faith in radio, John Blair, president of John Blair & Co., national radio representatives, is prepared to announce today (Monday) a series of additions to the sales staff; creation of a farm department, and the formation of the company's 10th regional sales office, in Atlanta.

New personnel will include Arthur H. McCoy, who has resigned as sales manager of Avery-Knodel Inc., to join the New York sales staff of Blair on May 9; Al Long, radio-tv supervisor McCann-Erickson, who will become a New York account executive on May 16, and Tom Ragland, most recently station and sales manager of WHBQ Memphis, who will be added to the Chicago sales staff on June 1.

Mr. Ragland will join Blair as director of the company's newly-created farm department, headquartering in Chicago. He will specialize in soliciting farm advertisers with presentation material and specific proposals for the proper utilization of the medium, according to Robert E. Eastman, executive vice president of Blair.



MR. McCOY



MR. LONG



MR. RAGLAND

Blair's Atlanta office will open on July 1, according to Mr. Blair, under the direction of Harry E. Cummings, who represents Blair stations in the Southeast. Mr. Cummings will continue to make his headquarters in Jacksonville. Mr. Blair said that personnel and other details will be announced within the next 10 days.

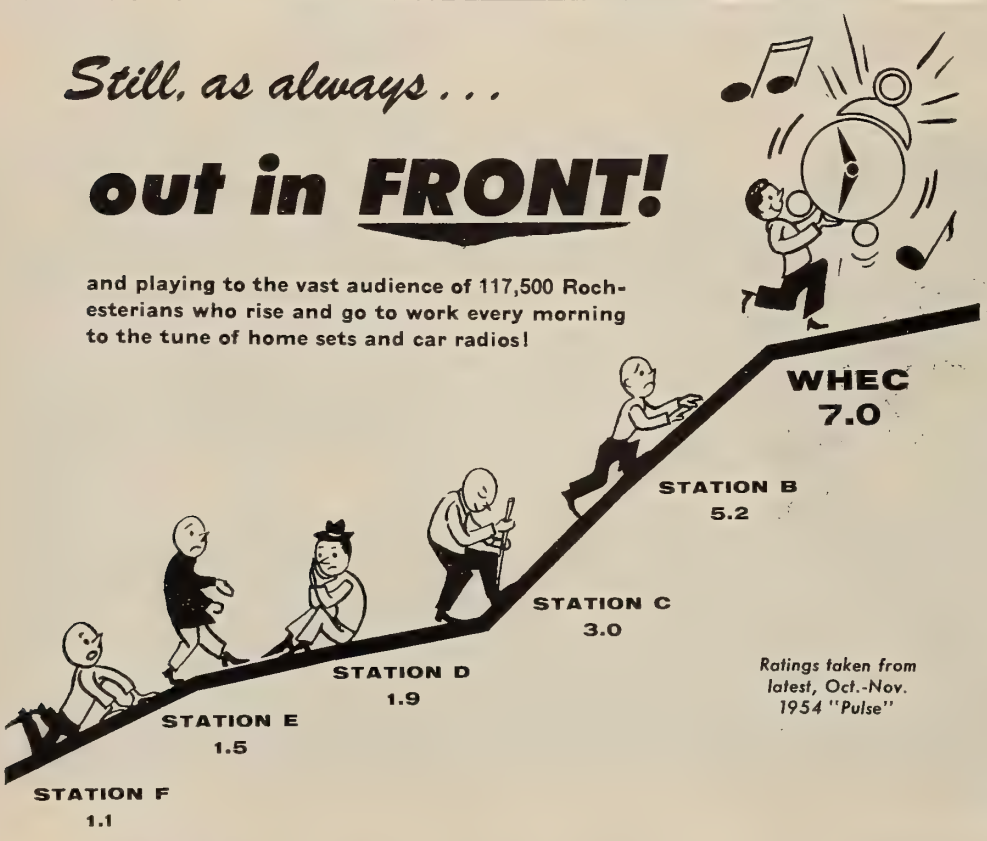
"This investment in additional senior personnel," Mr. Blair commented, "is not only an expression of our confidence in the continued stability of the medium, but it is our answer to many published reports that radio is fading. On the contrary, the spot end of our business remains at a high level, and the potential for future growth is still great."

Mr. Blair noted that the Atlanta office will be the third that the company has opened in less than two years.

Still, as always . . .

out in FRONT!

and playing to the vast audience of 117,500 Rochesterians who rise and go to work every morning to the tune of home sets and car radios!



Ratings taken from latest, Oct.-Nov. 1954 "Pulse"

"THE MUSICAL CLOCK"
with ED MEATH
6:15-9:30 A.M. MON.-SAT.

Ed Meath and the WHEC "Musical Clock" wake up many thousands of Rochesterians, talk to them while they're dressing, play for them during breakfast and go off to work with them in their radio-equipped cars *every morning!* Here is the lion's share of a *big* audience! Why not get *your* share of it?

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

CBS **WHEC** of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

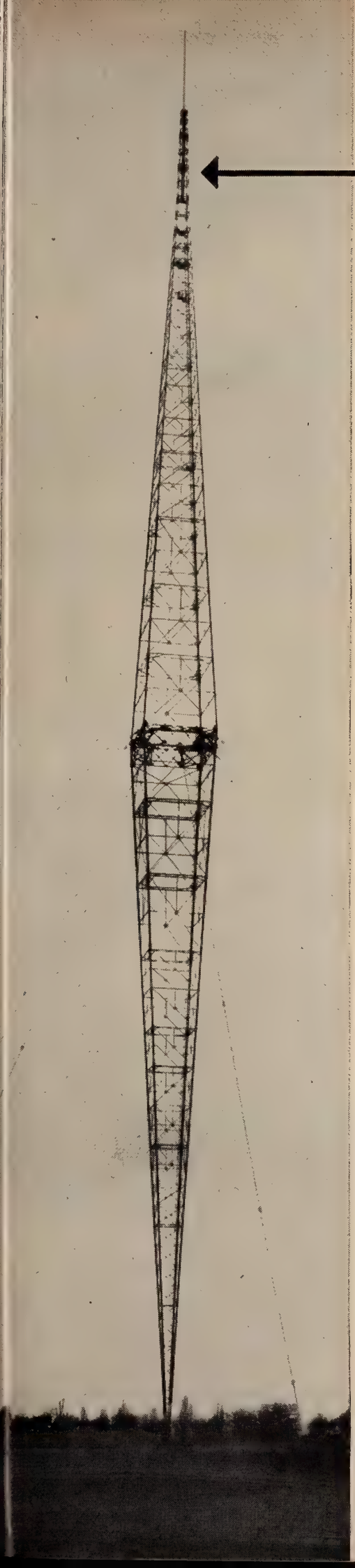
Blumenthal Group Reports WROV Purchase for $45,000

PURCHASE of WROV Roanoke, Va., for more than $45,000, was announced last week by Virginia broadcaster Cy Blumenthal, who heads the purchasing group. He said the sale was to be submitted to the FCC for approval last Friday or today (Monday).

The new owners, who will probably incorporate under the name of WROV Inc., are: Burt Levine (40%), former manager of WCAN Milwaukee and before that commercial manager of WPWA Chester, Pa.; Joseph Goodman (30%), former WPWA chief engineer; Nidra and Leon Levine (20%), Madison, Wis., and Mr. Blumenthal (10%). Mr. Blumenthal is 39% owner of WARL Arlington, Va., and sole owner of WCMS Norfolk.

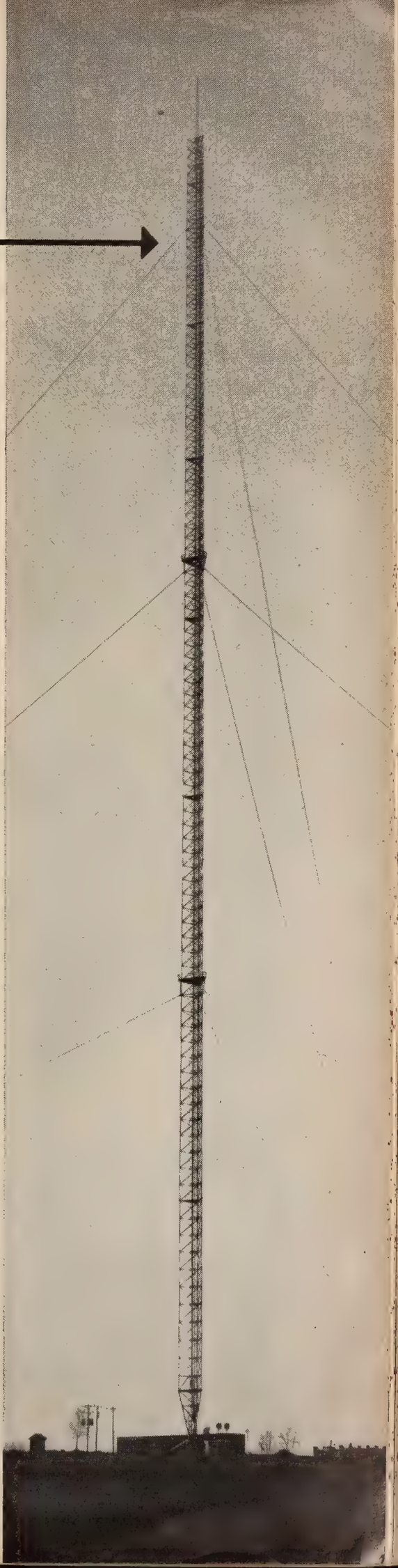
Principals of Radio Roanoke Inc., WROV licensee, include local businessmen Leo F. Henebry, president; James Kirk Ring, vice president, and Ernest W. Mitchell, secretary-treasurer. Each owns 14%. Radio Roanoke is unsuccessful applicant for ch. 7 there [B•T, April 4]. The station once operated ch. 27 WROV-TV, which in July 1953 was the first uhf to suspend regular programming because of vhf competition, later returning its permit.

Frank E. Koehler, general manager of WROV, will continue under the new owners, Mr. Blumenthal said. He added that between $15,000 and $20,000 will be spent on plant improvements. Messrs. Levine and Goodman will move to Roanoke to assume active roles in the management.



20 years ago...

and today



They're both BLAW-KNOX Towers over 1000 feet high

The *first* broadcasting tower over 1000 feet high was a Blaw-Knox Tower, shown on the left.

And today we continue to design guyed towers over 1000 feet high . . . such as the modern TV tower that accommodates an elevator, shown on the right.

These two examples well illustrate how Blaw-Knox has set the pace in tower design for many years. And why we are prepared to cooperate with you in designing a tower to meet *your* specific requirements.

For more complete information on the many modern types of Blaw-Knox Antenna Towers, write or phone for your copy of Bulletin No. 2417. Or send us your inquiry for prompt service, specifying height of tower and type of antenna.

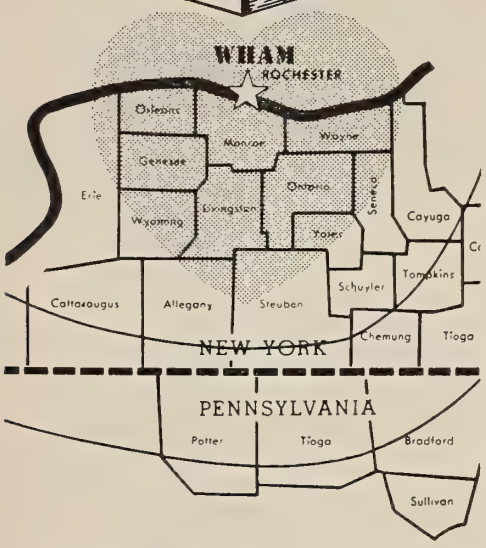
BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

ANTENNA TOWERS

BLAW-KNOX

Guyed and self-supporting—for AM • FM
TV • radar • microwave • communications

BUY A
Two-Edged
MARKET
Rochester and
Western N. Y.



For a sure-fire sales job in this area the only effective and, incidentally, low-cost way to do it is using WHAM Radio.

Rochester has long been recognized as tops in test cities, but Rochester is the heart of an area market that includes more than one and a half million people.

WHAM is the only station that covers *BOTH* Rochester---Western New York and Northern Pennsylvania.

Take a look at the facts, compare the record and then put this Western New York market in your pocket. Buy WHAM Radio to sell your product or service to *ALL* the Rochester area.

50,000 watts . . . clear channel . . . 1180KC

WHAM
ROCHESTER RADIO CITY
The Stromberg-Carlson Station
AM-FM ★ NBC Affiliate
Geo. P. Hollingbery Co., Nat'l Rep.
SELLING WESTERN NEW YORK, NOT JUST ROCHESTER

WXIX (TV) TURNS TO RADIO SPOT SATURATION

CBS-owned station buys 2,000 spots on local am stations during four-week period to promote its programming and uhf conversion.

WXIX (TV) Milwaukee is utilizing a radio spot saturation campaign—some 2,000 announcements on two stations over a period of four weeks—to promote its television operation.

The details were told to B•T last week by Edmund C. Bunker, general manager of the ch. 19 station. The saturation campaign is a followup of WXIX's "Springboard" push before it went on the air the end of February.

Twenty-second and one-minute announcements are being aired 500 times a week, day and night, on WEMP and WOKY disc jockey programs. They supplement a major promotion campaign in all advertising media.

The drive opened Feb. 20 before the station went on the air with space in the Milwaukee *Journal* and *Sentinel*, on billboards, in *Tv Guide* and in trade magazines. CBS Television bought every availability on WCAN-TV, former CBS affiliate, and former WOKY-TV—40 spots a day on the latter and breaks on the former. Film trailers also were purchased two weeks before WXIX began telecasting. CBS-TV network salutes began with the station's opening Feb. 27.

Radio saturation was launched in mid-March and overall promotion will continue "in every way all year around," Mr. Bunker stressed, adding it is not a seasonal drive. He also emphasized "that we are determined to use every possible means" to bring the station before the public constantly.

Radio spots have been aired round-the-clock, starting mostly in the daytime hours. They featured sound tracks of 31 top CBS-TV network personalities announcing their shows would be heard on WXIX. Sound tracks are followed by a live tag promoting daytime shows, uhf conversion factors and other promotion aspects.

Mr. Bunker noted that WXIX has added to the network schedule a series of local programs with "strong community flavor, plus a group of first quality children's programs."

New Contract, New Goal

A CRUSADING KXYZ Houston newscaster has received a 52-week contract-renewal from Cookbook bread along with praise from civic, veteran's and church organizations for his campaign to stop the flow of crime and sex comic books. Fred Nahas, who additionally is vice president of KXYZ, began the drive last June by devoting three minutes of his nightly newscast *Tomorrow's History* to the comic book problem. Gov. Allan Shivers and state and local legislators appeared on the station to air their views and listeners and local groups joined the campaign, which resulted in the passing of a local ordinance forbidding the sale of objectionable comic books. In addition to many citations from local organizations, Mr. Nahas was praised by the national American Legion convention for his part in the campaign. With the contract renewal, Mr. Nahas now is stumping for a juvenile curfew law as a means towards decreasing delinquency.



JOE HEROLD, general manager of KBTV (TV) Denver, acts as chauffeur for "Miss Spring of Ch. 9", professional model Marie Stratton, on a tour of local radio stations and news publications to promote KBTV's spring program lineup. Miss Stratton delivered Easter flowers to the disc m.c.'s of the stations and to the tv editors of the *Rocky Mountain News* and *Denver Post* during the station's three-day promotional stunt.

Faulk Takes VP Post With Texas Stations

APPOINTMENT of John Henry Faulk, New York radio and television personality, as vice president in charge of public affairs for KTBC-AM-TV Austin and KANG-TV Waco, effective May 18, was announced last week by Mrs. Claudia T. Johnson, president of the Texas Broadcasting Corp., operator of the stations.

In his new post, Mr. Faulk will coordinate all programs, will act as program advisor, and will continue broadcasting duties as a humorist on his own radio and tv shows.

For the past four years, Mr. Faulk has been the star of *The John Henry Faulk Show* on WCBS New York and appeared on numerous network shows.

WNDU-TV Sets First Rates

FIRST rate card calling for a top of $500 for a full hour in Class AA time (6:30 to 10 p.m. daily) was issued last week by Michiana Telecasting Corp. for WNDU-TV Notre Dame, Ind. The Notre Dame U. station is slated to begin commercial operation on uhf ch. 46 about July 15.

One-minute and 20-second spots are pegged at $100 (one time) for Class AA, with proportionate cuts of $20 for each other class (A, B, C and D). WNDU-TV will be affiliated with NBC-TV.

KHJ-TV Goes to Full Power

KHJ-TV Hollywood (ch. 9) is now operating at its maximum FCC-authorized 162 kw video and 81 kw audio, or over five times the former power, after putting its new transmitter and antenna atop Mt. Wilson into operation. The original transmitter is being housed in the enlarged transmitter building and the original antenna has been moved to the new tower, both as standby equipment, station executives announced.

"Great is TRUTH. Fire cannot burn, nor water drown it" . . . . . DUMAS

Sit up . . . Stand up . . . Walk up

NATIONAL CORRECT POSTURE WEEK, MAY 1-7

A Public Service of the Chiropractic Profession

Human beings should sit . . . stand and walk erect—on a straight line between the earth's center of gravity and infinity. That is correct posture. To slouch backward, or forward, or any way invites an abnormal spine . . . induces pain, wastes energy and encourages disease.



Each year, the National Chiropractic Association, representing the nation's second largest healing profession, officially sponsors National Correct Posture Week, May 1 to 7, as a public service in the interest of the nation's health.

This week is recognized by the Congress Of The United States; proclaimed by the governors of many states and the mayors of the most progressive cities . . . is welcomed by school officials.

During National Correct Posture Week some 25,000 Doctors of Chiropractic in the country draw special attention to the interdependence of good health and correct posture.



The National Chiropractic Association will develop newsworthy articles and stories, stressing the importance of correct posture. The radio and television stations of the nation are invited to participate in this public service to the nation's health and welfare.



If there is particular information you want, write us or send for the book, "The Truth About Chiropractic."

NATIONAL CHIROPRACTIC ASSOCIATION, Inc.,
NATIONAL BUILDING, WEBSTER CITY, IOWA.

3 TRUTHS YOU SHOULD KNOW

550 Insurance Companies Recognize Chiropractic.

1 out of EVERY 5 Americans Avail Themselves of Chiropractic Health Services.

4 Years of Chiropractic College is the Minimum Requirement for Doctors of Chiropractic.



The Truth About Chiropractic

**One of a Series of Reports*



AT a luncheon meeting given for agencies and advertisers by CBS Tv Spot Sales to mark the first Newark, N. J., showing of "The Best Spot in All Advertising" presentation are (l to r): Ed Larkin, eastern sales manager, CBS Tv Spot Sales; Alan Brown, advertising manager of Pharmaco Inc.; John McCormick, advertising manager, Anbesol Co.; Dick Loftus and Art Elliot, account executives, CBS Tv Spot Sales, and Bernard Dwortzan, advertising manager of Ronson Corp.

Color Slides Offered Stations By UCP for '55 Fund Drive

COLOR TELEVISION has become a medium for public service campaigns with the United Cerebral Palsy offering tv stations a set of five color tv slides in support of its 1955 drive, which opens next month.

UCP last week disclosed plans for the color tv phase of its campaign and asserted that as far as is known it is the first national voluntary health agency to produce color tv materials. The slides were produced for UCP by Mogle-Sheldon Assoc., New York.

Though UCP realizes that color shows are limited to the large cities and are presented on an infrequent basis, a spokesman said, it was decided to utilize color this year because "we are highly impressed with the strong impact of color tv."

Additionally, UCP will provide tv stations with six black-and-white television slides with suggested scripts, plus telops covering the same material. The organization is making available to radio stations the 1955 "Celebrity Radio Platter," containing spot announcements by top personalities including Bob Hope, UCP's national life chairman; Jane Pickens, Jack Benny, MacDonald Carey, June Havoc, Esther Williams, Gene Raymond and Jeanette MacDonald.

WTVI (TV) Switches Cities

WTVI (TV) Belleville, Ill., ch. 54, moved to its newly-assigned ch. 36 assignment in St. Louis April 9. Call letters have been changed to KTVI (TV), the station reports. Studios and offices also are located in St. Louis.

John D. Scheuer Jr., executive vice president and general manager, said KTVI plans to increase to 500 kw about mid-May, if the FCC approves. The station is owned by Signal Hill Telecasting Corp.

'Kiwanis' Article Debates Tv

THE April issue of *The Kiwanis Magazine* presents a pro and con discussion of the effects of television fare on children. The defense, which cites progress made in improving tv fare, is titled "Let's Give Tv a Chance." A criticism of tv programming with recommendations for improvement is titled "What Is Tv Doing to Our Children?"

WKBS to Publish Monthly

A MONTHLY newspaper, the *Nassau News-Commentator*, is being planned by Lee Hollingsworth, president of the Key Broadcasting System, owner of WKBS Mineola, L. I., N. Y., in order to get around the refusal of a local newspaper to carry station logs. A distribution of 25,000 for the give-away is contemplated for the paper which was tentatively scheduled to be published shortly before Easter. Paid advertising will be solicited.

Edward Petry & Co. Joins TvB

EDWARD PETRY & Co., station representative firm, has joined Television Bureau of Advertising, New York, as an active voting member with representation on the board of directors, Oliver Treyz, TvB president, has announced. Petry is the third representative firm to become a TvB member, Blair-Tv and Meeker Tv having joined earlier.

Testing Both Ways

IT might seem paradoxical for an advertiser to compete with himself, but Cole-Finder automobile agency, as an experiment, is doing just that on two Chicago tv channels. It sponsors film shows simultaneously on WGN-TV and WBKB (TV) each Saturday at 6 p.m.

Irwin Cole describes it as a test to see which length of show—one runs 60 minutes, the other 30 minutes—pulls the most audience. The hour-long film, *Six Shooter Theatre*, a children's show, runs on WGN-TV from 6-7 p.m. The other, *Cole-Finder Playhouse*, drama show, is aired on WBKB from 6-6:30 p.m.

Mr. Cole expects to know the results within a few weeks. Even so, it was indicated he may continue both because they reach different-type audiences.

WBC Purchases WRCA Spots For Its Mental Health Songs

AS EVIDENCE of its faith in radio, the Westinghouse Broadcasting Co. purchased three spot announcements on last Monday's WRCA New York's *Tex and Jinx* show, which was built entirely around WBC's mental health songs.

The songs, which Westinghouse produced in cooperation with the National Assn. of Mental Health, were unveiled in New York on WRCA, and previously had been carried on WBC's KYW Philadelphia, WBZ Boston, KEX Portland, Ore., KDKA Pittsburgh and WOWO Fort Wayne, Ind. They then will be distributed to other radio stations throughout the country by the association.

David Partridge, national advertising and sales promotion manager of WBC, said the announcements were bought on WRCA to call the attention of advertising men to the company's public service project called "Sing-Along for Mental Health." Mr. Partridge explained he believes "advertising people listen to radio, and what better demonstration could they have of radio's power than to receive our message through that medium."

Young Names Christianson

ADAM J. YOUNG Jr. Inc., radio station representatives, last week announced the opening of a San Francisco office in the Fairmont Hotel under the management of Charles (Chuck) Christianson. Previously Mr. Christianson had been with the West Coast office of WINS New York and KTVW (TV) Tacoma, Wash., and with KJBS San Francisco and KULA Honolulu.

WSYR-TV Alternate Unit Set

WSYR-TV Syracuse, N. Y., has completed installation of an alternate $75,000 General Electric transmitting unit, Albert Eicholzer, WSYR-AM-TV chief engineer, has announced.

The new equipment provides duplicate facilities in case of mechanical or electrical trouble. Francis Thisse, assistant chief engineer, was in charge of the installation which took three months.



PIZITZ DEPARTMENT Store, Birmingham, Ala., arranges with WBRC there for a schedule of 624 programs and 2,600 spot announcements starting today (Monday). According to WBRC, the agreement represents the largest amount of department store advertising in the history of Alabama radio. Conferring on plans are (l to r) Isadore Pizitz, president of the department store, biggest in Alabama; Charles Shapiro, Pizitz advertising manager, who planned details of the schedule, and Lionel Baxter, WBRC sales manager.

Flood Hurries Switch

UNDER emergency flood conditions, WCBI Columbus, Miss., pressed into use its new transmitter and switched from local operation on 1340 kc to regional operation on its newly assigned 550 kc to serve the flooded area day and night.

The station had just completed construction of a new four-tower, directional antenna array and installation of a new RCA transmitter. A record-breaking rain in the upper regions of the Tombigbee River valley threatened thousands of acres. At the request of the Red Cross, Sen. John Stennis (D-Miss.) and others, the FCC permitted WCBI to prematurely begin operation with the new facilities. The station switched over to its new frequency and transmitter on March 23 at 6 p.m. Official dedication ceremonies are scheduled later. WCBI's new power is 1 kw day, 500 w night.

WCBS Releases Figures Pointing Up Radio's Power

IN the face of vigorous competition from television, radio continues to be the preferred medium of the New York adult population during daytime and early evening hours, according to Carl Ward, general manager of WCBS New York.

Mr. Ward released a series of comparative figures, based on the February TelePulse and Pulse in- and out-of-home tabulations, which show that in the hours from 7 a.m. to 7 p.m., New York metropolitan area adults listen to radio rather than watch tv. Mr. Ward stated that computations made by his staff from Pulse data reveal that during the 7 a.m.-7 p.m. period, tv draws an average of 662,640 grown-up viewers in the 12-hour period, while radio reaches 1,382,240 listeners (the 6-7 a.m. time slot was excluded from the survey since tv does no program during all four quarter-hours.)

"Monday through Friday, radio reaches its peak strength among New York adults, not during the morning or afternoon hours, but between 6 p.m. and 7 p.m.," Mr. Ward pointed out.

WRIV to Debut May 15

MAY 15 is the target date for the first broadcast of WRIV Riverhead, L. I., which will be an opening day celebration with local, county and state dignitaries participating. The station's transmitter building, an 18x18-ft. concrete structure, is now under construction and its tower will be 133 ft. high. With offices and studios located at 29 E. Main St., WRIV expects to cover eastern Long Island from Moriches to Montauk and a good portion of Connecticut. It will operate on 1390 kc with 500 w.

A-K Promotes Tormey

JOHN J. TORMEY has been advanced from account executive to manager of radio sales of the New York office of Avery-Knodel Inc., succeeding Arthur H. McCoy, who has resigned to join John Blair & Co. (see page 86).

Mr. Tormey has been an account executive for Avery-Knodel for the past five years and is credited with having serviced many of the larger accounts of leading advertising agencies. Previously he had been with Edward Petry & Co., WOR New York and CBS Radio.



for maximum coverage, superb performance over the entire market area...

DUMONT®

TELEVISION TRANSMITTER DEPT., ALLEN B. DUMONT LABORATORIES INC., CLIFTON, N. J.

WINDO and BUMPO

—the greatest audience and sponsor promotion in thirty years of radio—another first for radio's number one independent station, KLIF in Dallas

WARNING: WINDO and BUMPO are fully protected

The first radio or television station to get WINDO or BUMPO in its city *must* completely dominate the market

For information on the franchise in your market write, wire, or telephone—

Gordon McLendon
2104 Jackson
Dallas, Texas

First come, first protected

phone Randolph 7121



CONTRACTS totalling $500,000 are signed by E. Newton Wray, president of KTBS-TV Shreveport, La., for equipment and construction of the new ch. 3 station scheduled to be completed Sept. 1. Representatives of DuMont Labs, which will supply transmitter and studio equipment, were present at the signing. L to r: George D. Wray Sr., KTBS Inc. chairman of the board; George R. Winston, DuMont sales representative; George D. Wray Jr., KTBS vice president, and James B. Tharpe, DuMont tv transmitter division manager. Other contracts were awarded to RCA, Truscon Towers, Raytheon and Beasley Construction.

Tv Most Important in Small Communities, Pellegrin Says

THE TV station plays a more important role in the smaller community than in the large city, Frank E. Pellegrin, partner in H-R Television Inc., station representative, told an audience of Lima, Ohio, businessmen last fortnight.

Mr. Pellegrin addressed some 150 local businessmen in the studios of WLOK-TV Lima, which on April 24 changes its call letters to WIMA-TV and its channel from 73 to 35.

When a community loses its local tv station, Mr. Pellegrin said, "you might as well hang crepe on city hall." He said that in 10 years tv has become a local institution equalling in importance the daily newspaper, the library, the high school, churches or banks. Tv, he said, achieved this stature in such short time "because it has become Americans' favorite leisure-time activity."

Loss of a local operating station also means that the community's televiewers shift interest to the stations of neighboring cities and the local businessman subsequently suffers a loss because of this diversion of his customer's attention, he said.

Eventually, Mr. Pellegrin warned, the local resident would regard his home town "as merely a suburb of the neighboring Bigtown, with an inevitable drain-off of a hefty percent of what is now your local retail business."

Ad Pioneer Retires

RETIREMENT of Mrs. Glad Hall Burnside, account executive, KRKD Hollywood and the first woman account executive in Los Angeles radio history, has been announced.

Mrs. Burnside joined KRKD in her present capacity in 1938. She became vice president of the Advertising Assn. of the West in 1952 and is a former president of the Los Angeles Advertising Womens Club. Mrs. Burnside is currently a board member of the Los Angeles Advertising Club.



ANNIVERSARY greetings are exchanged as American Airlines celebrates its second year as sponsor of *Music 'Til Dawn* on WTOP Washington. L to r: Morris Shipley, AA assistant vice president; Herbert D. Ford, AA district sales manager, and Lloyd W. Dennis, WTOP vice president for radio.

Jacobsen, KROS Head, Dies; Former Demo Congressman

WILLIAM S. JACOBSEN, 68, president of KROS Clinton, Iowa, and former Democratic congressman from Iowa (1937-43), died April 10 after a heart attack. Mr. Jacobsen helped organize the Clinton Broadcasting Corp., KROS licensee, in 1941.

Mr. Jacobsen also was president of the Clinton Thrift Co., an industrial financing concern he organized in 1927, and was acting postmaster of Clinton from 1951-54.

Survivors include his wife and two sons, Bernard M., KROS general manager, and Maenard W., Clinton insurance man.

Rep. Henry O. Talle (R-Iowa) paid tribute to Mr. Jacobsen on the House floor last week.

WFMZ-TV Stops Temporarily

WFMZ-TV Allentown, Pa., ch. 67, was scheduled to suspend operations temporarily Friday pending settlement of litigation for money due the company from subscribers to its capital stock. Raymond F. Kohn, WFMZ-TV president, said that about $75,000 of the $300,000 subscribed had not been paid in. Largest delinquent, Mr. Kohn said, was Samuel W. Traylor Jr. in the amount of $47,547.50. WFMZ-TV went on the air last December.

This amount, Mr. Kohn said, "represents . . . the cash working capital which any new operation must depend upon for normal growth and development." WFMZ-FM Allentown is not affected by the television situation, it was said.

CBS Spot in Philadelphia

ADVERTISERS and agency executives in the Philadelphia area today (Monday) will view the CBS-TV Spot Sales presentation, "The Best Spot in All Advertising," at a luncheon meeting at the Hotel Warwick, Philadelphia. In attendance from CBS-TV Spot Sales in New York will be Clark George, general sales manager; Edward A. Larkin, eastern sales manager; Jack Mohler, director of sales development, and Ted O'Connell, account executive. Representing WCAU-TV Philadelphia will be Donald W. Thornburgh, president and general manager; Robert M. McGredy, sales manager, and Frank Elliott, special representative.

REPRESENTATIVE PEOPLE

Jay A. Whalen, assistant tv promotion manager, Blair-Tv, N. Y., to tv promotion dept., Edward Petry & Co., same city.



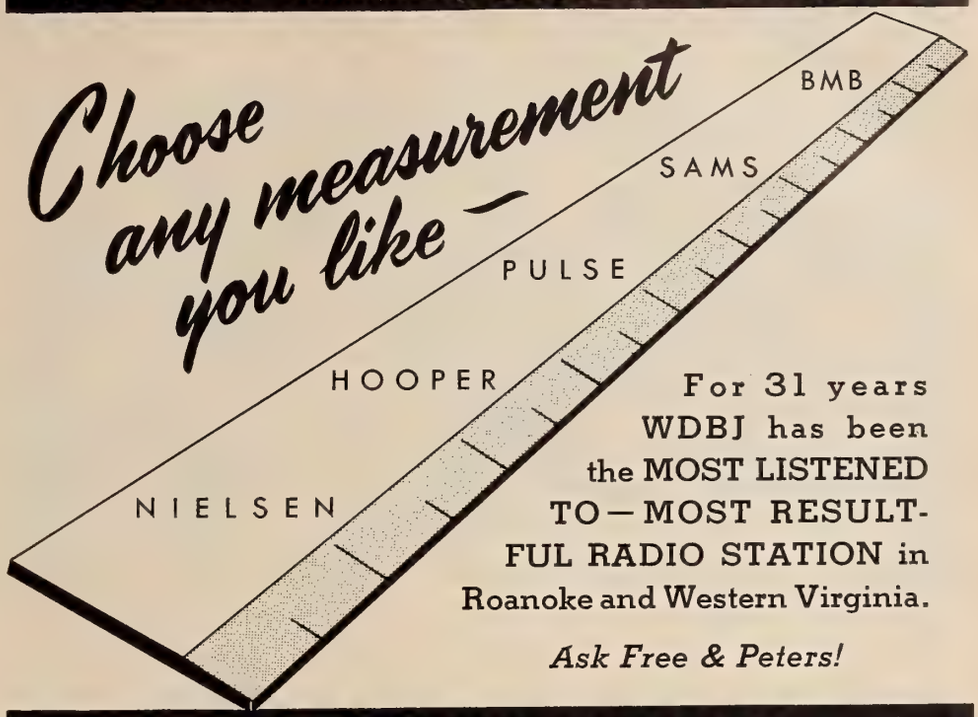
MR. WHALEN

Alan T. Axtell, formerly with CBS Radio Spot Sales, Chicago, to tv dept., Katz Agency Inc., Chicago.

Jory Nodland, formerly with sales staff, WMAQ Chicago, to sales staff, NBC Tv Spot Sales, same city.

Harry B. Simmons, formerly with NBC-TV sales department, to Bolling Co., N. Y., radio-tv station representative, as account executive.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION



For 31 years WDBJ has been the MOST LISTENED TO — MOST RESULTFUL RADIO STATION in Roanoke and Western Virginia.

Ask Free & Peters!

WDBJ

Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.



Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*



is on WKBT*

Why Aren't You?

WHERE THE MONEY ROLLS IN

La Crosse takes in so much money that it resembles a bank! Manufacturing here does a $100,000,000 annual business. Agriculture enjoys a $10,000,000 annual income. And more money comes in from the tourist trade, from air, rail and river traffic. That's the money-making market offered by WKBT — on an *exclusive* basis. If you're interested in making money yourself, you couldn't pick a better spot.

Lucky Strike—sponsor of Ann Sothern's popular series—is just one of the many *lucky* advertisers buying WKBT. Why lucky? Because WKBT offers exclusive, unduplicated coverage of the newest and fastest-growing TV market in America! Latest statistics show that TV homes are up to 87,000* in La Crosse and environs—WKBT's exclusive TV territory. And heaven knows what the grand total will be next month! So it grows in La Crosse . . . the big opportunity market that is reached by one and only one TV station—WKBT. Luckiest buy in TV!

*Pulse Survey—March, 1955

***Ann Sothern stars in "Private Secretary"**
WKBT, Sundays, 6:30 P.M.

WKBT

CHANNEL 8
Affiliated with 5000 watt WKBH, La Crosse's 32 year old NBC outlet

LA CROSSE WISCONSIN

REPRESENTED NATIONALLY BY
PAUL H. RAYMER COMPANY, Inc.

NBC • CBS • ABC • DuMont



WESTINGHOUSE Broadcasting Co. o&o tv station program executives met in a two-day session in New York last week to discuss local live and film programming problems. Guest speakers were Steve Krantz, program manager of WRCA-TV New York; Richard Woollen, film director, KTTV (TV) Los Angeles and John Stearns, New York tv producer. At the meeting (l to r) Front row—Donald H. McGannon, vice president and general executive of WBC; Richard Pack, WBC national program manager; Byron Dowty, program manager, KDKA-TV Pittsburgh and Calvin Jones, executive producer, WPTZ (TV) Philadelphia; back row—Mr. Stearns; Roger Wolfe, assistant program manager, KDKA-TV; Mr. Krantz; William Dempsey, program manager, KPIX (TV) San Francisco; Mr. Woollen; Gordon Swan, program manager, WBZ-TV Boston; Stan Lee Broza, program manager, WPTZ, and Iran Berlow, assistant program manager, WBZ-TV.

STATION SHORTS

KTAN Sherman, Tex., reports April 6 storm blew off portion of station's roof, flooded transmitter room, control room and studio. By 9:45 a.m. equipment had been dried off and KTAN throughout day carried storm damage reports and public service announcements for police department, sheriff's office, highway patrol and phone and power companies.

WWLP (TV) Springfield, Mass., moves administrative, programming, engineering, financial and traffic depts. to studio-transmitter building, Provin Mt., Agawam; sales, news, film, photography and promotion depts. occupy new quarters, Birnie Bldg., 17 Pearl St., Apremont Triangle.

WSON-AM-FM Henderson, Ky., is installing new Collins 500w/250w am transmitter and RCA high fidelity turntables with installation completed and start of operation expected May 1.

KPTV (TV) Portland, Ore., announces approximate six weeks delay, until about end of May, in shipment of new 1,000 kw transmitter from RCA, due to modifications.

KFSD San Diego is installing new 25 kw RCA transmitter atop Mt. Soledad there with operation expected by early summer.

WEBB Baltimore began broadcasting April 2.

WTVT (TV) Tampa, Fla., has become basic affiliate of CBS-TV.

WTPA (TV) Harrisburg, Pa., has changed telephone to Cedar 8-7171.

WDSU-TV New Orleans has begun broadcasting local color programs.

STATION PEOPLE

Richard E. Ryan, sales manager, KLOK San Jose, Calif., appointed general manager.

Joseph H. Barker, West Virginia sales manager, WWKO Ashland, Ky., appointed station manager.

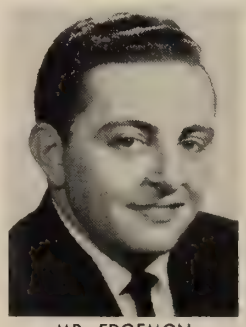


MR. BARKER

William C. O'Donnell, sales manager, KXOK St. Louis, elected to board of directors, KXOK Broadcasting Inc., succeeding **V. N. Springgate,** deceased; **Edwin Johnston,** partner, Cobbs, Armstrong, Teasdale & Roos (law), St. Louis, elected to KXOK board of directors, succeeding **Aubrey D. Reid,** resigned.

Bill Hippee, account executive, KRNT Des Moines, Iowa, appointed KRNT-AM-TV local sales manager [B•T, April 11].

Donald H. Edgemon, client service director, WLWC (TV) Columbus, Ohio, to WKRC-AM-FM-TV Cincinnati, as publicity and public relations director.



MR. EDGEMON

Norah A. Yardley, formerly with Motion Pictures for Television, N. Y., to WCOP Boston, as public relations and sales promotion director.

Robert E. Scott, formerly with sales staff, WFAA-TV Dallas, to WLWC (TV) Columbus, Ohio, as sales executive.

Frank Kurtz, formerly copy chief, KFBB Great Falls, Mont., named continuity director, WOW-AM-TV Omaha.

Jack F. Joyner, former sports publicity director, U. of Tennessee, appointed news and sports director, WTSK-TV Knoxville, Tenn.

John B. Ledbetter, formerly with engineering staff, KFMB-TV San Diego, appointed assistant chief engineer, KLAS-AM-TV Las Vegas, Nev.

Nancy Carey, sales promotion staff, WMBR-AM-FM-TV Jacksonville, Fla., named head of WMBR-AM-TV accounting dept.; **Marc Conant,** WMBR-AM-FM-TV accounting dept., appointed WMBR-TV local account executive; **Marion Rasmus** named head of WMBR-TV traffic dept.; **Alliette Register,** WMBR-AM-FM programming staff, to WMBR-TV traffic staff; **Mary Sample,** formerly with KROD-TV El Paso, Tex., to WMBR-AM-FM-TV sales promotion staff; **Sid Beighley** and **George Johnston** to WMBR-AM-FM as local account executives; **Hugh Batey,** formerly disc m.c.-announcer, WPDQ Jacksonville, to WMBR-AM-FM announcing staff; **Bob Booker,** WMBR-TV director, named WMBR-TV production manager.

Sidney Matz, advertising manager, Best Super Market chain, Phila., to WRCA-AM-TV New York as merchandising executive.

Edmond Chavanette, formerly with KOVR (TV) Stockton, Calif., to KFSD-TV San Diego as director.

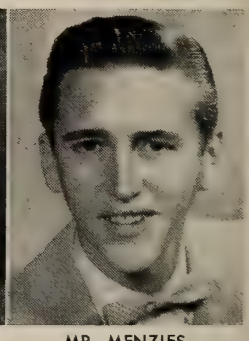
Len Cane, sports director, WENT Gloversville, N. Y., to WEAV Plattsburg, N. Y., in same capacity.

Christine Wagner to WVET Rochester, N. Y., as traffic director, replacing **Norma Stewart,** resigned.

William H. Bell, formerly commercial manager, WHEN-TV Syracuse, N. Y., named assistant to general manager in charge of WHEN-AM. **Frederick Menzies,** formerly WHEN-TV regional sales manager, succeeds Mr. Bell.



MR. BELL



MR. MENZIES

Robert Moon, former writer-producer, KNXT (TV) Hollywood *Juke Box Jury,* to KTLA (TV) there as auctioneer on *TeeVee Auctions* program.

Charley Stookey, former CBS Radio farm program conductor, to KWBU Corpus Christi, Tex., as farm program personality.

Ivan Smith, newsman and disc m.c., KXL Portland, Ore., appointed announcer, KPTV (TV) Portland, Ore., succeeding **Bill Clayton,** who moved to KONA (TV) Honolulu.

Farrell M. Smith, formerly with WMVG Milledgeville, Ga., to announcing staff, WMAZ-TV Macon, Ga.; **James G. Alford** to WMAZ news department.

Paul Dixon, personality, DuMont Television Network, to WLWT (TV) Cincinnati as program conductor for that station and affiliated WLWC (TV) Columbus and WLWD (TV) Dayton, Ohio; **Sis Camp,** featured on Mr. Dixon's DuMont show, also moves to WLWT.

Shirley Reid to KTRK-TV Houston, Tex., as children's personality.

Harry Geise, meteorologist, to KGO-TV San Francisco as weatherman.

Champ Butler, radio-tv and nightclub singer, to KNXT (TV) Hollywood *Musical Nitecap* program, succeeding **Dave Willock,** resigned.

Raymond G. Girardin, radio-tv director, H. B. Humphrey, Alley & Richards Inc., Boston, to sales staff, WFBR Baltimore, as account executive.

Alexander W. Sheftell, account executive, WTTG (TV) Washington, to sales staff, WMAL-AM-FM there.

Al Seidner, formerly with Reuben H. Donnelley Corp., Chicago, to sales staff, WGAY Silver Spring, Md.

John J. Cassin Jr., salesman, WAAB Worcester, Mass., to sales staff, WRCA-TV New York.

Harry Miller, formerly advertising and public relations director, Cicero Federal Loan & Savings Assn., Cicero, Ill., to sales staff, WGN-TV Chicago.

Frank Beazley, former sales manager, KBAK-TV Bakersfield, Calif., to KNXT (TV) Hollywood as account executive.

Wallace Brazeal to KEAR San Mateo, Calif., as account executive.

Ray Marsh, formerly salesman, WCOL Columbus, Ohio, to WTVN Columbus as account executive.

Robert O. Pusey, account executive, KSL-AM-FM Salt Lake City, transfers to KSL-TV in same capacity.

Raymond Ruff, formerly sales manager, KTVQ (TV) Oklahoma City, to KDKA Pittsburgh as sales representative.

Joe Kelsey, formerly factory representative, Philco Corp., Chicago, to sales staff, WKDA Nashville, Tenn.

Frank Clarke, former public relations and marketing consultant, National Assn. for Advancement of Colored People, to sales staff, KSAN San Francisco.

U. S. Altman, KALI Pasadena, Calif., **Cliff Rucker** and **Harry Varlie** to KFSD San Diego, as salesmen.

More Bayou Capers

NEW ORLEANS continues to blossom as the scene of unconventional stunts to gain prominence for radio. The latest is a feat of disc jockey Scott Muni of WSMB. Station reports that during Mr. Scott's late show he kissed actress Cleo Moore for 11 minutes and one second, bettering by five minutes the "record" of Chicago tv disc jockey Jack Eigen and Miss Moore and upholding the "honor of radio." The "Kissing Marathon" follows the "Shtiggy Boom" performance of two disc m.c.'s of WNOE New Orleans, who played that record on the air for 58 consecutive hours [B•T, Feb. 21]. WSMB's switchboard was jammed with calls over the event, with many listeners expressing the hope Mr. Muni wouldn't be subjected to the same fate of Mr. Eigen, who was removed from his program.

Harvey Herbst, formerly with production staff, WFAA-TV Dallas, to sales staff, KTBC-TV Austin, Tex.

Ed Long, former Armed Forces Radio Service newscaster, to KBIG Avalon, Calif., as sportscaster, succeeding **Bruce Rice** who moves to sports staff, KWFT-AM-TV Wichita Falls, Tex.

Francis Robbins, formerly news editor, KDHL Faribault, Minn., to WCCO Minneapolis-St. Paul as news writer.

John Mullaney appointed assistant to sales promotion director, WEEI Boston.

Harold Salzman, newsman, WLS Chicago, appointed assistant to news editor.

William Douglas Brittain, formerly with WMMT McMinnville, Tenn., in news reporting and promotion capacities, to WLAC Nashville, Tenn., as personality.

Alene Hoyt to copy dept., WICC Bridgeport, Conn., replacing **Eleanor Coates.**

Lois Decker, accounting staff, Trans World Airlines, Burbank, Calif., to KBIG Avalon, Calif., in similar position.

Rosemary Garrett, assistant promotion and publicity director, KCOP (TV) Hollywood, to *Tv Radio Life* magazine.

John R. Pepper, president, Bluff City Broadcasting Co. (WDIA Memphis, Tenn.), elected member, Young Presidents' Organization, N. Y.

Ken Boehmer, promotion manager, WJBK-TV Detroit, appointed to serve on tv desk, "Operation Cue," Civil Defense test scheduled for end of April near Las Vegas, Nev.

Fred L. Bernstein, general manager, WTTM Trenton, N. J., appointed to head publicity committee, Greater Trenton Chamber of Commerce.

Robert E. Widmark, account executive, WMT Cedar Rapids, Iowa, elected president, Cedar Rapids Rotary Club.

George C. Biggar, general manager, WLBK DeKalb, Ill., elected honorary member, Chicago Loop Kiwanis Club.

Max E. Buck, advertising, merchandising and promotion director, WRCA-AM-TV New York, will speak before Assn. of National Advertisers' drug and toiletry group April 24 in N. Y. on "The 64 Million Dollar Question."

Merrill Joels, actor-announcer, *The Jewish Home Show,* WATV (TV) Newark, N. J., author of book, *Acting Is a Business.*

Anthony Mammarella, producer, WFIL-TV Philadelphia, and Agnes Becker, traffic dept., WPTZ (TV) there, were married.

Mac McGuire, disc m.c., KYW Philadelphia, father of girl, Dawn, April 12.

Edward Holubowitch, audio technician, WGLV (TV) Easton, Pa., father of boy, Edward Jr., April 11.

Joe Bluth, studio remote supervisor, KTTV (TV) Hollywood, father of girl, Wendi Ann, April 7.

Pat Landon, commentator, *Today in Philadelphia,* WPTZ (TV) Philadelphia, father of boy, Jonathon Wilson, April 3.

Bill Walsh, sales executive, WEEI Boston, father of boy, Steven.

William Cook, photographer, WMAZ-TV Macon, Ga., father of girl, Vivi Dawn; **Goodrich Shafer,** WMAZ-TV engineer, father of boy, Terry.

MORE THAN "JUST A TOWER"

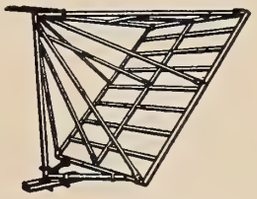
IT'S THE WHOLE JOB WRAPPED UP

From coast to coast you will find installations where TOWER'S "Package" service is paying off. We manufacture the tower and erect it—handle your job from the planning stage on through complete maintenance service.

A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type . . . heavy legs and braces . . . designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coat of primer undercoat . . . supports all types of television antennas and coaxial feed line or wave guide . . . complete erection by experienced crews.

MICROWAVE TOWERS AND REFLECTORS



TOWER is a pioneer in Microwave towers and Microwave reflectors. We are manufacturers of famous Microwave passive reflectors used by the U. S Government, Bell Telephone System and leading manufacturers . . . TOWER reflectors are used widely by TV stations to direct microwave signal from studio to transmitter. We invite you to check with our satisfied customers.

Tower Fabricators And Constructors The World Over

TOWER

Construction Co.

SIOUX CITY, IOWA

RCA MAKES READY FOR MASS PRODUCTION OF 21-INCH ROUND METAL COLOR TV TUBE

Plans are outlined by W. Walter Watts, RCA executive vice president of electronic products. He says the manufacturing firm believes this tube will be the answer to low-cost color tv.

RCA's Tube Div. said last week that it is about to turn the corner and enter full-scale production on a mass production basis of its 21-inch round metal color tv tube.

As outlined by W. Walter Watts, executive vice president of RCA electronic products, these plans include:

- Eventual automation of the Lancaster, Pa., plant assuring mass production methods of color picture tubes and other tube components.
- Decision by RCA that its 21-inch round metal color tube "will be the answer to low-cost color tv."
- Introduction soon of a new chassis for the 21-inch tube with a simplified 28-tube circuitry. Although RCA has not yet announced the price of the new set, it is generally regarded that it will be shaved from the $895 at which the present receiver retails.

Mr. Watts said that the Lancaster plant's output of about 2,500 color picture tubes a month will be raised to 30,000 by the end of the year contingent on "pressure from the industry" and delivery of automation equipment. It is planned that by June, the Lancaster plant will end all of its black-and-white production and by Aug. 1, when the plant is expanded from 50,000 square feet of floor space to 132,000 square feet, all of the output will be devoted to color tubes.

Scheduled for Demand

Emphasis was made that time schedules and the rate of production will be geared to both industry and public demand for the tubes and sets. Mr. Watts said that millions of dollars worth of machinery have been ordered to mechanize and speed up color production.

Of significance, he said, has been a sharp reduction of the shrinkage rate of the color tube from the 80% level of some months ago to a little more than 16% which is near the average rate in black-and-white tube scrap.

According to Harry R. Seelen, manager of operational engineering for the Tube Div., RCA feels that its 21-inch tube is the only practical answer to low-cost color television. Mr. Seelen said he believed that RCA had made a "positive contribution" in getting color "off the ground" and had the tube which renders an "acceptable picture technically and according to standards which exist today."

RCA, he said, is not preparing any other color tube for the mass market and nothing lies ahead to indicate the company would change its mind. The round metal tube, Mr. Seelen declared, was the most inexpensive and thus "the most stable" color tube form to make.

There was an indication that RCA has received assurances from other manufacturers that they share confidence in the picture tube and are interested in making this type of tube when the demand is created.

Mr. Watts also outlined NBC-TV's plans to increase color programming in the fall. He predicted that the network would program some daytime "strips" in color which would aid dealers to demonstrate color sets in their stores.

RCA's current plans and steps already taken to boost color tv production were disclosed Tuesday at the Lancaster tube plant to a party of newsmen and RCA officials who toured the plant and inspected facilities.

22-inch Tube

DISCLOSURE was made last week that Allen B. DuMont Labs may have a 22-inch glass rectangular color tube in a set retailing from $700 to $1,000 as early as next September. Asked to comment on this report, Dr. Allen B. DuMont, president of the laboratories, said it was so, but that manufacture of such sets would be limited.

Upcoming Atomic Blast To Test Electronic Gear

ELECTRONIC GEAR of all types, including broadcast transmitting equipment and receivers, will be subjected to an atomic blast in the next fortnight as part of a civil defense "open shot" test.

Broadcasting executives as well as equipment makers and installers will observe the test, originally scheduled April 20 but now tentatively slated about the 25th or 26th. It is the only shot of the current atomic series to which observers are invited.

Equipment to be tested will be supplied by 30 electronics and 14 nuclear radiation equipment manufacturers, coordinated by Radio-Electronics-Tv Mfrs. Assn. The tests are under auspices of Federal Civil Defense Adm. and Atomic Energy Commission. Industrial groups also are supplying and erecting structures, textiles, food, household furnishings and appliances, transportation equipment and other items for exposure to the blast.

Disaster repair problems facing communications personnel will be shown by the civil defense tests, with information to be supplied national, state and local agencies. Electronic equipment will include a complete am broadcast station, mobile gear and associated base station, radio receivers, tv receivers, antennas, towers and a telephone switchboard.

RETMA's special atomic test group is headed by R. H. Williamson, General Electric Co.

RCA Develops Car Radio With Nine Transistors

DEVELOPMENT of an experimental transistorized automobile radio that operates directly from a 6-volt car battery and requires only about one-tenth the power used by conventional car radios was announced last week by RCA at a meeting of the southern district of American Institute of Electrical Engineers. Details were given at a meeting in St. Petersburg, Fla., by Larry A. Freedman, Thomas O. Stanley and David D. Holmes of the David Sarnoff Research Center of RCA.

The new radio uses nine transistors instead of electron tubes. The RCA representatives emphasized that the radio creates so little drain on a car battery that it could eliminate many cases of battery failure. It requires no vibrator, power transformer or rectifier which are needed in vacuum-tube car radios to increase and control the power level.

Light, Atomic Radiation Converted by RCA Device

PRODUCTION of a tiny semiconductor device that converts either light or atomic radiation directly to usable electrical energy was announced last week by RCA. The device is a silicon junction similar to those used in transistors and in the RCA atomic battery which uses light and radioactive material interchangeably as sources of radiation.

The battery unit was described at a southern district meeting of the American Institute of Electrical Engineers at St. Petersburg, Fla., by Dr. Ernest G. Linder, Paul Rappaport and Dr. J. J. Loferski of RCA.

February Radio-Tv Sales Mark Gain Over Last Year

SALES of radio and tv sets by retail stores in February ran higher than the 1954 level, according to Radio-Electronics-Tv Mfrs. Assn. Sales of radio sets (not including auto sets) totaled 320,042 units in February compared to 474,947 in January and 262,679 in February 1954. Two-month sales in 1955 totaled 794,989 sets compared to 573,302 in the first two months of 1954. Auto sets do not move through retail channels.

Sales of tv sets totaled 626,613 units in February compared to 647,585 in January and 536,017 in February 1954. Two-month tv sales in 1955 totaled 1,274,198 sets campared to 1,267,934 in 1954.

Electronics Sales Record Predicted for 1955 by Craig

TOTAL gross sales volume of America's electronics industry this year will be "appreciably higher" than the record $9.25 million established last year, it was predicted last week by John W. Craig, vice president and general manager of the RCA Home Appliance Div.

Mr. Craig offered this prediction in a talk before the Centennial Symposium of the School of Business and Public Service of Michigan State College. He asserted that "Nowhere in the history of mankind is there a business success story to match that of the electronics industry."

Tv Picture Tube Sales Up

SALES of tv picture tubes in February totaled 859,529 units compared to 866,956 in January and 645,715 in February, 1954, according to Radio-Electronics-Tv Mfrs. Assn. Sales of receiving tubes totaled 38,526,796 units in February, 37,949,762 in January and 25,189,147 in February 1954.

MANUFACTURING PEOPLE

Edward R. Taylor, vice president of marketing and assistant to president, and **Walter B. Scott,** vice president of manufacturing, consumer and military products, Motorola Inc., Chicago, nominated for directorships. Elections will be held following annual shareholders meeting May 2.

Jack S. Beldon, formerly marketing manager, air conditioning div., General Electric Co., Schenectady, N. Y., named manager, marketing radio-tv department.

Robert Pappas appointed quality control manager, Ampex Corp. (magnetic tape recorders), Redwood City, Calif.

Charles T. Humphrey, manager, Kansas City service district, lamp div., General Electric Co., Schenectady, N. Y., named manager of marketing administrative services, specialty control department.

ZENITH HAS PAY-TV CAPITAL AVAILABLE

Consultant Millard C. Faught, in Washington Press Club debate with Alfred Starr, Organizations for Free-Tv co-chairman, said his firm has millions of dollars more available to build decoders and supply transmitting gear for the advancement of Phonevision.

ZENITH RADIO Corp. is prepared to risk several million more dollars to build decoders for rental to pay-to-see viewers and it will supply necessary gear to transmitting stations, the company announced last week.

Three weeks prior to the May 9 FCC deadline for comments, fee-tv proponents and opponents were grinding out volumes of material on behalf of their positions. The week's developments included:

• Strong NARTB stand against pay-to-see tv if it is to operate within the tv broadcast band (see NARTB story, page 68).

• Loud slap at NARTB for this action by Comdr. E. F. McDonald Jr., Zenith president, who charged association is dominated by networks.

• Free-swinging debate Thursday at National Press Club, Washington, between Dr. Millard C. Faught, Zenith consultant and public relations counsel, and Alfred Starr, of Nashville, co-chairman of Organizations for Free-Tv.

Announcement of Zenith's willingness to absorb financial risk for Phonevision, as "with low-band fm, with early tv sets or now with costly color sets," was made during the Press Club debate by Dr. Faught. "If the bold experiment fails, it's our shirts," he said. "If it succeeds, fine. But in either case the public will have had a no-risk opportunity for the first time in broadcasting history to decide in advance where the public interest lies with respect to a new gadget."

Zenith-CBS Quarrel Continues

Besides its Press Club stand, and the rebuke aimed at NARTB, Zenith continued its exchange with CBS-TV over omission of Zenith pay-to-see messages from an *Omnibus* program [B•T, April 11].

Comdr. McDonald, in attacking NARTB, charged "powerful network interests" presuming to speak for the entire broadcasting industry "are attempting to stifle a new development that can enable independent stations to compete with them on equal terms and that can make possible hundreds of new tv stations to compete with them and provide improved tv service for the public." He charged the networks have aligned themselves with several groups of motion picture theatre operators who are trying to keep new movies and other "great entertainment" away from home tv.

He demanded an immediate probe by the Dept. of Justice, FCC and Senate Committee on Interstate & Foreign Commerce.

Joseph S. Wright, Zenith general counsel, continued his exchange of letters with Richard Salant, CBS Inc. vice president. He claimed Phonevision is a product and a service and therefore qualifies under the CBS copy acceptance standards governing controversial subjects.

Mr. Wright insisted Zenith should get an $80,000 rebate for the *Omnibus* cancellations.

The economics of pay-to-see tv were discussed by Dr. Faught at the Press Club. After

AMERICAN WOMEN IN RADIO AND TELEVISION

extend a cordial invitation to

WOMEN BROADCASTERS AND EXECUTIVES

of

STATIONS, NETWORKS AND AGENCIES

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Drake Hotel, Chicago, Illinois
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WORKSHOPS • PANELS • SPEAKERS • INTERVIEWS • ENTERTAINMENT

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THE MOST POWERFUL TV STATION IN NORTH AMERICA!

You Can SERVE... SELL and PROFIT Well on CKLW-TV's MILLION DOLLAR MOVIES

YOUR AUDIENCE WILL SEE...
The Finest collection of First Run Movies ever scheduled in the Detroit Market.

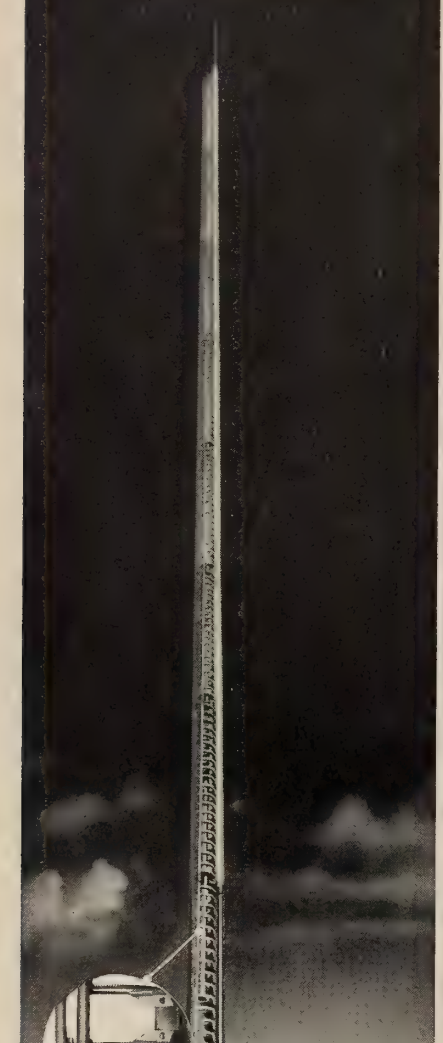
YOUR CLIENT WILL PROFIT WITH...
Six participating film commercials per week in a repeated First Run Movie Schedule in high rated premium time.

YOUR COMMERCIALS SELL TO AN ESTABLISHED AUDIENCE...
Based on current performances First Run Movies repeated four times weekly have produced a cumulative ARB Rating of 50.1 . . . 600,000 TV homes with an average of 2.5 viewers per set at a cost of 76c per thousand viewers.

It all adds up to a million dollar bargain so write, wire or phone your Adam J. Young Representative or

CKLW-TV channel 9, Detroit
J. E. Campeau President

STREAMLINED low-windage
SLOTTED-RING
TV-Transmitting
ANTENNA



The new AMCI Type 1046 antenna is a streamlined version of the Type 1040, resulting in substantially lower windage. This new design allows many existing towers to support a four-bay array with a gain of 16, often enabling one to achieve an ERP of 316 kw with a 25 kw transmitter, instead of the usual 40 or 50 kw. Ask for Bulletin B-554

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI ALFORD Manufacturing Co, Inc
299 ATLANTIC AVE., BOSTON, MASS.

promising that subscriber service could provide superior programming, he said he believed the average family will watch 10 sponsored programs in an average week for every one on paid tv. "We will be delighted if the average family buys $2 worth of subscription programs per week," he said, predicting over a third of tv's total future revenue will come from subscription service.

Mr. Starr smilingly referred to what he termed Comdr. McDonald's dreams of $20 million dropped into Zenith slot machines" in living rooms when the "very best you can get for your money is what you're now getting free."

Mr. Starr speculated on a fight among pay-to-see patent holders; suggested it would cost the public a billion dollars "just to get ready to put our dollars in the slot;" claimed free and coin-box tv "can't co-exist;" saw possible monopolistic control in paid tv, including the Paramount Pictures 80% ownership of International Telemeter; wondered who would collect a 10% federal tax on admissions; contemplated opposition to paid tv from tv networks, transportation companies, retail merchants groups, restaurants, real estate associations, hospitalized veterans, shut-ins, set owners and others.

Citing "Peter Pan" and other telecasts, he said, "All the proponents of toll-tv can say is, 'We will give you more of the same, but not for free'." He doubted if the small-town subscription market is worth the cost of handling.

In a statement filed with the FCC, Gilbert Miller, theatre owner and Broadway producer, favored subscription tv as "a tremendous aid to the legitimate theatre."

Round-table discussion on pay-to-see tv was aired yesterday (Sunday) on *Reviewing Stand*, show produced by the radio department of Northwestern U., on MBS. Appearing on the panel were Trueman T. Rembush, co-chairman of Organizations for Free Tv; Larry Walters, radio-tv editor, *Chicago Tribune*, and Mr. Wright for Zenith.

Mr. Rembush and Mr. Starr, have launched a program designed to acquaint television viewers with "dangerous implications in proposed pay-as-you-see-tv systems now being considered by the FCC affecting the national economy, threatening today's free programs and otherwise disrupting the broadcasting industry." Their group lauded the NARTB stand against fee-tv.

DOHERTY NAMED TO NATS POST

RICHARD P. DOHERTY, president of Television-Radio Management Corp., has joined the newly-formed National Affiliated Television Stations Inc. as director of management services in addition to serving as president of his management concern, Berman Swarttz, secretary-treasurer of NATS, announced today (Monday).



MR. DOHERTY

Mr. Doherty, formerly a vice president of NARTB, will work with NATS in expanding station membership and in rendering operating, programming, costs and other management services to NATS' member stations.

Mr. Swarttz said that the NATS development program, sponsored by General Electric Co., has met with a "tremendous response from all branches of the broadcasting industry, and we are confident that Mr. Doherty's employment will be met with the same enthusiasm." NATS, Mr. Swarttz explained, is a national organization of both vhf and uhf stations designed to improve the revenue and profit of individual station members.

Mr. Doherty was with NARTB from 1946 to 1954 where he developed an operating cost yardstick for tv station operations. He also worked on continuing surveys and studies on such subjects as operating manpower in local stations, employment and management problems and cost accounting for both vhf and uhf stations.

Mr. Doherty has also been active as an industry representative on a number of government boards. He has been a member of the U. S. Chamber of Commerce committees on advertising and employer-employe relationships.

AT&T Seeks New Facilities

APPLICATION was filed with FCC last Wednesday by the Long Lines Dept. of AT&T and associated companies seeking authority to construct new telephone facilities costing about $27 million.

A Long Lines announcement said the application also outlines plans for converting the Dallas-Los Angeles coaxial cable to a newer type transmission system called "L3 Carrier."

The conversion, AT&T said, would make available about 1,200 additional telephone circuits and two additional television channels.

— PROFESSIONAL SERVICES —

Cohen Joins Cohn & Marks

STANLEY B. COHEN, former FCC Hearing Division trial attorney and more recently associated with Washington attorney Leo Resnick, has joined the Washington law office of Cohn & Marks, it was announced last week. Mr. Cohen was graduated from Brooklyn College, N. Y., in 1947 and from Harvard Law School in 1950. He was with the FCC until 1954, when he left to join Mr. Resnick, former FCC hearing examiner.

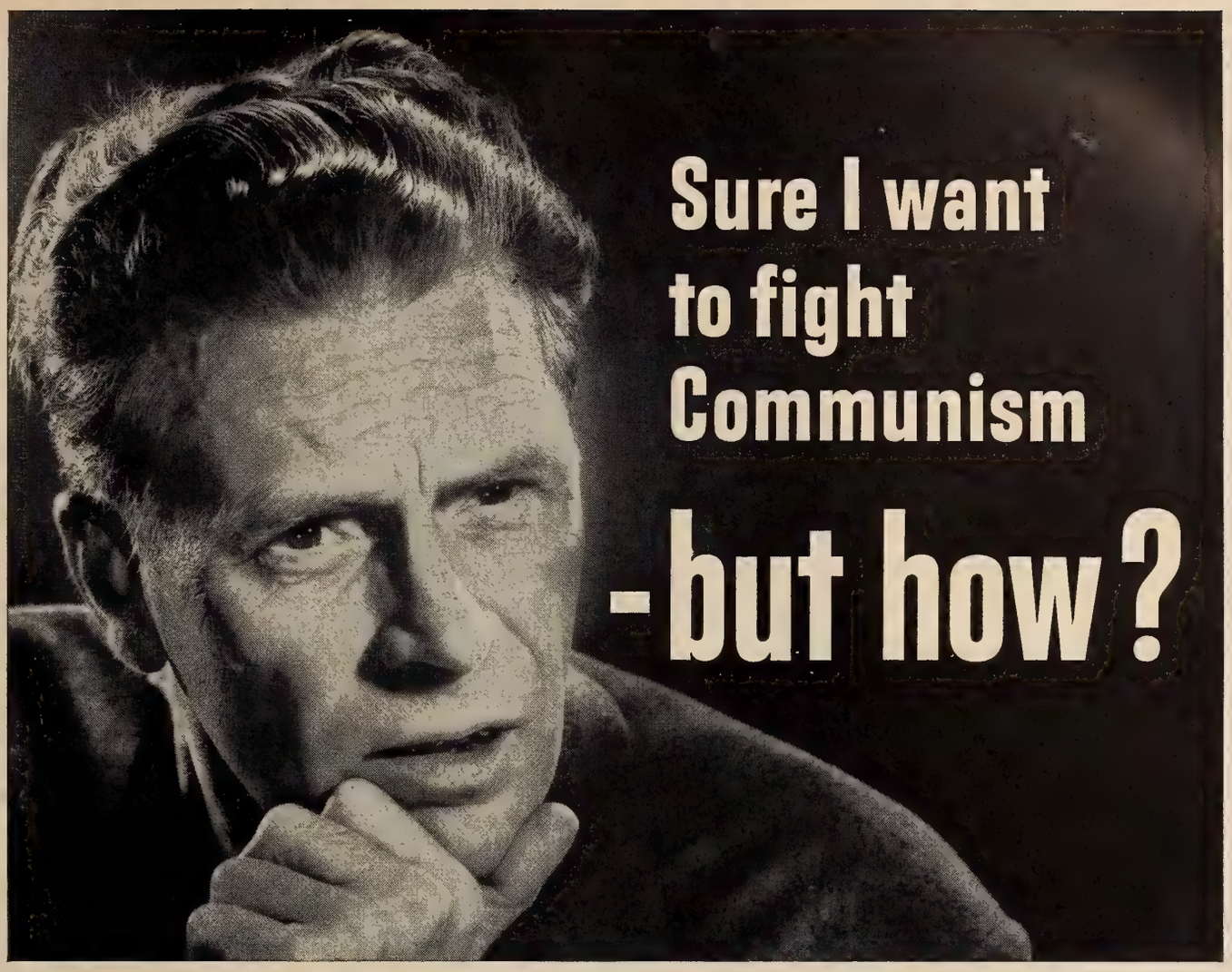


MR. COHEN

Mr. Cohen was with the Army in the European Theatre during World War II. He is a member of the New York and District of Columbia Bar Assns., the Bar of the Court of Appeals and the Federal Communications Bar Assn.

Bacon, Sause Form NATA

FORMATION of the National Assn. of Television Advertisers, Glens Falls, N. Y., to obtain maximum public relations benefits for tv broadcasters, has been announced by Paul W. Bacon, executive director, and Frank A. Sause, director of sales. Messrs. Bacon and Sause resigned from National Radio Representatives, where they served as eastern division agent and account executive, respectively, to form the organization.



With "TRUTH DOLLARS"—*that's how!*

Your "Truth Dollars" fight Communism in it's own back yard—*behind* the Iron Curtain. Give "Truth Dollars" and get in the fight!

"Truth Dollars" send words of truth and hope to the 70 million freedom loving people behind the Iron Curtain.

These words broadcast over Radio Free Europe's 29 transmitters reach Poles, Czechoslovakians, Hungarians, Romanians and Bulgarians. RFE is supported by the voluntary, cooperative action of millions of Americans engaged in this fight of good against evil.

How do "Truth Dollars" fight Communism? By exposing Red lies . . . revealing news suppressed by Moscow and by unmasking Communist collaborators. The broadcasts are by exiles in the native tongues of the people to whom they are beamed.

Radio Free Europe is hurting Communism in its own back yard. We know by Red efforts to "jam" our programs (so far without success). To successfully continue these broadcasts, even more transmitters are needed.

Every dollar buys 100 words of truth. That's how hard "Truth Dollars" work. Your dollars will help 70 million people resist the Kremlin. Keep the truth turned on. Send as many "Truth Dollars" as you can (if possible, a dollar for each member of your family). The need is now.

FIGHT COMMUNISM



with "TRUTH DOLLARS"

Support Radio Free Europe

Send your "Truth Dollars" to CRUSADE FOR FREEDOM c/o your Postmaster

(This space contributed, in the public interest, by BROADCASTING•TELECASTING)

WGA National Meeting Discusses Network Progress

PROGRESS report on month-long New York negotiations for a live tv and a freelance radio contract between networks and Writers Guild of America highlighted the first WGA national council meeting, which ended in Hollywood yesterday (Sunday).

Representatives of WGA East, New York, and WGA West, Hollywood, also elected a national council chairman for a two year term to act as liaison between WGAE and WGAW and to mediate issues arising between planned biannual meetings.

Additionally, the WGA council heard a discussion of film tv negotiations, to start shortly in Hollywood; signed a formal affiliation agreement between WGAW and WGAE, and agreed on joint corporate procedures (i.e. working rules, credits manual, unfair lists, combined awards dinner, bulletin, market list, copyrights, etc.).

Paul Franklin, WGAW vice president, was national council meeting president. National council meetings will alternate between coasts, with the next scheduled for New York in October.

WOR-AM-TV, Musicians Local Near End of Year's Dispute

LONG-STANDING dispute between WOR-AM-TV New York and Local 802, American Federation of Musicians (AFL), is headed for settlement in accordance with terms of a contract announced last week calling for the employment of union musicians at the stations. The contract is expected to be signed within the next two weeks.

A joint announcement by Gordon Gray, general manager of the stations, and Al Manuti, president of Local 802, said the contract, which will run until Feb. 1, 1959, calls for an outlay by the WOR division of General Teleradio Inc. of $117,500 annually for "live" music.

It is reported that the annual outlay of funds will provide for the employment of 14 musicians, a contractor and a conductor, said to be Ted Steele.

The stations have employed no musicians since March 1, 1954, when the old contract expired [B•T, March 1, 1954]. At that time the stations had a staff of 40 musicians, costing an estimated $400,000 a year. The union originally had insisted on the employment of 40 staff musicians, while the stations had demanded the right to hire musicians "as needed."

Bell Strike Hampers Tv

INTERRUPTION of radio and tv network programs continued last week on a sporadic basis as the strike of Communications Workers of America (CIO) against Southern Bell Telephone & Telegraph Co. neared the end of its fifth week.

Three Atlanta tv stations suffered audio interruptions the evening of April 9 when twin cables were cut near Atlanta on the Atlanta-Charlotte link. WSB-TV lost 16 minutes of sound during the *Merry Widow* on NBC-TV. WAGA-TV lost 23 audio minutes during *Two for the Money* on CBS-TV. WLWA (TV) was off a half-hour during *Ozark Jubilee* on ABC-TV. The audio circuits were re-routed around the break.

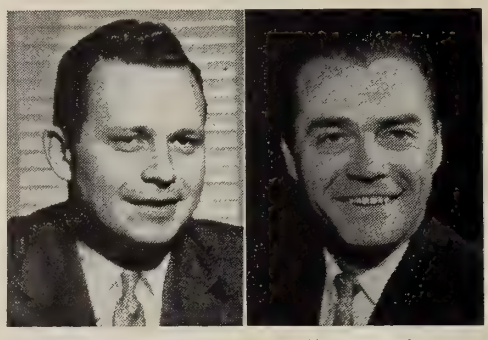
PERSONNEL RELATION PEOPLE

Dot Meyberg, Hollywood radio commentator, named to head publicity and public relations committee, Hollywood local's *1955-56 American Federation of Tv & Radio Artists Guide.*

CBS RADIO NAMES TWO SALES HEADS

Lochridge appointed eastern sales manager for CBS Radio, succeeding Overall. Reitzel to become sales manager of Detroit office.

APPOINTMENTS of Ben Lochridge as eastern sales manager for CBS Radio with headquarters in New York and of Bok Reitzel as sales manager of the Detroit office, effective May 2, were announced last week by John Karol, CBS



MR. LOCHRIDGE MR. REITZEL

Radio vice president in charge of network sales. Mr. Lochridge succeeds John R. Overall, who resigned after serving in that post since joining CBS Radio last July.

Mr. Lochridge has been manager of the Detroit office of CBS Radio network sales since June 1, 1953.

Mr. Reitzel comes to his new post from that of Pacific Coast sales manager for CBS Radio, which he has held since September 1953.

Messrs. Lochridge and Reitzel will report to Dudley Faust, network sales manager, CBS Radio. The post vacated by Mr. Reitzel is still to be filled.

CBS Signs Five-Year Pact For Gator Bowl Football

EXCLUSIVE five-year contract was signed last week under which the Gator Bowl football game in Jacksonville, Fla., will be carried on the full CBS Radio and CBS-TV networks, starting this year. The Gator game henceforth will be played on the Saturday between Christmas and New Year's. This year it will be held on Saturday, Dec. 31.

The contract was signed by Sig Mickelson, CBS vice president in charge of news and public affairs; J. E. McGregor, past president, and Roger L. Main, first vice president of the Gator Bowl Assn. Glenn Marshall Jr., president and general manager of WMBR-AM-TV Jacksonville (KBS radio and CBS-TV outlets), is president of the Gator Bowl Assn.

NBC-TV Affiliates to Meet, Hear Network's Schedules

SOME 150 officials of NBC-TV affiliated stations will meet in New York Thursday and Friday to be briefed on the network's summer and fall program and sales schedules, and to learn details of new sales presentations and new selling techniques developed by NBC-TV.

Sylvester L. Weaver, NBC president, will preside over the opening and closing of the two-day meeting. Members of the NBC-TV executive committee who will be in attendance include Walter Damm (chairman), WTMJ-TV Milwaukee; Clair McCullough, WGAL-TV Lancaster, Pa.; William Fay, WHAM-TV Rochester; Jack Harris, KPRC-TV Houston; E. R. Vadeboncoeur, WSYR-TV Syracuse, N. Y.; Harold See, KRON-TV San Francisco; James Moore, WSLS-TV Roanoke, Va.; Fred Mueller, WEEK-TV Peoria, Ill., and David Baltimore, WBRE-TV Wilkes-Barre, Pa.

Other NBC officials who will speak before the affiliates meeting are Robert W. Sarnoff, executive vice president; Thomas A. McAvity, vice president in charge of the television network; A. R. Pinkham, vice president for tv network programs; Joseph V. Heffernan, financial vice president, and Kenneth W. Bilby, vice president for public relations.

Salk Release Break Evokes Criticisms

PREMATURE release of the Salk vaccine story on NBC-TV's *Today* show drew protests of varying degrees from many quarters of the industry, most of them rebuking the network for violating the ethics of journalism.

NBC-TV broke the release time last Tuesday on the Salk vaccine story and explained it took this action primarily because "accurate and lengthy reports" of the news development had been carried "as long as three weeks before the official release." NBC-TV presented the story at 9:20 a.m. EST, although the release time had been set for 10:20 a.m. EST.

The move was sharply criticized by Charles Collingwood, CBS-TV commentator, on that network's *Morning Show* last Wednesday, and by Russ Van Dyke, president of the Radio-Television News Directors Assn. Both protests indicated that the NBC-TV action was a breach of ethics.

A formal statement from NBC said it had been told on April 8 that the evaluation study would not be held "after 9 a.m." last Tuesday, and accordingly notified its affiliates that the report would be put on the *Today* show. Last Monday, the statement continued, the network was informed that the release time was to be at 10:20 a.m. and it tried to have the original time of the release restored. The statement added:

"Since many metropolitan dailies and wire services had carried accurate and lengthy reports on the success of the vaccine as much as three weeks prior to the release day, NBC released a summary of the results as soon as the material was available."

A spokesman said that NBC would not go beyond its statement to identify the individual who had said originally that the study would not be held "after 9 a.m."

'Struck' at Ethics

Mr. Collingwood, in answer to a query from Jack Paar, host of the *Morning Show,* said that NBC's action "struck at the fundamental ethics of journalism." He noted that CBS could have done the same thing, and said that he would "rather be beaten on a thing like this than break faith." Mr. Paar observed that NBC could apologize but that would be "locking the door after the chimpanzee got out."

Mr. Van Dyke, who is news director of KRNT Des Moines, said his organization was "much disturbed." He said he had been notified that the director of the *Today* show had broken the time of the release without warning to other media, and added:

"If true, he violated one of the oldest and most useful rules of journalism, and strong protests are in order."

Jim Bormann, news director of WCCO-AM-TV Minneapolis, said in a letter to Sylvester L. Weaver Jr., NBC president, that such an ex-

ample of "bad judgment . . . could unravel the fabric of confidence which has been diligently woven by responsible newsmen in our craft." He said "blunders" like this can be traced to news decisions being made by persons who are not "professional newsmen."

Asserting that broadcasting has long since come of age in journalism, Daniel W. Kops, vice president and general manager of WAVZ New Haven, Conn., said he felt as though "the clock had been turned back" when the release date was "knowingly and arbitrarily violated."

This "cheap jumping" of the gun is a "sad commentary upon the honor" of NBC, declared William M. Brady, program director of WPRC Lincoln, Ill. He said the strict adherence to the release date is among the most ethical journalistic practices.

Thad M. Sandstrom, general manager of KSEK Pittsburg, Kan., said the person responsible for the action "must be a man without conscience or honor."

News of Salk Vaccine Spread by Radio-Tv

RADIO AND TV led the way last Tuesday in disseminating the news that Dr. Jonas Salk's $10 million anti-polio vaccine experiment was a success.

The material was handled in a variety of ways—live, closed-circuit and delayed broadcast and telecast—by local stations, regional networks and the national giants of mass communication (see IN REVIEW, page 15).

National Foundation for Infantile Paralysis President Basil O'Connor reported that Tuesday night 54,000 physicians in the U. S. and Canada saw a one-hour live closed-circuit telecast from Ann Arbor, Mich., where the Salk announcement was made.

ABC Radio arranged to have the broadcast beamed to 1.3 million students in midwest public and parochial schools, to the armed forces throughout the world via Armed Forces Radio Service and to two educational stations—WGST Atlanta, Ga., and WGBH (FM) Boston.

CBS, besides Edward R. Murrow's coverage, presented Arthur Godfrey and CBS correspondents Winston Burdett and Douglas Edwards with background information and supplemental interviews. The network included an interview with Dr. Salk's parents in a Wednesday 9-9:15 a.m. EST show.

Mutual presented a special 25-minute program with John Scott outlining the details of the medical development.

NBC disrupted its normal program schedule to rush news of the report to the public. Reporters Irving Levin, W. W. Chaplin and Jim Hurlbut gave on-the-scene accounts as details of the experiment were unveiled.

Last Thursday WBNS-TV Columbus, Ohio, presented its tribute to the outcome of the Salk tests, "Milestone—A Report to the People." The half-hour program used film sequences and live interviews with local, county and national public health and school officials.

This Wednesday WMAZ-TV Macon, Ga., is scheduled to televise the first Salk anti-polio inoculations to take place in the county in which the station is located.

Collingwood Quits 'Adventure'

CHARLES COLLINGWOOD last week announced he has decided to resign from CBS-TV's *Adventure* program (Sun., 3:30-4 p.m. EST), effective April 24, because of pressure of other CBS-TV assignments. Mr. Collingwood said he regretted the move, but noted that he appears each weekday on *The Morning Show* of CBS-TV and throughout the week on various other programs.



SOMETHING TO CROW ABOUT!

The wonderful comments on—
"Mambos by Maltby!"

"Mambos by Maltby are just great!"
WJAR, Providence, R. I.

"Very good selection. Let us have more!"
WTUN, Tampa, Fla.

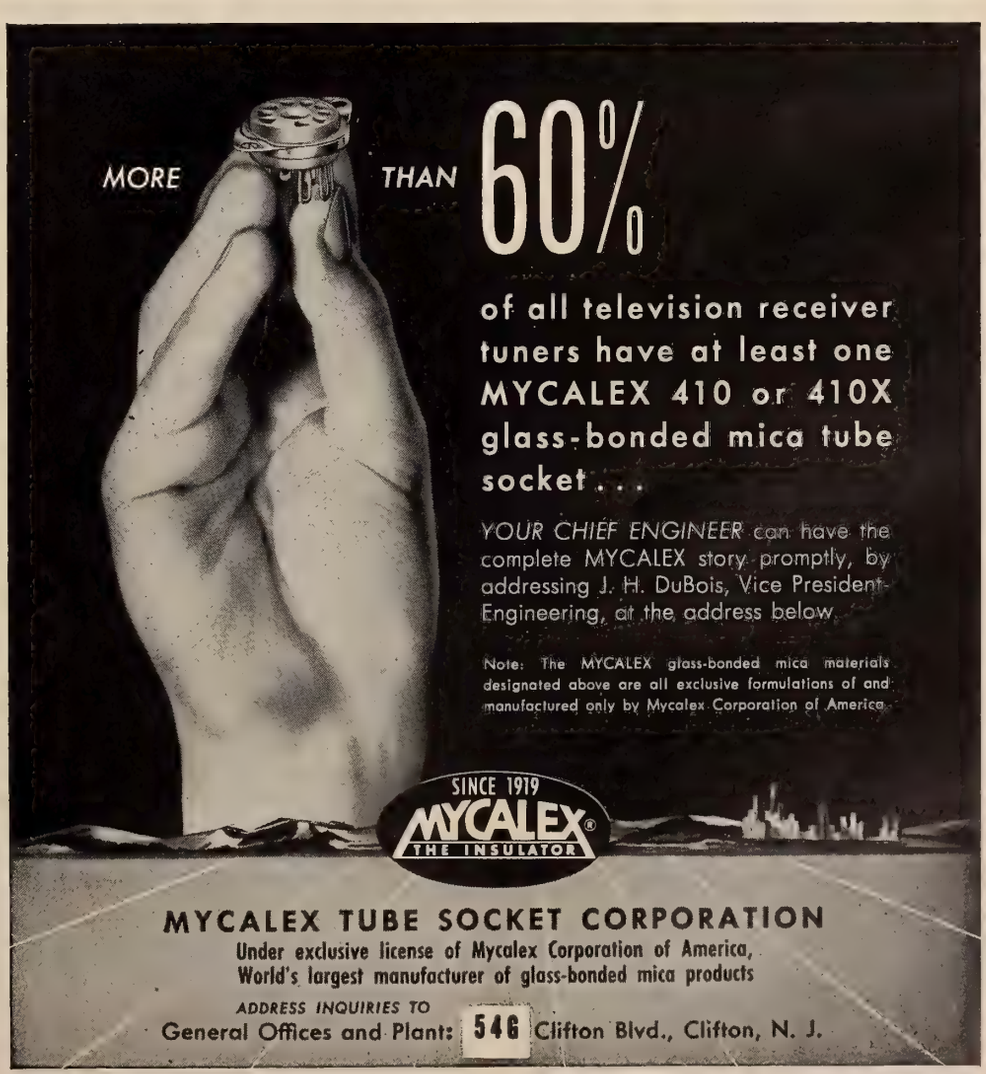
"A fine addition to your library. They are working out fine on all our record shows!"
KCTI, Gonzales, Texas

"Maltby is hot in our listening area . . . congrats for bringing out the new ET. Let's have more of Maltby!"
WTIC, Hartford, Conn.

SESAC, INC.

475 Fifth Ave. New York

"the best music in America"



RADIO-TV PLAN TO COVER APRIL 26 A-BOMB BLAST

Preparations, detonation and aftermath of explosion at Nevada proving grounds to be heard and viewed in live programs from April 24-27.

PLANS for coverage of the atomic blast scheduled for April 26 at Yucca Flat, Nev., have been announced by both radio and television networks. In addition to the blast itself, plans for coverage of the preparation and aftermath of the explosion running April 24-27 were also announced. The presentation is designed to give the public an idea of what would happen if it were to undergo an atomic attack.

On April 26, the blast will be heard in a pool broadcast on ABC Radio, CBS Radio and NBC Radio, 8:15-8:30 a.m. EST. John Daly will broadcast for ABC. Walter Cronkite, Charles Collingwood, Dallas Townsend, Jack Beck and Grant Holcomb will describe the event for CBS. Morgan Beatty and Herb Kaplow will handle NBC's radio coverage.

For two days preceding the test, CBS Radio plans to bring listeners stories of the preparations to be heard principally on regular network shows. On April 27, CBS will report on the damage in a special program 10-10:15 p.m.

A spokesman for MBS said the network will also cover the blast but specific plans have not as yet been finalized.

Pool television coverage of the blast on Tuesday will be furnished by CBS-TV and NBC-TV with ABC-TV telecasting highlights of the explosion on its regularly scheduled newscasts. DuMont has no plans to cover the event. On the day of the explosion CBS-TV and NBC-TV will telecast two programs jointly—a preview of last-minute arrangements at the target area, 7:10-7:20 a.m. and the blast itself, 8-8:30 a.m. CBS newsmen covering the explosion for the radio network will also handle the television coverage. Representing NBC-TV will be Ben Grauer, Dave Garroway, and Hugh Downs in addition to Messrs. Beatty and Kaplow.

In addition to its pool coverage, NBC-TV will also photograph the explosion in color. These films will be processed in Hollywood and shown on the network's *News Caravan* on Tuesday evening.

Thompson, Sprague, Neal Get Appointments at NBC

APPOINTMENT of John H. Thompson as manager of news and special events, Pacific Div., of NBC, was announced last week by Davidson Taylor, vice president in charge of public affairs. Mr. Thompson has been program director of KNBC San Francisco, NBC o&o station.

Other new assignments in the network's news and special events operation on the West Coast were also announced. Roger Sprague has been appointed supervisor of central news desk for both the radio and television networks. Roy Neal, newscaster, will continue as west coast commentator on NBC-TV's *News Caravan* and as a producer of special events. Both men will report to Mr. Thompson.

CBS Central Contracts Miller for Network Radio

CBS Central Div. last week signed an "exclusive" contract with disc jockey Howard Miller, looking toward his appearance on a network radio show, reportedly to be sponsored by the William Wrigley Co., it was revealed.

The pact would pay Mr. Miller $4,000 weekly. The contract also envisions proposed network tv programs out of Chicago at a later date, it was understood. Under the terms, Mr. Miller would be required to abandon all other radio-tv shows except his early-morning program on WIND Chicago.

Neither CBS nor the Wrigley firm would confirm details of the contract or the radio program Thursday.

Long identified with Chicago radio as a freelancer, Mr. Miller now conducts, in addition to his radio record shows, a two-hour late evening telecast on WBBM-TV and a daily afternoon show, *Close-up,* on WNBQ (TV).

NBC Film Div. Sales Staff Holds Three-Day Meeting

THREE-DAY meeting of the national sales staff of the NBC Film Div. opened in New York last Wednesday with the agenda covering plans in sales, advertising and promotion, public relations, research, film traffic and shipping.

In attendance at the various sessions were Sylvester L. (Pat) Weaver, NBC president; Robert Sarnoff, executive vice president and formerly vice president in charge of the Film Div.; Carl M. Stanton, NBC vice president in charge of the division; H. Weller (Jake) Keever, national sales manager; Clifford Ogden, western sales manager, and Don Curtis, central sales manager.

The first two days of the meeting consisted of talks and panel discussions centering around plans on sales and supporting services for current properties. Friday's meeting was devoted to plans for new properties, particularly the *Steven Donovan, Western Marshal* series.

NETWORK PEOPLE

Elizabeth Scofield, assistant to manager of magazine div., CBS-TV, to CBS-TV *Person to Person* staff as editorial associate, replacing **Arthur Settell,** now with CBS news & public affairs dept.; **Alice Crocker,** Brenon & Morgan Assoc. (publicity) to CBS-TV's magazine div. replacing Miss Scofield.

George P. Herro, publicity and promotion, MBS midwest div., Chicago, appointed account executive; **Elizabeth Troughton,** assistant publicity and promotion manager, succeeds Mr. Herro.

Jim Gibson, supervisor, CBS Radio recording dept., Hollywood, named supervisor of studio services, succeeding **William Beckinsale,** resigned.

Joan Cottingham, advertising copywriter, Westinghouse Electric International Co., N. Y., to advertising and promotion dept., ABC there as writer.

Danny Simon and **Jess Goldstein,** Hollywood writers, to NBC-TV *Jimmy Durante Show,* succeeding **Artie Stander.**

Thomas W. Sarnoff, production director, NBC Western Div., and Janyce Lois Lundon are to be married in May.

Murdo MacKenzie, co-producer and director, CBS Radio *Bing Crosby Show,* father of boy, Roderick Stuart, April 6.

Alfred Woolley, account executive, NBC Hollywood, father of boy, Alfred Jr., March 30.

William Hohmann, tv salesman, NBC Central Div., Chicago, father of girl, Susan.

CBS Donates Equipment To Educ. WTTW (TV)

CBS Central Div. has announced the gift of an auxiliary tv transmitter and antenna equipment to the Chicago Educational Television Assn., licensee of forthcoming WTTW (TV) on ch. 11 that city.

Formal presentation was made Tuesday by H. Leslie Atlass, vice president in charge of the network's Central Div., to Edward L. Ryerson, CETA president, in brief ceremonies at CBS Chicago headquarters. The equipment is valued at $575,000 and also includes a transmitter site in the Field Bldg., color tv facilities and a complete studio equipped with film cameras and office furniture. The network's o&o WBBM-TV Chicago had used the transmitter for "standby" purposes, particularly when it increased its power months ago to 200 kw.

In announcing the transfer of documents, Mr. Atlass noted that WBBM-TV has made its broadcasting facilities available on many occasions to "noteworthy causes," and that "our intention at CBS has always been to present educational and cultural programs in addition to those that entertain." He cited a number of programs produced by the educational and public affairs departments at the network and station levels.

Mr. Ryerson expressed appreciation for "this latest assistance to educational television" and said it would speed up the opening of WTTW's operations. "Since we already have our studio space, executive director and other key personnel lined up, we are now able to anticipate our target date as being on the air with test programs in the summer, and with educational programs by fall," he stated.

CETA previously had made arrangements for studio space in the Museum of Science & Industry, which it still plans to occupy.

Clendenen Says Delinquency Has Many Roots, Causes

JUVENILE DELINQUENCY has "multiple roots" and many causes besides the depiction of crime on radio, television and in the movies, the Illinois Congress of Parents & Teachers Assn. was told in Chicago last week at its 53d annual meeting.

The speaker was Richard Clendenen, who last February resigned as executive director of the Senate Judiciary Subcommittee to investigate juvenile delinquency. He spoke at Thursday's opening session of a three-day meeting at the Conrad Hilton Hotel.

"Major problem confronting efforts to develop effective delinquency control programs is the tendency of theorists and social engineers to look at only part of the picture," Mr. Clendenen asserted. He said that "until we are wise enough and bold enough to develop programs embracing the several causative and contributing factors, the problem of juvenile delinquency will not be met."

McConnaughey, Hennock Address IERT Meet

(Also see related awards story, page 104)

EDUCATION and radio-tv were the major topics discussed in addresses last week by FCC Chairman George C. McConnaughey and Comr. Frieda Hennock at the 25th anniversary of the Institute for Education by Radio-Television held under the auspices of Ohio State U. at Columbus.

Mr. McConnaughey once again spoke of his

strong convictions on the subject of minimum government control. Mr. McConnaughey referred to the 257 channels now reserved for educational tv, 85 vhf and 172 uhf. Of these, he said, 34 are presently authorized with seven vhf and two uhf operating under special temporary authority. Mr. McConnaughey called for patience by government agencies and noted that "At the presnt time the activities of educational broadcasting are not straining my patience." The FCC chairman further noted that "television and radio provide one of the most potent means by which we disseminate information by the visual and aural method which is necessary for mass education."

Comr. Hennock discussed the subject of campus radio stations and urged "every college and university in this country, not only to establish college campus radio stations—themselves very important—but to build both radio and television educational stations in their communities as well." Miss Hennock noted that there are presently 200 operating campus radio stations and that they are now especially important "when the family television screen is replete with crime and horror programs of such a sordid character that it corrodes and insidiously eats into the minds of children under the guise of entertainment."

New York Teachers Take Closed-Circuit Tv Exam

GROUP of 720 New York City public school teachers seeking licenses as school principals watched a closed-circuit telecast last week which was produced by the board of examiners of the city school system and WCBS-TV New York.

The classroom scenes, set up in a WCBS-TV studio, were viewed by the teachers who were assembled in a large auditorium.

Prior to the closed-circuit experiment, principal examinations were taken by teachers who visited schools in small groups to inspect classes and the way in which they were handled. Estimated cost of the closed-circuit telecast was $4,500. Under the former system, the cost for substitute teachers for those taking the examination would have been $12,000.

Educ. Tv Group Appointments

THOMAS A. VAN SANT, chairman of the board, Baltimore Community Educational Tv Inc., has announced the following appointments to the board of directors: Ruth Dudderar, Anne Arundel County (Md.) Board of Education; Thomas G. McCausland, Junior Assn. of Commerce; Ken Carter, WAAM (TV) Baltimore; Donald S. Frank, Baltimore Area Projects; Mrs. George H. Kastendike, Junior League of Baltimore; Edyth Onion, Bureau of Recreation; William Ewald, Retail Merchants Assn., and Mrs. Richard A. Skryock who will represent the following groups—YWCA, American Assn. of University Women; Baltimore District of Women Voters and the National Council of Jewish Women.

WGLV (TV) Forms Educ. Unit

AN EDUCATIONAL Advisory Committee has been formed at WGLV (TV) Easton, Pa., to aid in the preparation of a series of educational programs to be seen next fall on the ch. 57 station.

Advisory committee members are: Chairman Ralph Charles Wood, Muhlenberg College, Allentown; M. Candler Lazenby, Lehigh U., Bethlehem; James R. Vitelli, Lafayette College, Easton, and John R. Porterfield, WGLV general manager.

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OHIO GROUP LISTS RADIO, TV AWARDS

RADIO-TV awards and honorable mentions of the 19th American Exhibition of Educational Radio & Television Programs were announced last week. The exhibition was held in Columbus in conjunction with the annual Ohio State U. Institute for Education by Radio-Television (see page 102).

Awards are:

Part I. Television Awards

Group I. Network

Class 1 — To Special Interest Groups: Women's, Agriculture, Religious, etc.

First Award. *Frontiers of Faith,* to national organizations representing the three major faiths in the United States. Telecast on NBC-TV.

Honorable Mention. *Living,* to the Committee on Broadcasting Companies. Broadcast from Toronto on CBC.

Special Award. *The National Farm and Home Hour* for its coverage of the highlights of the International Livestock Exposition and National 4-H Club Congress to NBC. Broadcast from Chicago by NBC-TV.

Class 2 — Cultural, Drama, Art, Science, Literature, etc.

First Award. *Adventure,* to CBS.

Honorable Mention. *Summer Festival,* to CBC.

Honorable Mention. *NBC-TV Opera Theatre,* to NBC.

Honorable Mention. *March of Medicine,* to NBC, American Medical Assn. and Smith, Kline & French.

Special Award. *Disneyland,* to ABC and Walt Disney Productions.

Class 3—Public Affairs: Issues, Problems, Documentaries, News Interpretation, etc.

First Award. *The Search,* to CBS.

Class 4—Dealing with Basic Freedoms.

No first award.

Honorable Mention. *Press Conference,* to CBC.

Class 5—Systematic Instruction: Telecourses, etc.

First Award. *Prescription for Living,* to McCann-Erickson and Standard Oil Co. of Ohio. Broadcast from Cleveland over Special Ohio Television Network.

Class 6—Programs for Children and Youth (out-of-school listening).

First Award. *Watch Mr. Wizard,* to Jules Power Productions Inc. and NBC.

Honorable Mention. *Ding Dong School,* to NBC.

Honorable Mention. *Zoo Parade,* to NBC.

Honorable Mention. *Junior Science,* to Motion Pictures for Television Inc. Broadcast on various stations.

Class 7—School Telecasts (for use in school classrooms).

First Award. *Let's Take a Look* (experimental school telecast series), to CBC and National Advisory Council on School Broadcasting.

Group II. Local and Regional Stations or Organizations

Class 1 — To Special Interest Groups: Women's, Agriculture, Religious, etc.

First Award. *Your Health,* to WOI-TV Ames, Iowa, and Iowa Medical Society.

No honorable mention.

Special Award. *Thursday's Child,* to WOI-TV Ames, Iowa, and Iowa State College.

Class 2—Cultural, Drama, Art, Science, Literature, etc.

First Award. *Princeton '54,* to WRCA-TV New York and Princeton U.

First Award. *Camera Three,* to WCBS-TV New York and the U. of the State of New York.

Honorable Mention. *The Great Plains Trilogy,* to the U. of Nebraska Television. Broadcast from Lincoln over KOLN-TV.

Honorable Mention. *Walker in the City,* to KETC (TV) St. Louis and Washington U.

Honorable Mention. *Inquiry,* to KPIX (TV) San Francisco and the U. of California.

Class 3—Public Affairs: Issues, Problems, Documentaries, News Interpretation, etc.

First Award. *Soap Box,* to KETC (TV) St. Louis.

Honorable Mention. *Through Other Eyes,* to WRCA-TV New York in cooperation with Herb Moss and Pierre Crenesse.

Class 4—Dealing with Basic Freedoms.

First Award. *Hearings of House Un-American Activities Subcommittee,* to WKAR-TV East Lansing, Mich., Michigan State College.

Honorable Mention. *Know Your Constitution,* to WTVJ (TV) Miami, Fla.

Class 5—Systematic Instruction: Telecourses, etc.

First Award. *Psychology on Tv,* to KNXT (TV) Los Angeles and the U. of Southern California.

Honorable Mention. *Introduction to Art,* to KNXT (TV) Los Angeles and the U. of California at Los Angeles.

Class 6—Programs for Children and Youth (out-of-school listening).

First Award. *The Friendly Giant,* to WHA-TV Madison, Wis., U. of Wisconsin.

Honorable Mention. *New York Times Youth Forum,* to WABD (TV) New York and *New York Times Youth Forum.*

Special Award. *On the Carousel,* to WCBS-TV New York and New York City Public Schools.

Class 7—School Telecasts (for use in school classrooms).

First Award. *Iowa Tv Schooltime—Landmarks in Iowa History,* to Iowa Joint Committee on Educational Television and WOI-TV Ames.

Honorable Mention. *Let's Make Music,* to St. Louis Educational Television Commission and KETC (TV) St. Louis.

Special Unclassified Award. *Combat Television* (in color), to the Army Signal Corps in cooperation with the Radio Corporation of America and NBC. Broadcast from Fort George Meade, Md., over NBC-TV.

Part II. Radio Awards

Group I. Programs Heard Nationally by Network or Transcription

Class 1 — To Special Interest Groups: Women's, Agriculture, Religious, etc.

First Award. *Summer Fallow,* to CBC.

Honorable Mention. *Trans-Canada Matinee,* to CBC.

Class 2—Cultural, Drama, Science, Literature, Music (not straight music).

First Award. *Stage 55,* to CBC.

Honorable Mention. *Conversation,* to NBC.

Honorable Mention. *CBC Wednesday Night,* to CBC.

Class 3—Dealing with Personal and Social Problems.

First Award. *What's in Your Mind,* to CBC. Broadcast over the Dominion Network of CBC.

Honorable Mention. *Theatre of Life,* to Council of Jewish Federation & Welfare Funds. Broadcast over various stations.

Class 4—Public Affairs.

First Award. *The World Today,* to CBS.

Honorable Mention. *The American Forum,* to the American Forum and NBC.

Class 5—Dealing with Basic Freedoms.

First Award. *Columbia University Bi-Centennial Dramas,* to Center for Mass Communication, Columbia U., and NBC.

Honorable Mention. *Cross Section—Community in Crisis,* to CBC.

Class 6—Special One-Time Broadcasts.

First Award. *The High Mountain,* to CBS. Broadcast from New York over CBS.

Honorable Mention. *His Finest Hour—Winston Churchill,* to NBC.

Class 7—Children and Youth (out-of-school listening).

First Award. *Sounds Fun,* to Junior League of Toronto and CBC.

Honorable Mention. *The Quiet Force,* to CBC.

Class 8—Designed for In-School Use by Pupils in Primary Grades (approximately Grades I-III).

No awards.

Class 9—Designed for In-School Use by Pupils in Intermediate Grades (approximately Grades IV-VI).

No first award.

Honorable Mention. *Voices of the Wild,* to CBC and the National Advisory Council on School Broadcasting.

Class 10—Designed for In-School Use by Pupils in Junior and Senior High School (approximately Grades VII-XII).

First Award. *Pioneer Settlements,* to Ontario Dept. of Education and CBC.

Group II. Regional Networks, Regional Organizations and Regional and Clear-Channel Stations (5 to 50 Kw)

Class 1—To Special Interest Groups: Women's, Agriculture, Religious, etc.

First Award. *The Ethnic History of Wisconsin,* to Wisconsin State Broadcasting Service.

Honorable Mention. *Today in Business,* to CFAC Calgary, Alberta.

Class 2—Cultural: Drama, Science, Literature, Music (not straight music).

First Award. *American Adventure,* to Communications Center, U. of North Carolina. Broadcast from Chapel Hill over the Tape Network of the National Assn. of Educational Broadcasters.

Honorable Mention. *The Roots of Jazz,* to WOI Ames, Iowa.

Class 3—Dealing with Personal and Social Problems.

First Award. *Report to the People,* to WMCA New York.

Honorable Mention. *How's the Family?* to WSUI, State U. of Iowa. Broadcast from Iowa City over the Tape Network of the National Assn. of Educational Broadcasters.

Honorable Mention. *This Is Los Angeles,* to KNX Los Angeles.

Class 4—Public Affairs.

First Award. *This Week in the News,* to CFAC Calgary, Alberta.

Honorable Mention. *Report on the McCarthy-Army Hearings,* to Lowell Institute Cooperative Broadcasting Council. Broadcast from Boston over WGBH-FM.

Class 5—Dealing with Basic Freedoms.

First Award. *New World A'Coming—Free and Equal,* to WMCA New York.

Honorable Mention. *What I Believe,* to WHAM Rochester, N. Y.

Class 6—Special One-Time Broadcasts.

First Award. *A December Day in Jerusalem,* to WHA Madison, Wis., University of Wisconsin.

Honorable Mention. *The Norwalk Story,* to WRCA-AM-FM New York.

Honorable Mention. *Eclipse,* to U. of Michigan Broadcast Service. Broadcast from Ann Arbor over WUOM.

Class 7—Children and Youth (out-of-school listening).

First Award. *Young Book Reviewers,* to WMCA New York.

Honorable Mention. *Children's Bookshelf,* to the Junior League of Pittsburgh. Broadcast from Pittsburgh station WCAE.

Class 8—Designed for In-School Use by Pupils in Primary Grades (approximately Grades I-III).

First Award. *Let's Sing,* to the Minnesota School of the Air. Broadcast from Minneapolis over KUOM, U. of Minnesota.

Honorable Mention. *Adventures in Speech,* to Manitoba Dept. of Education.

Special Award. *Tales From the Four Winds,* to WNYE New York City Board of Education. Broadcast over WNYE and WNYC.

Class 9—Designed for In-School Use by Pupils in Intermediate Grades (approximately Grades IV-VI).

First Award. *A Day to Remember,* to WNYE New York City Board of Education.

First Award. *Standard School Broadcast,* to Standard Oil Co. of California. Broadcast from San Francisco over a special western network.

Honorable Mention. *Darkness at Dawn,* to the Minnesota School of the Air. Broadcast from Minneapolis over KUOM, U. of Minnesota.

Honorable Mention. *Classroom Playhouse,* to WBGO Newark, N. J., Board of Education.

Class 10—Designed for In-School Use by Pupils in Junior and Senior High School (approximately Grades VII-XII).

First Award. *Red Man in Michigan,* to the U. of Michigan Broadcasting Service. Broadcast from Ann Arbor over WUOM.

Honorable Mention. *Ecoutez!,* to the British Columbia Dept. of Education and the CBC.

Honorable Mention. *Listening Is Fun,* to the Departments of Education of Manitoba, Saskatchewan, Alberta and British Columbia, and CBC.

Special Award. *English,* to Ontario Dept. of Education and CBC.

Group III. Local Organizations and Local Stations (less than 5 Kw)

Class 1—To Special Interest Groups: Women's, Agriculture, Religious, etc.

No first award.

Honorable Mention. *A Gallery of Women,* to WUOM Radio Guild, U. of Michigan.

Honorable Mention. *Within These Walls,* to Radio & Television Broadcasting Service, U. of Alabama. Broadcast over WUOA, U. of Alabama.

Class 2—Cultural: Drama, Science, Literature, Music (not straight music).

First Award. *Behind the Scenes in Music,* to the National Orchestra Assn. Inc. Broadcast from New York over WNYC.

Honorable Mention. *Fingerprints in Music,* to WUOM, U. of Michigan.

Class 3—Dealing with Personal and Social Problems.

First Award. *Psychologically Speaking,* to WEVD New York, University of the Air, and Mrs. Lee R. Steiner.

Class 4—Public Affairs.

First Award. *Men Behind the News,* to CBC.

Honorable Mention. *Continental Comment,* to WBAA West Lafayette, Ind., Purdue U.

Class 5—Dealing with Basic Freedoms.

First Award. *The American Story—Nathaniel Bacon,* to Broadcast Music Inc. Broad-

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TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

cast from prepared scripts over a number of radio stations.

No honorable mention.

Class 6—Special One-Time Broadcasts.

First Award. *Gettysburg,* to Radio & Television Broadcasting Service of the U. of Alabama. Broadcast from the U. of Alabama, WUOA.

Honorable Mention. *Invitation to Live,* to U. of Kentucky Broadcasting Service. Broadcast from Lexington over WBKY.

Class 7—Children and Youth (out-of-school listening).

First Award. *Down Story Book Lane,* to Dept. of Speech, U. of Michigan. Broadcast from Detroit over WWJ.

Honorable Mention. *Candy Cane Lane,* to KUSD, U. of South Dakota.

Class 8—Designed for In-School Use by Pupils in Primary Grades (approximately Grades I-III).

First Award. *Come Listen Awhile,* to KBPS Portland, Ore., Public Schools.

Honorable Mention. *Turn the Page,* to WABE Atlanta, Ga., Atlanta Board of Educ.

Class 9—Designed for In-School Use by Pupils in Intermediate Grades (approximately Grades IV-VI).

No awards.

Class 10—Designed for In-School Use by Pupils in Junior and Senior High School (approximately Grades VII-XII).

First Award. *Ecco L'Italia* (Here Is Italy), to WBGO-FM Newark, N. J., Board of Educ.

Honorable Mention. *A World at Peace,* to WFBE, Flint, Mich., Public Schools.

Honorable Mention. *Tips for Pre-Teens,* to WABE Atlanta, Ga., Atlanta Board of Education.

General Mills-Lone Ranger Contest Winners Announced

TEN winners have been named in the February nation-wide promotional contest for *The Lone Ranger,* which was sponsored by General Mills and The Lone Ranger Inc. in celebration of the program's 22d anniversary. The contest was open to promotion managers of the ABC-TV and CBS-TV stations carrying the program. Three top awards of $1,000, $500 and $250 were originally offered, but the winners of cash prizes were expanded to the top 10.

Top winners were: first prize of $1,000 to Don Beedle, KVTV (TV) Sioux City, Iowa; second prize of $500 to Jack Schumacher, WICU (TV) Erie Pa., and third prize of $250 to Robert Baldrica, WXYZ-TV Detroit, Mich.

Additional cash awards of $100 each went to (4th) Sara Jane Fritz, KTRK-TV Houston, Tex.; (5th) Dorothy Albee, WILK-TV Wilkes-Barre, Pa.; (6th) Rod Parkin, KUTV (TV) Salt Lake City, Utah. Four prizes of $50 each went to (7th) W. D. Evans, Jr., KGUL-TV Galveston, Tex.; (8th) Barbara Haddox, WBNS-TV Columbus, Ohio; (9th) Dorothy Sanders, WLWD (TV) Dayton, Ohio; (10th) Bob Peel, WHEN-TV Syracuse, N. Y.

Three More Ky. 'Mike' Holders

THE ROLL of "Kentucky Mike" certificate holders, named recently by Kentucky Broadcasters Assn., includes three persons not mentioned in the original list [B•T, April 4]. The three, honored for outstanding service to KBA, are F. W. Munro, advertising manager of Ashland Oil & Refining Co., sponsoring all U. of Kentucky basketball and football games over a statewide network for seven years; Harold E. Fellows, NARTB president, and Ken Sparnum, BMI.

NO PLACE LIKE HOME

"FAMILIES are Fun . . . Are You Really Enjoying Yours?" That's the theme of a new series of programs produced by the Junior League of Fort Worth which has started on WBAP-TV there. Titled *Family Affair,* the program is designed to keep families happier through parent education. The series will answer a recent survey among parents on their most difficult family problems and features authorities on family relations who discuss them. Among the topics slated are divided authority of parents, discipline, mutual trust and understanding of adolescents, family quarreling, rights and responsibilities and time management.

TEENAGE HOP ON WBLK

IN A CITY lacking recreational facilities, especially for teenagers, WBLK Clarksburg, W. Va., and the local Moose Lodge are collaborating in staging a weekly teenage record hop in the new Moose auditorium. Records are played through a p.a. system and at the same time broadcast on the air for an hour and a half each Thursday evening. In a city of 32,500, the first party drew over a thousand youngsters and in two weeks worked up to 1,500. A night club atmosphere is maintained with ladies of the Moose serving as hostesses rather than chaperones. Teenagers are issued Moose Teen Hop cards and admission is free. Refreshments are served and the program is highlighted with contests. The only concern facing WBLK and the Moose Lodge is finding space for the mounting crowds.

COMBINED CHURCH SERVICE

WWOR-TV Worcester, Mass., Sunday, April 3, telecast a two and one-half hour multilingual service of the joining of four orthodox church groups at the Worcester Auditorium. Celebrants of the mass, combining the Syrian, Greek, Russian and Roumanian church clergy and faithful in holy worship, were Anthony Bashir, metropolitan archbishop of New York and North America of the Syrian Orthodox Church, and Samuel David, archbishop of the Syrian Orthodox Archdiocese of Toledo, Ohio, assisted by other clergy. Archbishop Bashir termed the joining as without parallel in American history. WWOR-TV reports its switchboard was clogged with calls for an hour and one-half after the telecast from viewers expressing appreciation for the program.

CHURCH PROGRAM MILESTONE

SHADYSIDE Presbyterian Church in Pittsburgh has celebrated its first year of rebroadcasting its regular Sunday morning services on KDKA there at 11:15 p.m.-12:15 a.m. Sunday evenings. According to Dr. Howard C. Scharfe, pastor of the church, the program fills a need since many churches have discontinued Sunday evening worship services. Many letters, too many to count for a year's results, from all over the country and Canada have been received by persons expressing appreciation for the broadcasts. The idea for the airings was conceived by Robert E. Grove, executive vice president of Ketchum, MacLeod & Grove, Pittsburgh.

'A GAL CALLED KONI'

PROMOTION BOOKLET "about a gal called KONI" has been distributed to advertisers and agencies by KONI Phoenix. The station, "human, almost," is personified into a girl named "Connie" and the brochure describes her programming format, area served, advertising costs and appeal to listeners. KONI, with one female disc m.c. and seven male announcers, heavily emphasizes music, with news headlines on the hour and daily interviews.

WKY-TV'S COLORCASTS

THIRTY-SEVEN hours of local color programming were presented by WKY-TV Oklahoma City March 27-April 3, the week of the Ninth Annual Greater Oklahoma Home Show. Sponsored by the Oklahoma City Home Builders Assn., the 1955 show was built around a color theme in its application to home decoration and furnishing. An estimated 120,000 Oklahomans saw WKY-TV's colorcasts, according to the station. Twelve color sets were shown by local distributors during the show. WKY originated a daily record program from the show.

WNBK (TV) COVERS BOWLING

WNBK (TV) Cleveland televised the annual Charity Bowling Tournament of the city in which each entrant paid $5 for the privilege of bowling one ball. A strike won a sports shirt for the bowler and each participant who missed received a small trophy. Funds received go to the Society for Crippled Children, YMCA, Heart Fund, Cancer Society and Bowler's Victory Legion, a national bowlers' fund providing reading material for hospitalized service veterans. Among participants were the mayor of Cleveland and Lloyd E. Yoder, general manager of WTAM-WNBK.

KOWL CHINESE PROGRAM

KOWL Santa Monica, Calif., which specializes in Negro, Mexican and foreign language programming, has begun a weekly half-hour Chinese-language program, with announcer Dan Yee translating commercials, news and record comments into Chinese.

Portland Pinch Hitting

WHEN time and an untimely snowstorm seemed to spell finis to a planned sales meeting of Henry Cabot & Co., a last minute save was credited to the cooperation of WGAN-AM-TV Portland, Me. The Boston advertising agency relates how the stations came to its rescue by taping four radio-tv transcriptions in 12 minutes—which included lining up talent, equipment and sound effects. The emergency developed when William H. Ganick, vice president, and Richard Smith, account executive, both of the agency, arrived in Portland at noon in a raging blizzard to address a 1 p.m. meeting of salesmen of H. P. Hood & Sons (dairy products). The agencymen discovered the transcriptions, illustrating the radio-tv section of the advertising schedule, had been left in Boston. Mr. Ganick made a hurried call for help to WGAN. Twelve minutes later, the agency reports, the job was done, and the agencymen arrived at the meeting with a few minutes to spare. The agency reports rave reviews for its two-hour presentation; one salesman called it "the best the company has ever given us." The recordings, Mr. Ganick said, were "in many respects better than the originals made in Boston." He lauded WGAN-AM-TV's unprecedented "cooperation" and "assistance."

Station Authorizations, Applications

(As Compiled by B • T)

April 7 through April 13

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of March 31, 1955 *

	AM	FM	TV
Licensed (all on air)	2,698	523	133
CPs on air	5	15	†318
CPs not on air	103	10	122
Total on air	2,703	538	451
Total authorized	2,806	548	573
Applications in hearing	127	3	180
New station requests	194	6	20
New station bids in hearing	69	0	127
Facilities change requests	140	5	43
Total applications pending	728	50	192
Licenses deleted in March	0	4	0
CPs deleted in March	1	2	10

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary through April 6

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,707	2,701	109	201	69
Fm	538	523	37	4	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	277	319	598[1]
Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	310	107	417
Noncommercial on air	9	3	12

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	960	337	740	538	1,279[2]
Educational	57		29	28	57[3]
Total	1,016	337	769	566	1,336[4]

[1] One hundred-thirty-six CPs (26 vhf, 110 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 35 already granted.
[4] Includes 631 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTION BY FCC

Florence, S. D.—The Hills Bcstg. Co. granted vhf ch. 3 (60-66 mc); ERP 25.7 kw visual, 15.5 kw aural; antenna height above average terrain 710 ft., above ground 706 ft. Estimated construction cost $150,000, first year operating cost $170,000, revenue $175,000. Post office address % Joseph L. Floyd, Phillips Ave. at 8th St., Sioux Falls, S. D. Studio location to be determined. Transmitter location Bradley Rd., near Bradley, S. D. Geographic coordinates 45° 00′ 34″ N. Lat., 97° 39′ 35″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Principals include **Midcontinent Bcstg. Co.** (100%), owner of KELO-AM-TV Sioux Falls; Pres. **N. L. Bentson**; Vice Pres. **Edmond R. Rubin**, and Sec.-Treas. **Joseph L. Floyd.** Above officers each own ⅓ of KELO-AM-TV. Granted April 6.

APPLICATION

Ephrata, Wash.—Basin Tv Co., uhf ch. 43 (644-650 mc); ERP 13.3 kw visual, 6.7 kw aural; antenna height above average terrain 656 ft., above ground 139 ft. Estimated construction cost $82,405, first year operating cost $25,000, revenue $50,000. Post office address % A. W. Talbot, 1411 Fourth Ave. Bldg., Seattle. Transmitter location 1 mile W of Ephrata. Geographic coordinates 47° 18′ 45″ N. Lat., 119° 35′ 00″ W. Long. Transmitter and antenna GE. Legal counsel D. F. Prince, Washington. Consulting engineer Frank H. McIntosh, Washington. Principals include **Cascade Bcstg. Co.** (100%), owner of KIMA-AM-TV Yakima, satellite KEPR-TV Pasco, Wash., KLEW-TV Lewiston, Idaho, applicant for satellite on ch. 8 at Walla Walla, Wash., and 40% owner of KWIE Kennewick, Wash.; Pres. **Thomas C. Bostic**; Vice Pres. **J. Barry Watkinson,** and Sec.-Treas. **Frank E. Mitchell.** Filed April 11.

APPLICATION DISMISSED

Watertown, S. D.—Tri-City Tv Corp. FCC dismissed bid for new tv station on ch. 3 at request of applicant. Dismissed April 5.

Existing Tv Stations . . .

ACTIONS BY FCC

WANE-TV Ft. Wayne, Ind.—Radio Ft. Wayne Inc. granted mod. of CP for ch. 69 to change transmitter and studio locations to between State Blvd. and Spring St., 0.1 mile W of city limits; ERP 200 kw visual, 107 kw aural; antenna height above average terrain 740 ft. Grant is without prejudice to any action which the Commission may take pursuant to court decision in Anthony Wayne Bcstg. vs. FCC. Granted April 6.

WMGT (TV) Adams, Mass.—Greylock Bcstg. Co. granted mod. of CP to specify ch. 19 in lieu of ch. 74; change ERP to 115 kw visual, 67.6 kw aural; antenna height above average terrain 2,120 ft.; change studio location to Pittsfield, Mass. Granted April 6.

KPTV (TV) Portland, Ore.—Empire Coil Co. granted mod. of CP for ch. 27 to change ERP to 646 kw visual, 324 kw aural; antenna height above average terrain 1,280 ft. Granted April 5; announced April 12.

WLBR-TV Lebanon, Pa.—Lebanon Tv Corp. granted extension of 6 months to complete construction of ch. 15 station. Station has been silent since Oct. 16, 1954. Granted April 6.

WVAA (TV) Petersburg, Va.—Petersburg Tv Corp. granted mod. of CP for ch. 8 to change antenna height above terrain to 940 ft. without prejudice to any action which FCC may take pursuant to court decision in case of Southside Va. Telecasting Corp. vs. FCC. Granted April 6.

APPLICATIONS

KFMB-TV San Diego, Calif.—Wrather-Alvarez Bcstg. Inc. seeks mod. of CP for ch. 8 to change ERP to 242 kw visual, 121 kw aural; antenna height above average terrain 768 ft. Filed April 12.

KAKI (TV) Visalia, Calif.—Sequoia Telecasting Corp. seeks mod. of CP for ch. 43 to change location to Fresno; change ERP to 257 kw visual, 150 kw aural; studio location to Niggerhead Creek, 6½ miles E of Orange Cove, Calif.; transmitter location to be determined; antenna height above average terrain 1,657 ft. Filed April 8.

KCSJ-TV Pueblo, Colo.—Star Bcstg. Co. seeks mod. of CP for ch. 5 to change ERP to 13.6 kw visual, 6.8 kw aural; antenna height above average terrain 400 ft. Filed April 8.

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THE CREWCUTS	Mercury
RITA ROBBINS & DON WINTERS	Victor
THE WILDER BROTHERS	"X"
THE DOODLERS	Victor

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KLEW-TV Lewiston, Idaho—Lewiston Tv Co. seeks mod. of CP for ch. 3 to change ERP to 14.9 kw visual, 7.5 kw aural; change studio and transmitter location to U. S. 195, 2.5 miles N of Lewiston; antenna height above average terrain 1,015 ft. Filed April 11.

WFAM-TV Lafayette, Ind.—WFAM Inc. seeks mod. of CP for ch. 59 to change ERP to 169.8 kw visual and 91.2 kw aural. Filed April 7.

KTIV (TV) Sioux City, Iowa—KTIV Tv Co. seeks mod. of CP for ch. 4 to change ERP to 100 kw visual, 50.1 kw aural. Filed April 8.

WAFB-TV Baton Rouge, La.—Modern Bcstg. Co. of Baton Rouge Inc. seeks mod. of CP for ch. 28 to change ERP to 105.2 kw visual, 58.1 kw aural; studio and transmitter locations to 844 Government St.; antenna height above average terrain 494 ft. Filed April 5.

WITN (TV) Washington, N. C.—N. C. Tv Inc. seeks mod. of CP for ch. 7 to change ERP to 316 kw visual, 158 kw aural; antenna height above average terrain 867 ft. Filed April 5.

KPAR-TV Sweetwater, Tex.—Texas Telecasting Inc. seeks mod. of CP for ch. 12 to change ERP to 28.3 kw visual, 14.2 kw aural; antenna height above average terrain 343 ft. Filed April 8.

WDBJ-TV Roanoke, Va.—Times-World Corp. seeks mod. of CP for ch. 7 to change transmitter location to on Poor Mt., near Roanoke; studio location to 304 S. Jefferson St., Roanoke; antenna height above average terrain 2,000 ft. Filed April 12.

CALL LETTERS ASSIGNED

WILL-TV Urbana, Ill.—U. of Ill., educational ch. 2. Changed from WTLC (TV).

KRNT-TV Des Moines, Iowa—Cowles Bcstg. Co., ch. 8.

WNBE-TV New Bern, N. C.—Nathan Frank, ch. 13.

WDBJ-TV Roanoke, Va.—Times-World Corp., ch. 7.

New Am Stations . . .

ACTION BY FCC

Fernandina Beach, Fla.—Marshall W. & Carol C. Rowland d/b as Fernandina Beach Bcstrs. granted 1570 kc, 250 w daytime. Post office address 6714 Banbury Rd., Jacksonville, Fla. Estimated construction cost $15,800, first year operating cost $18,000, revenue $30,000. Principals in co-partnership include **Marshall W.** and **Carol C. Rowland**, husband and wife, employes at WJHP Jacksonville. Granted April 6.

APPLICATIONS

Flomaton, Ala.—Tri-City Bcstg. Co., 990 kc, 500 w daytime. Post office address % William L. Kline, P. O. Box 218, Flomaton. Estimated construction cost $27,050, first year operating cost $18,000, revenue $25,000. Principals include Pres. **William L. Kline** (25%), hardware store owner; Vice Pres. **J. E. Jackson** (25%), store owner; Vice Pres. **Frank Dixon** (25%), telegraph operator, and Sec.-Treas. **Carl E. Jones** (25%), bank president. Filed April 4.

Escondido, Calif.—F M Radio & Tv Corp., 1510 kc, 5 kw unlimited, directional day and night. Post office address % W. L. Gleeson, 6578 Palm Ave., Riverside, Calif. Estimated construction cost $34,516, first year operating cost $43,200, revenue $60,000. Principals include Pres. **W. L. Gleeson** (68.2%), owner of advertising agency; **G. R. Pollock** (20%), contractor, and **E. L. Barker**, owner of KLOK San Jose, Calif. Filed April 1.

Jacksonville, Fla.—Joseph M. Ripley Inc., 800 kc, 500 w daytime. Post office address 1706 Landon Ave., Jacksonville. Estimated construction cost $14,980, first year operating cost $26,000, revenue $30,000. Sole owner is **Joseph M. Ripley**, owner of drive-in-theatre. Filed April 4.

Marietta, Ga.—Marietta Bcstg. Co., 1290 kc, 1 kw daytime. Post office address 112½ Atlanta St. Estimated construction cost $19,440, first year operating cost $36,000, revenue $45,000. Principals include Pres. **Dudley D. McCaskill** (25%), former announcer-salesman WFOM Marietta; Vice Pres. **James M. Wilder** (50%), former engineer WBML Macon Ga., and Sec.-Treas. **Elizabeth F. McCaskill** (25%). Filed April 5.

Guthrie, Okla.—James A. West Jr., Delvin R. White & Elgie M. Risinger d/b as Southern Bcstg. Co., 1490 kc, 100 w unlimited. Post office address 102 East Elm, El Dorado, Ark. Estimated construction cost $9,820, first year operating cost $25,000, revenue $30,000. Principals in general partnership include **James A. West Jr.** (⅓), ⅓ partner in KDMS El Dorado, Ark.; **Delvin R. White** (⅓), and **Elgie M. Risinger** (⅓). Applicants have equal interest in KHBM Monticello, Ark., and KSUL Sulphur, La., and are applicants for new am station at Winnfield, La. Filed April 5.

Belton, S. C.—Community Bcstg. Co., 1390 kc, 500 w daytime. Post office address % Cleatus O. Brazzell, Box 522, Easley, S. C. Estimated construction cost $19,380, first year operating cost $30,000, revenue $36,000. Principals include **Cleatus O. Brazzell** (75%), general manager-stockholder WELP Easley, and **Henry O. McDonald Jr.** (25%), chief engineer-stockholder WELP. Filed April 8.

Kilgore, Tex.—D. B. Humphreys Lowe, 1580 kc, 500 w daytime. Post office address % Jacob A. Newborn Jr., Box 1191, Austin, Tex. Estimated construction cost $5,553, first year operating cost $18,000, revenue $22,000. Mr. Lowe is a school teacher. Filed April 4.

APPLICATIONS AMENDED

Elizabethtown, N. C.—Cape Fear Bcstg. Co. amends bid for new am station on 1450 kc, 250 w unlimited to specify 100 w. Filed April 7.

Abilene, Tex.—Bill Mathis amends bid for new am station on 1280 kc, 500 w daytime to specify 1 kw. Filed April 7.

Existing Am Stations . . .

ACTIONS BY FCC

WPCT Putnam, Conn.—Israel Putnam Bcstg. Co. granted increase in power from 500 w to 1 kw continuing operation on 1350 kc. Granted April 6.

WGBR Goldsboro, N. C.—Eastern Carolina Bcstg. Co. granted change in daytime power from 1 kw to 5 kw continuing operation on 1150 kc, 1 kw nighttime, directional day and night. Granted April 6.

WCHV Charlottesville, Va.—Barham & Barham granted change from 1240 kc, 250 w to 1260, 1 kw unlimited, directional night. Granted April 6.

STATION DELETED

WMCJ Manchester, Ga.—Georgia Ra-Tel Inc. FCC deleted existing am station on 1570 kc, 1 kw daytime. Deleted April 11.

APPLICATIONS

WARE Ware, Mass.—Central Bcstg. Corp. seeks CP to change from daytime to fulltime operation using 1 kw, directional night on 1250 kc. Filed April 12.

WRIO Rio Piedras, P. R.—The Master Bcstg. Corp. seeks CP to change from 1320 kc 1 kw night, 5 kw day to 850 kc 500 w night, 5 kw day. Filed April 11.

New Fm Stations . . .

ACTIONS BY FCC

Boulder, Colo.—Robert N. Wilkinson d/b as Colorado Recording Co. granted CP for new Class B fm station on ch. 247 (97.3 mc); ERP 5.9 kw; antenna height above average terrain minus 710 ft. Granted April 6.

Morton, Va.—Blanfox Radio Co. granted CP for new fm station on ch. 299 (107.7 mc); ERP 4.6 kw; antenna height above average terrain minus 150 ft. Granted April 6.

Ownership Changes . . .

ACTIONS BY FCC

KDAS Malvern, Ark.—Malvern Bcstg. Co. granted voluntary transfer of control to J. C. Cuffman through purchase of remaining 50% interest from R. E. Peeples and Charles W. Perry Jr. for $16,600. Mr. Cuffman will now be sole owner. Granted April 8; announced April 12.

WFTL Ft. Lauderdale, Fla.—Gore Pub. Co. granted voluntary transfer of control to R. H. Gore Sr. (54.3%) through stock reorganization. R. H. Gore Co., parent company, will own the remaining 45.6% interest. Granted April 5; announced April 12.

WLCO Eustins, Fla.—Broadcasters Inc. granted voluntary assignment of CP to S. A. Shikany & Reggie B. Martin d/b as Lake County Bcstg. Co. for $2,000. Principals include **S. A. Shikany** (50%), building construction and investments, and **Reggie B. Martin** (50%), public relations, producer of radio-tv programs and ⅓ owner WSTU Stuart, Fla. Granted April 6.

WDZ Decatur, Ill.—WDZ Bcstg. Co. granted transfer of control from Charles C. Caley & Horace L. Lohnes to Mr. Caley, Frank C. Schroeder Jr., Meredith M. Daubin, Raymond B. Harding, Thomas L. Schrover & The Munsey Trust Co., executors of estate of Horace L. Lohnes, deceased. Granted April 6.

WFUL Fulton, Ky.—Ken-Tenn Bcstg. Corp. granted voluntary transfer of control to Warren L. Moxley through purchase of 88.7% interest for $35,500. Mr. Moxley is former theatre operator. Granted April 6.

WNES Central City, Ky.—Muhlenberg Bcstg. Co. granted voluntary acquisition of control by V. R. Anderson through acquisition of 75% interest from Wm. D. Atkinson. Consideration is the cancellation of notes for $7,500. Mr. Anderson will now own 99% interest. Granted April 6.

WESM Pocomoke City, Md.—Walter F. Harris Jr. granted involuntary assignment of CP to **Ruth Ellen Harris** (100%), executrix of the estate of Walter F. Harris Jr., deceased. Granted April 5; announced April 12.

WTCN-AM-TV Minneapolis, Minn.—Minnesota Tv Public Service Corp. granted voluntary transfer of control to Consolidated Tv & Radio Bcstrs. Inc. through sale of all stock for $1,815,000. Consolidated Tv & Radio is owner of WFBM-AM-TV Indianapolis, WEOA Evansville, Ind., WOOD-AM-TV Grand Rapids, and WFDF Flint, Mich. Principals include **Harry M. Bitner Sr.** (25.4%), Pres. **Harry M. Bitner Jr.** (10%), and **Evelyn H. Bitner** (10%). Granted April 6.

KORK Las Vegas, Nev.—Reno Bcstg. Co. granted voluntary assignment of license to Southwestern Bcstg. Co. for $60,000. Southwestern is owned by **Donald W. Reynolds,** a principal stockholder in KLRJ-TV Henderson, Nev., KZTV (TV) Reno, KFSA-AM-FM-TV Ft. Smith, Ark., KHRG Okmulgee, Okla., and KBRS Springdale, Ark. Mr. Reynolds also has purchased KOLO Reno. Granted April 6.

KOLO Reno, Nev.—Reno Bcstg. Co. granted voluntary assignment of license to Western Bcstg. Co. for $190,000. Sole owner of Western Bcstg. is **Donald W. Reynolds,** a principal stockholder of KLRJ-TV Henderson, KZTV (TV) Reno, KFSA-AM-FM-TV Ft. Smith, Ark., KHRG Okmulgee, Okla., and KBRS Springdale, Ark. Mr. Reynolds also has purchased KORK Las Vegas. Granted April 6.

KVSF Santa Fe, N. M.—Santa Fe Bcstg. Co. granted voluntary assignment of license to parent company New Mexico Bcstg. Co. Granted April 5; announced April 12.

KPLK Dallas, Ore.—Edward C. McElroy Jr. & Leland M. Tucker d/b as Polk County Bcstrs. granted voluntary assignment of CP to Polk County Bcstrs. No consideration is involved as transfer is from partnership to corporation with partners retaining identical interests. Granted April 8; announced April 12.

KERV Kerrville, Tex.—Kerrville Bcstg. Co. granted voluntary transfer of 25% of stock from estate of Charles V. Peterson, deceased, to Hal and Charlie Peterson Foundation. Granted April 6.

WAFC Staunton, Va.—Lloyd Cochenour, Willard F. Gance & Charles E. Heatwole d/b as American Home Bcstg. Co. granted voluntary assignment of license to American Home Bcstg. Corp. No consideration involved as partners retain identical interests. Granted April 6; announced April 12.

WLOW Portsmouth, Va.—Commonwealth Bcstg. Corp. granted voluntary transfer of negative control (50%) to Harold Kaye and Emil J. Arnold for $35,000. Principals include **Harold Kaye,** vice pres.-25% owner WORC Worcester, Mass., and **Emil J. Arnold,** real estate and investments. Granted April 6.

WBTH Williamson, W. Va.—Williamson Bcstg. Corp. granted voluntary transfer of control to Alice Shein through purchase of 48.7% interest for $18,900. Alice Shein will now own 60.1% interest. Granted April 8; announced April 12.

APPLICATIONS

WLAY Muscle Shoals, Ala.—Muscle Shoals Bcstg. Corp. seeks voluntary transfer of control and assignment of license to M. C. Gregory for $110,000. Mr. Gregory, in turn, seeks assignment to wholly owned Gregory Bcstg. Corp. Mr. Gregory is former station and sales manager of WRAW Augusta, Ga. Filed April 4.

WCRL Oneonta, Ala.—Blount County Bcstg. Service Inc. seeks voluntary transfer of control through sale of all stock for $20,410 to **L. D. Bentley Jr.** (50.7%), manager of WCRL; Vice Pres. **B. S. Bentley** (48.5%), and Sec. **Rachel B. Bentley** (0.7%). Filed April 4.

KCOY Santa Maria, Calif.—News-Press Pub. Co. seeks voluntary assignment to Arenze Bcstrs. for $34,000. Principals include Pres. **James H. Ranger** (37%); Vice Pres.-Treas. **Ed. J. Zuchelli** (38%), and Sec. **Frank J. Nesmith** (25%), all employes at KXOB Stockton, Calif. Filed April 5.

WLAQ Rome, Ga.—News Pub. Co. seeks acquisition of control by **Burgett H. Mooney Jr.** (52%) under will of his father B. H. Mooney. Other principals include **Jane F. Mooney** (24%) and **James F. Mann** (24%). Filed April 4.

WKAI Macomb, Ill.—The Macomb Bcstg. Co. seeks voluntary transfer of 50% of stock from William E. Schons and Edward Schons to A. B. Bush. Consideration is cancellation of $40,000 loan. Also involved is KLIL Estherville, Iowa. Mr. Bush is executive of Minn. Mining & Mfg. Co. and director of KSTP-AM-TV St. Paul. Edward Schons retains remaining 50% interest. Filed April 1.

KLIL Estherville, Iowa—Estherville Bcstg. Corp. seeks voluntary transfer of 50% of stock from William E. Schons and Edward Schons to A. G. Bush. Consideration is cancellation of $40,000 loan. Also involved is WKAI Macomb, Ill. Mr. Bush is executive of Minn. Mining & Mfg. Co. and director of KSTP-AM-TV St. Paul. Edward Schons retains remaining 50% interest. Filed April 1.

KMNS Sioux City, Iowa—Siouxland Bcstg. Co. seeks voluntary assignment to **William F. Johns Jr.** (72%); **Patricia Johns** (3%); **William F. Johns Sr.** (13%), **Penrose H. Johns** (3%), and **Robert J. Flynn** (9%) d/b as Siouxland Bcstg. Co. Messrs. Flynn and Johns Sr. pay $4,000 each for 10% interest. Filed April 6.

Morehead, Ky.—Morehead Bcstg. Co. seeks voluntary assignment to Morehead Bcstg. Co. No consideration involved as application is to denote removal of Robert S. Bishop from partnership. Principals now are **W. J. Sample; Claude L. Clayton** and **Roy Cornette.** Filed April 11.

WHXY Bogalusa, La.—Bogalusa Bcstg. Corp. seeks voluntary transfer of control through sale of 50% interest for $43,500 to **Charles W. Holt** (55%), ½ owner WHNY McComb and ⅓ owner WHSY Hattiesburg, Miss.; **Herbert Aplin** (22½%), auto dealer; **Francis T. Zachary** (15%), Circuit Court Judge; **Mattie M. Climo** (5%), and **Emma H. Aplin** (2½%). Filed April 5.

WTOW Towson, Md.—Suburban Time Mart seeks voluntary assignment of CP to WTOW Inc. for $1 plus any unpaid engineering fees not to exceed $200. Principals include Pres. **John S. Booth** (45%), 50% owner WTVE (TV) Elmira, N. Y., and 33% owner WCHA-AM-FM Chambersburg, Pa.; Vice Pres.-Sec. **Owen J. McReynolds** (10%), vice pres. WOKE Oak Ridge, Tenn., and **Harry J. Daly** (45%), Washington attorney and stockholder of WOKE and WMLV Millville, N. J. Filed April 4.

WGRM Greenwood, Miss.—P. K. Ewing seeks involuntary assignment of license to **Mrs. P. K. Ewing** (100%), widow of P. K. Ewing. Filed April 1.

WHSY Hattiesburg, Miss.—The Hub City Bcstg. Co. seeks voluntary transfer of control through sale of remaining 50% interest for $15,000 to Charles W. and Connie L. Holt. Mr. Holt is ½ owner of WHXY Bogalusa and WHNY McComb, Miss. Filed April 5.

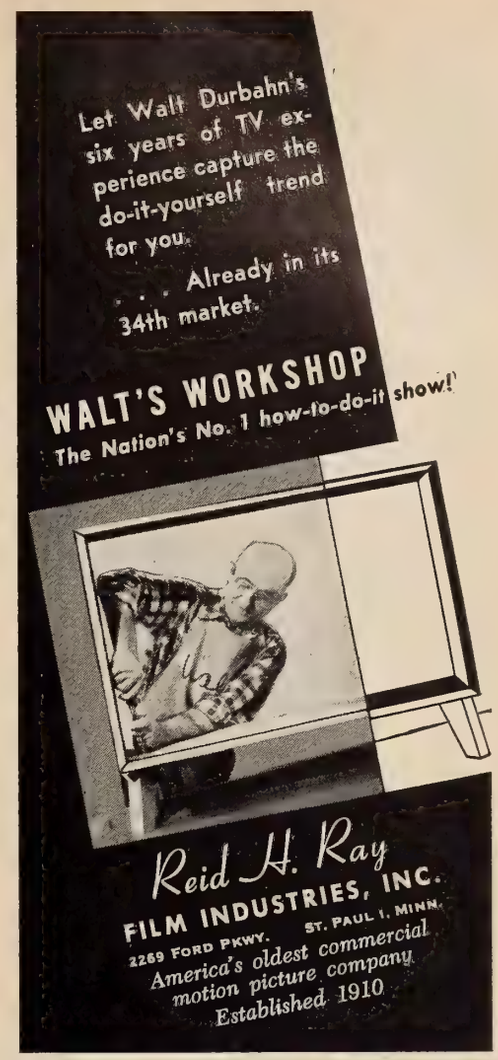
WHNY McComb, Miss.—WSKB Inc. seeks voluntary transfer of control through sale of 50% interest for $10,000 and assumption of obligations for $15,000 to **Charles W. Holt** (55%), ½ owner WHXY Bogalusa and ⅓ owner WHSY Hattiesburg, Miss.; **Herbert Aplin** (22½%), auto dealer; **Francis T. Zachary** (15%), Circuit Court Judge; **Mattie M. Climo** (5%), and **Emma H. Aplin** (2½%). Filed April 5.

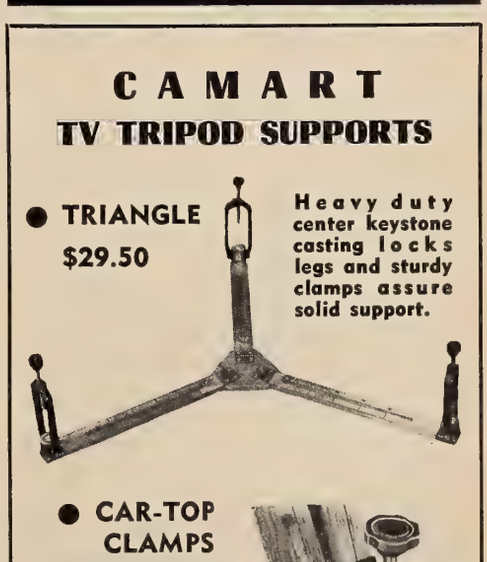
KCRV Caruthersville, Mo.—Pemiscot Bcstrs. seeks voluntary assignment of license to Pemiscot Bcstrs., a partnership consisting of J. E. Taylor and Walter Y. Cleveland through purchase of 20% partnership interest of Robert L. Harrison for $19,800. Mr. Taylor will now own 65% and Mr. Cleveland 35% interest. Filed April 1.

WEW St. Louis, Mo.—St. Louis University seeks voluntary assignment to The Barrington Co. for $50,000. Principals include **Aubrey D. Reid** (50.1%), former station manager of KXOK St. Louis, and his wife **Elsie Y. Reid** (49.9%). Filed April 7.

WALK-AM-FM Patchogue; WRIV Riverhead, N. Y.—Suffolk Bcstg. Corp. seeks voluntary transfer of 50% of voting stock from Mrs. Julia D. Macy to her husband W. Kingsland Macy for $250. Mr. Macy is banker and in real estate. Filed April 4.

WNBF-AM-TV Binghamton, N. Y.—Clark Associates Inc. seeks voluntary transfer of control to Triangle Publications Inc. (Radio & Tv Div.) for $3 million. Triangle Pub. is owner of WFIL-AM-FM-TV Philadelphia, Pa., and 50% owner of WHGB Harrisburg, Pa. Filed April 5.





KSYD Wichita Falls, Tex.—Grayson Enterprises seeks voluntary transfer of 25% interest to Nat Levine for cancellation of $9,280 debt. Messrs. Levine and Sidney A. Grayson will now each own 50% interest. Filed April 7.

KPAT Pampa, Tex.—J. C. Daniels seeks voluntary assignment to equal partnership of **R. O. Parker**, 51% owner of KPET Lamesa, Tex.; **Bob Bradbury**, general manager of KPET, and **W. J. Beckham**, 12% owner of KPET. Filed April 11.

KURA Moab, Utah—R. L. McAlister seeks voluntary assignment of CP to Moab Bcstg. & Tv Corp. for $946. Principals include Pres. **Richard H. Downem** (16%), ½ owner of KPMO Pomona, Calif.; Vice Pres. **R. H. Rogers**, chief engineer KPMO, and Sec.-Treas. **Robert W. Hughes** (5%), attorney. Filed April 7.

WHWB Rutland, Vt.—Central Vt. Bcstg. Corp. seeks voluntary transfer of control through sale of approximately 86% interest for $15,000. Principals will now include Pres. **John J. Carusone** (29.1%), attorney; Vice Pres. **Charles I. Bates** (13.1%); Sec. **Louis M. Carusone** (28.8%), attorney, and Treas. **John H. Bennett** (28.8%), sales manager of WHWB. Filed April 12.

WRAD Radford, Va.—Rollins Bcstg. Inc. seeks voluntary assignment of license to Perry E. and Alice C. Gresham for $125,000. Mr. Gresham is president of Bethany College, Bethany, W. Va. Filed April 1.

KODI Cody, Wyo.—Absaroka Bcstg. Co. seeks voluntary assignment of license to Park Bcstrs. Inc. for $25,000. Principals include Pres. **R. B. Croft** (⅓), dentist; Vice Pres. **W. E. Killmer** (⅓), former news editor-salesman of KALE Richland, Wash., and Sec. **R. B. Beall** (⅓). Filed April 4.

Hearing Cases . . .

INITIAL DECISIONS

Hartselle, Ala.—New am, 860 kc. FCC hearing examiner James D. Cunningham issued initial decision looking toward grant of the applications of Dorsey Eugene Newman for new am station on 860 kc. 250 w, daytime only, in Hartselle, Ala., and WDMG Inc., to increase power of station WDMG Douglas, Ga., from 1 kw to 5 kw, continuing daytime operation on 860 kc, and denial of application of Radio Atlanta Inc., to increase daytime power of station WERD Atlanta, Ga., on 860 kc, from 1 kw to 10 kw. Action April 6.

Paducah, Ky.—New tv, ch. 6. FCC hearing examiner William G. Butts issued an initial decision looking toward grant of the application of Columbia Amusement Co. for a new tv station on ch. 6 in Paducah, Ky., and denial of the competing application of Paducah Newspapers Inc. Action April 11.

Omaha, Neb.—New tv, ch. 7. FCC hearing examiner Isadore A. Honig issued initial decision looking toward grant of the application of Herald Corp. for new tv station on ch. 7 in Omaha, Neb., and denial of the competing application of KFAB Bcstg. Co. Action April 6.

Miami, Fla.—Ch. 7 proceeding. FCC scheduled for oral argument on May 2 the applications of Biscayne Tv Corp., East Coast Tv Corp., South Fla. Tv Corp., and Sunbeam Tv Corp., for new tv stations on ch. 7 at Miami. Action April 11.

WFEC Miami, Fla.—FCC advised that application for renewal of license indicates necessity of a hearing. Action April 6.

OTHER ACTIONS

WMBM, WAHR Miami Beach, Fla.—FCC advised that applications for renewal of licenses indicate necessity of a hearing. Action April 6.

Peoria, Ill.—Ch. 8 proceeding. FCC scheduled for oral argument on May 2 the applications of WMBD and WIRL for new tv stations on ch. 8 at Peoria. Action April 11.

WHUM-TV Reading, Pa.—FCC by memorandum opinion and order, denied a Feb. 15 petition by WHUM-TV ch. 61, Reading, Pa., requesting that certain tv channel shifts be made to effect exchange of chs. 15 and 61 between Lebanon and Reading, respectively. Action April 6.

WICU (TV) Erie, Pa.—FCC by order denied petition by Dispatch Inc., to delete Issue 2 (concerning certain allegations made by Edward Lamb) in proceeding involving application for renewal of license of tv station WICU (TV) Erie, Pa. Action April 7.

Tv Allocations—By report and order, the Commission, pursuant to rule-making proposals of Jan. 27, substituted educational tv ch. *27 plus for educational ch. *21 plus at Hanover, N. H., and substituted commercial ch. 75 plus for ch. 27 plus at Concord, N. H., and modified the outstanding authorization of WKNY-TV to specify operation on ch. 21 at Poughkeepsie, N. Y., instead of ch. 66 in Kingston, N. Y., effective immediately. Action April 6.

Port Arthur, Tex.—Ch. 4 proceeding. FCC by memorandum opinion and order granted petition by Smith Radio Co. to the extent of enlarging issues in Dockets 10285 and 10352 to inquire into qualifications of Port Arthur College to engage in commercial broadcasting, competing applicant for new tv station on ch. 4 in Port Arthur, Tex.; denied petition in other respects. By a separate order of the same date, the Commission denied a petition by Smith seeking review of the hearing examiner's ruling denying request for taking depositions in this proceeding. Action April 7.

KCOR-TV San Antonio, Tex.—By report and order, the Commission denied petition by KCOR-TV, ch. 41, San Antonio, Tex., requesting assignment of ch. 14 to San Antonio by substituting ch. 30 for ch. 14 in Seguin; terminated proposed rule-making proceeding in this matter. Action April 6.

Portsmouth, Va.—Ch. 10 proceeding. FCC scheduled for oral argument on May 2 the applications of Beachview Bcstg. Corp., Norfolk and Portsmouth Radio Corp., Portsmouth, for new tv stations on ch. 10 at Portsmouth. Action April 11.

Wenatchee, Wash.—Tv Hearings. FCC ordered that the hearings in the matter of cease and desist orders to be directed against C. J. Community Services Inc., Bridgeport, Wash., R. E. Darwood, et al., Quincy, Wash., and H. J. Miller, Nespelem, Wash., be held in Wenatchee, Wash., instead of Seattle. Action April 6.

Morgantown, W. Va.—Mountain State Bcstg. Co. FCC designated for hearing bid for new am station on 1470 kc, 1 kw daytime; made WVVW Fairmont, W. Va., party to proceeding. Granted April 6.

Routine Roundup . . .

April 6 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley on April 5

Columbia Bcstg. System Inc.—Granted petition for leave to intervene in proceeding re transfer of control of WROW-AM-TV Albany, N. Y. (Docket 11243).

By Hearing Examiner James D. Cunningham on April 1

San Antonio, Tex., The Walmac Co.—Granted petition to reopen the record in re applications for tv ch. 12 (Dockets 11000-01), to receive in evidence the decision and order of the U. S. District Court, Western District of Texas, San Antonio Division, entered Feb. 25, and the record was thereupon closed.

By Hearing Examiner Basil P. Cooper on April 4

Indianapolis, Ind., Indianapolis Bcstg. Inc.—Granted motion to extend time within which to file rebuttal findings in proceeding re ch. 13 (Dockets 8906 et al.) from April 7 to April 15.

Islip, N. Y., Great South Bay Bcstg. Co.; Syosset, N. Y., George V. Spohrer—Granted petition of Spohrer to accept late filing of appearance in re applications for am facilities (Dockets 11256-57); denied opposition thereto filed by Great South Bay. Granted petition of Great South Bay to amend its application to correct certain mathematical errors in program schedule.

By Hearing Examiner Fanney N. Litvin on April 1

St. Joseph, Mo., Broadcast Group Inc.—Scheduled further hearing in re CP for new am station (Docket 11147) for April 18.

By Hearing Examiner Elizabeth C. Smith on March 31

KTRY Bastrop, La., Morehouse Bcstg. Co.—Granted petition for continuance of prehearing conference from April 1 to April 12 in re application of KNBY Newport, Ark., re change in am station (Docket 10883).

By Hearing Examiner Hugh B. Hutchinson on April 1

Dallas, Tex., Texas Star Bcstg. Co.; KTRH Houston, Tex., KTRH Bcstg. Co.—Granted joint petition of applicants and KSEO intervenor, for continuance of prehearing conference from April 4 to April 15 in proceeding re (Dockets 8258, 8253).

KGEO-TV Enid, Okla., Streets Electronics Inc. Gave notice of a pre-hearing conference to be held April 8 in re application for Mod. of CP (Docket 11302); also notice of hearing in this proceeding to commence April 11 (Action taken April 5).

KSWS-TV Roswell, N. M., John A. Barnett—Gave notice of a pre-hearing conferene to be held April 8 in re Mod. of CP (Docket 11303), and postponed hearing in this proceeding from April 11 to April 14 (Action taken April 5).

By Hearing Examiner Basil P. Cooper on April 5

WAKU Latrobe, Pa., Clearfield Bcstrs. Inc.—Granted petition for continuance of hearing from April 11 to May 11, in the matter of Cease and Desist Order (Docket 11137).

BROADCAST ACTIONS

By the Commission en banc

Renewal of License

Granted renewal of licenses of following stations on a regular basis: KACC-FM Abilene, Tex.; WSGC Elberton, Ga.

April 6 Applications

ACCEPTED FOR FILING

Renewal of License

KVRC Arkadelphia, Ark., Arkadelphia Bcstg. Co.—(BR-1761).

KBTA Batesville, Ark., White River Valley Bcstrs. Inc.—(BR-2505).

KLCN Blytheville, Ark., Harold L. Sudbury—(BR-711).

KFPW Fort Smith, Ark., Tulsa Bcstg. Co.—(BR-623).

KXAR Hope, Ark., Hope Bcstg. Co.—(BR-1847).

KNBY Newport, Ark., Newport Bcstg. Co.—(BR-2356).

KCLA Pine Bluff, Ark., Radio Engineering Service—(BR-1367).

KBRS Springdale, Ark., Northwest Arkansas Bcstg. and Television Co.—(BR-2330).

KDBS Alexandria, La., Dixie Bcstg. Service—(BR-2904).

KSYL Alexandria, La., KSYL Inc.—(BR-1258).

WIBR Baton Rouge, La., Community Bcstg. Co.—(BR-2087).

WXOK Baton Rouge, La., Capital City Bcstg. Co.—(BR-2771).

KLFY Lafayette, La., Camellia Bcstg. Co.—(BR-2414).

KAOK Lake Charles, La., KAOK Inc.—(BR-1614).

KWCJ Natchitoches, La., Natchitoches Bcstg. Co.—(BR-1540).

WBOK New Orleans, La., WBOK Inc.—(BR-2597).

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WMRY New Orleans, La., Southland Bcstg. Co.—(BR-2515).
WNOE New Orleans, La., James A. Noe—(BR-443).
WTPS New Orleans, La., The Times-Picayune Pub. Co.—(BR-1911).
KCIJ Shreveport, La., Southland Bcstg. Co.—(BR-2728).
WDOB Canton, Miss., Madison County Bcstg. Co.—(BR-2798).
WHSY Hattiesburg, Miss., The Hub City Bcstg. Co.—(BR-2124).
WSLI Jackson, Miss., Standard Life Bcstg. Co.—(BR-979).
WAPF McComb, Miss., The Southwestern Bcstg. Co. of Miss.—(BR-1972).
WSSO Starkville, Miss., The Starkville Bcstg. Co.—(BR-2250).
WELO Tupelo, Miss., Tupelo Bcstg. Co.—(BR-1195).

Application Returned

KMRC Morgan City, La., Tri-City Bcstg. Inc.—(Re: Signature, etc.).
WHOC Philadelphia, Miss., William Howard Cole—(Not signed or dated).
Grand Prairie, Tex., Grand Prairie Bcstg. Co.—CP for new standard station on 1220 kc, with 250 w, daytime hours.

Remote Control

KMBY Monterey, Calif., Frederick A. Gwynn—(BRC-691).
WLDS Jacksonville, Ill., Jacksonville Radio & Television Bcstg. Corp.—(BRC-692).

Renewal of License

WCGA Calhoun, Ga., Gordon County Bcstg. Co.—(BR-2831).
WACR Columbus, Miss., J. W. Furr—(BR-2477).
WNLA Indianola, Miss., Central Delta Bcstg. Co.—(BR-2816).
WJQS Jackson, Miss., Mississippi Bcstg. Co.—(BR-1891).
WCOC Meridian, Miss., Mississippi Bcstg. Co.—(BR-455).

Renewal of License Returned

KDMS El Dorado, Ark., El Dorado Bcstg. Co.—(Name wrong, signed by General Manager).

Applications Returned

Savannah, Tenn., Florence Bcstg. Co. (PO % Joe T. Van Sandt, P. O. Box 137, Florence, Ala.)—CP for new standard station on 1010 kc, with 250 w, daytime hours of operation. (Necessary to file V-A, V-G & Engr.)

Renewal of License

WNAS (FM) New Albany, Ind., School City of New Albany—(BRED-36).
KMUW (FM) Wichita, Kan., The Municipal U. of Wichita—(BRED-29).

Modification of CP

WMUB (FM) Oxford, Ohio, The President & Trustees of the Miami U.—Mod. of CP (BPED-255) which authorized changes in educational fm station for extension of completion date (BMPED-291).
KFUO-TV Clayton, Mo., The Lutheran Church—Missouri Synod—Mod. of CP (BPCT-404) as mod. which authorized new tv station to extend completion date (BMPCT-3012).

April 7 Applications

ACCEPTED FOR FILING

Modification of CP

KTYL Mesa, Ariz., Harkins Bcstg. Inc.—Mod. of CP (BP-8882) as mod. which authorized increase daytime power and installation of new transmitter for extension of completion date (BMP-6805).
WBOP Pensacola, Fla., Ray Herbert Gunckel Jr.—Mod. of CP (BP-9267) which authorized new standard broadcast station for extension of completion date (BMP-6806).

Renewal of License

KCIL Houma, La., KCIL Inc.—(BR-1345).
WCLD Cleveland, Miss., Cleveland Bcstg. Co.—(BR-2436).
WBKH Hattiesburg, Miss., Hattiesburg Bcstg. Co.—(BR-2999).
WLSM Louisville, Miss., Louisville Bcstg. Corp.—(BR-2792).
WTUP Tupelo, Miss., Lee Bcstg. Co.—(BR-2899).

License for CP

WMRI-FM Marion, Ind., Chronicle Pub. Co.—License to cover CP (BPH-2010) which authorized changes in licensed station (BLH-1043).

Modification of CP

KFMB-TV San Diego, Calif., Wrather-Alvarez Bcstg. Inc.—Mod. of CP (BPCT-1799) as mod. which authorized changes in facilities of existing tv station to extend completion date to 12-12-55 (BMPCT-3014).
WJDW (TV) Boston, Mass., J. D. Wrather Jr.—Mod. of CP (BPCT-1656) as mod. which authorized new tv station to extend completion date to 4-12-56 (BMPCT-3013).

April 8 Applications

Accepted for Filing

Modification of License

WHNY McComb, Miss., WSKB Inc.—Mod. of license to change name of licensee to Broadcast Service Inc. (BML-1623).

Modification of CP

WSAY Rochester, N. Y., The Federal Bcstg. Co.—Mod. of CP (BP-5900) as modified, which authorized increase power, install new transmitter and change from DA day and night to DA-N use only for extension of completion date (BMP-6807).

Remote Control

WKIC Hazard, Ky., BMG Bcstg Corp.—(BRC-695).
WTVL Waterville, Me., Kennebec Bcstg. Co.—(BRC-693).
WJPD Ishpeming, Mich., Ishpeming Bcstg. Co.—(BRC-694).

Renewal of License

KOSE Osceola, Ark., Osceola Bcstg. Corp.—(BR-2357).

Modification of CP

WILL-FM Urbana, Ill., U. of Ill.—Mod. of CP (BPED-161) as mod. which authorized changes in educational fm station for extension of completion date (BMPED-299).
WMSL-TV Decatur, Ala., Tennessee Valley Radio and Television Co.—Mod. of CP (BPCT-1488) as mod. which authorized new tv station extension completion date 7-25-55 (BMPCT-3021).
WSLA (TV) Selma, Ala., Deep South Bcstg.—Mod. of CP (BPCT-1814) as mod. which authorized new tv station extension completion date 10-24-55 (BMPCT-3020).
KARK-TV Little Rock, Ark, Arkansas Radio and Equipment Co.—Mod. of CP (BPCT-810) as mod. which authorized new tv station extension completion date 10-20-55 (BMPCT-3018).
WOOK-TV Washington, D. C., United Bcstg. Co.—Mod. of CP (BPCT-1819) as mod. which authorized new tv station extension completion date 11-1-55 (BMPCT-3007).
WDBO-TV Orlando, Fla., Orlando Bcstg. Co.—Mod. of CP (BPCT-861) as mod. which authorized new tv station extension completion date 8-23-55 (BMPCT-3019).
KCMO-TV Kansas City, Mo., Meredith Engineering Co.—Mod. of CP (BPCT-291) as mod. which authorized new tv station extension completion date 10-25-55 (BMPCT-3022).
KSTF (TV) Scottsbluff, Neb., Frontier Bcstg. Co.—Mod. of CP (BPCT-1874) which authorized new tv station extension completion date 10-18-55 (BMPCT-3017).

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April 11 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley on April 7

KTVQ (TV) Oklahoma City, Okla., Republic Tv Radio Co.—Granted in part petition to intervene in hearing re application of KGEO-TV Enid Okla., (Docket 11302) for mod. of CP; and made said petitioner a party to this proceeding only with respect to issues "2" and "3" in Commission's order of March 16.

The Air Transport Assn.; The Department of Defense; The Aircraft Owners & Pilots Assn.—Granted petitions for leave to intervene in re application of Streets Electronics, Inc. (KGEO-TV Enid, Okla.) for mod. of CP (Docket 11302), and made petitioners parties in this proceeding.

Miami, Fla., L. B. Wilson Inc.—Granted in part petition for extension of time to file exceptions to initial decision in re ch. 10, and extended said time to and including May 23 (Dockets 9321 et al). (Action taken April 6).

By Hearing Examiner Elizabeth C. Smith

WREC Memphis, Tenn., WREC Bcstg. Service—Granted petition for extension of time to file reply findings in re application of WELO Tupelo, Miss. (Docket 11002), to April 15. (Action of 4/7).

WNYC New York, N. Y., Municipal Bcstg. System, WCCO Minneapolis, Minn., Midwest Radio-Tv Inc.—Granted joint petition for continuance of hearing from April 18 to May 23 in re SSA (Docket 11227). (Action of 4/6).

WELO Tupelo, Miss., Tupelo Bcstg. Co.—Ordered that additional corrections to the transcript of testimony in re Docket 11002 be made as indicated. (Action of 4/6).

By Hearing Examiner Fanney N. Litvin on April 7

WOPA Oak Park, Ill. Village Bcstg Co.—Granted petition for leave to amend its application (Docket 11163; BP-9271), so as to change transmitter site; and said application as amended was removed from hearing docket and returned to processing line and hearing scheduled for April 11 was cancelled.

By Hearing Examiner H. Gifford Irion on April 6

On request, continued from April 18 to April 26 to date for filing proposed findings in re applications of Radio Station, WSOC Inc., et al. for ch. 9 in Charlotte, N. C.; and the date for filing reply findings was continued from May 2 to May 10 (Dockets 8837 et al).

By Hearing Examiner William G. Butts on April 7

Wellsville, N. Y., Radio Services of Wellsville—Issued an order to govern course of hearing in re application for new am station (Docket 11186), hearing on which is scheduled to start April 18.

By Hearing Examiner Hugh B. Hutchison on April 6

Murphy, N. C., Cherokee Bcstg. Co.; Valley Bcstg. Co.—Issued a statement and order to govern hearing in re applications for new am stations (Dockets 11102, 11255), the taking of testimony to begin April 27.

By Hearing Examiner Annie Neal Huntting on April 8

Newburyport, Mass., Theodore Feinstein—Granted petition to amend his am application (Docket 11141; BP-9027), to show certain changes in his statement of program service.

April 11 Applications

Accepted for Filing

Modification of CP

KAMQ Amarillo, Tex., Top of Texas Bcstg Co.—Mod. of CP (BP-9139) which authorized increase daytime power: install new transmitter and change from employing DA-N to DA-2 for change in type transmitter (BMP-6810).

Remote Control

WBMC McMinnville, Tenn., Cumberland Valley Bcstg. Co.—(BRC-696).

April 12 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau
Actions of April 8
Modification of License

WHNY McComb, Miss., WSKB Inc.—Granted mod. of license to change name of licensee to Broadcast Service Inc. (BML-1623).

Modification of CP

The following were granted extensions of completion dates as shown: WJDW Boston, Mass., to 10-12-55; WQXR New York, N. Y., to 10-30-55 conditions; KUOH Honolulu, T. H., to 10-1-55.

Remote Control

The following stations were granted authority to operate transmitters by remote control: WTVL Waterville, Me.; WJPD Ishpeming, Mich.; WKIC Hazard, Ky.

Actions of April 7
Remote Control

The following stations were granted authority to operate transmitters by remote control: WLDS Jacksonville, Ill.; KMBY Monterey, Calif.

Actions of April 6
Granted License

WENY Elmira, N. Y., Elmira Star-Gazette Inc.—Granted license covering installation of a new transmitter, and license to use old main transmitter as an auxiliary transmitter to operate on 1230 kc, 250 w (BL-5670, 5671).

KWBY Colorado Springs, Colo., Music Bcstg. Corp.—Granted license for am broadcast station; 740 kc, 250 w, D (BL-5668).

WRUM Rumford, Me., Rumford Bcstg. Co.—Granted permission to sign off at 6 p.m., EST, or 7 p.m. EDT, May through August, except when broadcasting a special event, at which time operation may continue up to licensed sign off time.

Granted CP

WILS Lansing, Mich., Lansing Bcstg. Co.—Granted CP to change present auxiliary transmitter to alternate main transmitter nighttime and auxiliary transmitter daytime on 1320 kc, using power of 1 kw (BP-9773).

Modification of CP

The following were granted extensions of completion dates as shown: KUHT Houston, Tex., to 10-30-55; WUNC-TV Chapel Hill, N. C., to 10-6-55; KLIF-TV Dallas, Tex., to 10-11-55; KFUO-TV Clayton, Mo., to 10-4-55.

Actions of April 5
Granted CP

WNOP-TV Newport, Ky., Tri-City Bcstg. Co.—Granted CP to replace expired CP (BPCT-1737) as mod. which authorized new commercial tv broadcast station, ch. 74 (BPCT-1972).

Modification of CP

WHIS-TV Bluefield, W. Va., Daily Telegraph Print. Co.—Granted Mod. of CP to change studio location and make equipment change (BMPCT-3003).

KVVG (TV) Tulare, Calif., UHF Telecasting Corp.—Granted Mod. of CP to extend completion date to 10-1-55.

Actions of April 4
Granted CP

KIND-FM Independence, Kan., Central Bcstg. Inc.—Granted CP to replace expired CP (BPH-1947) which replaced expired permit BPH-1847 which expired 12-9-54 (BPH-2021).

April 12 Applications

ACCEPTED FOR FILING
Applications Returned

WARE Ware, Mass., Central Bcstg. Corp.—CP to change hours of operation from daytime to unlimited, using power of 1 kw and install DA for night use (Engineering not notarized).

KWLK Longview, Wash., Twin City Bcstg Corp.—Authority to determine operating power by direct measurement of antenna power.

CP

KUGN-FM Eugene, Ore., KUGN Inc.—CP to replace CP (BPH-1992) which replaced expired permit (BPH-2026).

WGH-FM Newport News, Va., Hampton Roads Bcstg. Corp.—CP to make changes in licensed station, change frequency to 97.3 mcs. ch. 247 (BPH-2025).

WIL-TV St. Louis, Mo., Missouri Bcstg. Corp.—CP to replace expired CP (BPCT-1444) as mod. which authorized new tv station (BPCT-1976).

WFMY-TV Greensboro, N. C., Greensboro News Co.—CP to install auxiliary transmitter at the main transmitter site (under CP), of WFMY-TV with a change of description in main transmitter site from Corner of Phillips & Summit Avenues, Greensboro, to Phillips Avenue at White, Greensboro (not a move) (BPCT-1975).

April 13 Applications

Accepted for Filing
License for CP

WVNA Tuscumbia, Ala., Jesse Henry Hammond, tr/as Power Center Bcstg. Co.—License to cover CP (BP-9553) as mod. which authorized new standard broadcast station (BL-5681).

KHBM Monticello, Ark., James A. West Jr., Elgie M. Risinger, Delvin R. White and Bill Wells, d/b as College Bcstg. Co.—License to cover CP (BP-9531) which authorized new standard broadcast station (BL-5680).

WICH Norwich, Conn., Eastern Conn. Bcstg. Co.—License to cover CP (BP-9232), as mod. which authorized change frequency, increase in power, install directional antenna (DA-1), install new transmitter and change studio location (BL-5678).

WRMN Elgin, Ill., J Richard Sutter, Joseph E. McNaughton, William D. McNaughton, general partners, and John T. McNaughton, limited parner, d/b as Elgin Bcstg. Co.—License to cover CP (BP-9688). CP to replace expired CP (BP-9205) which authorized installation of new transmitter (BL-5684).

WTAQ LaGrange, Ill., Russell G. Salter, Charles F. Sabastian and William A. Murphy d/b as The LaGrange Bcstg. Co.—License to cover CP (BP-9044) as mod. which authorized change hours of operation; install directional antenna (DA-N) change transmitter and studio locations and change type transmitter (BL-5686).

WMTA Central City, Ky., L. L. Stone, A. E. Stone and R. G. Utley, d/b as Central City-Greenville Bcstg. Co.—License to cover CP (BP-8951) as mod. which authorized new standard broadcast station (BL-5682).

WHOP Hopkinsville, Ky., Hopkinsville Bcstg. Co.—License to cover CP (BP-9563) which authorized installation of new transmitter (BL-5675).

WHOP Hopkinsville, Ky., Hopkinsville Bcstg. Co.—License to use old main transmitter as an alternate main transmitter (BL-5676).

WEBB Dundalk, Md., 1360 Bcstg. Co.—License to cover CP (BP-9347) as mod. which authorized new standard broadcast station (BL-5687).

KOIL Omaha, Neb., Central States Bcstg. Co.—License to cover CP (BP-9647) which authorized installation of a new transmitter and antenna as auxiliary transmitter and antenna (at present location of main studio location) to be operated on 1290 kilocycles, 250 watts and to operate auxiliary transmitter by remote control from 511 S. 17th St., Omaha (BL-5674).

WATH Athens, Ohio, A. Kovlan and J. D. Sinyard—License to cover CP (BP-8839) which authorized change frequency and type transmitter (BL-5683).

WOTR Corry, Pa., Olivia F. Rennekamp—License to cover CP (BP-8346) as mod. which authorized new standard broadcast station (BL-5685).

WIAC Santurce, P. R., Radio Station WIBS Inc.—License to use formerly licensed auxiliary transmitter as an auxiliary transmitter to be operated on 740 kc, 1 kw, employing DA day and night (DA-1) for auxiliary purposes only (BL-5679).

WFAX Falls Church, Va., Lamar A. Newcomb—License to cover CP (BP-9342) which authorized change in transmitter and studio location and changes in antenna system (BL-5677).

KREW Sunnyside, Wash., Cole E. Wylie—License to cover CP (BP-9380) as mod. which authorized change transmitter and studio locations and install a new transmitter (BL-5688).

Remote Control

WDIG Dothan, Ala., Houston Bcstrs.—(BRC-697).

Renewal of License

KBBA Benton, Ark., Benton Bcstg. Service—(BR-2812).

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RADIO

Help Wanted

Managerial

Manager . . . new kilowatt daytimer K-BAM! Longview, Washington. Above average salary plus bonus. Only exceptional men from west or midwest considered. Resumes to Box 891G, B•T.

Mr. Sales Manager—This is what we offer: Minimum of $7,500 a year. Salary plus overrides on station earnings, plus bonus, plus pension benefits, make potential far in excess of this. Opportunity unlimited. Prosperous, expanding, promotion-minded market in rich industrial and agricultural midwest area. You'll go places with us! This is what we want from you: Sales finesse, personality and the capacity for hard, hard work. The man we hire must have leadership, thorough knowledge of sales methods and presentations and the ability to teach and push local salesmen. Write full details of experience and background, also interview availabilities to Box 968G, B•T.

If you know radio—if can sell—here is $350 to $550 monthly depending on production. Commercial manager's job available. Salary plus commission. Box 983G, B•T.

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RADIO

Help Wanted—(Cont'd)

Wanted: Assistant manager-salesman for leading network station in biggest small market in south. Good pay plus 20% commission, opportunity for advancement, excellent working conditions. Successful selling experience required, must be idea man who believes in promotion. WKUL, Cullman, Alabama.

Salesmen

Florida—experienced man, draw against 15%. Box 661F, B•T.

Florida coastal independent wants young self-starting experienced radio account executive looking for challenge and opportunity. Excellent commission rate. No high pressure men or women. Protected accounts. Box 749G, B•T.

Independent chain needs an experienced salesman immediately. Send complete resume and photograph. $500.00 a month guarantee against excellent commission. Must be producer. Box 138A, B•T.

Salesman-engineer, capable of management. Must be experienced in all phases. Small station in South, Alabama. No drifters. Box 140A, B•T.

Wanted—proven salesman with plenty of drive. If you're ambitious, want $100.00 weekly guarantee with unlimited top, you're our man. No beginners or hope-to-be salesmen. Give all details, experience, first letter. Reply Box 153A, B•T.

Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B•T.

Good sales proposition with good chance for promotion to the right man. Write or call Joe Treadway, Radio Station KPEP, San Angelo, Texas.

The OK group always has a opening for a good salesman. Top ratings, aggressive promotion, heavy merchandising, make our stations highly saleable. Our markets are good and we enjoy excellent billings in all markets. We have immediate openings at two of our stations for eager aggressive salesmen. Guaranteed base, commission, and yearly bonus. Write giving full details including recent photo and references. The OK Group, 505 Baronne, St., New Orleans 12, Louisiana.

Announcers

Florida—pop DJ personality. Send tape and resume. Box 662F, B•T.

Personality for morning show and teen-age show. Must be air salesman and versatile. Local station in competitive Carolina city of 100,000. Tape and resume. Box 985G, B•T.

Wanted: Experienced western DJ who can also cover straight work. For early am shift. Send recording, resume and photo. Southwest 5-station market. Box 129A, B•T.

Disc Jockey to take over high rated shows. Must have successful record in competitve market, have solid record background. No comedies or monologists, please. Reply in detail, as to previous experience, salary expected and attach small photo, which will not be returned. Box 150A, B•T.

Announcer. With DJ and news experience. North central region; station in metropolitan market. Five full details, including past earnings and salary expected. Box 151A, B•T.

Immediate opening top announcer—chief engineer at 5000 watt KOSI, Denver. Pay $100.00 per week for only top quality man. Must be experienced in both fields with punch selling voice and ability to handle custom remote operation. Air mail details immediately to KOSI, Box 98, Denver 8, Colorado.

Experienced popular disc jockey for one of the top independents in southwest. Personalities please apply. Tempermental personalities . . . skip it. We want people who are not afraid to work. Salary open. Rush information to KXOL, Fort Worth, Texas.

RADIO

Help Wanted—(Cont'd)

Wanted: Announcer-salesman. Experienced in radio. Parttime air-work, parttime selling. Good salary plus commission. Complete details in first letter. Call or write Manager, WAFC, Staunton, Virginia.

Announcer with 1st class phone license. Experience secondary to ability. Knowledge of concert music desirable. Write or phone Program Director, WCRB, Watham, Mass.

All around announcer needed for vacation replacement. Sixteen weeks beginning May 15. Write WERC, Erie, Pa.

Wanted: Hillbilly & gospel announcer to take position as #1 announcer in leading station in biggest small market in south. Good pay, opportunity for advancement, excellent working conditions. Selling not required, but will pay 20% commission on sales, WKUL, Cullman, Alabama.

Immediate opening—experienced announcer. Permanent position. Disc or tape, photo first letter. WMLT, Dublin, Georgia.

Technical

First class engineer-announcer for new Long Island independent. Mature, must have good voice, but emphasis on technical. Rush resume, tape, salary requirements. Box 128A, B•T.

Combination, 1st phone for chief, remote control operation, experience as announcer, daytimer in Arkansas. Write Box 137A, B•T.

Combination engineer-announcer. Must be able to maintain equipment. Excellent working conditions and compensation. Box 141A, B•T.

Wanted: First phone engineer, negro, for all negro-programmed station in Florida. Box 193A, B•T.

Combo-man, 1st phone, must be capable maintenance man and have experience in announcing. Good opportunity on daytime station. Contact Clint Formby, KPAN, Hereford, Texas.

First class licensed engineer for am-fm-tv, experienced preferred by will accept right man. Starting salary as high as $97.00 per week, depending upon experience. Contact Crain or Finnegan, WLBC, Muncie.

Production-Programming, Others

Learn news—assistant to news director wanted. Make calls, rewrite, staff. Qualifications: Good voice; command of English; confidence you could learn to edit and write. Midwest. $60 to start. Box 990G, B•T.

Continuity writer wanted for midwest am-tv operation, city of 100,000. Must have previous experience. Send copy sample, references and biography. Box 136A, B•T.

Program director am-tv. Able to take charge and supervise both, with emphasis on local programming. Tell us your success story in detail, including your ability to produce audience-building programs, on modest budget, promotional and executive background, etc. Confidential. Box 152A, B•T.

Wanted: Copywriter-announcer combination for daytime station. Salary open. Radio Station WLTC, Gastonia, N. C.

News reporter—announcer. Must be able to gather and write local news, deliver authoritative newscasts and do some announcing. Salary $75.00 a week. Send experience, tape and sample news copy to WVSC, Somerset, Pennsylvania.

Situations Wanted

Managerial

Midwest—Wisconsin preferred. Now managing southern station—desire return north. Capable in sales, programming, supervision. Present employers recommend. Box 971G, B•T.

General manager thoroughly experienced, young, successful, fifteen years, all phases. Desires progressive small or medium market. South preferred. Excellent references. Available in two months. Box 975G, B•T.

Management position desired by young family man. Experience radio continuity chief, tv film production, live tv production, tv film editing, film narration writing, publicity writing. Box 988G, B•T.

Experience . . . ten years. Desire relocate. Programming. Assistant manager. Available May. Box 135A, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

Manager available: Qualifications: 1. Several years experience. 2. Can sell, promote, program, announce. 3. Excellent record, best references. 4. Civic minded, family man, 31, sober, Carolinian. 5. Salary commission arrangement preferred. Write Box 169A, B•T.

Successful radio manager, veteran available. Aggressive, capable, reliable. Management, sales or promotion. Radio or television. Box 170A, B•T.

Successful manager—many years thoro experience all phases. Can build from CP. Hard worker with strong sales push. Low cost operation. Small or medium market. Available soon, present station sold. Box 173A, B•T.

Salesman

Successful salesman. Excellent references. Married. Average-size market. Box 951G, B•T.

Sales, programming, administration background. Experienced as commercial, production and station manager. 33, married, capable, dependable. Box 164A, B•T.

Announcers

Announcer: 2 years, strong news and commercial delivery, veteran. Box 604G, B•T.

Superior experienced announcer available. Good salary, working conditions required. Family. Box 866G, B•T.

Announcer, three years experience combination announcer and engineer. Presently employed. Wish to change. Box 949G, B•T.

Sports announcer. Desires better position in radio or television . . . strong in all phases of play-by-play. 6 years experience. Box 950G, B•T.

Staff announcer, personality deejay, news and control board operations. Light experience. Married. Free to travel. Tape. Box 994G, B•T.

West Coast summer replacement announcer. Experienced, mature. Also production, copy. Tape. Box 109A, B•T.

Announcer-writer—operate console, strong on news, music, commercials. 3rd ticket. Married, will travel. Tape, photo, resume available. Box 139A, B•T.

Announcer—news, DJ, sports play-by-play. Good voice. Strong sell. Experienced veteran. Best references. Box 142A, B•T.

Announcer, DJ, employed, seeking larger market, four years, consider all. Box 144A, B•T.

DJ team, married couple, morning show or night. $125. Employed. Box 145A, B•T.

Announcer—strong on music, news, sports, copywriting. Draft exempt. Tape, photo available. Box 146A, B•T.

Announcer—good disc jockey—excellent commercials—college graduate—veteran—will travel—tape and resume upon request. Box 148A, B•T.

Announcer, presently employed, wish to relocate. Married. Box 159A, B•T.

Announcer—first class license. Good voice. Experienced. Box 165A, B•T.

Staff announcer—fresh from 12 months experience, control board operation, single, ex-GI, tapes on request. Box 171A, B•T.

Combo, 5 years all phases. Married. Now in south Missouri market, 200,000. Prefer $350. Box 177A, B•T.

Announcer, negro, "real crazy bop talk", some experience, tape available. Box 178A, B•T.

Top deejay—announcer. Experienced—prefer east. Immediately available. Tape. Box 179A, B•T.

Announcer—young and eager to get into radio field. Trained in all phases of broadcasting. Strong on writing. Tape, resume. Box 180A, B•T.

Announcer, specialty DJ and news, no hot shot, tape, resume on request. Box 181A, B•T.

Announcer, DJ, recent graduate, willing to work hard and learn. Tape and resume on request. Box 182A, B•T.

Versatile young staff announcer, experience limited but excellent potential for sports and popular music, including country and sepia. Courteous, dependable worker. Box 184A, B•T.

RADIO

Situations Wanted—(Cont'd)

Ad-libber? Straight announcer? Copywriter? Traffic manager? Salesman? Assistant station manager? Many successful years. Top man: Leading magazine. Prefer personal audition. Box 186A, B•T.

Summer replacement announcer: University radio student. Vet, AFRS and commercial experience, network as musician and entertainer. Will travel. Box 187A, B•T.

Mature, experienced announcer, program director available. Excellent record and recommendations. Showmanship knowhow with broad background all phases broadcasting: News, special events, commercial, etc. Over 10 years in present position, program-director, morning announcing. Tape. Family man. Box 188A, B•T.

Young lady, graduate professional broadcasting school. Tops on commercials, woman's shows, straight announcing. Board experience. Tape and resume on request. Box 190A, B•T.

Reliable, qualified announcer, strong news—pleasing personality, college-sales background seeks permanent staff. Married, relocate short notice. Tape, resume, references. Box 191A, B•T.

Light experience. Essential talents al phases—commercial specialty—pleasant station asset. Single, travel-ready-reliable-permanent. Tape and excellent references. Jerry Baxter, 131-21 Rockaway Blvd., South Ozone Park 20, New York. JA 9-3405.

DJ, versatile, sports play-by-play, 2 years experience, 28, married, vet, reliable, sincere, live voice, Pete Franklin—73 Propp Avenue, Franklin Square, L. I., N. Y. Phone FLoral Park 2-6286.

Announcer—personality—commercials—news and DJ, strong sports interest—college entertainer background—reliable station asset. Married, dependable, vet, tape, references. Joseph Gindin, 4423 Befrod Ave., Brooklyn 35, New York. SH 3-8198.

Radio-tv staff announcer, one year experience AFRS, smooth MC. Commercial emphasis, top endorsements, vet, travel, single. Robert E. Green, 30 Ehrbar Avenue, Mt. Vernon, New York.

Combo: 3 years total experience as announcer and engineer. Veteran and family man. Now hold 2nd phone. Can get 1st. Contact Jimmy Howell, Box 371, Pontotoc, Mississippi.

Negro announcer—strong on commercials, news. Capable disc jockey. Midwest preferable. Hugh Kyle, 3103 W. Douglas Blvd., Chicago 23, Illinois.

Staff announcer, vet, light experience, excellent sports, strong news, pleasing DJ, settle small community, travel, resume, tape, references. Evans Lewis, 10 Hampshire Road, Rockville Centre, New York.

Announcer, copywriter, prefers commercials, news. Will travel. James L. Moran, 1061 Mayfair Road, Union, New Jersey. MUrdock 8-4115.

Staff announcer—family man, 1½ years experience, references. Good voice, strong on DJ, news and sports. Desire permanent spot. James Pitsch, % Anderson, 4421 N. Broadway, Chicago 40, Illinois. Phone: Ardmore 1-3059.

New staff announcers, board trained. Pathfinder School of Radio, 737 11th Street, N.W., Washington, D. C. ME 8-5255.

RADIO

Situations Wanted—(Cont'd)

Technical

Chief engineer—fifteen years experienced am and fm, directional, construction and maintenance. References available. Box 996G, B•T.

Engineer, first phone. Seven years am experience, all phases. Wants permanent job with progressive station. Box 126A, B•T.

Chief or staff large am or tv. Specialty maintenance. Mature, responsible, married man. Many years one station. Interested south or southwest. No announcing. Box 155A, B•T.

First phone—five year recording engineer. Tv Workshop—creative. Locate east—southeast. Box 160A, B•T.

First phone engineer, 4 years experience in am broadcast work, car, available immediately. Good references. Box 183A, B•T.

Would like opportunity to work under old timer in midwest installing new am or tv equipment, remaining as operator when completed. Box 189A, B•T.

Wanted: Transmitter position, 1st phone, 1 year am time; technical experience, prefer west. Phone Race 2-0439, Denver, Colorado.

Engineer seeks position west of Rockies. No experience, first class ticket. Junior college education. 24 years of age. F. Williams, 9609 Orizaba,

Ten years am; one, tv transmitter experience. First phone, car, 30, single. Available immediately. $75 minimum. Write: Engineer, 206 Furman Street, Syracuse, N. Y. Phone 75-8913.

Programming-Production, Others

Program director and/or sports. Six years experience in all phases of small station operation, including management. Family man desires permanent position with sports minded station. Tape and references available. Box 134A, B•T.

News or program director, Ohio or bordering states. Ten years announcing, six years news editor 50kw. 45 years old, capable, authoritative, non-drinker, excellent character. Box 158A B•T.

Wanted: Position as farm service director. Twenty-five years experience in radio and television, announcing, writing and handling live programs. One account 18 years, 6 days a week. Write Box 163A, B•T.

Copywriter, seven years radio and tv commercials. Want job with bigger agency. Diversified experience includes important accounts. For complete dossier write Box 166A, B•T.

Program and sports director. 10 years radio Michigan and Tennessee. 8 years play-by-play all sports. 3 years PD. Also strong on news and commercials. Salary dependent on location. Minimum $100. Age 28. Married. 2 children. Bill Sorrell, WOKE, Oak Ridge, Tenn.

Newscaster. Announcer. Copy chief. Any phases. 10 years radio. 3rd class license. College. Car. Married. Reliable. Seeking good potential. Available now. References. Details. Box 1616, Ponca City, Oklahoma. Travel anywhere.

(Continued on next page)

AVAILABLE IMMEDIATELY TELEVISION TRANSMITTER

RCA-TT 5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load. RCA six (6) bay antenna and tower.

Terms can be arranged.

BREMER BROADCASTING CORP.

1020 Broad Street
Newark 2, New Jersey

TELEVISION

Help Wanted

Salesmen

100,000 watt, channel 3, CBS affiliate television station needs experienced salesman starting May 15 as replacement for current salesman with generous on-the-air billings. Compensation—salary plus commission. Write Lloyd Loers, KGLO-TV Mason City, Iowa.

Announcers

Need young men with or without radio experience. Send complete information to Smullin tv, Box 1189, Medford, Oregon or Box 1021, Eureka, California.

Technical

Tv-uhf chief engineer. State salary and experience, new RCA equipment, CBS, NBC network, 80 miles to nearest vhf. WMSL-TV, Decatur, Alabama.

Programming-Production, Others

Due to expansion, major network vhf station, one year on the air, needs experienced newsman to gather, write, and present news. He will be an addition to our present progressive news department with excellent chance for advancement. Write to WNEM-TV, Program Director, Bay City, Michigan.

Situations Wanted

Managerial

Commercial manager—two years uhf—six years radio. Top salesman, solid administrator. Familiar all phases station management—cost conscious. Excellent national contacts and industry references. University graduate, family man. Seeking solid operation in medium to large market. Capable full charge. Box 172A, B•T.

Announcer

On-camera announcer-director! Highest agency-station recommendations. News-sports-commercials—speciality! Prefer southwest. Box 959G, B•T.

Television—radio staff announcer. 8 years radio, 16 months television experience. Live television commercials, personality shows. Seek new opportunity in larger market. Single, veteran, 31, car. Box 991G, B•T.

Forgotten something? It's a woman's voice and smile of approval that pushes the products off the shelf and the sponsors in your pockets. May I demonstrate? Radio experience, wish tv opportunity. Clear friendly voice, pleasant appearance. Tape, resume on request. Box 175A, B•T.

Highly professional DJ, news, special events announcer available to quality operation. Tape, picture on assurance of proper handling and return—$150 per week minimum guarantee. Professional; family man for professional operation only. Box 192A, B•T.

Name recording vocalist wants am-tv DJ position anywhere, with opportunities. Can also announce, MC. Give requirements, salary in reply. Johnny Holiday, % Tim Gayle Associates, 8462 Sunset, Hollywood 46; Sunsets 3-0196, Hollywood 1-9281.

Personable vet—tv production training—wants tv-radio sports spot, news, MC. Any salary start, travel. Jerry Waller, 1807½ N. Normandie, Hollywood, California.

TELEVISION

Situations Wanted—(Cont'd)

Technical

Tv engineer desires permanent position—associate degree—all phases studio work—network experience. Excellent references. Box 131A, B•T.

Production-Programming, Others

Film director position desired by tv film editor with over three years radio-tv experience. Box 989G, B•T.

Radio copy writer is looking for position in midwest station. If you have television, or hope to, he also wants to advance into production. Box 133A, B•T.

Director, floor man, cameraman. 2½ years experience. Married, vet. 25. University grad. Prefer west or midwest. Box 149A, B•T.

Top-rated, sponsored newscaster—colorful, distinctive. Enterprising, mature news sense; Intelligent appearance; Thoroughly experienced; Awards; Highest references; SDX, RTNDA: Ex-newspaperman; B.S.; Now ND 50kw net. Want tv news! Prefers California or Pacific-northwest. Personal interview. Box 174A, B•T.

FOR SALE

Stations

5kw all new equipment, remote control. $12,500. cash required. Furnish evidence of ability to run station and financial ability. Located southeast. Station showing small profit under absentee ownership. Principals only. Box 132A, B•T.

Rocky mountain. 250w, independent. Low down payment. Box 162A, B•T.

One of Wisconsin's finest small market stations, showing excellent profits. Old established property. $55,000, $25,000 cash will handle. Write Box 952G, B•T.

WMPA, Aberdeen, Mississippi, fulltime independent. Single station market owner over 36,500. Contact Joe Phillips, WSSO, Starkville, Mississippi.

Carolina 250 w. $47,500; W. Va. single station market $75,000; Alabama regional $75,000; Florida daytimer $42,500. Paul H. Chapman, 84 Peachtree Street, Atlanta, Georgia.

Tennessee daytimer, $60,000 total, or ½ interest for $30,000. Paul H. Chapman, 84 Peachtree Street, Atlanta, Georgia.

Radio station. 1000 watt. Daytime. Southern area. Market over 600,000 per owner. Priced under $60,000. Financially qualified principals write Ralph Erwin, Broker, Box 811, Tulsa.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

FOR SALE—(Cont'd)

Equipment, Etc.

Fm 10 kw amplifier (less 1 kw driver). Also power supply. Western Electric type 506B-2. New. Reasonable. Box 895G, B•T.

500 foot type N16 Blaw-Knox tower. Top designed for GE fm mast. New, reasonable. Box 896, B•T.

GE—250 watt type BT-1-B fm transmitter. 2 antennas on ground: One 2 bay GE with mast, one 8-bay WE cloverleaf. 80' 5⅛" transmission line, misc. elbows and fittings. Box 130A, B•T.

10kw General Electric fm transmitter, 6 bay GE fm antenna. GE fm station monitor. 700 ft. 3⅛ inch coaxial line. WAOK, 70 Houston St., N. E., Atlanta, Ga.

Western Electric 451A-1, 250 watt broadcast transmitter, complete. Advise best offer, F.O.B., WFTR, Front Royal, Virginia.

All RCA: 250D transmitter; 2—40D & 1—OP5 amplifier. 200 lbs. #10 bare copper and copperweld wire. All used. Complete price $900. M. Wirth, WOAP, Owosso, Michigan.

WANTED TO BUY

Stations

We want our own station!! Two family men . . . plenty of experience . . . announcing, programming, sales. Not afraid of work or long hours. Have a little money . . . a lot of ambition, desire and guts. Want medium market. We know we can . . . will someone give us a chance. Anywhere!! Box 127A, B•T.

Single station market station in New England area. Financing no problem. All replies held in confidence. Send information to Box 143A, B•T.

Wanted to buy small am or am/fm radio station, eastern state, small down-payment. Box 147A, B•T.

Want to buy small station in midwest. All replies strictly confidential. Box 156A, B•T.

Radio station on west coast, prefer California market area. Write James F. Lehman, Rt. 4, Box 322-B, Lodi, California.

Radio stations. Kansas, Missouri, Oklahoma, Arkansas. Ralph Erwin. Broker. Box 811, Tulsa.

Equipment, Etc.

Used 1 kw am transmitter. Prefer Gates BC-1F. Consider any at right price. Box 846G, B•T.

Wanted: Frequency monitor regardless of condition immediately. State model and price. Reply Box 154A, B•T.

Western Electric 25 B console or equivalent. Chief Engineer, KENS, San Antonio, Texas.

Wanted—used portable microwave transmitter and receiver. GE, TL-1-A or B. 2000 megocycles plus two 4 foot dishes. Send price and report on condition to Chief Engineer, WSEE, Erie, Pa.

Wanted: Used 7D21 GE tubes in good condition. State lowest price in 1st letter. Commercial Electronic, 2609 Olive St., St. Louis 3, Missouri.

INSTRUCTION

Get your FCC first phone license in 8 weeks. Intensive, personalized instruction by correspondence or in residence. Resident classes are conducted in Hollywood, California and Washinton, D. C. Send for our free brochure and read the famous Grantham guarantee. Write Grantham School of Electronics. Address either Dept. 1-H, 6064 Hollywood Blvd., Hollywood, California, or Dept. 2-H, 737 11th Street, Washington, D. C.

Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesmen will call). Get the best—it costs no more! Northwest Radio & Television School, 1221 N. W. 21st Avenue, Portland 9, Oregon.

FCC 1st phone license in 5 to 6 weeks. Bill Ogden, 1150 W. Olive, Burbank, California. See display ad next week.

LOCAL A.M. STATION FOR SALE

Two energetic couples can really bring home the bacon with this

250 WATT INDEPENDENT

In RICH West Coast market. Or, if you can swing it alone, here's future security for you. One of the nicest, cleanest, most efficient local stations anywhere. Modern building, attractive site. $12,000 down and terms to suit! All inquiries must be accompanied by personal balance sheet and references. Write Box 157A, B•T. Don't pass this one up . . . it won't wait.

FOR SALE BY OWNER . . . NO COMMISSIONS!

RADIO

Help Wanted

Managerial

GENERAL MANAGER NEEDED

Must be man who is strong on sales and desires to permanently settle in the Southeast. Must be able to capably manage as well as direct the sales effort for established regional fulltime station affiliated with major network. Salary of $10,000 per year plus bonus for right man. Please submit detailed background in first letter. All replies confidential.

BOX 125A, B•T

RADIO & TV

SALES MANAGER

Top rated Midwestern VHF station with network affiliation has opening for YOUNG, aggressive, top-notch Radio and TV Sales Manager. This is an ideal opportunity, offering a great future for the right man. He will receive over-ride on both radio and Tv revenue. Send complete educational resume, photo, references and starting salary to

Box 185A, B•T

Salesmen

Broadcast Equipment Sales

Radio broadcast, TV, and communications equipment manufacturer has opening for aggressive sales-minded men with broadcast experience.

Sales Administration

High level, salaried position as product manager for AM broadcast equipment. This very important position includes product planning, production scheduling, and systems engineering to assist field sales force.

Sales Engineer

Sales engineer to travel and sell broadcast equipment to radio station. Salaried position with increased renumeration for more sales.

Please send full details with photo, and state position preferred to L. J. Cervone, Gates Radio Company, Quincy, Illinois.

Announcer

DISC JOCKEY:

Somewhere there is a top-flight DJ who would like to get away from it all and settle in a beautiful resort community on Florida's Gold Coast.

The man we seek has a fine air personality, excellent voice, and knows how to produce for his sponsors. He must know music and records and not rely on Cash Boxes top 50 tunes.

We want him to replace the No. 1 DJ in our market who is moving up the ladder. Remember, the man we seek takes over the top position and goes on from there. Modest salary to start—more when you prove yourself. We are a major network radio and TV affiliate. Tell us all about yourself, your experience, and salary required, and enclose a non-returnable snapshot. Do not send tape until we request it.

Box 161A, B•T

Programming-Promotion, Others

PROMOTION MANAGER

Opportunity at KOA Radio, Denver.

Contact

Don Searle

General Manager

RADIO

Situations Wanted

Managerial

DICK RUDOLPH

General Sales Manager 14 Yrs.

W-I-T-H

Baltimore, Maryland

Available

Has averaged over $200,000 in annual sales for past 10 years. W-I-T-H Baltimore is one of the Nation's biggest money makers doing over $750,000 yearly. Also with Hearst Newspapers for 10 years. Now want to make change. Best reference is my record.

3332 Piedmont Ave.
Wilkins 7-0462
Baltimore, Md.

Programming-Promotion, Others

Word Stringer

Shopping For Copy Slot With Agency Or Hookup With TV Show. Plenty Radio-TV Credits, Likewise Broad Show Writing Experience. Family Man, Ivy School Cum Laude. New York Or Way West But Nothing In Between. Will Answer All Inquiries Promptly.

Box 167A, B•T

Television

Situations Wanted

Managerial

ASSISTANT MANAGER--COMML. MGR.

Mr. General Manager, do you need a thoroughly experienced (9 years radio—VHF-TV) station administrator; or commercial manager that can produce locally and nationally, that can lead and direct a local sales staff; a man that can take the weight and details off your back and do it efficiently; If so, you can not afford not to look into this.

BOX 168A, B•T

FOR SALE

Stations

RADIO STATION

Beautiful semi-metropolitan area. Combination operation optional. Southern City. Mild Climate.

RALPH J. ERWIN, Broker

Box 811. Tulsa.

FOR SALE—(Cont'd)

Equipment

446 ft TV TOWER

Self-Supporting 40 lb. Wind Loading for

12 BAY HIGH BAND ANTENNA

New—Ready to Ship

Contact: Joseph B. Haigh
Texas State Network
Ft. Worth, Texas

FOR SALE—WHOLE OR PART

FM EQUIPMENT,
ANTENNA,
TOWERS

Available as Result of Merger

GOOD CONDITION

GE BT-4-A FM TRANSMITTER 10 KW
GE BM-1-A STATION MONITOR
GE BY-4-A ANTENNA—60-FT. MAST
JOHNSON AM/FM ISOCOUPLER
400' 1-5/8, 51.5 ohm TRANSMISSION LINE

—ALSO—

GE BT-1-A FM TRANSMITTER 250 W

TOWERS

WINCHARGER TYPE 300 . . . . . 340 FT.
BLAW KNOX SELF SUPPORTING . . . 150 FT.
IDECO SELF SUPPORTING . . . . . 185 FT.

CONTACT RIDLEY BELL
WRBL, COLUMBUS, GEORGIA

TOWERS

RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

TALENT

Singing commercial?
Song to demonstrate?

. . . I handle some top talent, available for potent performance: Lorry Raine (London, Coral and Dot); Chuck Cabot Orchestra (Cardinal, now p.a. Rice Hotel, Houston); Johnny Holiday (Capitol and Pacific Jazz). Writing talent is repped by me too.



Lorry Raine

TIM GAYLE

3912 Blue Canyon Drive, North Hollywood, Calif. Sunset 3-0196 also Tim Gayle Songs (ASCAP) Gilio Publications (BMI)

INSTRUCTION

NATIONAL ACADEMY of BROADCASTING

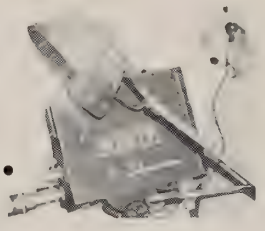


3338 16th St., N.W.
Washington, D. C.

Job Getting Courses in
Announcing, Writing, Producing

Call Decatur 2-5580
New Term Starts June 2

In the Public Interest...



Lung cancer operation in Atlanta performed before WSB-TV viewers



Monday evening, March 28, thousands of Southerners sat tense before their television screens observing the surgical removal of the diseased lower left lobe of a man's lung.

The Fulton County Medical Society and the American Cancer Society, Georgia Division, selected WSB-TV to document this the first "live" television account of a local operation for a lay audience. Purpose of the program was to emphasize the importance of early detection and treatment of lung cancer.

When adequate and professional television assistance is required by local interests it is worth noting that their first choice is WSB-TV.

wsb-tv
ATLANTA

The great Area station of the Southeast

NBC affiliate. Represented by Petry. Affiliated with The Atlanta Journal and Constitution.

TELESTATUS

April 18, 1955

Tv Stations on the Air With Market Set Counts And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Andalusia†—
WAIQ (*2) 3/9/55-Unknown

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 315,490
►WBRC-TV (6) CBS, DuM; Katz; 318,000
WJLN-TV (48) 12/10/52-Unknown
WBIQ (*10) 10/13/54-Summer '55

Decatur†—
►WMSL-TV (23) CBS, NBC; Walker; 26,230

Dothan†—
►WTVY (9) CBS; Young

Mobile—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 101,100
WKAB-TV (48) See footnote (c)
WKRG-TV Inc. (5) Young; 3/23/55-Sept. '55

Montgomery—
►WCOV-TV (20) ABC, CBS, DuM; Raymer; 61,259
►WSFA-TV (12) NBC; Katz; 89,110

Munford†—
►WTIQ (*7)

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 118,560

Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 118,560
►KPHO-TV (5) CBS, DuM; Katz; 118.560
►KTVK (3) ABC; Weed

Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 38,605
►KVOA-TV (4) ABC, NBC; Raymer; 38,605

Yuma†—
►KIVA (11) NBC, DuM; Grant; 26,136

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith—
►KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 27,500
KNAC-TV (5) Rambeau; 6/3/54-Unknown

Jonesboro†—
KBTM-TV (8) 1/12/55-Unknown

Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 101,067
KTHV (11) Branham; 11/4/54-Sept. '55
►KATV (7) (See Pine Bluff)

Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 91,389

Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Weed; 90,000
►KERO-TV (10) CBS, NBC; Hollingbery; 146,398

Berkeley (San Francisco)—
►KQED (*9)

Total stations on air in U. S. and possessions: 430; total cities with stations on air: 282. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use, 36,180,241.

*** Indicates educational stations.**

† Cities NOT interconnected.

(a) Two Buffalo, N. Y., tv stations, in addition to their U. S. set counts, report the following set coverage in Canada: WBEN-TV, 473,727; WGR-TV, 431,550.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205-544 on July 10, 1952.

(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; WLAM-TV Lewiston, Me.; WPMT (TV) Portland, Me.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KMPT (TV) Oklahoma City; KCEB (TV) Tulsa, Okla.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WTOV-TV Norfolk, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee.

(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

New Tv Station

The following tv station is the newest to start regular programming:

WBRZ (TV) Baton Rouge, La. (ch. 2), April 14.

Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 60,801

Corona†—
KCOA (52), 9/16/53-Unknown

Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 19,500

Fresno—
KBID-TV (53) See footnote (c)
►KJEO (47) ABC, CBS, DuM; Branham; 156,035
►KMJ-TV (24) CBS, NBC; Raymer; 142,000
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54

Los Angeles—
►KABC-TV (7) ABC; Petry; 2,058,196
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Weed; 2,058,196
►KHJ-TV (9) DuM; H-R; 2,058,196
►KNXT (2) CBS; CBS Spot Sls.; 2,058,196
►KRCA (4) NBC; NBC Spot Sls.; 2,058,196
►KTLA (5) Raymer; 2,058,196
►KTTV (11) Blair; 2,058,196

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, NBC; Weed; 162,125
KCRA Inc. (3) Initial Decision 6/3/51
►KBET-TV (10) CBS, ABC; H-R

Salinas (Monterey)—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 98,600

San Diego—
►KFMB-TV (8) ABC, CBS; Petry; 290,000
►KFSD-TV (10) NBC; Katz; 285,533
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 1,068,555
►KPIX (5) CBS; Katz; 1,068,555
►KRON-TV (4) NBC; Free & Peters; 1,068,555
►KSAN-TV (32) Stars National; 210,000

San Jose†—
KQXI (11) 4/15/54-Unknown

San Luis Obispo†—
►KVEC-TV (6) ABC, CBS, DuM; Grant; 85,371

Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 464,192

Stockton†—
►KOVR (13) DuM; Blair; 1,078,200
►KTVU (36) NBC; Hollingbery; 120,000

Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000

Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 53,604
►KRDO-TV (13) NBC; McGillvra; 40,000

Denver—
►KBTV (9) ABC; Free & Peters; 285,291
►KFEL-TV (2) DuM; Hoag-Blair, Blair Tv; 285,291
►KLZ-TV (7) CBS; Katz; 285,291
►KOA-TV (4) NBC; Petry; 285,291
KRMA-TV (*6) 7/1/53-Unknown

Grand Junction†—
►KFXJ-TV (5) NBC, CBS, DuM; Holman; 9,600

Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
►WICC-TV (43) ABC, DuM; Young; 72,340

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area . . .
NOW
456,000
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

Hartford—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 291,299
New Britain—
► WKNB-TV (30) CBS; Bolling; 284,169
New Haven†—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 948,702
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC; Stuart; 193,320

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 2,051,000

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 707,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 681,200
► WTTG (5) DuM; H-R; 648,000
WETV (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) McGillvra; 7/8/54-7/1/55
Fort Lauderdale—
► WITV (17) ABC, DuM; Bolling; 145,600 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC, CBS; McGillvra; 12,405
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 405,600
WOBS-TV (30) Stars National; 8/12/53-Fall '55
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55
Miami—
► WGBS-TV (23) NBC; Katz
WMFL (33) 12/9/53-Unknown
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS; Free & Peters; 307,600
Biscayne Tv Corp. (7) Initial Decision 1/17/55
► WITV (17) See Fort Lauderdale
Miami Beach†—
WKAT Inc. (10) 3/30/55-Unknown
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 80,000
Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 24,750
Pensacola†—
► WEAR-TV () ABC, CBS, DuM; Hollingbery; 89,500
► WPFA (15) 32,500
St. Petersburg—
► WSUN-TV (38) ABC, CBS, DuM; Weed; 134,000
Tampa—
► WFLA-TV (8) NBC; Blair; 185,000
► WTVT (13) CBS; Avery-Knodel; 175,000
West Palm Beach—
► WEAT-TV (12) ABC; Walker; 231,000
► WIRK-TV (21) Weed; 47,609
► WJNO-TV (5) NBC, CBS, DuM; Venard; 262,500

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC, DuM; Crosley Sls.; 465,000
► WQXI-TV (36) 23,742
► WSB-TV (2) NBC; Petry; 484,725
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 137,581
► WRDW-TV (12) CBS; Headley-Reed; 138,442
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 84,690
► WRBL-TV (4) CBS; Hollingbery; 169,894
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 96,284
► WNEX-TV (47) NBC; Branham; 50,000
Rome†—
► WROM-TV (9) McGillvra; 150,990
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 60,107
WSAV-TV (3) 1/26/55-Unknown
Thomasville†—
WCTV (6) 12/23/53-Spring '55

IDAHO

Boise†—
► KBOI-TV (2) CBS, DuM; Free & Peters; 44,735
► KIDO-TV (7) ABC, NBC; Blair; 41,900
Idaho Falls†—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 36,115
Lewiston†—
KLEW-TV (3) 2/9/55-Unknown
Pocatello†—
KWIK-TV (6) ABC; 3/26/53-Unknown
Twin Falls†—
KLIX-TV (11) ABC; 3/19/53-Unknown

ILLINOIS

Bloomington—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,877,600
► WBKB (7) ABC; Blair; 2,004,231
► WGN-TV (9) DuM; Hollingbery; 2,080,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 160,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000
Peoria—
► WEEK-TV (43) NBC, DuM; Headley-Reed; 229,274
► WTVH-TV (19) CBS, ABC; Petry; 229,274
WIRL Tv Co. (8) Initial Decision 11/5/54
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 150,000
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 256,600
► WTVO (39) NBC, DuM; Weed; 100,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 295,201
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 103,580
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54
Urbana†—
WILL-TV (*12) 11/4/53-Unknown

INDIANA

Anderson†—
WCBC-TV (61) 2/2/55-5/1/55
Bloomington—
► WTTV (4) NBC, DuM; Meeker; 622,727 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 208,139
Evansville—
► WFIE (62) ABC, NBC, DuM; Venard; 94,315
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
► WKJG-TV (33) NBC, DuM; Raymer; 132,547
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC; Katz; 662,000
► WISH-TV (8) ABC, CBS, DuM; Bolling; 550,020
► WTTV (4) See Bloomington
Lafayette†—
► WFAM-TV (59) CBS, DuM; Rambeau 66,500
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 107,250
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; Meeker; 8/12/54-7/15/55
Princeton†—
WRAY-TV (52) See footnote (c)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 206,473
Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 154,000
Waterloo (Fort Wayne)—
► WINT 15) ABC, CBS; H-R; 133,478

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 315,600
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,000
► WMT-TV (2) CBS; Katz; 266,100
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 295,165
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 302,000
KRNT-TV (8) 3/23/55-8/1/55
Fort Dodge†—
► KQTV (21) NBC, DuM; Pearson; 22,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 135,932
Sioux City—
► KTIV (4) NBC, ABC, DuM; Hollingbery; 152,835
► KVTV (9) ABC, CBS; Katz; 152,835
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 162,159

KANSAS

Great Bend†—
► KCKT (2) NBC; Bolling; 126,258
Hutchinson (Wichita)—
► KTVH (12) CBS, DuM; H-R; 199,012
► KAKE-TV (10) See Wichita
► KEDD (16) See Wichita
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 91,552
Topeka—
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 488,604
Wichita (Hutchinson)—
► KAKE-TV (10) ABC; Hollingbery; 195,110
► KEDD (16) NBC; Petry; 124,311
► KTVH (12) See Hutchinson
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 80,831
Lexington†—
WLAP-TV (27) 12/3/53-Unknown
► WLEX-TV (18) NBC, ABC, DuM; Forjoe
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 434,912
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21). See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-Unknown
Newport†—
WNOP-TV (74) 12/24/53-Unknown
Paducah†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

LOUISIANA

Alexandria—
► KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 107,600
Baton Rouge—
► WAFB-TV (28) ABC, CBS, DuM; Young; 80,000
► WBRZ (2) NBC, ABC; Hollingbery
Lafayette†—
KLFY-TV (10) 9/16/53-7/1/55
Lake Charles—
► KPLC-TV (7) ABC, NBC; Weed; 66,000
► KTAG (25) CBS, DuM; Young; 57,420
Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 206,000
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Unknown
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 319,834
► WJMR-TV (61) ABC, CBS, DuM; Bolling; 121,840
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 80,250
Shreveport Tv Co. (12) Initial Decision 6/7/54-See footnote (d)
KTBS-TV (3) 2/16/55-9/3/55

MAINE

Bangor—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 96,000
► WTWO (2) CBS; Venard
Lewiston—
WLAM-TV (17) See footnote (c)
Poland Spring—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933
Portland—
► WCSH-TV (6) NBC, DuM; Weed; 164,343
► WGAN-TV (13) ABC, CBS; Avery-Knodel
WPMT (53) See footnote (c)

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 598,207
► WBAL-TV (11) NBC; Petry; 598,207
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 598,207
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 50,710

MASSACHUSETTS

Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,290,537
► WGBH-TV (*2)
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,290,537
Brockton†—
WHEF-TV (62) 7/30/53-Unknown
Cambridge (Boston)—
► WTOA-TV (56) DuM; Everett-McKinney; 190,000
Pittsfield—
► WMGT (19) DuM; Walker; 169,015
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 172,000
► WWLP (61) ABC, NBC; Hollingbery; 172,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 86,478

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 25,000
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 312,555
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 64,920
Detroit—
WBID-TV (50) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,553,277
WTVS (*56) 7/14/54-Fall '55
► WWJ-TV (4) NBC; Hollingbery; 1,530,000
► WXYZ-TV (7) ABC; Blair; 1,469,000
► CKLW-TV (9) DuM; Young; 1,496,000. See Windsor, Ont.
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 519,379
WMCN (23) 9/2/54-Unknown
Kalamazoo—
► WKZO-TV (3) CBS, ABC, DuM; Avery-Knodel; 567,381
Lansing—
► WTOM-TV (64) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 417,000
Marquette†—
WAGE-TV (6) 4/7/54-Unknown
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000
Traverse City—
► WPBN-TV (7) NBC; Holman; 36,965

MINNESOTA

Austin—
► KMMT (6) ABC; Headley-Reed; 54,515
Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 93,300
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (c)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
► KEYD-TV (9) DuM; H-R; 580,000
► WCCO-TV (4) CBS; Free & Peters; 573,300
► WTCN-TV (11) ABC; Blair; 573,300
Rochester—
► KROC-TV (10) NBC; Meeker; 95,833
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 573,300
► WMIN-TV (11) ABC; Blair; 573,300

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-7/1/55
Jackson—
► WJTV (25) CBS, DuM; Katz; 68,404
► WLBT (3) NBC; Hollingbery; 122,765
► WSLI-TV (12) ABC; Weed; 115,000
Meridian†—
WCOC-TV (30) See footnote (c)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800
Tupelo†—
WTWV (9) 12/8/54-Fall '55

MISSOURI

Cape Girardeau—
► KFVS-TV (12) CBS; Headley-Reed; 115,200
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) NBC, ABC, DuM; H-R; 63,295
Festus†—
KACY (14) See footnote (c)
Hannibal (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 153,720
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
► KRCG (13) CBS; Hoag-Blair, Blair-Tv
Joplin—
► KSWM-TV (12) CBS; Venard; 84,680
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 483,376
► KMBC-TV (9) CBS; Free & Peters; 483,376
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 483,376
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 129,716
St. Louis—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 773,922
► KWK-TV (4) CBS; Katz; 725,000
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► KTVI (36) ABC, CBS, DuM; Radio-Tv Reps.; 317,200
Sedalia†—
► KDRO-TV (6) Pearson; 57,000
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 62,370
► KYTV (3) NBC; Hollingbery; 69,300

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 20,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



a close look at facts...

WTHI-TV Channel 10 is the ONLY station with complete coverage of the Greater

WABASH VALLEY

- One of the Mid-west's most prosperous industrial and agricultural markets
- $714,500,000 Retail Sales in year '53-'54
- Blanketed ONLY by WTHI-TV's 316,000 watt signal
- 227,000 Homes *(147,000 TV homes)*

118,000 UNDUPLICATED WTHI-CBS TV HOMES!

TERRE HAUTE, IND.

316,000 Watts

WTHI-TV

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The Bolling Co. New York & Chicago



Another good investment when you want to keep three markets under control (for the price of one) is WJAC-TV. Hooper consistently shows WJAC-TV:

FIRST in Johnstown
(a 2-station market)

SECOND in Pittsburgh
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FIRST in Altoona
(a 2-station market)

Play for keeps in Southwestern Pennsylvania. Buy the 1 that covers 3.

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WJAC-TV
JOHNSTOWN · CHANNEL 6

Get full details from your KATZ man!

Butte†—
KOPR-TV (4) See footnote (c)
►KXLF-TV (6) ABC; No estimate given

Great Falls†—
►KFBB-TV (5) CBS, ABC, DuM; Hoag-Blair, Blair-Tv; 20,500

Missoula†—
►KGVO-TV (13) ABC, CBS, DuM; Gill-Perna; 19,250

NEBRASKA

Hastings†—
The Seaton Publishing Co. (5) 2/11/55-Unknown

Kearney (Holdrege)—
►KHOL-TV (13) ABC, CBS, NBC, DuM; Meeker; 53,492

Lincoln—
►KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 120,954
►KUON-TV (*12) 78,062

Omaha—
►KMTV (3) ABC, CBS, DuM; Petry; 302,935
►WOW-TV (6) NBC, DuM; Blair; 302,935
Herald Corp. (7) Initial Decision 4/6/55

Scottsbluff†—
KSTF (10) 8/18/54-6/1/55

NEVADA

Henderson (Las Vegas)—
►KLRJ-TV (2) NBC; Pearson; 28,000

Las Vegas—
►KLAS-TV (8) CBS, ABC, DuM; Weed; 21,244
►KLRJ-TV (2) See Henderson

Reno—
►KZTV (8) ABC, CBS, NBC, DuM; Pearson; 17,250

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown

Manchester—
►WMUR-TV (9) ABC, DuM; Weed; 381,338

Mt. Washington†—
►WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
WRTV (58) See footnote (c)

Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown

Camden†—
WKDN-TV (17) 1/28/54-Unknown

Newark (New York City)—
►WATV (13) Petry; 4,290,000

New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
►KOAT-TV (7) ABC, DuM; Hollingbery; 53,496
►KOB-TV (4) NBC; Branham; 56,810
►KGGM-TV (13) CBS; Weed; 55,630

Roswell†—
►KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 27,917

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
►WROW-TV (41) ABC, CBS, DuM; Bolling; 150,000
WTRI (35) See footnote (c)
DTVZ (*17) 7/24/52-Unknown

Binghamton—
►WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 325,690
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

Buffalo—
►WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 457,829. See footnote (a).
►WBUF-TV (17) ABC; H-R; 170,000
►WGR-TV (2) NBC, ABC, DuM; Headley-Reed; 460,616. See footnote (a).
WTVF (*23) 7/24/52-Unknown

Carthage (Watertown)—
►WCNY-TV (7) CBS, ABC, DuM; Weed; 60,960

Elmira—
WTVE (24) See footnote (c)

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

Lake Placid† (Plattsburg)—
►WIRI (5) DuM; McGillvra; 80,740

New York—
►WABC-TV (7) ABC; Weed; 4,290,000
►WABD (5) DuM; Avery-Knodel; 4,290,000
►WCBS-TV (2) CBS; CBS Spot Sls.; 4,290,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
►WOR-TV (9) WOR-TV Sls.; 4,290,000
►WPIX (11) Free & Peters; 4,290,000
►WRCA-TV (4) NBC; NBC Spot Sls.; 4,290,000
►WATV (13) See Newark, N. J.

Poughkeepsie—
►WKNY-TV (21) ABC, CBS, NBC, DuM; Meeker; 28,500

Rochester—
WCBF-TV (15) 6/10/53-Unknown
►WHAM-TV (5) NBC, ABC, DuM; Hollingbery; 300,000
►WHEC-TV (10) ABC, CBS, DuM; Everett-McKinney; 285,690
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
►WVET-TV (10) ABC, CBS; Bolling; 285,690

Schenectady (Albany, Troy)—
►WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 428,800

Syracuse—
►WHEN-TV (8) ABC, CBS, DuM; Katz; 361,220
WHTV (*43) 9/18/52-Unknown
►WSYR-TV (3) NBC; Harrington, Righter & Parsons; 361,220

Utica—
►WKTV (13) ABC, CBS, NBC, DuM; Cooke; 161,000

NORTH CAROLINA

Asheville—
►WISE-TV (62) CBS, NBC; Bolling; 36,500
►WLOS-TV (13) DuM; Venard; 307,610

Chapel Hill†—
►WUNC-TV (*4) 377,350

Charlotte—
WQMC (36) See footnote (c)
►WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 476,189

Durham—
►WTVD (11) ABC, NBC; Headley-Reed; 224,520

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WTVX (48) 4/7/54-Unknown

Greensboro—
►WFMY-TV (2) CBS; Harrington, Righter & Parsons; 307,794

Greenville—
►WNCT (9) ABC, CBS, NBC, DuM; Pearson; 102,770

New Bern†—
WNBE-TV (13) 2/9/55-Unknown

Raleigh—
►WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 124,440

Washington†—
WITN (7) NBC; 10/27/54-Sept. '55

Wilmington†—
►WMFD-TV (6) ABC, NBC; Weed; 50,003
WTHT (3) 2/17/54-Unknown

Winston-Salem—
►WSJS-TV (12) NBC; Headley-Reed; 269,320
►WTOB-TV (26) ABC, DuM; H-R; 89,054

NORTH DAKOTA

Bismarck†—
►KFYR-TV (5) CBS, NBC, DuM; Hoag-Blair, Blair-Tv 26,261

Fargo†—
►WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot—
►KCJB-TV (13) ABC, CBS, NBC, DuM; Weed: 28,000

Valley City†—
►KXJB-TV (4) CBS, DuM; Weed; 69,981

OHIO

Akron—
►WAKR-TV (49) ABC; Weed; 174,066

Ashtabula†—
►WICA-TV (15) 116,285

Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

Cincinnati—
►WCET (*48) 2,000
►WCPO-TV (9) ABC, DuM; Branham; 724,140
►WKRC-TV (12) CBS; Katz; 662,236
►WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown

Cleveland—
WERE-TV (65) 6/18/53-Unknown
►WEWS (5) ABC, DuM; Branham; 1,084,810
WHK-TV (19) 11/25/53-Unknown
►WNBK (3) NBC NBC Spot Sls.; 1,164,000
►WXEL (8) CBS; Katz; 1,089,000

Columbus—
►WBNS-TV (10) CBS; Blair; 446,175
►WLWC (4) NBC; WLW Sls.; 350,800
WOSU-TV (*34) 4/22/53-Unknown
►WTVN-TV (6) ABC, DuM; Katz; 381,451

Dayton—
►WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (c)
►WLWD (2) ABC, NBC; WLW Sls.; 331,000

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Elyria†—
WEOL-TV (31) 2/11/54-Unknown
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) NBC, CBS, ABC, DuM; H-R; 76,211
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,074,415
► WTRF-TV (7) See Wheeling
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 310,170
WTOH-TV (79) 10/20/54-Unknown
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 149,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 148,588
Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 180,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid—
► KGEO-TV (5) ABC; Pearson; 174,780
Lawton†—
► KSWO-TV (7) DuM; Pearson; 64,680
Muskogee†—
► KTVX (8) ABC, DuM; Avery-Knodel; 248,750
Oklahoma City—
KETA (*13) 12/2/53-Unknown
KMPT (19) See footnote (c)
► KTVQ (25) ABC; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 315,000
► WKY-TV (4) ABC, NBC; Katz; 313,060
Tulsa—
KCEB (23) See footnote (c)
► KOTV (6) CBS; Petry; 248,650
KSPG (17) 2/4/54-Unknown
► KVOO-TV (2) NBC; Blair; 248,000
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 40,109
Klamath Falls†—
KFJI-TV (2) Grant; 12/2/54-Summer '55
Medford—
► KBES-TV (5) CBS; Hoag-Blair, Blair-Tv; 26,750
Portland—
► KLOR (12) ABC; Hollingbery; 276,100
► KOIN-TV (6) ABC, CBS; CBS Spot Sls.; 287,400
► KPTV (27) NBC; NBC Spot Sls.; 240,806
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
► WFMZ-TV (67) Avery-Knodel; 32,000
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 490,528
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 89,307
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
► WSEE (35) CBS, DuM; Avery-Knodel; 61,670
Harrisburg—
► WCMB-TV (27) Forjoe
► WHP-TV (55) CBS; Bolling; 193,002
► WTPA (71) ABC, NBC; Headley-Reed; 193,002
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 859,470
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 823,448
WWLA (21) 5/7/53-Unknown
Lebanon†—
WLBR-TV (15) See footnote (c)
New Castle—
WKST-TV (45) See footnote (c)
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,904,946
► WFIL-TV (6) ABC, DuM; Blair; 2,043,972
► WPTZ (3) NBC; Free & Peters; 2,035,222
Pittsburgh—
► KDKA-TV (2) CBS, NBC, DuM; Free & Peters; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 475,000
WKJF-TV (53) See footnote (c)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,370
Scranton—
► WARM-TV (16) ABC; Hollingbery; 200,000
► WGBI-TV (22) CBS; Blair; 245,000
► WTVU (73) Everett-McKinney; 250,000
Sunbury†—
WKOK-TV (38) 2/9/55-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 245,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 250,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Fall '55
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 95,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,404,002
► WNET (16) ABC, CBS; Raymer; 94,225
► WPRO-TV (12) CBS; Blair

SOUTH CAROLINA

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 127,550
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 172,781
► WUSN-TV (2) NBC; H-R; 138,500
Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 78,000
► WIS-TV (10) NBC, DuM; Free & Peters; 158,203
► WNOK-TV (67) CBS; Raymer; 80,000
Florence—
► WBTW (8) CBS, NBC, ABC, DuM; CBS Spot Sls.; 111,340
Greenville—
► WFBC-TV (4) NBC; Weed; 339,777
► WGVL (23) ABC, DuM; H-R; 113,000
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Unknown

SOUTH DAKOTA

Florence†—
The Hills Bcstg. Co. (3) 4/6/55-Unknown
Rapid City†—
KOTA-TV (3) 12/8/54-6/1/55
Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 115,796

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 132,219
Mountain City Tv Inc. (3) In. Decis. 7/5/54
Jackson†—
► WDXI-TV (7) CBS; Burn-Smith; 85,445
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 180,750
WBIR-TV (10) Initial Decision 1/5/55
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 101,890
Memphis—
► WHBQ-TV (13) CBS; Blair; 349,034
► WMCT (5) ABC, NBC, DuM; Branham; 349,034
WREC Bcstg. Service (3) In. Decis. 8/27/54
Nashville—
► WSIX-TV (8) ABC, DuM; Hollingbery; 237,924
► WSM-TV (4) NBC, DuM; Petry; 237,924
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 241,723

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 43,620
Amarillo—
► KFDA-TV (10) ABC, CBS; H-R; 70,647
► KGNC-TV (4) NBC, DuM; Katz; 70,647
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 112,853
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000
KFDM-TV (6) CBS; Free & Peters; 8/4/54-4/24/55
Big Spring†—
KBST-TV (4) CBS; Pearson; 7/22/54-July '55
Corpus Christi†—
► KVDO-TV (22) NBC, ABC, CBS, DuM; Young, Brown; 38,850
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
K-SIX Tv Inc. (10) Initial Decision 1/20/55
Dallas—
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 456,000
► WFAA-TV (8) ABC, NBC, DuM; Petry; 456,000
El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► KROD-TV (4) ABC, CBS, DuM; Branham; 67,585
► KTSM-TV (9) NBC; Hollingbery; 63,868
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 460,000
KFJZ-TV (11) H-R; 9/17/54-Aug. '55

IT TAKES ALL THREE



A growing market with a 14% population increase since 1950 . . . A prosperous market with more than $600,000,000 retail sales and a Consumer Spendable Income of $853,339,000 . . . A big market in a big state . . . El Paso County ranks 5th in Texas in retail sales.



KROD-TV's mountain-top installation is the highest in Texas; 5,285 feet above sea level and 1,585 feet above average terrain . . . KROD-TV has the greatest coverage and the most viewers. It has unrivalled studio and staff facilities, better local programming; the best CBS, ABC and DuMont Network Shows.





KROD-TV offers advertisers a complete merchandising and promotion package, including: announcements, mailings, store calls, out-door posters, windows, publicity, etc. . . . The only station . . . in El Paso . . . that offers EFFECTIVE PROMOTION.

Affiliated with KROD — 600 kc — 5,000 watts
Owned and Operated by the El Paso Times, Inc.
Roderick Broadcasting Company

Dorrance D. Roderick, President
Val Lawrence, Vice Pres. and General Mgr.
Dick Watts, General Sales Manager

Represented Nationally by The BRANHAM CO.

KROD-TV • channel 4
EL PASO, TEXAS
CBS, ABC & DuMONT TV NETWORKS

Galveston—
►KGUL-TV (11) CBS; CBS Spot Sls.; 378,000
Harlingen† (Brownsville, McAllen, Weslaco)—
►KGBT-TV (4) ABC, CBS, DuM; H-R; 48,215
Houston—
KNUZ-TV (39) See footnote (c)
►KPRC-TV (2) NBC; Petry; 404,500
►KTRK-TV (13) ABC, DuM; Blair; 404,500
►KUHT (*8) 300,000
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
►KTVE (32) Forjoe; 40,000
Lubbock—
►KCBD-TV (11) ABC, NBC; Raymer; 78,812
►KDUB-TV (13) CBS, DuM; Avery-Knodel; 78,812
Lufkin†—
KTRE-TV (9) NBC; Venard; 11/17/54-7/1/55 (Station will receive NBC programs from KPRC-TV Houston but is not an NBC affiliate.)
Midland—
►KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 39,250
Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54
San Angelo—
►KTXL-TV (8) CBS; Melville; 38,598
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-April '55
►KENS-TV (5) ABC, CBS, DuM; Free & Peters; 249,944
►WOAI-TV (4) ABC, NBC, DuM; Petry; 249,944
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
►KCEN-TV (6) NBC; Hollingbery; 112,975
Texarkana (also Texarkana, Ark.)—
►KCMC-TV (6) ABC, CBS, DuM; Venard; 127,390
Tyler†—
KETX (19) See footnote (c)
►KLTV (7) ABC, CBS, NBC, DuM; Pearson; 80,294
Waco†—
►KANG-TV (34) CBS, ABC, DuM; Raymer; 46,965
►KWTX-TV (10) Pearson
Weslaco† (Brownsville, Harlingen, McAllen)—
►KRGV-TV (5) NBC; Raymer; 48,215
Wichita Falls—
►KFDX-TV (3) ABC, NBC; Raymer; 88,430
►KWFT-TV (6) CBS, DuM; Hoag-Blair, Blair-Tv; 89,750

UTAH

Salt Lake City—
►KSL-TV (5) CBS, DuM; CBS Spot Sls.; 174,100
►KTVT (4) NBC; Katz; 174,100
►KUTV (2) ABC; Hollingbery; 181,500

VERMONT

Montpelier†—
►WMVT (3) ABC, CBS, NBC; Weed; 125,521

VIRGINIA

Bristol†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55
Danville†—
WBTM-TV (24) See footnote (c)
Hampton (Norfolk)—
►WVEC-TV (15) NBC, DuM; Avery-Knodel; 135,000
Harrisonburg—
►WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 104,570
Lynchburg—
►WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 225,000
Newport News—
►WACH-TV (33) Walker
Norfolk—
►WTAR-TV (3) ABC, CBS, DuM; Petry; 356,492
WTOV-TV (27) See footnote (c)
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54
►WVEC-TV (15) See Hampton
Petersburg†—
WVAA (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
►WTVR (6) NBC; Blair; 488,265
Richmond Tv Corp. (12) Initial Decision 2/21/55
Roanoke—
►WSLS-TV (10) ABC, NBC; Avery-Knodel; 333,665
WDBJ-TV (7) 3/31/55-Unknown

WASHINGTON

Bellingham—
►KVOS-TV (12) CBS, DuM; Forjoe; 173,153
Pasco†—
►KEPR-TV (19) 50,621 (satellite of KIMA-TV Yakima)
Seattle (Tacoma)—
►KING-TV (5) ABC; Blair; 422,375
►KOMO-TV (4) NBC; Hollingbery; 422,375
►KCTS (*9)
KCTL (20) 4/7/54-Unknown
Queen City Bcstg. Co. (7) Initial Decision 4/5/55
Spokane—
►KHQ-TV (6) NBC; Katz; 113,360
►KREM-TV (2) ABC; Petry; 107,171
►KXLY-TV (4) CBS, DuM; Avery-Knodel; 106,992
Tacoma (Seattle)—
►KTVW (13) Young; 422,375
►KTNT-TV (11) CBS, DuM; Weed; 422,375
Vancouver†—
KVAN-TV (21) Bolling 9/25/53-Unknown
Yakima—
►KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 50,621
Chinook Tv Co. (23) 3/30/55-Unknown

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown
Charleston—
►WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
WKNA-TV (49) See footnote (c)
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-Fall '55
Fairmont†—
WJPB-TV (35) See footnote (c)
Huntington—
►WSAZ-TV (3) NBC, ABC; Katz; 525,265
WHTN-TV (13) 9/2/54-Spring '55
Oak Hill (Beckley)†—
►WOAY-TV (4) ABC; Pearson; 262,840
Parkersburg—
►WTAP (15) ABC, NBC, DuM; Forjoe; 35,802
Wheeling (Steubenville, Ohio)—
WLTV (51) 2/11/53-Unknown
►WTRF-TV (7) NBC, ABC; Hollingbery; 306,500
►WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
►WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000
Green Bay—
►WBAY-TV (2) ABC, CBS, DuM; Weed; 235,000
WFRV-TV (5) ABC, DuM; Headley-Reed; 3/10/54-5/1/55
►WMBV-TV (11) See Marinette
La Crosse—
►WKBT (8) NBC, CBS, ABC, DuM; Raymer; 86,218
Madison—
►WHA-TV (*21)
►WKOW-TV (27) CBS; Headley-Reed; 103,000
►WMTV (33) ABC, NBC, DuM; Bolling; 75,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
►WMBV-TV (11) ABC, NBC; Venard; 175,000
Milwaukee—
WCAN-TV (25) See footnote (c)
►WXIX (19) CBS; CBS Spot Sls.; 393,255
►WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 764,004
►WTVW (12) ABC, DuM; Petry
Superior† (Duluth, Minn.)—
►WDSM-TV (6) CBS, DuM; Free & Peters; 101,200
►KDAL-TV (3) See Duluth, Minn.
Wausau—
►WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 59,200

WYOMING

Cheyenne†—
►KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
►KENI-TV (2) ABC, CBS; Fletcher, N. Y., Day, Seattle; 15,000
►KTVA (11) NBC, DuM; Alaska Radio-Tv Sls.; 15,000
Fairbanks†—
►KFAR-TV (2) NBC, ABC, CBS; Weed
►KTVF (11) DuM; Alaska Radio-Tv Sales

HAWAII

Hilo†—
KHBC-TV (9) 1/19/55-Unknown (granted STA March 14)
Honolulu†—
►KGMB-TV (9) CBS; Free & Peters; 65,000
►KONA (11) NBC; NBC Spot Sls.; 69,000
►KULA-TV (4) ABC, DuM; Young; 70,203
Wailuku†—
KMAU (3) 1/19/55-Unknown

PUERTO RICO

Mayaguez†—
Radio Americas Corp. (5) 1/27/55-Unknown
San Juan†—
►WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
►WKAQ-TV (2) CBS; Inter-American; 65,000
Dept. of Education of Puerto Rico (*6) 2/2/55-Unknown

CANADA

Calgary, Alta.—
►CHCT-TV (2) CBC; All-Canada, Weed; 13,000
Edmonton, Alta.†—
►CFRN-TV (3) CBC; Radio Rep., Young; 15,000
Halifax, N. S.†—
►CBHT (3) CBC, CBS
Hamilton, Ont.—
►CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 120,000
Kingston, Ont.†—
►CKWS-TV (11) Weed; 30,000
Kitchener, Ont.—
►CKCO-TV (13) CBC; Hardy, Weed; 102,000
London, Ont.—
►CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 95,000
►CBFT (2) CBC French; CBC; 221,216
►CBMT (6) CBC; CBC; 221,216
Ottawa, Ont.—
►CBOT (4) CBC; CBC; 38,500
Peterborough, Ont.—
►CHEX-TV (12) CBC; All-Canada, Weed; 30,000
Port Arthur, Ont.—
►CFPA-TV (2) CBC; All-Canada, Weed; 6,000
Quebec City, Que.—
►CFCM-TV (4) CBC; Hardy, Weed; 28,500
Regina, Sask.†—
►CKCK-TV (2) CBC, CBS; All-Canada, Weed; 15,000
Rimouski, Que.†—
►CJBR-TV (3) CBC; Stovin, Young; 7,000
St. John, N. B.†—
►CHSJ-TV (4) CBC; All-Canada, Weed; 22,638
Saskatoon, Sask.†—
►CFQC-TV (8) CBC; Radio Rep., Young; 11,000
Sault Ste. Marie, Ont.†—
►CJIC-TV (2) CBS; CBC; Weed; 5,000
Sudbury, Ont.†—
►CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 15,819
Sydney, N. S.†—
►CJCB-TV (4) Weed; 17,426
Toronto, Ont.—
►CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
►CBUT (2) CBC; CBC; 30,000
Windsor, Ont. (Detroit, Mich.)—
►CKLW-TV (9) CBC, DuM; Young; 1,496,000
Winnipeg, Man.†—
►CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
►XEJ-TV (5) National Time Sales; 51,481
Tijuana† (San Diego)—
►XETV (6) Weed; 296,402

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

UPCOMING

APRIL

April 17-22: Inside Advertising Week, Hotel Biltmore, New York.
April 18: New York State Assn. of Radio & Television Broadcasters meeting, Hotel Utica, Utica.
April 18: RAB Clinic, Milwaukee.
April 18: BMI Clinic, Hotel Utica, Utica, N. Y.
April 18-21: National Premium Buyers' Exposition, Navy Pier, Chicago.
April 19: RAB Clinic, Grand Rapids, Mich.
April 19-23: Society of Motion Picture & Television Engineers, Drake Hotel, Chicago.
April 20: Peabody Awards presentation, Hotel Roosevelt, New York.
April 20: CBS Inc. stockholders meeting.
April 20: RAB Clinic, Detroit.
April 20: BMI Clinic, Hotel Somerset, Boston.
April 21: RAB Clinic, Cleveland.
April 21-23: American Assn. of Adv. Agencies annual meeting and dinner, Boca Raton Hotel and Club, Boca Raton, Fla.
April 21-23: Southern California Adv. Agencies Assn. meeting, El Mirador Hotel, Palm Springs, Calif.
April 22: BMI Clinic, Bangor House, Bangor, Me.
April 22: RAB Clinic, Cincinnati.
April 25: Texas Assn. of Broadcasters meeting, Gunter Hotel, San Antonio.
April 28-29: Pennsylvania Assn. of Broadcasters meeting, Bedford Springs Hotel, Bedford.

MAY

May 2: RAB Clinic, Chicago.
May 3: RAB Clinic, Peoria, Ill.
May 3-6: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.
May 4: RAB Clinic, Louisville, Ky.
May 5: RAB Clinic, Indianapolis, Ind.
May 5-8: American Women in Radio & Television Annual Convention, Drake Hotel, Chicago.
May 6: RAB Clinic, Fort Wayne, Ind.
May 16: RAB Clinic, Trenton, N. J.
May 16-17: *Chicago Tribune* Forum on Distribution and Advertising, WGN studio, Chicago.
May 17: RAB Clinic, Philadelphia.
May 18: RAB Clinic, Pittsburgh.
May 19: RAB Clinic, Buffalo, N. Y.
May 20: RAB Clinic, Syracuse, N. Y.
May 22: Radio Pioneers Banquet, Washington.
May 22-26: NARTB Convention, Shoreham and Sheraton-Park hotels, Washington.
May 23: Community Broadcasters Assn., Shoreham Hotel, Washington.
May 31: Deadline, Fund for the Republic Television Awards (script contest), New York.
May 31: RAB Clinic, St. Louis.

ON THE DOTTED LINE . . .



FIFTH consecutive year of exclusive broadcast of the Norfolk (Va.) Tars baseball games will be handled by WNOR there, with sponsorship of each game divided among three firms. L to r: seated, Bill Green, president, Green-Gifford Motor Co. (Chrysler-Plymouth); Ted Constant, Norfolk Beverage Co. (Miller High Life beer), and Alex Kotarides, president, Mary Jane Bakery; standing, Josh Barry, WNOR account executive-sports director and play-by-play announcer of the games; Earl Harper, general manager of WNOR; Gil Kennerly of Fergusson-Kennerly Adv. and account executive for the bakery; Mel Whitmire, WNOR account executive, and George Kotarides of Mary Jane Bakery. Jack Harris, WNOR account executive who shares the play-by-play announcing with Mr. Barry, was not present when the picture was taken.



LARGEST SCHEDULE of hourly news broadcasts ever used by a single advertiser on WHDH Boston is agreed to by Sealtest Dairy Products. L to r: Addison L. Winship, Boston Div. sales manager for Sealtest Dairy Products; Paul H. Provandie, partner, Hoag & Provandie, agency for the dairy, and William B. McGrath, WHDH vice president-managing director.



BYRON's Department Store, Miami, Fla., starts its 12th year on WGBS there. L to r: seated, Maynard L. Ream, advertising manager, and O. D. Pacetti, vice president, both of Byron's, and, standing, Miller M. Babcock, managing director; C. Bud Dailey, sales manager, and H. W. Scott, account executive, all WGBS.



DETROIT Plymouth Dealers assumes sponsorship of Mon.-Fri. *Baseball Scores & Highlights*, 5:15-20 p.m., on WJR there. L to r: Bob Reynolds, WJR sports director and host of the sports show; C. Hascal Bliss, chairman, Detroit Plymouth Dealers' advertising committee, and R. R. Reynolds, Detroit regional manager for Plymouth.



GREYHOUND LINES takes over sponsorship of KLZ Denver's 8:10-8:15 a.m. *KLZ Weather Report*. L to r: R. W. Johnson, terminal manager for Greyhound in Denver; Don Lee, KLZ radio sales representative, and K. F. Prosser, Greyhound district sales manager.



KENNETH BISHOP (c), owner of Jack's Cookie Co., Mobile, Ala., congratulates Frank Benson, cowboy on the WALA-TV Mobile *Range Rider* series, as he renews sponsorship for 26 weeks. Representing WALA-TV is Hugh Simpson (l), WALA-TV account executive.

BROADCASTING • TELECASTING *subscription order blank*

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.
I've checked service desired.

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

The Hen and the Egg

WHAT this country needs is less, rather than more, government regulation of private business. That tattered cliche resounds whenever an election is in the offing. But when we take a look at the current record, we find the opposite is the order.

A half dozen investigations are being talked up which in one manner or another impinge upon the business of broadcasting. Some are planned by Congressional committees; others are projected by those creatures of Congress—the independent agencies like the FCC and the Federal Trade Commission. How many of them will get off the ground, and how far they will go, will depend upon the political state of the nation.

The first foray in the broadcasting field was touched off by the Senate Commerce Committee, inherited by Democratic Chairman Magnuson of Washington from his GOP predecessor, Sen. Bricker of Ohio. This one is well on the road, with special counsel and a $200,000 kitty. Judiciary Chairman Kilgore's Monopoly Committee announces it has retained Joseph W. Burns, former antitrust attorney of the Dept. of Justice, as special counsel to update antitrust policy. The House Commerce Committee hasn't yet shown its full hand, but it won't stand by and let the Senate get in all the licks.

Meanwhile, the FCC has been given $170,000 in excess of its budget estimate by the House, with $80,000 earmarked for a "study" of the network situation, notably in television. The Senate is likely to follow suit, because there's now the obvious realization on the Hill that Congress and the Budget Bureau have been too niggardly in past years with an agency that has been burdened with more and more work, and given less and less money with which to accomplish it.

Why all this agitation about investigations and studies? Sen. Kilgore is motivated by his dislike of newspaper ownership. He has even gone so far as to advocate separation of ownership of radio and tv stations. Sen. Kilgore has a $200,000 budget, too, but he has agreed with Chairman Magnuson that he won't invade the broadcast end, unless antitrust issues arise, and Mr. Magnuson is committed to refer such matters to the Kilgore Committee.

The Magnuson Committee had to move, what with the prior action under ex-Chairman Bricker, the provocative Plotkin and Jones reports, and the complaints about network domination, FCC discrimination, the economic state of uhf, and coaxial and microwave relay costs.

It's the hen and the egg story again. If the FCC had been given the funds it had sought, it's presumed it would have conducted the studies now being demanded through Congress.

Now that the Commission seems assured of new money, we assume it will move forthwith in blueprinting its projected "study" to supply the Magnuson Committee with the data it needs to get off the ground.

The Lady and the Handout

THE FACT that 1956 is a major election year is creating avid Congressional interest in still another phase of radio and television—political broadcasting.

Already the Hill is muttering about the high costs of campaigning, especially on television. Some Congressmen are even saying that television time should be donated to political candidates.

It is unfortunate but true that such irresponsible talk is being stimulated by one of the FCC's own members. At whatever forum to which she can gain access, Comr. Frieda B. Hennock has been urging that the Congress command the FCC to command stations and networks to give time free to candidates.

She first brought up the subject a fortnight ago at a Senate hearing into a wholly unrelated question, juvenile delinquency. She brought it up again last week in a conference between the FCC and the House Commerce Committee. Unless forcibly restrained, she may be expected to bring it up again before the Senate Elections Subcommittee which last week began hearings on the Hennings bill to revise federal election control laws and raise the limits on campaign expenditures.

Not surprisingly, Miss Hennock is finding responsive listeners. With television established as the most persuasive avenue to the voter, those Congressmen who face campaigns next year are already worrying about means of gaining access to that medium. The prospect that they may be given free time on tv is bound to titillate almost any of them.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"I tell you there's nothing wrong with the set . . . it's a telecast on modern art!"

Happily, representatives from broadcasting will appear before the Senate Elections Subcommittee, and it will be up to them to introduce an element of sanity into the consideration of political time. They will have to make it clear that for the government to force broadcasters to give free radio or television time to candidates would make no more sense than to command newspapers to print political ads without compensation or printers to produce and distribute handbills or posters at no charge but to themselves.

There are realistic features in the Hennings bill, particularly those which would lift the present limits on campaign expenditures. In today's economy it is ridiculous to suppose that candidates and parties can buy tv and radio time as well as space in newspapers and stick within present permissible budgets.

How to Make Bears Bulls

READERS who are inclined to be bearish about radio are urged to read the article, "Radio 1955: Grass Roots Giant," beginning on page 38. It should turn them from bears to bulls.

In the unquestionable statistics of radio station population growth and in the actual experiences of station operators who have gone into flourishing business in the years when television was supposed to be knocking radio dead, there is a dramatic story.

It is a story which shows how radio has changed in the television era and how it has developed qualities which no other advertising medium can hope to match. It is a story worth reading by anyone engaged in advertising goods and services to the American people.

Uproar Over Subscription Tv

EVENTS of the past two weeks have illustrated the need for a thorough—and orderly—airing of the pay-see tv question.

The issue is becoming more controversial day by day. A fortnight ago Zenith and CBS met head-on in a dispute over a proposed pro-subscription commercial which Zenith hoped to telecast on CBS-TV's *Omnibus* [B•T, April 11].

Last week the NARTB Television Board formally resolved to oppose the introduction of a box-office to American television.

As the story in last week's B•T said, the debate is getting hotter. Until the debate is brought into the controlled atmosphere of an FCC hearing, where questioning can be conducted and opinion advanced in a disciplined way, it is bound to be more heated than enlightening.

It is to be hoped that in the formal hearings which the FCC eventually must call, all responsible viewpoints will be presented, soberly and clearly, so that the FCC will have a complete record on which to base what is bound to be its most significant decision in recent times.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

Beeline RADIO

delivers more for the money



These five *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

In this inland market—ringed by mountains—the Beeline covers an area with more than 2 million people who have more farm income than Kansas, and nearly $4 billion in buying power. (Sales Management's 1954 Copyrighted Survey)



McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

1st in the Heart of America!

...for consistent advertising results



the KMBC KFRM radio TEAM

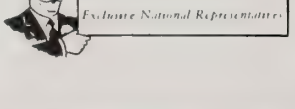
The KMBC-KFRM Team has no equal in the Kansas City area when it comes to producing *traceable* advertising results. KMBC-KFRM has grown up with the market it serves. An intimate knowledge of people and a tested formula of programming have put the Team *first* in the minds of *both* audience and advertisers.

If your sales need stimulating in the great Heart of America market, there's no better place to take your advertising problems than to your Free & Peters Colonel. He's a mastermind at producing sales-building availabilities on the Midwest's most effective radio combination—the KMBC-KFRM radio Team.

1st in the Heart of America —6th Oldest CBS Affiliate

DON DAVIS, *Vice President*
JOHN SCHILLING, *Vice President and General Manager*
GEORGE HIGGINS, *Vice President and Sales Manager*

Primary Basic CBS Radio





...and for television, the Swing is to KMBC-TV... Kansas City's Most Powerful TV Station

The Old Saw are Best...



In this super ato powered age of guided siles, the Dior Look, drated onion soup, fi pizza and "Shake, B and Roll," it's a fact the old saws still hold and we're not talking about rip, cut or buzz. Those grand old saw "Rome wasn't built in a day," "A in the hand . . ." "A rolling stone you can take your pick . . . the have the wisdom of the ages be them. But the one we like the be "NOTHING SUCCEEDS L SUCCESS!"

ITEM:



A Kansas City man turer engaged in vital craft defense produc was plagued by a sho of highly skilled mechanics. He tu to us for help. Within one week we hit the air with help-wanted s more than 200 skilled technicians a path to his employment office greatest number of skilled job a cants in years. And, included in applicants were eight milling mac operators . . . a record around parts.

MORAL:

He used the KMBC-KFRM Radio T

ITEM:



A Kansas City merc was making plans to a large new store downtown location. said to us . . "do s thing different." We did. We moted the grand opening for a with a saturation schedule. And on opening day and for three following we moved talent, announ engineers and equipment into store's front window. They ran ou roses early on the first day.

MORAL:

He used the KMBC-KFRM Radio T

ITEM:



A local retailer of auto bile seat covers who sp sors one of our sportsc casually mentioned to our sports di tor that he had a new item in stock automobile safety belts . . . an item is unique, but little-known. Our spo caster mentioned the safety belts the air on two occasions. Folks still pounding on the retailer's door safety belts. And every week end neighbors strap themselves in be taking off on their Sunday drive do yours?

MORAL:

He used the KMBC-KFRM Radio Te

Yes, whether you're looking for ex advice on a particularly knotty ad tising problem or if you just want *sell more* of your goods and/or servi in the Heart of America, get on KMBC-KFRM Radio TEAM. As always say "Nothing succeeds success!"

Don Davis

APRIL 25, 1955 35c PER COPY

BROADCASTING TELECASTING

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24TH year

THE NEWSWEEKLY OF RADIO AND TV





WJAR-TV
PROVIDENCE
honored
by
PEABODY AWARD

In special recognition of its coverage of "Hurricane Carol", WJAR-TV is honored to have received the coveted George Foster Peabody Award for distinguished achievement in the field of Television Regional Public Service.

WJAR-TV Channel 10

First In News . . .
First In Entertainment . . .
First In View . . .
In Southern New England!

Powerful 10
Providence, Rhode Island

WJAR-TV



TV PIONEERS OF THE SOUTH

THE HAVENS & MARTIN, INC., STATIONS

This week the South's First TV Station observes its 7th anniversary of service to the public. With maximum power—100,000 watts, and maximum antenna height—1,049 feet—WTVR is an indispensable member of the Havens & Martin trio which forms Richmond's only complete broadcasting institution—WMBG-AM, WCOD-FM and WTVR-TV. It is with deep humility that the First Stations of Virginia express their thanks and appreciation to both their host of advertisers as well as their most loyal and responsive audience throughout Virginia who have made the observance of WTVR's 7th anniversary an historic occasion.

PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET

WMBG AM WCOD FM WTVR TV

MAXIMUM POWER 100,000 WATTS • MAXIMUM HEIGHT 1049 FEET

WTVR Represented Nationally by BLAIR TV, INC.
WMBG Represented Nationally by THE BOLLING CO.



STEINMAN STATION
Clair McCollough, Pres.



WGAL-TV

Lancaster, Pa.
NBC • CBS • DuMont

Channel 8 Mighty Market Place

York	Harrisburg	Reading
Hanover	Lebanon	Pottsville
Gettysburg	Carlisle	Hazleton
Chambersburg	Sunbury	Shamokin
Waynesboro	Lewistown	Bloomsburg
Frederick	Lock Haven	Lewisburg
Westminster	Hagerstown	Martinsburg

It's always precision selling when your product story is presented on WGAL-TV. Super-powered WGAL-TV gives you this "always on target" performance because it is the *one* station that reaches this vast market—with a population of over three million people who have income amounting to more than $5 billion every year. Aim for more sales confidently—**BUY WGAL-TV NOW.**

Representatives:

MEEKER TV, INC.
New York Los Angeles Chicago San Francisco

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



KRLD, the BIG PAYOFF STATION FOR NORTH TEXAS

TIME-TESTED BY 15 CONTINUOUS YEARS

Babcock Bros. Auto Supply Company, one of Texas' largest and finest Retail organizations, with 33 stores in North Texas and Southern Oklahoma, says: "15 years' continuous use of KRLD produced more Sales Results at the lowest cost of *any other media*."

That's for the record. There's good reason, too. 37.8% of all Texans listen to KRLD; and when Southern Oklahoma totals are added, an audience equalling 42% of Texas' entire population lives and listens within KRLD's (0.5 Mv line) primary coverage area.

From 8:00 a.m. until 12:00 midnight, KRLD delivers more cumulative audience in Dallas and Fort Worth, 7 days per week, than any other radio station or frequency. Pulse Oct.-Nov., 1954.

KRLD is the eighth largest CBS network station, circulation-wise in the nation. KRLD saturates North Texas with 50,000 watts power.

OUTLET FOR CBS RADIO NETWORK PROGRAMS IN DALLAS AND FORT WORTH.

KRLD 50,000 Watts

OWNERS AND OPERATORS OF KRLD-TV, CHANNEL 4, MAXIMUM POWER

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

THE DALLAS TIMES HERALD STATIONS

Exclusive Representative: THE BRANHAM COMPANY

John W. Runyon, Chairman of the Board — *Clyde W. Rembert, President*

closed circuit.

ADVERTISING PROBE • Prospect that Anti-Trust Division of Department of Justice will take crack at agency recognition practices and at flat 15% commission stipulation was reported late last week but lacked confirmation. Anti-Trust Division staff has been making "preliminary" study of activities of trade associations in overall advertising-marketing field, for several months.

B•T

MERGER of competing ch. 11 applicants in Pittsburgh—WWSW Inc. (Post-Gazette) *and WJAS—expected to be announced formally this week. Each would hold 50% in new tv company, with five-man board, two of whom would represent each entity and fifth member mutually selected. Pittsburgh has one vhf in operation (KDKA-TV, ch. 2) with five parties contesting for ch. 4. Pending before FCC is petition to move WSTV-TV Steubenville, Ohio, ch. 9, closer to Pittsburgh market, with sale to CBS for $3 million.*

B•T

KTVH SALE TALKED • Preliminary conversations looking toward sale of KTVH (TV) Hutchinson, Kan. (ch. 12), to Cowles newspaper and broadcasting interests are underway. New company—Wichita-Hutchinson Co. Inc.—subsidiary of Cowles, would acquire station, with talking price believed in neighborhood of $2 million. Station, which began operation in mid-1953, is CBS basic. Among stockholders are John P. and Sidney F. Harris, publishers of Hutchinson *News Herald*, and Bess M. Wyse, owner of KWBW Hutchinson. Cowles, directly or through subsidiaries, owns KRNT Des Moines; WNAX Yankton, S. D.; KVTV (TV) Sioux City, 47% of WCCO-AM-TV Minneapolis, and 60% of CP for KRNT-TV ch. 8.

B•T

ACQUISITION of WLOL Minneapolis by group headed by N. L. Bentson for $300,000 consummated last week, subject to customary FCC approval. Purchase is from Independent Broadcasting Co., headed by Ralph L. Atlass, of Chicago, midwest station owner. Bentson group recently sold WMIN to W. F. Johns interests and 50% interest in WMIN-TV (ch. 11) in conjunction with sale of WTCN-AM-TV to Harry M. Bitner's Consolidated Television & Radio Broadcasters Inc. for $3 million. Purchasing company is BRF Broadcasting Co. (for Bentson, Ruben, Floyd), which owns KELO-AM-TV Sioux Falls and holds CP for ch. 3 in Florence, S. D.

B•T

SOUP'S HOT • Campbell Soup Co., Camden, N. J., has boosted television budget by $1.5 million for next year and has ordered cut-back in magazine advertising. Campbell will use 39 original TPA films of *Lassie* next season and will add stations to CBS-TV lineup for show. This season Campbell ran 26 original *Lassie* episodes and 26 repeats. Soup company also co-sponsors *Dear Phoebe* on NBC-TV. BBDO New York, is agency.

B•T

IS LOU POLLER, former owner of WCAN-AM-TV and erstwhile head of Ultra High Frequency Assn., under consideration for appointment to FCC as successor to Comr. Frieda B. Hennock? Mr. Poller denies he is candidate but verifies report that he has been "talked to" about post. He's life-long Democrat, and legal resident of Philadelphia, but recently purchased home in Washington, D. C.

B•T

WASHINGTON VISIT • As planned, group of 11 top broadcasters informally "visited" last Tuesday in Washington, first with Senate Majority Leader Lyndon B. Johnson (D-Tex.) and afterward at dinner session with FCC. Pro Tem Chairman P. A. Sugg (WKY-AM-TV Oklahoma City) said no effort was made to reach conclusions but rather to exchange views and information. Group regarded session as constructive and repudiated any notion that it is "rump" movement. Informal sessions may be held from time to time with other broadcasters invited to participate simply on fact-finding basis.

B•T

AT DINNER meeting with FCC (above) all members save Comr. Robert E. Lee were present, latter having made previous engagement. Comr. Frieda B. Hennock arrived for cocktails but had other dinner date. Broadcasters present were: Mr. Sugg, Walter J. Damm, WTMJ-AM-TV Milwaukee; James D. Shouse, Crosley; A. H. Kirchhofer, WBEN-AM-TV Buffalo; Jack Harris, KPRC-AM-TV Houston; Edwin K. Wheeler, WWJ-AM-TV Detroit; David Baltimore, WBRE-AM-TV Wilkes-Barre; Victor A. Sholis, WHAS-AM-TV Louisville; L. H. Rogers II, WSAZ-AM-TV Huntington; Charles H. Crutchfield, WBT-WBTV (TV) Charlotte; Harold See, KRON-TV San Francisco. Commissioners generally regarded session as "social visit."

B•T

CODE BOARD CHANGES • New lineup of Television Code Review Board, which functions autonomously but operates under auspices of NARTB, expected to bring G. Richard Shafto, WIS-AM-TV Columbia, S. C., into chairmanship succeeding John E. Fetzer, WKZO-AM-TV Kalamazoo, whose term has expired but who is expected to sit for one year *ex officio*. New appointees to replace Messrs. Fetzer, J. Leonard Reinsch, Cox Stations (vice chairman), and Mrs. A. Scott Bullitt, KING-AM-TV Seattle, whose terms likewise expire this year, soon to be announced.

AMPEX Corp., Redwood City, Calif., recorder manufacturer, scheduled to unveil commercial system for automatic program operation of radio stations this week. Equipment is latest Ampex tape machine which runs for eight hours. Newest equipment due to be shown at NARTB convention May 22-26 in Washington, which has discussion of automation for radio stations scheduled at engineering session. Last fall, Vandivere Labs. Inc., Arlington, Va., announced automatic sequencer, also using tape to start, stop and cue other equipment.

B•T

MGM EYES TV • Top Metro-Goldwyn-Mayer brass meet in New York this week to discuss possibility of entering tv production following recent survey by studio's radio-tv department. Exploratory talks were held in Hollywood last week between MGM production chief Dore Schary and Harry Ackerman, CBS-TV vice president in charge of network programs, Hollywood. (See special B•T report on movies and tv, page 27.)

B•T

BILL THOMAS, supervising timebuyer, J. Walter Thompson, New York, leaving agency to join Fitzgerald Adv., New Orleans, in executive capacity. Frank Marshal and Tom Flynn, JWT timebuyers, will take over accounts, including Shell Oil and Ward Baking, from Mr. Thomas.

B•T

ABC SPECTACULAR • ABCTV plans its own version of a "spectacular" with 90-minute live program emanating from Disneyland July 17, two days before amusement park officially opens. Frank Marx, network vice president in charge of engineering and general services, spent last week in Hollywood surveying proposed live originations from ABC Tv Center.

B•T

OFFICIAL announcement reported to be near on appointment of Ted Cott, who recently resigned his vice presidency of NBC Radio, in new slot with DuMont Television Network. Mr. Cott is expected to fill re-activated position of director of owned and operated stations with DTN. Signing may be firmed as early as this week.

B•T

DOCTOR'S ORDERS • If Walter R. (Bucky) Powell, NARTB attorney, testifies at FCC hearing at Edward Lamb license renewal case, it will be against his doctors' orders. Mr. Powell, who had headed FCC legal battery in Lamb proceeding prior to his resignation last January, suffered a severe heart attack shortly after leaving government to take NARTB post. He returned to NARTB about three weeks ago but his doctors have advised him he should not undergo rigors of FCC examination at hard-fought Lamb proceedings (see story page 76).

Check this ✓

For Texas Consumer Response

Here is a typical example of the response and interest your products and services are receiving every day in the Gulf Coast Area on KGUL-TV. Below is a consumer response map showing the origin of more than 10,000 Range Rider Club membership requests.

Grows and Grows

Now over 30,000



Best Buy in Texas

kgul TV

GULF TELEVISION COMPANY—GALVESTON

CBS TELEVISION

FOR THE GULF COAST AREA — CHANNEL 11

REPRESENTED NATIONALLY BY CBS TELEVISION SPOT SALES

at deadline

Little Is AAAA Chairman; International Ad Meet Set

ELECTION of Henry G. Little, president and board chairman of Campbell-Ewald Co., Detroit, as board chairman of American Assn. of Advertising Agencies was announced Friday at AAAA 37th annual meeting, Boca Raton, Fla. (see earlier story, page 32).

Robert D. Holbrook, board chairman of Compton Adv., New York, was named vice chairman. J. Paul Hoag, president and treasurer of Hoag and Provandie, Boston, was elected secretary-treasurer. President Frederic R. Gamble, it was pointed out, continues in office another year.

Mr. Little, who succeeds William R. Baker Jr., of Benton & Bowles, in AAAA chairmanship, announced Friday that AAAA 1956 annual meeting will include international meeting of advertising leaders. They will meet on various dates between April 23 and May 4 at White Sulphur Springs, W. Va., site of next AAAA annual meeting, and New York, Washington, plus perhaps other cities.

Following were elected directors at large for three-year terms: Joseph H. Epstein, Fitzgerald Adv., New Orleans; Robert M. Ganger, D'Arcy Adv., New York, and Arthur E. Tatham, of Tatham-Laird, Chicago. Walther Buchen, of Buchen Co., Chicago, was elected director at large for two years to fill unexpired term of the late James M. Cecil of Cecil and Presbrey.

Following directors representing AAAA's four regions were elected for one-year terms as follows:

Eastern Region—Robert E. Daiger, of Van Sant, Dugdale & Co., Baltimore; S. H. Helson, of William B. Remington Inc., Springfield, Mass.; and John K. Strubling Jr., of Compton Adv., New York.

East Central Region—Ernest A. Jones, MacManus, John & Adams, Bloomfield Hills, Mich.

Central Region—Vincent R. Bliss, of Earl Ludgin & Co., Chicago, and Arthur G. Rippey, of Rippey, Henderson, Kostka & Co., Denver

Pacific Region—A. W. Neally, BBD&O, Los Angeles.

Continuing on AAAA board as directors at large are: Kenneth W. Akers of Griswold-Eshleman Co., Cleveland; J. Davis Danforth, BBD&O, New York; Marion Harper Jr., McCann-Erickson, New York; George C. Reeves, J. Walter Thompson Co., Chicago, and Victor O. Schwab, Schwab & Beatty, New York.

KTSA Joins Mutual

KTSA San Antonio will join Mutual as affiliate Sept. 26, replacing KMAC San Antonio as Mutual outlet, Earl M. Johnson, MBS vice president in charge of station relations, announced Friday. KTSA, currently ABC Radio affiliate, is owned by Sunshine Broadcasting Co., with Charles D. Lutz general manager. Station operates on 5 kw and 550 kc.

NARTB Board Meets in June

JUNE meeting of NARTB Board of Directors will be held at Homestead, Hot Springs, Va., President Harold E. Fellows announced Friday.

CAESAR'S CHOO-CHOO

HAILED as "television's first show train," excursion train of New Haven Railroad will bring some 700 residents of western Connecticut to New York May 9 to view NBC-TV's *Caesar's Hour* (Mon., 8-9 p.m. EDT). Railroad arranged special trip in appreciation of commuters' sketches presented on Mr. Caesar's tv program past winter and spring. Special rates have been set up by railroad for "Sid Caesar Show Train," covering fare and box lunch. Patrick D. McGinnis, president of New Haven, will appear on *Caesar's Hour* that night.

NBC-TV Tells Affiliates Of Color Program Plans

AMIABLE session of NBC-TV affiliates' annual meeting with network officials in New York ended Friday with resolution adopted by affiliates renewing "confidence" in program and sales policies of NBC-TV (see earlier story, page 46).

Highpoints of NBC-TV's plans as presented to affiliates: Network working toward schedule of four hours color each week to begin this summer and continuing in fall, exclusive of regular daily color operations during weekdays; evening time practically sold out for summer; trend toward more one-hour and 90-minute spectaculars will continue; some 250 advertisers will be using facilities during this year as compared to 210 last year.

Elected to affiliates' executive committee were W. W. Warren, KOMA-TV Seattle, and Robert Lemon, WTTV (TV) Bloomington, Ind. Re-elected: Walter Damm (chairman), WTMJ-TV Milwaukee; Clair McCollough (vice chairman), WGAL-TV Lancaster, Pa.; William Fay (secretary-treasurer), WHAM-TV Rochester; Jack Harris, KPRC-TV Houston; James Moore, WSLS-TV Roanoke; Fred Mueller, WEEK-TV Peoria.

FTC Reduces Station Reports

SCIENTIFIC sampling technique to determine reporting periods of radio and tv stations for advertising continuities will be inaugurated by Federal Trade Commission, effective May 1. Stations will be advised of their reporting requirements periodically throughout year. Financial institutions, utility companies, restaurants and theatres, which were formerly required, will not be henceforth, FTC said in letter to stations. Sample reports will be supplemented by occasional program monitoring by FTC, which also may call on stations for continuities of particular advertisers from time to time.

Commending new procedure, Harold Fellows, NARTB president, on Friday said that it is expected to "improve the surveillance of the advertising broadcasts and at the same time reduce the amount of advertising continuities requested by 80%." NARTB canvass of stations for Paperwork Management Task Force of Hoover Commission on Organization of the Executive Branch of the Government, Mr. Fellows said, led to new FTC procedure.

• BUSINESS BRIEFLY

RADIO, TV AND TEA • Nestle's Nestea (instant tea) through Dancer-Fitzgerald-Sample, N. Y., planning summer spot announcement campaign in radio-tv, starting early in June in about 40 markets.

OLD GOLDS FINDS HOME • P. Lorillard, N. Y. (Old Golds), expects to move into Friday, 8-8:30 p.m. period on NBC-TV with its *Truth or Consequences* show. Program was knocked out of its Tuesday night time when network sold Pontiac hour long dramatic show. Lennen & Newell, N. Y., is Old Golds' agency.

DISPLACED SPONSOR • Chrysler Corp., Detroit, sponsor of *It's a Great Life*, Tuesday, 10:30-11 p.m. on NBC-TV, whose time was pre-empted also by Pontiac's new show, currently negotiating with network for another time slot. Chrysler wants to keep same show. McCann-Erickson, N. Y., is agency.

KLEENEX TO TV • International Cellucotton Products Co. will sponsor three weekly programs on NBC-TV during summer, on alternate basis, to introduce new Kleenex economy package of color tissues. Programs are *Cameo Theatre*, of which Kleenex will sponsor four starting July 3; *Kleenex Summer Theatre* (reruns of *Four Star Playhouse*) starting July 5, and *Midwestern Hayride* beginning July 1. Alternate sponsors not yet announced. Agency: Foote, Cone & Belding, Chicago.

Creativeness Not Capital Said Key to New Business

SMALLER agencies can compensate for shortage of capital by use of showmanship in fight for new accounts. This theme of address by Earl Hudson, vice president, ABC Western Division, at fifth annual Southern California Advertising Agency Assn. convention in Palm Springs last Friday.

Showmanship was defined by Mr. Hudson as use of offbeat, unconventional ideas of great impact, but not necessarily expensive. On other hand, he warned that "bizarre" method used in obtaining new accounts should not cover lack of basically sound advertising.

Mechanics of advertising are easier to teach than the creation of effective, unusual ideas, Mr. Hudson said in urging small agency to open its doors to "bright young people, no matter what their background."

Radio creates picture not limited by literal dimensions, by use of words and sounds, said Frank Crane, managing director, Southern California Broadcasters Assn., in making radio presentation at SCAAA meet. That radio can still serve advertisers well is indicated by fact that more radios were sold during past Christmas season in Southern California than in any other year, Mr. Crane noted. Los Angeles Electric League figures show that about 1,000 radio sets are being sold daily in area, offering 1,000 more opportunities daily for the radio advertiser.

Using "man-in-street" interview technique, John Vrba, commercial manager, KTTV (TV) Hollywood, showed agency executives film clips of successful tv advertisers, shot by station camera crews at their places of business.

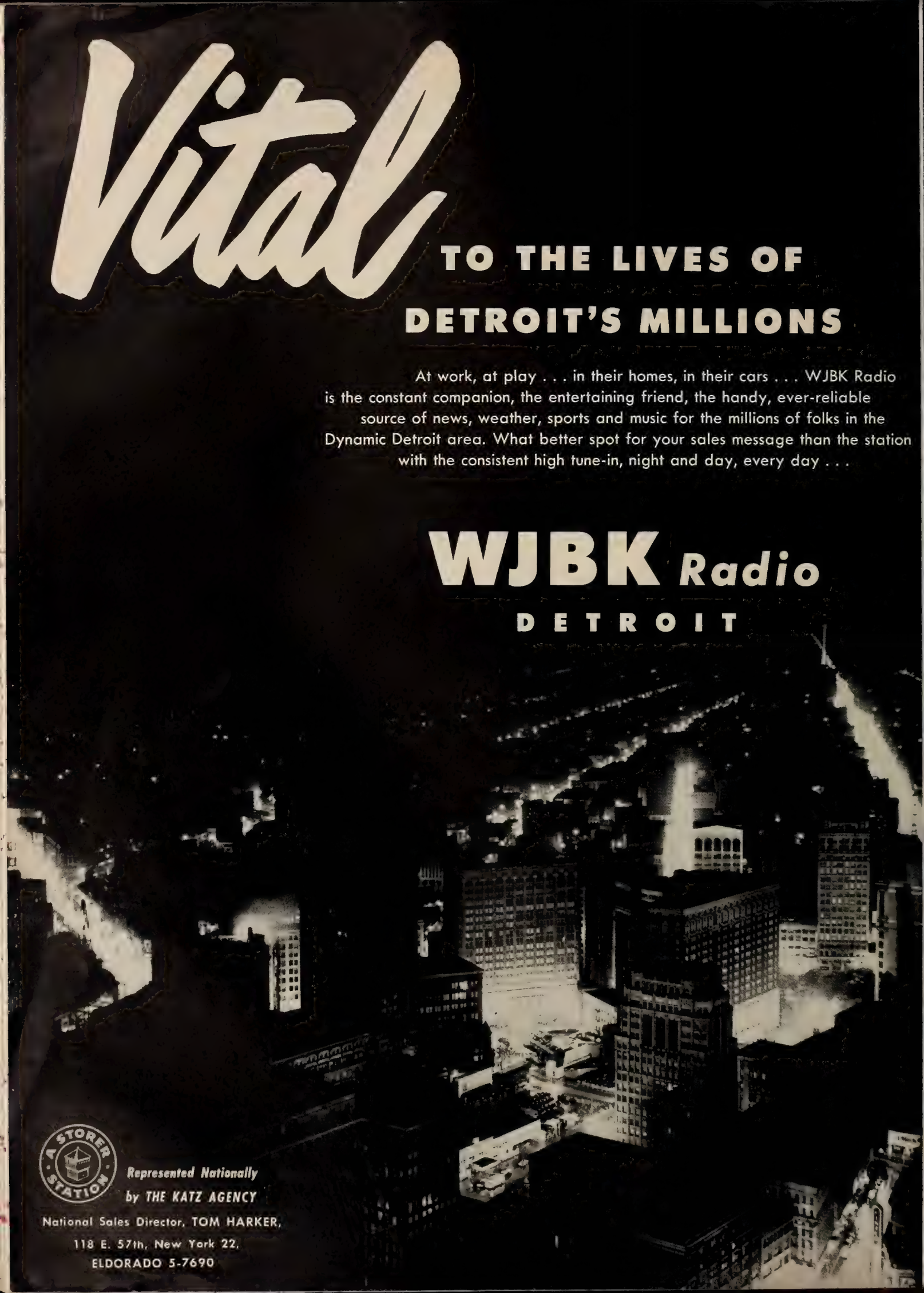
Vital

TO THE LIVES OF DETROIT'S MILLIONS

At work, at play . . . in their homes, in their cars . . . WJBK Radio is the constant companion, the entertaining friend, the handy, ever-reliable source of news, weather, sports and music for the millions of folks in the Dynamic Detroit area. What better spot for your sales message than the station with the consistent high tune-in, night and day, every day . . .

WJBK Radio

DETROIT



A STORER STATION

Represented Nationally
by THE KATZ AGENCY

National Sales Director, TOM HARKER,
118 E. 57th, New York 22,
ELDORADO 5-7690

at deadline

'Erie Dispatch' Editor Says Lamb Is Anti-Red

NAME of Edward Lamb appeared as co-counsel in 1942 pleadings filed with Ohio Supreme Court in case involving Ohio communist leader, FCC attorney Joseph Kittner said Friday in Lamb case hearings before FCC examiner. Mr. Lamb said he did not recall being in the case.

First witness in Mr. Lamb's behalf testified Friday. He was Kenneth D. Tooill, managing editor of Mr. Lamb's *Erie Dispatch*. Mr. Tooill said he had never known Mr. Lamb to express any support for communism. "On the contrary," he said, "his views were quite violently opposed." This was Mr. Lamb's seventh day on witness stand in hearings looking into FCC allegations he associated with and contributed to communist organizations (see early story page 76).

Two Want In, One Out

TWO tv applications filed at FCC Friday, both for overseas U. S. possessions and both for minimum construction costs. At same time, ch. 6 KWIK-TV Pocatello, Idaho, surrendered its grant to the Commission.

Application for ch. 11 at Caguas, P. R., filed by WKVM San Juan, P. R., one time applicant for ch. 4 there. Proposed for Caguas is 2.6 kw outlet, costing $35,809 to build, $60,000 yearly to operate.

Seeking ch. 12 at Mt. Haleaukala, Maui, T. H., is KMVI Wailuku, Maui, T. H., proposing 30 kw power and $80,000 to build and $42,000 yearly to operate.

Illinois Daytimers Plead Their Case in Washington

COMMITTEE of Illinois broadcasters, headed by Ray Livesay, WLBH Mattoon, president of Daytime Broadcasters Assn., conferred in Washington last Friday with Sen. Everett M. Dirksen (R.-Ill.) and House members from that state. At breakfast session in Washington Hotel, legislators were apprised of difficulties confronting daytimers due to FCC proposed daytime skywave ruling as well as Commission's proposal to adopt transitional period curves. Latter would limit some daytime stations in morning hours and before sunset. Hill group also told that 44 of Illinois' 85 radio outlets are daytimers.

Broadcasters included Roland Looper, WHOW Clinton, Ill.; Ken Patterson, WSIV Pekin; Paul F. McRoy, WCIL Carbondale; Robert Veech, WFRX West Frankfort; Joe McNaughten, WCRA Effingham; George Dodds, WGGH Marion; Ray Cheney, WMIX Mt. Vernon; Angus Pfaff, WNMP Evanston. Harry Daly, DBA Washington counsel, also attended.

WJAS Switches to ABC

WJAS Pittsburgh becomes ABC Radio affiliate May 21, replacing WCAE Pittsburgh. Station, on 1320 kc with 5 kw, is owned and operated by Pittsburgh Radio Supply House Inc., with H. K. Brennen as general manager. WJAS presently is MBS outlet.

GIFT HELPED

WTTW (TV) Chicago has set Sept. 1 as target date for operation as educational, non-commercial outlet on ch. 11, Dr. John W. Taylor, executive director, reported Friday. He credited gift of transmitter and other facilities by CBS Central Div. with helping to speed up target date [B•T, April 18]. Station plans to program three or four hours daily on five-day-week basis at outset, he said.

Electronicam to Be Shown At NARTB Convention

DUMONT's Electronicam live-film camera system will be demonstrated at NARTB convention in Washington next month, Ted Bergmann, DuMont Television Network managing director, said Friday.

Mr. Bergmann reported that Admiral Corp.'s commercials on tomorrow's *Life Is Worth Living* telecast on DuMont will be recorded on film, via Electronicam, and sent out for use as dealer spots (see earlier story, page 48). In summing up present status of system, Mr. Bergmann said Electronicam at first will be available only through DuMont facilities.

DuMont's Goldsmith Answers Camera Vision Allegation

COMMENTING on statement by Camera Vision Productions Inc., Hollywood, that similarity of its new combination motion picture and multiple camera system and Allen B. DuMont Labs' Electronicam may lead to a legal hassle (also see story, page 29), Dr. Thomas T. Goldsmith Jr., DuMont vice president, Friday said that to his knowledge "there never has been any agreement" with Camera Vision. He said there had been "sales negotiations and discussions" on equipment products but noted that DuMont has been working on Electronicam system for years.

Dr. Goldsmith also said there were important differences between two methods, pointing out Camera Vision embraces two separate lens.

ABC Sets Finance Session

ABC will hold three-day meeting in New York, starting today (Monday) for controllers and finance officials of company and its owned radio and tv stations to discuss tax problems and possible streamlining of accounting procedures.

UPCOMING

April 25: Texas Assn. of Broadcasters, Gunter Hotel, San Antonio.

April 28-29: Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford.

April 30: Florida Chapter, American Women in Radio & Television, WJNO-TV West Palm Beach.

For other Upcomings see page 112.

PEOPLE

JOHN MURPHY, formerly with Weed Television; **PETER CHILDS,** CBS-TV network sales, and **ROBERT MANNING,** previously with Filmack Studios, all Chicago, join The Branham Co., Chicago, radio-tv station representative, as account executives.

HENRY O. WHITESIDE, vice president of Mercantile Trust Co., St. Louis, appointed research director of J. Walter Thompson Co., Chicago, effective May 1. He will succeed **HENRY C. CAMPBELL,** retired. Mr. Whiteside formerly was research director at Gardner Adv. Co., St. Louis.

HAROLD T. M. MILLIKIN, assistant advertising manager, Westclox Div., General Time Corp., LaSalle, Ill., appointed advertising manager.

JOHN J. McPARTLIN, assistant to general manager of WTVW (TV) Milwaukee and formerly sales manager at WNBQ (TV) Chicago, to local sales staff of WBKB (TV) Chicago as account executive. **CHUCK BILL,** station announcer, appointed farm director of WBKB.

ALFRED L. GOLDMAN, Ruthrauff & Ryan, N. Y., to Biow-Biern-Toigo, N. Y., as copywriter.

JOHN D. STEBBINS, manager of Chicago office, Bolling Co., station representative, elected vice president.

ABC-TV Adds Four Outlets

ADDITION of four stations as ABC-TV affiliates announced Friday by Alfred R. Beckman, director of station relations for ABC-TV. They are: WBRZ-TV Baton Rouge (ch. 2), owned and operated by Louisiana Television Broadcasting Corp., of which Roy Dabadie is general manager, effective April 1; KSBW-TV Salinas, Calif. (ch. 8), owned and operated by Salinas Valley Broadcasting Corp., with John Cohan as general manager, starting April 8; WSFA-TV Montgomery, Ala. (ch. 12), owned and operated by Montgomery Broadcasting Co., with Hoyt Andres as general manager, effective April 15; WRBL-TV Columbus, Ga. (ch. 4), owned and operated by Columbus Broadcasting Co., of which J. W. Woodruff Jr. is general manager, effective June 1.

Skiatron Gets Into Black

SKIATRON Electronics & Television Corp., New York, began to operate in black in 1954, Arthur Levey, president, announced last week in company's annual report. Mr. Levey reported increase of approximately 100% during 1954 in deliveries to armed services over preceding year. He said that in first quarter of 1955, Skiatron received assurance of contracts from government amounting to more than total received in 1954.

Firm is research and development company with heavy interests in Subscriber-Vision, system of subscription tv now pending before FCC.

Toll Tv Debate Grows

CBS-TV reported Friday four persons have been added to panel that will debate subscription tv on network May 1, 5:15-6 p.m. EDT (see earlier story, page 70). Additions are: (against toll tv) Sherwood Dodge, vice president and general manager, Foote, Cone & Belding, and Leon P. Gorman, general manager of WABI-AM-TV Bangor, Me., and chairman of New England Broadcasters for Free-Tv; (for toll tv) Ralph Bellamy, actor and president of Actors Equity Assn., and Elfred Beck, KCEB (TV) Tulsa.

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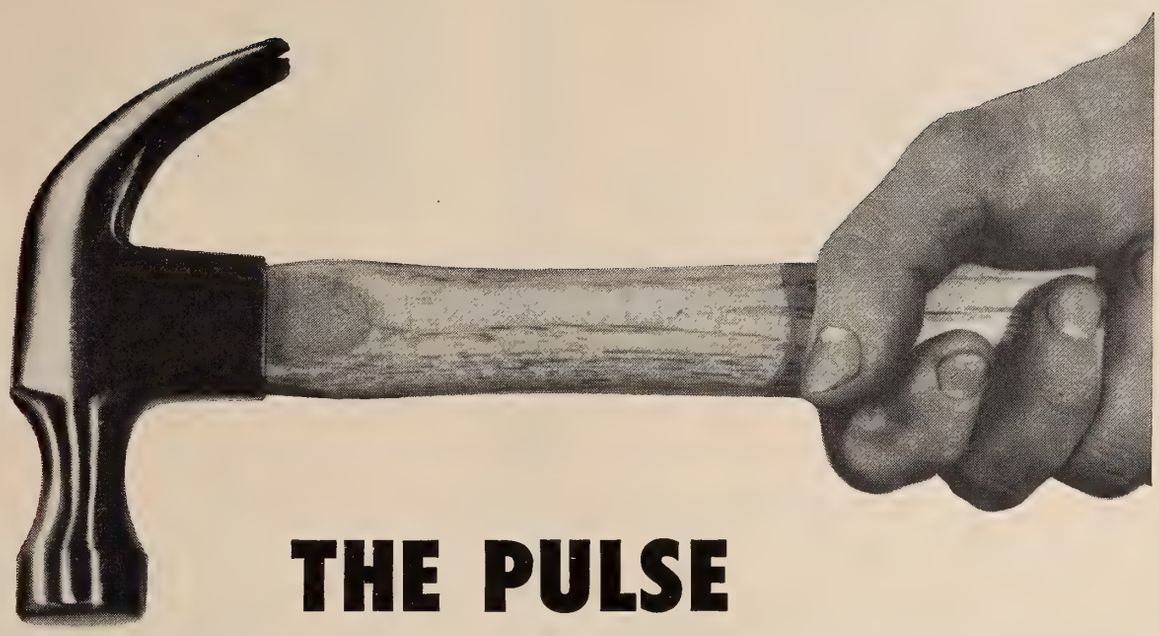
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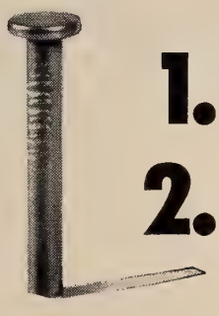
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*Reg. U. S. Patent Office

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THE PULSE
HITS THE NAIL ON THE HEAD!



1. 90.9% of Baltimore families listen to radio during an average week.

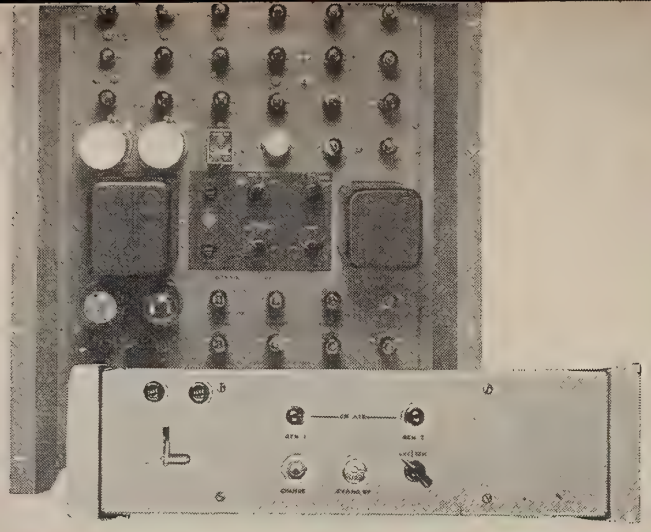
2. 71.2% of the Baltimore homes are reached by radio on an average day.

These are the big facts proved by Pulse's new "CPA" (Cumulative Pulse Audience) survey.

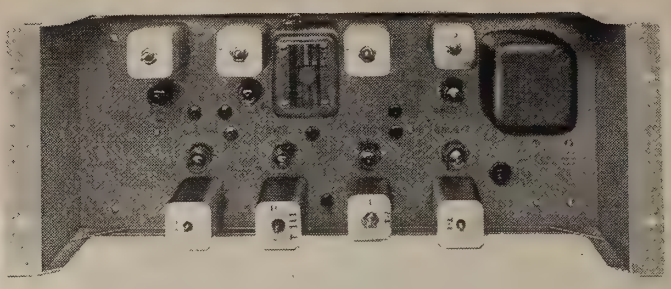
And here's what another authority proves about W-I-T-H: Top Nielsen ratings go to W-I-T-H, too. Combined with low, low rates, W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. It's the big bargain buy! Get the whole story from your Forjoe man.

IN BALTIMORE WITH

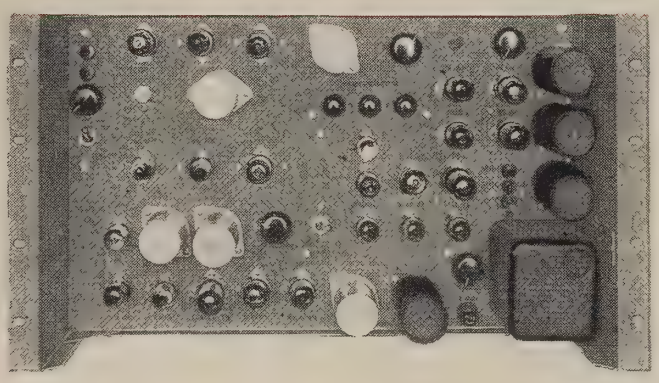
Tom Tinsley, President • R. C. Embry, Vice-president • Represented by Forjoe & Co.



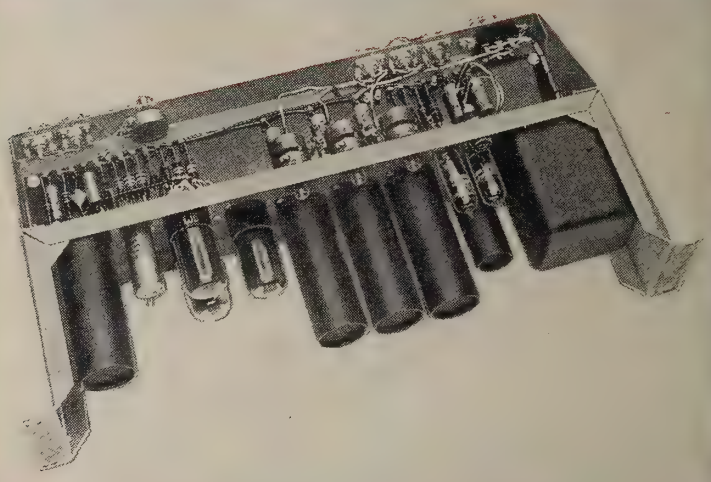
NEW STUDIO SYNC GENERATOR TG-2A (Field Generator is Type TG-12A). Combines sync generator, dot generator, Genlock, grating generator, regulated power supply—on a single chassis. Automatic Changeover Switch MI-26289 (illustrated) is a companion unit for convenient switching between two sync generators.



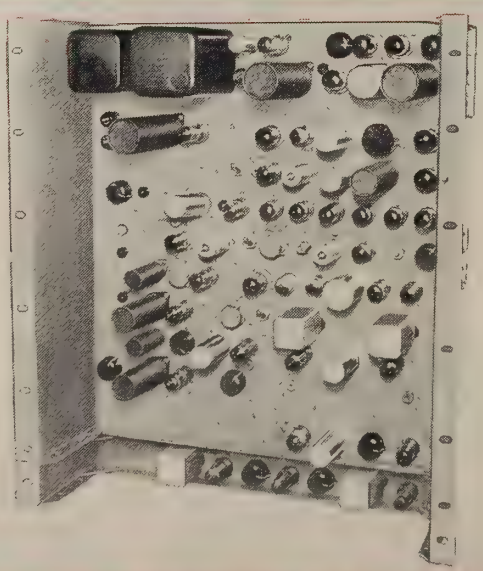
NEW COLOR FREQUENCY STANDARD MI-40201. Source of 3.58 mc color subcarrier used with sync generator to complete synchronizing function for color operation. A counter chain is included to provide means for locking the sync generator to the color subcarrier.



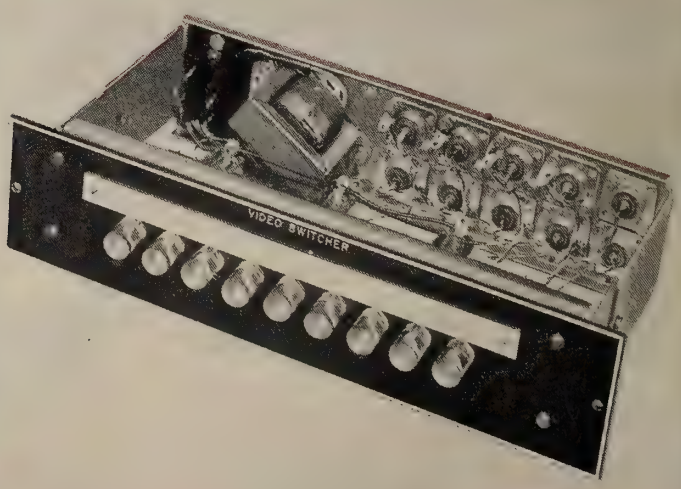
NEW COLOR STABILIZING AMPLIFIER TA-7B. In the studio, it performs all normal Stabilizing Amplifier functions—plus improved operation with the Genlock. At transmitter, it provides the white stretch required for color operation. Corrects frequency response for transmission losses.



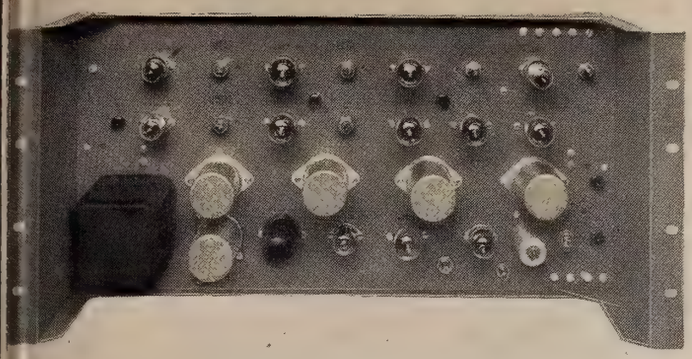
NEW PULSE DISTRIBUTION AMPLIFIER TA-4A. Regenerates degraded pulse signals. Restores rise time. Removes overshoots and spikes. Eliminates hum, surges, tilt. Provides sending-end termination for better long-line performance.



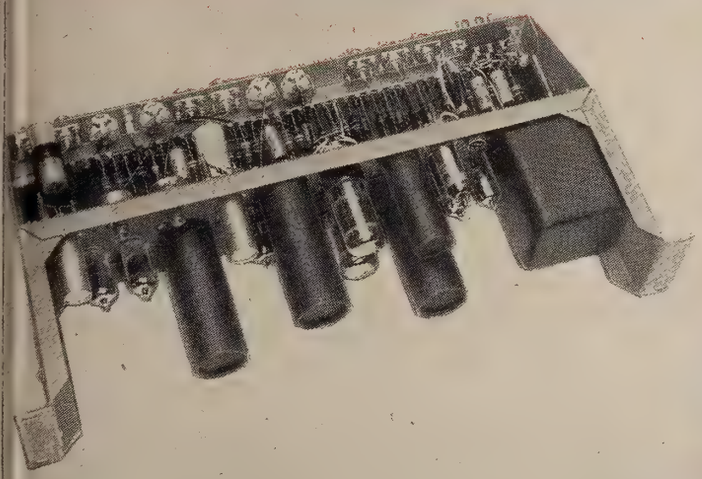
NEW COLORPLEXER TX-1B combines on a single chassis all circuits needed to produce a composite color signal from color primary signals of the live camera, film camera, or color bar generator. Newest design features improved stability and retrace blanking.



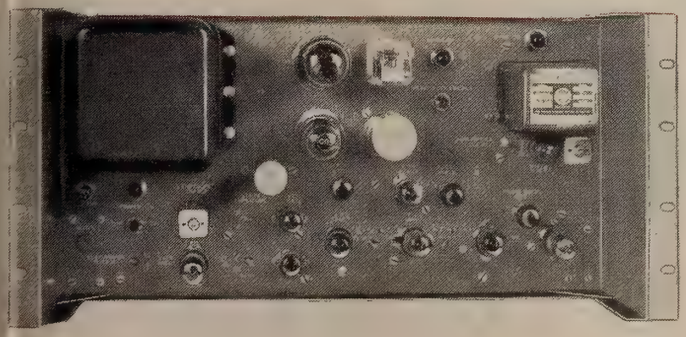
NEW VIDEO SWITCHER MI-26277. Ideal for monitor switching in announce booth, projection room, program consoles . . . wherever monitors may be located. The inexpensive means for modernizing your present switching installation.



NEW BURST FLAG GENERATOR, MI-40202A. Generates keying pulse for injecting subcarrier bursts into Colorplexer. Burst position, burst width, keying pulse amplitude are adjustable with high accuracy. A "must" equipment . . . and a companion to the RCA Color Frequency Standard.



NEW VIDEO DISTRIBUTION AMPLIFIER TA-3A. Feeds up to 3 low-impedance lines from single high- or low-impedance source. Has extended low- and high-frequency response. 40-db isolation between output lines. Excellent linearity and gain characteristics. TA-3A is good for color.



NEW COLOR STRIPE GENERATOR WA-8A. Enables you to transmit color test signals along with regular monochrome signal. Useful for receiver adjustment throughout the program day. The inexpensive "must" for TV stations planning color.

9

NEW TV EQUIPMENTS

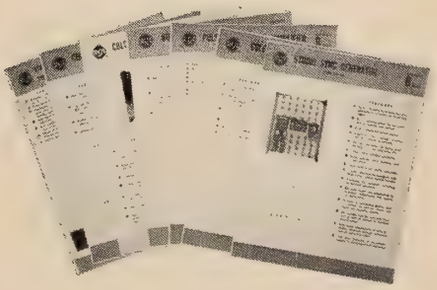
...for better monochrome and color

Illustrated here are a few of RCA's new, improved video designs for monochrome *and* color operation —*from the most comprehensive line of television equipment in the industry.*

Engineered in accordance with the best television practice, these units are designed for progressive TV stations looking for new ways to keep picture quality "up-to-the-minute." They offer improved operating efficiency and economy. They save as much as ⅔ the rack space of previous designs.

RCA improved Video Equipments are already in operation in well-known TV stations throughout the country—on both monochrome *and* color. For complete information on the entire line, call your RCA Broadcast Sales Representative. In Canada, write RCA Victor, Ltd., Montreal.

Free technical folders on RCA Video units. Simply tell your RCA Broadcast Sales Representative the number (listed below).



Item		Cat. No.
TA-3A	Video Distribution Amplifier	B.2502
TA-4A	Pulse Distribution Amplifier	B.2504
TA-7B	Color Stabilizing Amplifier	B.86
TG-2A	Studio Sync Generator	B.3400
TX-1B	Colorplexer	B.878
WA-8A	Color Stripe Generator	B.6067
MI-26289	Sync Generator Changeover Switch	B.3402
MI-40201	Color Frequency Standard	B.872
MI-40202A	Burst Flag Generator	B.874

RCA®

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.



Cliff Holman
Star of
Tip Top Clubhouse
5:15 to 5:30 p.m., Monday - Friday

Stars Sell on Alabama's greatest TV station

WABT
Birmingham

Tip Top Clubhouse is a delightful quarter hour of entertainment with "Cousin Cliff" doing the honors with the assistance of his many puppets. Kim and Corky, the two featured puppets, always "help" with the commercials. Each program is wisely organized to mix special features with regular ones, including a salute to a town in Alabama. "Cousin Cliff" often makes personal appearances and has thousands of devoted fans.

You can SELL Your Products to Alabama folks

If you TELL them on programs they enjoy seeing

Represented by
BLAIR-TV

E=MC²

A PENCHANT for passing over the obvious and dwelling on lesser-known sidelights was the commendable format for "E=MC²," CBS-TV's tribute last Monday night to the late Dr. Albert Einstein.

Avoiding that which countless earlier broadcasts had told and re-told, the producers devoted this half-hour to an insight into the daily routine of the renowned scientist. In a live pickup from Princeton, N. J., cameras moved slowly down narrow hallways at the Princeton Institute explaining a day with Einstein. A feeling of intimacy was conveyed in little touches—the closeup shot of Einstein's office door with the empty door nameplate that the doctor had always been too busy to fill in; the empty office chair and a desk piled high with a disarray of papers and unfinished work.

In a pickup from Washington, Bill Costello elicited comments from figures in government circles.

Returning the program to New York, Charles Collingwood, who handled the overall commentary, spoke with scientists and others who had worked with Dr. Einstein. And a capping touch of simplicity was the interview with a teenage girl, who had first met the scientist when she was seven and he entertained her with his violin.

It's the quiet dignity and feeling of programs such as "E=MC²" that so ably demonstrate the prowess and depth of broadcasting in interpreting a notable news story.

Producer: Bill Weinstein.
Directors: Vern Diamond, Av Weston.
Narrators: Ned Calmer, Charles Collingwood

DAMON RUNYON THEATRE

FAST, furious fun.

That's a good capsule description of "Pick the Winner," opening program of the *Damon Runyon Theatre,* Screen Gems-produced film series which began its tv career April 16 as a Saturday night—10:30-11 p.m.—presentation on CBS-TV with Anheuser-Busch as sponsor.

The task of translating to the video medium the fast-talking guys and dolls of the big town and the main stem immortalized in Damon Runyon's hilarious stories is a tough one. To many viewers, these characters—whose world is



Gambler and the Lady

bounded by the theatre, the boxing arena, the ball park and the race track—are as unfamiliar as the men from Mars and require as much explanation. To other viewers, the words of Mr. Runyon are scripture and any alteration sacrilege.

In "Pick the Winner," writer Russell G. Hughes and producer Lou Breslow stressed plot rather than character, selecting a story with many facets—horseracing, tea leaves, a vine-covered cottage and extrasensory perception, to name only a few. Packing them into a half-hour program left little time for developing characters, even such colorful ones as the gambler, the gambler's doll and the psychology professor.

Vivian Blaine, who starred in "Guys and Dolls," portrayed the same Runyon doll in the tv program as she has done during the past few years in the Broadway musical. Robert Strauss was properly fast-talking and flashy as the gambler and Bruce Bennett properly intelligent and sincere as the young professor.

Showing these individuals in action, however, was enough to keep at least one viewing group entranced for the full span of the show. After it was all over, one could reflect that the Broadway doll might soon grow tired of life in that vine-covered cottage and that her ostentatious attractions might not seem so attractive to the professor in a college community as at Hialeah, but such dull afterthoughts did not occur during the performance.

Production Costs: $30,000

Broadcast on CBS-TV, Sat., 10:30-11 p.m., sponsored by Anheuser-Busch through D'Arcy Advertising Co.

Produced by Screen Gems Inc.

Producer: Lou Breslow; directors: William D. Russell, Fred S. Sears; executive producer: Fred Briskin.

Film editors: Edwin Bryant, Al Clark.

Writer: Russell S. Hughes (for "Pick the Winner").

Starred (in "Pick the Winner"): Vivian Blaine, Robert Strauss, Bruce Bennett.

★ ★ ★

BOOKS

HOW TO WRITE FOR TELEVISION, edited by William I. Kaufman. Hastings House, 41 E. 50th St., New York 22, N. Y. 95 pp. $2.50.

TEN EXPERTS—six writers whose credits regularly appear on *Studio One, Kraft Television Theatre, Philco-Goodyear Television Playhouse,* etc., and four script editors—draw on their experiences in 10 short pieces of advice to aspiring authors as to what it takes to make a tv script salable. The book's editor, William Kaufman, also edits annual anthologies, *The Best Television Plays,* is co-author of *Your Career in Television* and eastern sales representative of NBC-TV's co-op sales department.

TV REPAIR QUESTIONS AND ANSWERS ON FRONT ENDS, by Sidney Platt. John F. Rider Publisher Inc., 480 Canal St., New York 13, N. Y. 128 pp. $2.10.

DESIGNED for the tv technician, this volume covers in question and answer form and with many photographs, sketches and diagrams the servicing aspects of antennas, transmission lines and front ends of tv receivers.

PROCEEDINGS OF THE NATIONAL ELECTRONICS CONFERENCE (1954, Volume 10). Published by National Electronics Conference, Chicago. 872 pp. $5.

EVERY technical paper presented during the 10-year existence of the National Electronics Conference is charted in a cumulative index by subject and author in the newest collection of proceedings compiled by NEC.

The 1954 edition includes 86 technical papers and luncheon addresses at the 1954 meeting in Chicago, covering a wide range of electronics topics in this case bound volume. Among the subjects covered in the annual compilation are research, development and applications of such products as antennas, circuits, computers, tubes, amplifiers, radar and television as well as engineering management and instrumentation.

Another thinly disguised WJR success story



Remember what happened to the crabgrass killer!

One summer not long ago, crabgrass was the only thing that covered Michigan better than WJR.

People with crabgrass aren't happy people, and one morning an advertiser offered a new crabgrass killer on his regular WJR newscast. Three hours later everybody was mad, because there wasn't enough to meet the demand, and the advertiser really had to scratch to satisfy everyone.

The next year there was elm-blight, and our advertiser had an elm-blight killer ready for marketing. The sales manager (who knew darned well that WJR's primary coverage area includes 16,000,000 people—10 per cent of U.S. buying power) said to the advertising manager:

"Hey! Let's advertise this stuff on WJR and get rid of it!"

The advertising manager also knew darned well that more people listen to and trust WJR than any other radio station between New York and Chicago. He replied, in horror:

"Are you crazy? Remember what happened to the crabgrass killer! We haven't got enough available to put it on WJR!"

That's confidence in a radio station for you.

The moral: If you're selling something on WJR, just be sure you've got enough to go around. See your Henry I. Christal representative.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network



WJR's primary coverage area: 16,000,000 people

KFDX-TV

WICHITA FALLS, TEXAS

TOP RATED STATION
IN WICHITA FALLS AND
LAWTON, OKLAHOMA...
OKLAHOMA'S 3rd MARKET*

Channel 3

*SOURCE: PULSE OCTOBER 1954

AFFILIATED
AND INTER-CONNECTED WITH
NBC and ABC

6th LARGEST
TEXAS TV MARKET

ON THE AIR SINCE
APRIL 1953

REPRESENTED
NATIONALLY BY
PAUL H.
RAYMER
CO.

KFDX-TV
WICHITA FALLS, TEXAS

Darrold A. Cannan, President
Howard H. Fry, Exec. Vice Pres. and Gen'l Mgr.
George Craig, Commercial Manager

KFDM-TV

BEAUMONT, TEXAS

ON THE AIR *NOW** THE FIRST VHF STATION SERVING THE GREAT SABINE TEXAS AREA

6 CHANNEL

AFFILIATED AND INTER-CONNECTED WITH

CBS and ABC

5th LARGEST TEXAS TV MARKET

*COMMERCIAL OPERATION BEGAN APRIL 24, 1955



FREE & PETERS, INC.
Exclusive National Representatives

KFDM-TV
BEAUMONT, TEXAS
Darrold A. Cannan, President
C. B. Locke, V.P., General Manager
Mott M. Johnson, Sales and Operations Manager



GOOD . . . advertising

always pays in the . . . . .

RICH, GROWING NORTH CAROLINA MARKET

BETTER . . . coverage

than ever before is yours with

RADIO in the . . . . . .

15-county Winston-Salem NORTH CAROLINA Market

BEST . . . buy morning,

afternoon and evening is



Represented by
HEADLEY-REED CO.

OPEN MIKE

Open Season

EDITOR:

It seems there's an open season on radio, television, newspapers and free speech and press. If it's not a pigmy politician in the state legislature trying to slap a tax on news media to avenge a recent defeat, or an FCC commissioner agitating for censorship of programs, it's—well, it might be most anything.

This time it's the Chicago Inter-Student Catholic Actionists trying to set up a board of "review" to put their seal of approval on records to qualify the records for airing. I don't propose to have my program material censored by *any* group—Catholic, Baptist, Methodist or atheist, Republican, Democratic or Socialist. And I'm sure the entire broadcast business feels the same way.

At WBSC we make our own decisions and I'll back my decisions on the question of taste in R & B records against anybody's. I think I express the feeling of every station manager in the business when I say the business of broadcasting will never submit to any such sectarian censorship.

Neil Terrell, Gen. Mgr.
WBSC Bennettsville, S. C.

Subscriber on Subscription

EDITOR:

I thought the presentation on subscription tv in the April 11 issue was superbly done. It was completely factual, dispassionate and to me personally, most encouraging to see this treatment at this time.

Peter R. Nehemkis Jr., Atty.
Washington, D. C.

Valuable Volume

EDITOR:

. . . The many valuable and useful facts contained in this book [the 1955 BROADCASTING YEARBOOK-MARKETBOOK] will be a handy reference to me throughout the year . . .

G. Kirk Greiner
Young & Rubicam
New York

EDITOR:

. . . In the past I have always found this book very useful and a brief glance at this issue indicates that the 1955 YEARBOOK will prove even more valuable.

Richard C. Pickett
William Esty Co., New York

EDITOR:

. . . I find it very useful and it seems to be all-inclusive . . .

Larry Donino
Kenyon & Eckhardt, New York

EDITOR:

. . . We especially find the market data very helpful. We work closely with our merchandising department and feel that they can make good use of this information, too . . .

Kenneth White
Lennen & Newell, New York

Cat's Pajamas, Size 45

EDITOR:

Storage problem for 45 rpm records was a headache to us until we found a file cabinet and dividers in which the 45's fit so perfectly it looks like it was tailor made. The cabinet is No. 1071 F four-drawer legal file with a No. 4099 drawer insert in each of the drawers. Both items are made by Shaw-Walker.

This divider provides two seven-inch wide sections with metal "leaves" keeping the records upright. We find the leaves are very handy for keeping the records and groups separated. I hope this will be of use to other people faced with the 45 rpm storage problem. We think it's the cat's pajamas.

E. D. Scandrett, General Manager
WKEI Kewanee, Ill.

Editorial Clear-Up

EDITOR:

Your excellent editorial, "The Editing Function," in the March 21 issue of B•T, calls to mind a great need for self-education on the part of broadcasters if they wish to avoid further regulations by the authorities.

The editorial commented that "a number of broadcasters have asked B•T to do something to discourage record companies from distributing off-color selections." It further stated that these broadcasters complain that the growing incidence of smut in R-and-B releases has obliged them to listen to records before playing them on the air! How low can a broadcaster get in measuring his obligations on the public as a licensee?

More editorials like "The Editing Function" and "Late for Bait" [B•T, March 21] will do much to clear up a highly unhealthy situation. More power to B•T!

Arch Shawd, President,
WKBZ Muskegon, Mich.

Thanks-to-Salk Appeal

EDITOR:

At the suggestion of William Asher, station manager, WESX this morning began broadcasting an appeal for all children, parents, their teachers and their friends to write a letter or a card of appreciation to Dr. Jonas Salk.

It is hoped that other radio stations will pick up and promote this appeal to Dr. Salk for his gift to humanity in the discovery of the Salk vaccine.

Albert Belknap, News Director
WESX Salem, Mass.

Sweeney Offsets Weaver

EDITOR:

Congratulations on the splendid story by Sweeney on radio [B•T, March 28] . . . I think this would make an admirable reprint that every station could use not only for sales staff but for entire personnel.

This more than offsets the one on tv that was irritating some time ago [B•T interview with NBC President Weaver, Feb. 28].

R. T. Mason, President
WMRN Marion, Ohio

Expanding Markets Book?

. . . The geographic series [B•T's Expanding Markets series: The South, Nov. 15, 1954; Georgia, Dec. 27, 1954; The Carolinas, March 21] is really great . . . I think there would be a real place on many shelves for a collection of them in book form.

In addition to the convenience and help it would be to those in business, I am thinking of the school library field where it would be able to serve as a concrete example of the application of geography and economics to business in general and high class salesmanship in particular . . .

Joseph A. McDonald, Treasurer
NBC, New York

[EDITOR'S NOTE: Mr. McDonald's flattering suggestion is receiving serious consideration.]

MEMORANDUM

from: CIRCULATION DEPT date: APRIL 4, 1955

to: THE PUBLISHER subject: CIRCULATION

We sold 217,354 copies of the magazine the first quarter of 1955.

This is our all-time circulation peak.

According to the latest records, B-T today has more paid circulation than the combined paid circulations of the four other vertical publications in its field.

Swell. We'll make it 250,000 by Fall — a real bonus for our advertisers

John P. Cosgrove
Circulation Manager

BROADCASTING • TELECASTING

GET

ALL EQUIPMENT FROM ONE MANUFACTURER...

G.E.

OFFERS YOU UNDIVIDED RESPONSIBILITY

FOR A COMPLETE LINE OF COLOR OR BLACK & WHITE

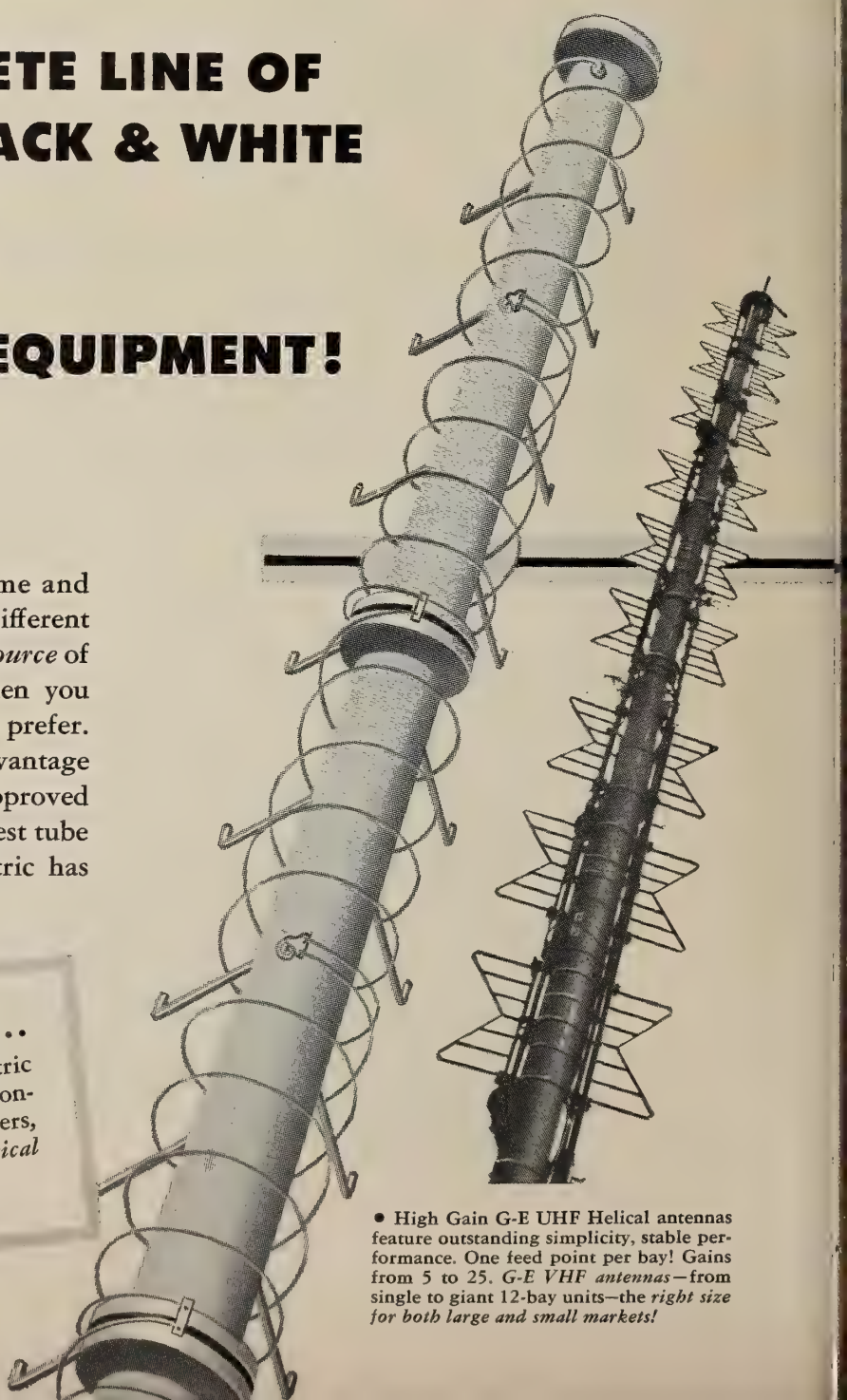
TV

EQUIPMENT!

TV BROADCASTERS—Why spend extra time and money buying your equipment from many different suppliers? Let General Electric be the *single source* of *responsibility* for delivering equipment when you want it...for delivering the performance you prefer. G.E. can answer *all* your TV needs! Take advantage of General Electric's performance tested and approved equipment. Go down the list—from the smallest tube to 50 kw VHF transmitters—General Electric has everything you need to go on the air!

COMPLETE EQUIPMENT MEANS...

the widespread resources of General Electric Company are available to you for air-conditioning, lighting, voltage regulators, transformers, wire and cable...in short, *all your electrical and electronic requirements!*

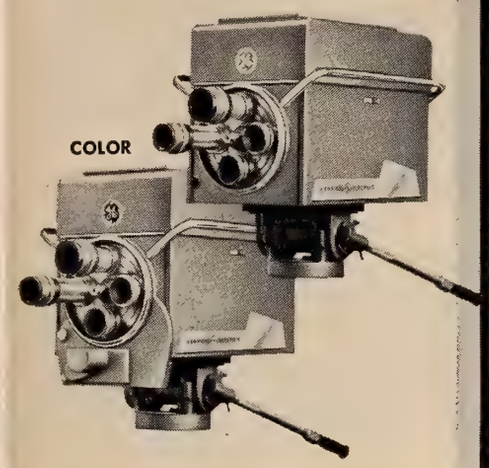


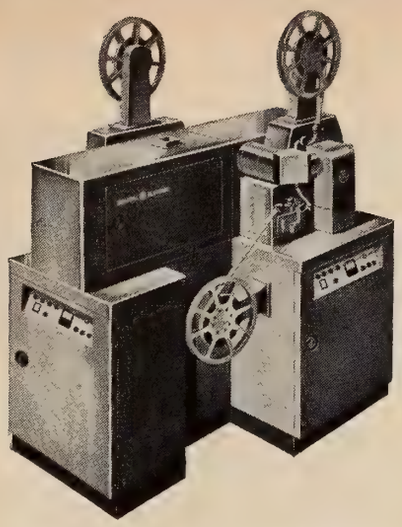
• High Gain G-E UHF Helical antennas feature outstanding simplicity, stable performance. One feed point per bay! Gains from 5 to 25. *G-E VHF antennas*—from single to giant 12-bay units—the *right size for both large and small markets!*

• G-E Color or Monochrome Camera Channels. Finest quality, high economy plus operating ease.

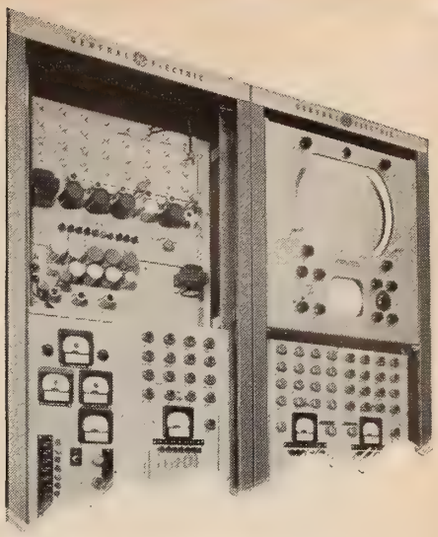
MONOCHROME

COLOR

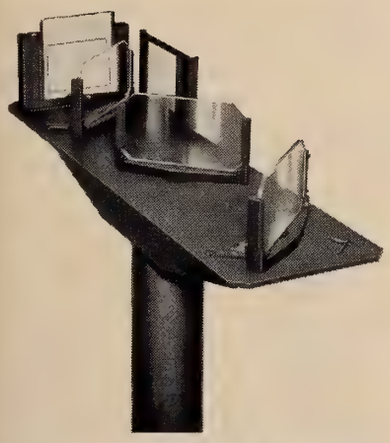




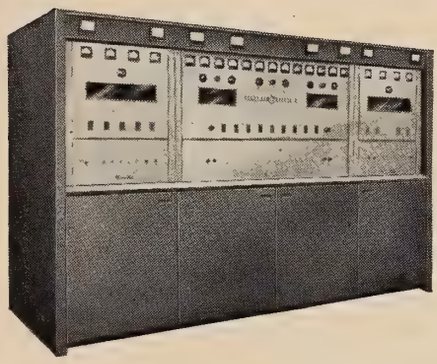
• Complete Color Film & Slide Facilities. *Ideally-integrated* units deliver versatile commercial and film programming.



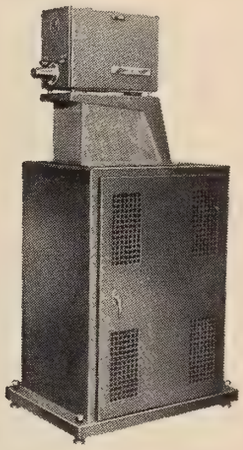
• The G-E Chromacoder for live local programs. Here is practical *economy* which *must* affect your color plans.



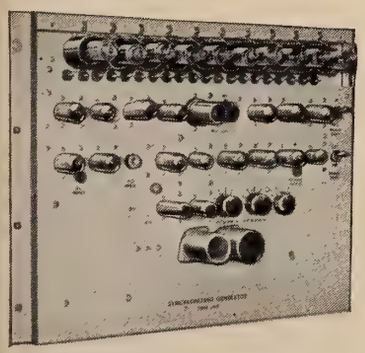
• With this G-E Optiplexer the Vidicon handles 4 projection sources.



• G-E Transmitters answer all requirements... color or B & W. From 5 to 100 KW VHF, from 1 to 45 KW UHF.



• G-E Vidicon Camera Channel achieves most life-like reproduction of film. No shading required.



• G-E Sync-Generators literally set the pattern for proposed RETMA requirements... stamped *finest in the industry!*



• G-E All Plug-in Audio Console—equally versatile in local or network operation. 9 mixers and up to 7 input pre-amplifiers.

Remember

The pieces of equipment shown here represent a mere fraction of the complete G-E TV line. There's a G-E combination to exactly fit any broadcaster's needs. Get the G-E story first-hand. Have our representative make an in-person presentation of the new, economical *Pyramid Plan* for color TV. Or, write: *General Electric Company, Broadcast Equipment, Section X245-25, Electronics Park, Syracuse, New York.* In Canada, write: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

Progress Is Our Most Important Product

GENERAL ELECTRIC



designed to include the features you want

You can get a TV Tower designed specifically to meet your requirements ... Emsco "Towers of Strength" are custom engineered for height, weight loads and weather conditions.

The advanced design and superior structural features of Emsco TV Towers assure greater strength and dependability. Bolted construction permits quick, sure visual inspection. Hot Dip Galvanizing reduces maintenance costs ... insures long structural life. Rigid RETMA or AISC standards are met.

Emsco TV Towers have a unique beam leg section*. This inherent geometric pattern affords a substantial saving in weight ... a relative increase in strength ... a reduction in foundation costs.

For guyed or self-supporting towers unequalled for safety ... structural rigidity ... and economy, specify Emsco. Prompt delivery assured.

* *Patent Pending*



Typical Emsco guyed TV tower, Houston, Texas

EMSCO
TOWERS OF STRENGTH

EMSCO MANUFACTURING COMPANY
Garland, Tex. LOS ANGELES, CALIF. Houston, Tex.
General Sales Offices: Dallas, Texas

E-215-55



JAMES W. STAPLES

on all accounts

A PRODUCT of the turbulent economic period of the late 1920's and early 1930's, James W. Staples, Los Angeles office manager, Beaumont & Hohman Inc., tried his hand at many interesting occupations before entering the advertising agency field.

A fourth-generation Californian, young James was born in Bakersfield, educated in the Fresno public school system (what he calls "Saroyan Territory"), and entered the U. of California in the class of 1929. A business administration major, he left the university before receiving his degree to become one of Los Angeles' first Frigidaire salesmen.

Then followed stints as an interior decorator specializing in theatres, as an employe of Technicolor Corp. during its early experimental days, and as a technician in a wide-screen process pioneered by M-G-M Pictures in 1931.

In 1934 he satisfied a long-standing ambition to enter advertising and joined Ruthrauff & Ryan Inc., then organizing its west coast office, as an account executive. For seven years he serviced a wide variety of national food and automotive clients before family obligations forced him to move to Washington, D. C.

With war approaching, he joined the American Red Cross headquarters there to publicize the need for nurses. In 1941 he became an account executive for N. W. Ayer & Son Inc., Philadelphia, servicing the Goodyear, National Cash Register and International Correspondence School accounts.

Mr. Staples became Pvt. Staples in 1943, and served in combat military police and the Signal Corps before a leg injury sent him to Riley General Hospital, Springfield, Mo. After recovery, he was assigned public relations duties with the hospital.

Discharged as a staff sergeant following the war, Mr. Staples organized his own Los Angeles agency and later joined W. E. Bothwell & Associates as an account executive. In 1951, he assumed his present position with Beaumont & Hohman Inc. His father and grandfather were among the first clients of the agency when it was organized in Fresno.

The Los Angeles office handles much of the radio and tv commercial production for such B & H clients as Greyhound buses, Green Spot citrus beverages and McCormick & Co.

Still a bachelor, James Staples practices what he calls "serious" amateur gardening, raising orchids and camellias in his comfortable Brentwood home. He is also an ardent photographer, hunter and fisherman and a devotee of good eating, including amateur cookery.

POWER... COVERAGE



the biggest daytime coverage in the biggest state

EXPRESS-NEWS STATION

KENS

680 CBS

50,000 WATTS 10 KW NIGHTS

SAN ANTONIO, TEXAS

POWER! 50,000 watts at 680 kc . . . reaches 4,271,400 people within KENS .05 mv contour!

COVERAGE! Embraces 109 counties . . . 109,737 square miles . . . nearly $6 billion annual income!

. . . and KENS is Pulse-rated as 1st or in photo-finish-for-1st for all rated time segments! (Nov., 1954)

Ask FREE & PETERS, Inc. for details.



NEW!
INDIANA'S TOP
SELL STATION

WXLW

RADIO RESPONSE
AT ITS FINEST!

NEW POWER!

NEW SOUND!

NEW SPOT!
(950 on Hoosier dials!)

Yes, Indiana's most popular dawn-to-dusk station has been beaming *music* and *news* every half hour to its satisfied, responsive audience . . . and now . . . with a giant 5000 watt punch . . . it blankets an immense new territory! The most ultra-modern sound transmission available, plus listeners who *listen* and listeners who buy—makes WXLW the best time-buy in all Hoosier land!

"ASK YOUR JOHN PEARSON MAN"

WXLW
INDIANAPOLIS

THE HOOSIER STATE'S
GOOD-TIME DAY-TIME STATION

our respects

to JACK MASON DAVIDSON



PRACTICAL EXPERIENCE in all phases of radio station operation is going to be mighty useful this year to Jack Mason Davidson, newly-elected president of the Canadian Assn. of Radio & Television Broadcasters. His year will be a busy one, judging by the agenda of industry-wide problems which he inherited and other matters which already loom on the horizon.

On the industry level Mr. Davidson will appear before the Canadian Parliamentary Radio Committee with his board of directors to present a brief in which the CARTB will request further consideration of an independent regulatory body for Canadian radio and television, and also to urge the government to change its policy and allow independent second tv stations in Canada's six major markets as well as in smaller markets.

With this task underway, he also will appear before a Royal Commission on Copyright to present a brief on the industry's stand on that subject. Too, he'll handle a sales clinic for radio and tv before the Assn. of Canadian Advertisers at Toronto early in May. Sometime during the year as CARTB president he will attend another session of the Inter-American Broadcasters Assn., already having attended his first sessions at Havana and Mexico City this past winter, and attend regional meetings throughout Canada.

Jack Davidson began his radio career as a salesman-announcer at CJKL Kirkland Lake, Ont., in 1939. His start on a small station in a gold mining town in northern Ontario followed a short stint in banking.

At CJKL, Mr. Davidson was a jack-of-all trades, doing everything from operating to writing copy on the accounts he sold. That was in the early years of World War II when gold mining was important to enable Canada to pay cash for her purchases in the U. S. Within two years young Jack Davidson had become manager of the station and had visited the two other northern Ontario stations owned by Roy Thomson, CFCH North Bay and CKGB Timmins. When Mr. Thomson, with Sen. Rupert Davies, opened CHEX Peterborough in 1942, Mr. Davidson was moved from CJKL to manage the new station. Later that year the two owners opened CKWS Kingston and Mr. Davidson became manager there. Three years later he was made station supervisor of Northern Broadcasting Co., with headquarters at Toronto, to look after all five stations.

Today Mr. Davidson is general manager of Northern Broadcasting Ltd. and of each of the five station operating companies. He also is general manager of CHEX-TV and CKWS-TV, both of which have gone on the air this year. To gain experience in tv, he has visited numerous stations in the U. S. and Canada during the past two years.

In his present position Mr. Davidson is one of three executive assistants to Roy Thomson. He looks after the radio and television interests, while the other two members of the triumvirate look after Mr. Thomson's newspaper, trucking and manufacturing interests in Canada, the U. S. and Great Britain.

Jack Davidson was born March 4, 1911, at Sauble Falls, Ont., in a rural part of the province close to the shores of Lake Huron. He was educated at Mitchell, Ont., where he started his business career at the local branch of the Canadian Bank of Commerce. Having lived in small towns and small cities until 10 years ago, he knows the problems of the small community, a fact of importance to the majority of Canadian broadcasters whose stations are located in small communities.

As general manager of Northern Broadcasting Ltd., Mr. Davidson is a firm executive, although outwardly he appears shy and is of a retiring nature. He gives his station managers full autonomy in programming, keeps a close check on national as well as local sales and does much of the major equipment buying for the group of stations. He visits the stations frequently.

On the industry level Mr. Davidson believes that "broadcasting should be required to live within the law of the land the same as other means of communication, but should not be regulated beyond other media. Broadcasting should certainly not be regulated by its competitors," he points out.

He also feels that in major centers "the public wants to view other Canadian tv stations. Canadians are entitled to a choice in every other field, printed materials, motion pictures and sports. Therefore they should be entitled to a choice in tv programs." Currently government policy allows only one tv station in any one city.

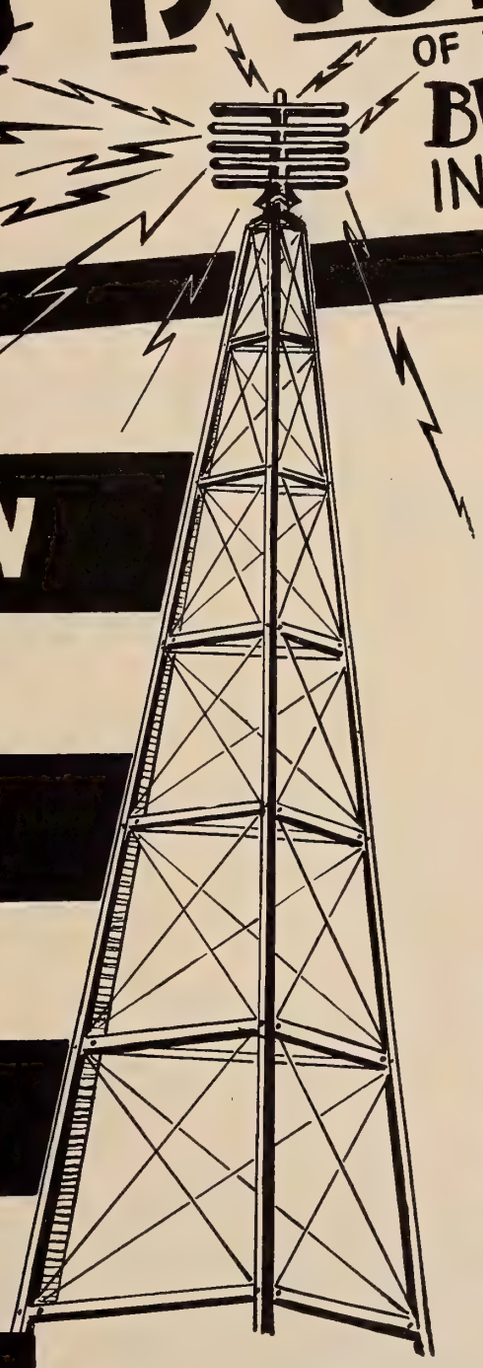
For the past four years Mr. Davidson has been a director of the CARTB and in the past year has been chairman of its sales advisory commitee. Under his leadership this committee has set up a radio sales presentation without reference to other media, which is now being presented to Canadian advertisers following a year of preparation.

Mr. Davidson married Frances Spence of Stratford, Ont., in 1933. They have two children, Bill, 17, and Jacquie, 16. They live in Leaside, a suburb of Toronto. Jack belongs to the Gyro Club, of which he is a past president; to the Albany Club, and the Toronto Advertising & Sales Club. He plays a good game of golf and enjoys a game of poker.

This IS COVERAGE

OF NORTHEASTERN MICHIGAN'S

BILLION DOLLAR INCOME MARKET!



SAGINAW

BAY CITY

FLINT

MIDLAND

WNEM-TV HAS 70% AVERAGE SHARE OF AUDIENCE

PULSE PROVES IT!

All Figures From Pulse Report of Saginaw-Bay-Midland Area Jan. 16, 55.

WNEM-TV HAS....

- ★ ALL 15 TOP WEEKLY SHOWS
- ★ ALL 10 TOP MULTI-WEEKLY SHOWS
- ★ LEADS IN 205 OF 208 QUARTER HOURS

100% YARDSTICK SHARE OF AUDIENCE

STATION	10 A.M.-12 Noon	12-6 P.M.	6-12 P.M.
WNEM-TV	77	72	59
STATION B	20	15	13
STATION C	2	11	26

312,555 Sets

- $1,986,419,000 SPENDABLE INCOME
- $1,484,325,000 RETAIL SALES
- 1,312,422 POPULATION

FULL POWER - NETWORK COLOR

WNEM-TV

NBC - DUMONT

Affiliated With

Gerity Broadcasting Co.

WABJ, ADRIAN WPON, PONTIAC

JAMES GERITY, JR., *President* ★ ★ ★ HARRY E. TRAVIS, *General Manager*

For Complete Details... Call

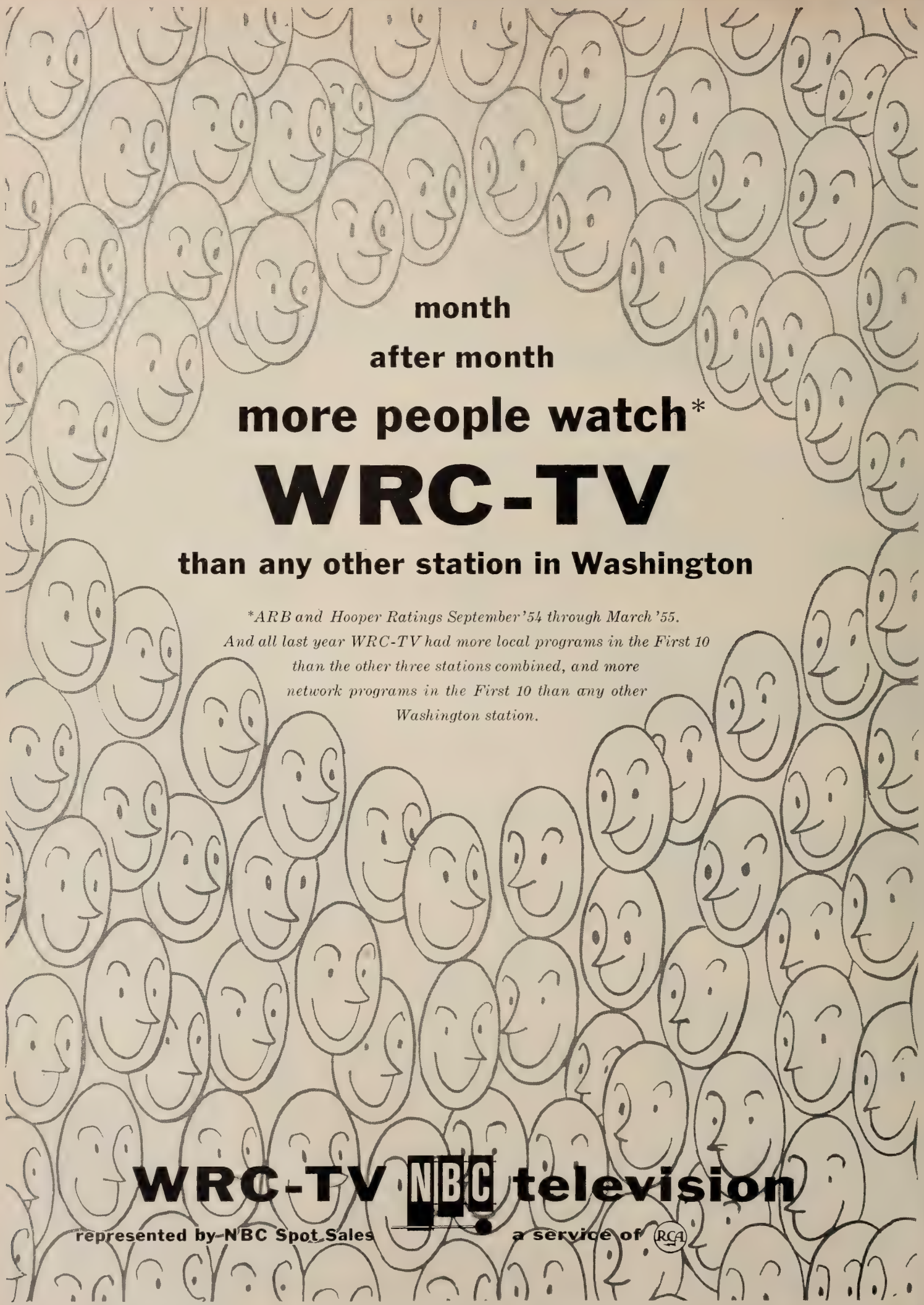
Headley Reed, New York, Chicago

Michigan Spot Sales - Detroit

WNEM-TV

CHANNEL 5

Gerity STATION



month

after month

more people watch*

WRC-TV

than any other station in Washington

**ARB and Hooper Ratings September'54 through March'55.*
And all last year WRC-TV had more local programs in the First 10 than the other three stations combined, and more network programs in the First 10 than any other Washington station.

WRC-TV NBC television

represented by NBC Spot Sales — a service of RCA

BROADCASTING TELECASTING

April 25, 1955 Vol. 48, No. 17

THE MAJOR MOVIE MAKERS AWAKEN TO TELEVISION LURE

Walt Disney, Columbia and Republic were the pacesetters. Warner Bros. and 20th Century-Fox are venturing in now, and Paramount, Metro-Goldwyn-Mayer, Universal-International and RKO Radio are expected to join in due course. An up-to-the-minute situation report compiled by B•T's Hollywood and New York bureaus.

THE MOVIES are moving into television.

Stimulated by the startling success scored by Walt Disney with his *Disneyland* series on ABC-TV and by the less sensational but still solid records achieved by the video ventures of Columbia Pictures and Republic Pictures, other major motion picture studios are taking a new hard look to see what television might mean to them. And having looked, they are starting to move into this new medium.

Their foremost fear—that any move to produce pictures for television might alienate the operators of the movie theatres who would resent this studio-produced competition—is fast fading under the proof, so vividly provided by *Disneyland,* that the home audience built up week after week by an outstanding tv series can supply a great many ticket buyers when the program producer's pictures are shown at their local movie houses.

Another strong incentive for an entry into tv is the fact that a studio's history of box-office success with its theatrical offerings makes its tv fare saleable sight unseen to sponsors and their advertising agencies. Also attractive is the seeming willingness of advertisers and broadcasters to allow the producer of motion picture films for tv to take over a substantial slice of the overall air time for the promotion of his current theatre pictures.

Thought in some quarters, though this opens up a completely new subject, is that this is a move on the part of the major motion picture studios to help get around the exhibitors when subscription tv becomes an actuality.

When Disney and ABC-TV effected their tie-up a year ago, the format of the proposed *Disneyland* series was not divulged. Within two months, the magic name of Disney had wooed American Motors Corp., Derby Foods and American Dairy Assn. onto the network. As a result of that program's success, advertising agencies are buying and are ready to buy, sight unseen, on the basis of the studio's name alone.

The producer and ABC-TV had little or no trouble selling the upcoming five times weekly hour-long *Mickey Mouse Theatre.* The eight sponsors, who latched onto the program five months in advance of the Oct. 3 premiere, didn't know until the week of April 11 what they had bought. At that time, the representatives from American Dairy Assn., Carnation Co., Mars Inc., Welch Grape Juice Co., General Mills Inc., Campbell Soup Co., Bristol-Myers Co. and Armour & Co., met at the Disney studios for an unveiling of the format.

Next studio to follow suit was Warner Bros. Its newly formed television division, headed by Jack L. Warner, is set to produce *Warner Bros. Presents,* an hour-long series of 39 films for ABC-TV. Scheduled to start Sept. 13 in the Tues., 7:30-8:30 p.m. time slot, this series has reportedly also been sold sight unseen. While the deal is unconfirmed, Liggett & Myers seem ready to take a half-hour weekly with General Electric Co. taking the remaining half-hour on an alternating basis.

20th Century and GE

20th Century-Fox, through TCF Television Productions Inc., has been approached to produce an hour-long color film series for General Electric Co. (major and small appliances) to start on CBS-TV this fall, and the details are now being worked out. Nothing much is known about the $2 million project, except that it will be anthology in nature, possibly employing both dramatic and variety formats. Current thinking has it alternating with *United States Steel Hour* in the Wed., 9-10 p.m. time slot.

It can't be said that 20th sold CBS-TV the $8.5 million five-year deal for *My Friend Flicka* sight unseen. There were three feature films in the series that were released theatrically during the 1940's, which may well have served as pilot films. CBS-TV is currently negotiating with several advertisers to sponsor *My Friend Flicka,* which will be telecast on Friday evenings.

With these studios to set the pace and providing they stick to their intention of making quality products, it stands to reason that Paramount Pictures, Metro-Goldwyn-Mayer, Universal-International and RKO Radio Pictures will undoubtedly find a warm welcome should they give tv advertisers any encouragement.

Also started by Disney and to date proving successful for the producer, the theatrical exhibitor and the tv viewing audience, is that of translating motion picture footage to the video medium and sprinkling it liberally with clips and promotion for upcoming theatrical releases. Whether this practice, when engaged in by other studios in large doses, can continue to entertain and not antagonize the tv viewer, sponsor and network, remains to be seen. Warner Bros. and TCF have both signified their intention of devoting at least six minutes of their hour-long programs to such promotion. Paramount, a spokesman told B•T, "won't do anything in tv that doesn't provide a healthy plug for its theatrical releases."

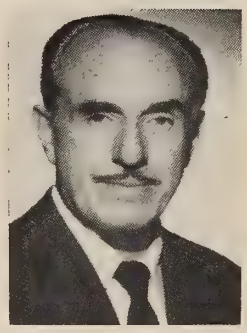
The major studios, those that have joined tv or are at least indicating more than a passing interest, can go in one or both of two directions. They can, as Disney has, set their studio facilities to turning out hour-long programs, either dramatic or variety in format, based upon or into which has been incorporated current and upcoming theatrical footage. In the manner of Columbia, through Screen Gems, they can set up separate tv film subsidiaries to produce regular video fare for network or national sale. Or, though it doesn't seem likely with perhaps the exception of Allied Artists, they can follow the lead of Republic Pictures and establish subsidiaries for syndication of new products and distribution of old theatrical properties.

The upcoming potential giants of tv film pro-



FILMING the "Davy Crockett" series for ABC-TV's *Disneyland.* Its immediate success was one of the big factors in persuading the movie makers to try tv.

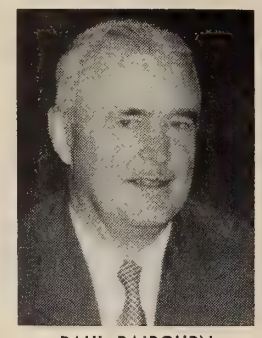
THESE AFFIRM THE TREND TO TV



JACK L. WARNER
Warner Bros.



CORNWELL JACKSON
JWT



PAUL RAIBOURN
Paramount



SID ROGELL
20th Century



MICHEL KRAIKE
TCF

gramming are Warner Bros., 20th Century-Fox and, undoubtedly, Paramount Pictures.

Warner Bros. is going into tv with both feet. Three sound stages have been allotted to tv as a beginning. The television division for ABC-TV's *Warner Bros. Presents* will produce three different types of programs in groups of 13 each. Divided into adventure, romance and western, they bear the titles of three Warner theatrical films, "Casablanca," "King's Row" and "Cheyenne," respectively. Budget is said to be in the neighborhood of $75,000 per program. For the studio, the series is expected to serve the double purpose of stimulating ticket sales at the box office and providing a training ground for personalities and talent to be utilized in new feature films.

At the same time, Warner Bros. has launched Sunset Productions, its newly formed tv film subsidiary which will be headed by Jack Warner Jr. [B•T, April 11]. First project, preparation of which is underway for fall telecasting, is *Men of the Sky,* half-hour entertainment film series in color covering the entire range of aviation in war and peace and bearing the official seals of the Department of Defense and the Air Force. Yet to be announced is whether a national sale must be in the bag before the cameras turn, or whether a pilot will be made first.

Interestingly enough, Warner's previous and almost sole interest in tv has taken the form of producing theatrical films based on established video programs. Leading the way last fall was NBC-TV *Dragnet,* the feature which was completed by Jack Webb in 24 days on a $500,000 budget. Deals have recently been announced whereby the studio will make feature film versions of CBS-TV's *Our Miss Brooks* and CBS-TV-ABC-TV's *Lone Ranger.* Perhaps the greatest switch is the current shooting of *Pete Kelley's Blues,* which Jack Webb had on NBC Radio four summers ago and plans to do on tv after he gets the reaction to the feature version.

TCF Television Productions, on the premise that all tv will eventually be film, is "going into video big with a class operation on a long range program." To this end, the 10 motion picture sound stages at the studio's Western Ave. lot in Hollywood have been divided into three each, to make a total of 30 sound stages at TCF's disposal. While TCF can lease space to independent tv film producers, the ultimate plan is to utilize all of its facilities for its own production. Million-dollar re-tooling job has been done on the Western Ave. lot and TCF, headed by Sid Rogell, expects to move in and start filming *My Friend Flicka* and the GE series within the next month.

Planning to sell only first-run and regional rights on a syndicated or national sponsor basis, TCF does not anticipate any partnership or participation deals. It will not do the physical production for a package it does not own, nor will it go into a partnership without ownership of the films, according to Michel Kraike, executive assistant to Mr. Rogell.

Its proposed tv film production will in no way be designed as a training ground or a showcase for talent, nor will it replace 20th's defunct "B" motion picture program, according to a TCF spokesman. While not denying that future motion picture stars might result from this tv exposure, he emphasized that 20th's contract stars and personalities will be utilized for tv and that the studio will not put out anything for tv that isn't a class A product.

In this matter of tv film production, Paramount is playing a cautious game with little more than speculation as to what's in the works. While Paramount is quite involved in the electronics field through Telemeter, Chromatic Laboratories and Paramount Television Productions, the tv film production efforts have been rather abortive, with a tentative series suddenly being shifted into theatrical release a year or so ago.

Paramount and C-P

Something definitely seems to be in the works for Paramount to produce a series for Colgate-Palmolive Co. to replace the current *Colgate Comedy Hour* on NBC-TV. It might possibly be done through Yorke Productions, which is owned by the studio but in which an interest is held by Dean Martin and Jerry Lewis. The latest report is that it would be a series of 26 programs, some live and some filmed, with the comedy team appearing in five of them. Not to be dismissed lightly in such a proposed deal is Paramount's tie-up with such other stars as Bing Crosby, Bob Hope, Danny Kaye and, now, George Gobel. Additionally, the studio has been and is operating under a policy of heavy tv exploitation for its theatrical releases.

As to Paramount Television Productions, it can be pegged as sort of on the fence. It is syndicating kinescopes of the weekly hour-long *Bandstand Revue,* which emanates from the PTP-owned KTLA (TV) Hollywood, in 10 tv markets. Plans are afoot to syndicate kinescopes of *Western Variety,* another 60-minute weekly series which also originates at KTLA.

The station, which recently moved to a 10-acre Sunset Blvd. site, is understood to be using only about one acre for its operations. Motion picture sound stages are under construction on the remaining acreage, which fact gives rise to speculation that Paramount Pictures or Paramount Television Productions anticipates either tv film production on one or the other's own hook or the rental of space to outside producers.

All that can be gleaned from MGM is that it has reached the survey stage, with Les Peterson, executive in charge of the radio-tv department, contacting west coast tv film producers, agency and network executives. Study of the survey results will decide whether MGM will do anything about tv filming this time around. A report was circulated that Pontiac Div. of General Motors has approached the MGM studio with the view to doing an alternating weekly hour-long show on NBC-TV next season, but the Pontiac agency, McManus, John & Adams, denied that any such deal had been made.

Four years ago Universal-International, through a subsidiary, United World Films, produced the *Fighting Man* series of 13 tv films. It has since changed ownership, but reasons given for the series' failure to make the grade seem to hinge on too high an asking price. In the meantime, United World Films has been quite active in the East making tv film commercials.

President Milton R. Rackmil told his stockholders last month that U-I "proposes to go into tv film production when we can make money at it." When queried last week by B•T, U-I said "no comment." The studio is allegedly studying its story properties with another try at tv program production in mind for the near future.

RKO, about which nothing seems certain and almost anything sounds plausible, seems to be fairly quiet at the moment. Practically everybody and his brother has been rumored as buying the studio from Howard Hughes or RKO's backlog of some 700 feature films. Reported on the inside track at various times have been the Stolkin syndicate (whose deal fell through at apparently the last moment), Floyd Odlum, Arthur Krim, Elliott Hyman, William Zeckendorf, Aristole S. Onassis, National Bank of Boston, American Broadcasting-United Paramount and Thomas O'Neil.

Reported prices offered for the backlog vary from $8 million to $25 million. Trade opinion has it that the value of this backlog is rapidly diminishing in relation to tv distribution.

RKO Pathe, RKO's eastern subsidiary, has been quite active in tv film commercials and is supposedly going into filmed tv program production. If talks with John Gibbs and NBC Film Division bear fruit, two half-hour series are expected to roll shortly in Bermuda. Series, as of now, would be *Sarong* starring Dorothy Lamour, and one based on Philip Wylie's "Des and Crunch" *Saturday Evening Post* stories.

Columbia, through Screen Gems, is the first major studio to enter and stay in tv film production. SG, whose gross for this year is estimated as high as $11 million, continues active in the filming of commercials in the East and of programs on the West Coast. Pencilled in by SG is further filming of NBC-TV's *Ford Theatre, Father Knows Best;* CBS-TV's *Damon*

Runyon Theatre, Captain Midnight; ABC-TV's *Adventures of Rin Tin Tin;* unscheduled as to time and network are *Falstaff Celebrity Theatre, Jungle Jim* and the upcoming *You Can't Take It With You.*

Within a few years every major motion picture studio in Hollywood will be engaged in tv filming, according to an SG official, because tv is important to the studios as assured income. As part of a major studio, he added, such an operation isn't faced with a short bankroll and doesn't have to get its money back on the first run. In fact, SG prefers to put all it possibly can into the production budget and recoup its money on the re-runs, he declared.

Latest rumor in the trade has Columbia Pictures and NBC-TV discussing an hour-long live show. The proposed series, devised by Jerry Wald, Columbia executive producer, and Fred W. Wile Jr., vice president in charge of network programming for NBC Western Division, has yet to be rejected or approved by Harry Cohn, Columbia president, in New York.

Herbert J. Yates, president of Republic Pictures, earlier this month threw the industry into an uproar by telling the company's stockholders that he intended to cease theatrical film production and concentrate solely on tv [B•T, April 11]. Immediately following the circulation of that announcement, Mr. Yates declared that "Republic's production policy had been grossly misstated."

Now that the smoke has cleared away, it looks as if Republic, through Hollywood Television Service, will continue to distribute features and syndicated series to tv, and through Studio City Television Productions, continue to produce filmed tv series. In addition to *Stories of the Century,* SCTP has given the go-ahead to *Behind the Scenes, Adventures of Dr. Fu Manchu* and two more series to be announced at the upcoming NARTB convention.

Allied Artists, through Interstate Television Corp., made a tentative entry into tv film production with *Ethel Barrymore Theatre* about three years ago. Since then, AA has used Interstate as the video distribution arm for old AA (formerly Monogram) feature films, the *Barrymore* series and the *Hans Christian Andersen* quarter-hour package. As to new tv film production, an AA spokesman told B•T "it's possible, but any plans are indefinite."

What might prove a dark horse entry into tv film production is United Productions of America. This little-publicized group has been turning out Academy award-winning theatrical cartoons—notably "Mr. Magoo" and "Gerald McBoing-Boing"—and multi-award-winning tv film commercials for the past several years. At the recent re-elections of officers, President Stephen Bosustow announced that UPA in-

(Continued on page 32)

CAMERA VISION SYSTEM DEMONSTRATED

Motion picture camera and electronic camera combined into single unit permit faster, lower cost film production. Similarity to DuMont's Electronicam system may lead to court battle.

THE COMBINED motion picture and electronic multiple camera system devised by Camera Vision Productions Inc., Hollywood, was demonstrated last week at Republic studios before nearly 75 industry executives and representatives.

They saw an electronic camera and a motion picture film camera placed side-by-side in a single mounting. Calibrated and parallax-corrected, the motion picture camera photographs exactly what is seen on the electronic camera.

The system employs two or more electronic-and-film camera units, depending on the complexity of production. The normal complement is three camera units, according to Camera Vision technicians, but more can be added with certain adjustments. The units are contained in a spun glass "blimp" envelope and mounted on Cinemobile crab-type dollies developed by the Houston-Fearless Div. of the Color Corp. of America.

Images from the electronic camera chains are fed to a 40-foot mobile control trailer unit which contains a master control room, an audio control room and a high-speed film-processing room. The high-speed processing room is equipped to house new processing equipment developed for Camera Vision by Houston-Fearless. This equipment enables the director, the film editor, the cinematographer and other key production personnel to see a complete kinescope film recording within 60 seconds after shooting. The kinescope is made for the specific purpose of pre-editing what has been filmed, or for previewing what will be filmed later with the motion picture camera.

Master control is similar to that of a tv studio, containing the monitors for the electronic cameras. Use of the master control room permits personnel, including the director, editor, cinematographer and sound engineer to work as a single close-knit unit, not possible to a high degree in previous filming systems, according to Cinema Vision spokesmen.

With these advantages, "below line" production costs (costs of actually putting the production on film) can be substantially reduced, they claim.

Camera Vision permits a live show to be filmed directly onto top-quality motion picture film in color as well as black-and-white. Present kinescoping systems permit only black-and-white recording and with poor photographic quality, they point out.

Additionally, Camera Vision motion picture cameras employ a 33-minute film magazine, as compared to the 10- or 11-minute magazines presently in use. This permits uninterrupted filming over longer periods of time than hitherto possible and the recording of live programs without excessive breaks due to magazine changeovers.



THE CAMERA VISION camera unit: the electronic television camera (left) is calibrated to the motion picture camera (right). Above the latter is the 33-minute film magazine. The camera unit contains automatic, manual and remote iris and focusing controls and other technical advancements developed by Camera Vision engineers. By a system of intricate parallax controls, the motion picture camera photographs exactly what the electronic camera sees.

If needed, the Camera Vision system can film a program or a scene on the motion picture camera and simultaneously, through the parallel electronic system, transmit the program live and record it either on kinescope or on video tape, or both.

Financial details are not completely settled, Camera Vision spokesmen told the demonstration audience. It will be leased, they announced, but whether on a percentage, footage or flat fee basis is yet unknown.

With technical problems now virtually solved, first leasing units will be available within 60 days, they announced. Each lessee will be required to use the services of a five-man Camera Vision crew, much as Technicolor crews are furnished by that company.

Commenting on the recently-introduced DuMont Electronicam camera system [B•T, April 18], Arthur S. Lyons, a Camera Vision co-owner, indicated that a legal conflict may develop. In 1950, upon completion of the Camera Vision prototype camera, the Hollywood firm entered into an agreement with Dr. Allen DuMont in which the DuMont network was to purchase all the Camera Vision units which could be produced, Mr. Lyons said. Additionally, DuMont engineers were to be allowed access to all new Camera Vision developments, Mr. Lyons continued.

Early in 1954, before the final optical developments of Camera Vision were completed, DuMont dropped out of the agreement and subsequently introduced the Electronicam system, Mr. Lyons noted.

"The matter is now in the hands of our attorneys," he noted.

Camera Vision has had a long history of legal battles which abated somewhat last year [B•T, June 7, 1954] when hillbilly singer-comedienne Judy Canova and her husband, Philip Rivero, bought a controlling interest in the firm.

Listed as chief technical contributors to the development of the Camera Vision process are: Harry Cunningham, inventor, Cunningham combat camera; Harold Jury, electronics engineer, formerly with CBS-TV; Gil Weyland, CBS-TV electronics engineer; James Cunningham, Techno-Instrument Co.; Glenn Robinson, John Willot and Roy Helfengstein, Aremac Associates, Pasadena; Jack Strauss, electronics engineer, and Bert Glennon, A.S.C., motion picture cameraman.

THE FACTS AND FIGURES OF NETWORK ADVERTISING

CHRYSLER BECOMES NO. 3 TV SPENDER IN PIB'S FEBRUARY LISTING

CHRYSLER Corp. has continued its climb in the top 10 lineup of tv network advertisers, according to a compilation of data supplied for February by Publishers Information Bureau.

The automobile maker worked itself up from fourth to third position in one month. Also, comparing February with the preceding month, Gillette descended in rank from second place to fifth.

With the exception of these changes, there was little difference in the top 10 in both radio and tv network time purchases in February as compared to January.

Procter & Gamble, with $2,388,163 gross in network tv, continued as the pace setter in the television top 10. P & G spent $3,195,495 for radio-tv network time combined, which was only slightly less than what the company spent in January 1955, and about $400,000 more than it paid out in February 1954.

While few changes appeared in this year's February-January comparison of the top 10 advertisers in network radio, the list last February as compared to the

TV NETWORK TIME ADVERTISING EXPENDITURES, TABULATED FEBRUARY AND JAN.-FEB. 1955 COMPARED WITH 1954

	February 1955	Jan.-Feb. 1955	February 1954	Jan.-Feb. 1954
Apparel, Footwear & Access.	$ 329,844	$ 595,120	$ 338,065	$ 681,983
Automotive, Auto Access. & Equip.	3,238,592	6,744,372	2,075,936	4,346,010
Beer, Wine & Liquor	499,832	1,001,006	477,528	999,722
Bldg. Materials, Equip. & Fixtures	72,889	130,523	121,271	188,794
Confectionery & Soft Drinks	740,848	1,616,414	611,010	1,336,196
Consumer Services	120,591	297,837	73,829	173,837
Drugs & Remedies	1,808,559	3,762,394	1,165,457	2,431,855
Food & Food Products	6,597,719	13,457,527	4,475,693	9,236,312
Gasoline, Lubricants & Other Fuels	344,298	760,439	203,282	702,662
Horticulture	....	4,746	....	....
Household Equipment & Supplies	2,669,759	5,558,162	2,085,322	4,260,636
Household Furnishings	222,376	467,666	402,197	829,898
Industrial Materials	628,055	1,146,993	481,047	934,742
Insurance	139,224	348,213	152,652	279,618
Jewelry, Optical Goods & Cameras	372,558	791,342	172,389	429,372
Office Equipment, Stationery & Writing Supplies	585,151	1,173,724	295,200	691,131
Publishing & Media	90,593	148,949	17,736	37,250
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	793,127	1,669,583	653,020	1,414,431
Retail Stores & Direct by Mail	10,392	10,392	....	42,345
Smoking Materials	3,262,286	6,650,035	3,175,233	6,601,533
Soaps, Cleansers & Polishes	3,187,674	6,640,976	2,495,534	4,908,268
Sporting Goods & Toys	4,464	17,856	12,420	28,900
Toiletries & Toilet Goods	5,082,438	10,899,450	3,227,257	6,771,087
Travel, Resorts & Hotels	34,560	86,445	148,054	305,835
Miscellaneous	299,711	618,171	219,187	503,350
TOTALS	$31,135,540	$64,598,395	$23,079,319	$48,135,767

Leading Advertisers by Product Groups in February 1955	Network Time Purchases in February 1955
International Shoe	$ 74,319
Chrysler	1,085,830
Pabst Brewing	181,412
Johns-Manville	47,565
Coca-Cola	241,344
Electric Cos. Advertising Program	83,616
American Home Products	602,564
General Foods	959,547
Gulf Oil	147,120
General Electric	542,575
Armstrong Cork	142,740
Reynolds Metals	227,257
Prudential Insurance Co. of America	98,124
Eastman Kodak	142,410
W. A. Sheaffer Pen	190,475
Curtis Publishing	46,314
Admiral	192,495
Rexall Drug	10,392
American Tobacco	833,311
Procter & Gamble	1,981,963
Parker Brothers	4,464
Colgate-Palmolive	1,058,446
Pan-American World Airways	34,560
Quaker Oats Corp.	93,714

Source: Publishers Information Bureau

The accompanying tables are taken from the report of Publishers Information Bureau on advertising expenditures for time on the nationwide radio and television networks during the month of February 1955.

TOP TEN TV NETWORK CLIENTS IN FEB. '55

1.	Procter & Gamble Co.	$2,388,163
2.	Colgate-Palmolive Co.	1,288,971
3.	Chrysler Corp.	1,085,830
4.	General Motors Corp.	1,035,875
5.	Gillette Co.	1,010,100
6.	General Foods Corp.	959,547
7.	American Tobacco Co.	833,311
8.	R. J. Reynolds Tobacco Co.	796,048
9.	General Mills	719,571
10.	Lever Brothers	705,316

TOP TEN AM NETWORK CLIENTS IN FEB. '55

1.	Procter & Gamble Co.	$807,332
2.	General Motors Corp.	467,053
3.	Gillette Co.	402,847
4.	Lever Brothers	367,291
5.	Miles Labs	366,487
6.	General Mills	300,550
7.	American Home Products	299,999
8.	Colgate-Palmolive Co.	288,067
9.	Liggett & Myers Tobacco Co.	245,601
10.	National Dairy Products	243,174

same month a year ago had the additions of National Dairy Products, General Mills and General Motors Corp. Not appearing last February, although in the list for that month in 1954, were General Foods, Sterling Drug and Swift & Co.

Gillette, fifth in the top 10 in network television, was not on the February 1954 list. Gillette took over from P. Lorillard Co.

Gross billings of the tv networks were up about $8 million last February above the same month of the previous year. Radio networks' gross time sales dipped more than $2 million.

Changes in the leading radio network advertisers in product groups were noticeable in February's listing as compared to the same month in 1954. Of 25 groups, 13 were advertisers which had placed in February as leaders both last year and this year.

In television, the pattern was similar. Exactly one half (12 out of 24) of the leaders in product groups last February also led in February 1954.

AM NETWORK TIME ADVERTISING EXPENDITURES, TABULATED FEBRUARY AND JAN.-FEB. 1955 COMPARED WITH 1954

	February 1955	Jan.-Feb. 1955	February 1954	Jan.-Feb. 1954	Leading Advertisers by Product Groups in February 1955	Network Time Purchases in February 1955
Agriculture & Farming	$ 40,994	$ 89,734	$ 70,470	$ 170,447	Allis-Chalmers Mfg.	$ 34,784
Apparel, Footwear & Access.	22,334	44,668	61,360	122,370	Exquisite Form Brassiere	22,334
Automotive, Auto. Equip. & Access.	834,345	1,656,783	778,917	1,550,495	General Motors	404,413
Beer, Wine & Liquor	72,660	145,774	145,518	314,537	Anheuser-Busch	72,660
Bldg. Materials, Equip. & Fixtures	7,410	15,369	151,723	312,910	W. P. Fuller & Co.	7,410
Confectionery & Soft Drinks	161,708	347,544	220,413	453,871	William Wrigley Jr. Co.	111,134
Consumer Services	67,273	152,530	161,186	326,996	American Telephone & Telegraph Co.	62,611
Drugs & Remedies	1,270,752	2,645,308	1,697,761	3,477,928	Miles Labs	366,487
Food & Food Products	2,162,877	4,330,248	2,579,728	5,361,311	General Mills	294,340
Freight, Industrial & Agricultural Development	121,051	244,826	....	....	Aero Mayflower Transit	110,968
Gasoline, Lubricants & Other Fuels	410,216	870,944	509,996	1,150,661	Standard Oil of Indiana	95,768
Horticulture	11,344	11,344	11,320	11,320	Ferry-Morse Seed Co.	11,344
Household Equipment & Supplies	247,943	507,305	325,099	659,973	Philco Corp.	75,586
Household Furnishings	42,563	102,755	68,624	123,837	Olson Rug Co.	24,276
Industrial Materials	....	....	69,080	161,555		
Insurance	311,069	620,502	189,446	378,526	Mutual Benefit Health & Accident Assn.	88,654
Jewelry, Optical Goods & Cameras	165,902	358,986	125,394	256,115	Longines-Wittnauer Watch	154,735
Office Equipment, Stationery & Writing Supplies	110,053	246,102	78,802	162,052	Minnesota Mining & Mfg.	56,376
Publishing & Media	194,243	335,065	57,091	125,895	Kiplinger Washington Agency	64,999
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	93,962	218,033	165,317	422,033	RCA	47,618
Retail Stores & Direct by Mail	11,383	11,383	....	....	Rexall Drug	11,383
Smoking Materials	883,236	1,840,504	1,068,105	2,251,085	Liggett & Myers Tobacco	245,601
Soaps, Cleansers & Polishes	1,023,493	2,090,579	1,279,536	2,568,953	Procter & Gamble	572,370
Sporting Goods & Toys	....	....	....	....		
Toiletries & Toilet Goods	1,070,117	2,269,022	1,667,583	3,572,252	Gillette	402,847
Travel, Hotels & Resorts	30,000	61,500	63,651	126,879	State of Florida	30,000
Miscellaneous	795,811	1,731,112	682,412	1,473,672	C.I.O.	102,139
TOTALS	$10,162,739	$20,947,920	$12,228,532	$25,535,673		

Source: Publishers Information Bureau

(Continued from page 29)

tended to be in filmed tv program production by the end of 1955.

While no announcement is expected for another month, according to a UPA spokesman, reports are circulating to the effect that a cartoon series is being planned for tv consumption. There are additional reports of conferences between UPA and both CBS-TV and NBC-TV, with those two networks interested in snatching part of the juvenile audience so successfully garnered last season by ABC-TV and Disney.

After talking with tv film producers and network, agency and major studio officials in an attempt to sort fact from rumor, B•T went to Cornwell Jackson, senior vice president of J. Walter Thompson Co., Los Angeles. As executive producer of NBC's *Lux Radio Theatre* and *Lux Video Theatre*, he seemed to be closest to an authority on the subject of the major studios' entry into tv.

Mr. Jackson believes that the promotion and treatment of motion pictures on *Lux Video Theatre* has, in part, helped shape the majors' current thinking. When he started the 1954 fall season, Paramount was the only studio to come through with permission to re-create a motion picture property. Since that time Paramount has provided 16 stories (as many as the other studios combined); Columbia, five; Warner Bros. and U-I, four each; United Artists, two, and 20th Century-Fox, one.

On the subject of the majors' projected series carrying theatrical film promotion, Mr. Jackson opines that sponsors and networks will stand for it until there is an oversupply. "It is wrong," he adds, "to assume that since Disney has had remarkable success everyone can do it."

Even though network time is exceptionally tight, he doesn't anticipate tv products flooding the market. There has never been an overabundance of talent, he avers, and there will always be a place for good people and good programs. In this fight for what was said to be the "greatest audience that has ever existed," Mr. Jackson advances the idea that the major studios have been used to spending fantastic sums on theatrical film production, which might make it difficult for them to cut costs and learn to work within a budget compatible with tv.

Taking an optimistic view in connection with the future of *Lux Video Theatre*, Mr. Jackson does not foresee any prospect of his having to fall back on original story material. "That program will always be identified with Hollywood, and we are a long way from being forced into using originals," he says.

John Gaunt, radio-tv director of Grant Adv., Hollywood, told B•T, "Entrance of the major motion picture studios into tv is an exciting prospect, as they could give an important push to the progress of tv programming provided they approach it as a genuine challenge to their best talents rather than an extension of the 'B' picture meatgrinders. Long-range tv opportunity for major studios lies in the field of syndication." He added, "Distribution is right up their alley, and through it they can bring better quality programming to homes throughout the nation. But," he cautioned, "in syndication there isn't the quick buck nor the promotional splash of networking. This is an aspect of the industry that needs development and the motion picture people could do the job."

Two independent producers, who might well be considered in connection with this increased interest in tv on the part of the motion picture industry, are Samuel Goldwyn and David O. Selznick. The latter got his feet wet with the four network two-hour *Light's Diamond Jubilee* last fall and has since received offers for everything ranging from his services in a network production post to his old features. The Selznick package contains such features as "Duel in the Sun," "Tom Sawyer," "Spellbound" and "Since You Went Away," some of which have since been put into theatrical re-issue after being offered to—but not taken by—tv at an estimated $250,000 per film.

Mr. Goldwyn, whose features include "Wuthering Heights," "Pride of the Yankees" and "Up in Arms," among others, has indicated the belief that they have more value as theatrical reissues than in tv. Frances Goldwyn, his wife, to whose name some of the older features have been transferred, had several cut to an hour in length but then decided the tv market wouldn't bring enough monetary return.

The release of feature film backlogs to tv, on the whole, doesn't look very promising. Most of the majors are standing pat with the exception of Vintage Features. It is considered unlikely that any features, apart from those in bankruptcy, made after 1948 will find their way into tv because of union contracts requiring rerun payments to Screen Actors Guild, Screen Directors Guild, American Federation of Musicians and other labor groups.

Keeping in mind the majors' statements that they intend to utilize their contract list, B•T asked for the observations of a Writers Guild of America West executive. As to writers under contract to major studios being assigned to the video end, the WGAW official said that it is possible but economically unsound. Such writers get up to $2,500 per week, he pointed out, as contrasted with top tv writers who receive possibly $1,200 to $1,500 per week. An exception might be the studio writer who would accept tv scale on the basis of future residuals. Under this method, he would receive payments for the third, fifth, seventh, ninth and eleventh runs, at the end of which time he would have collected 150% of his original fee.

ADVERTISERS & AGENCIES

AGENCIES MUST LEAD WAY TO ECONOMIC EXPANSION, JOHNSON, LITTLE TELL AAAA

Top advertising executives tell agencymen at 37th annual meeting that change is necessary to keep business and industry functioning in high gear and that agencies must point the way for others.

THE NEED for advertising in the continuing expansion of the U. S. economy—and, largely by implication, the mastery of the broadcasting media as instruments of advertising—were pointed up at the 37th annual meeting of the American Assn. of Advertising Agencies, held last Thursday through Saturday at Boca Raton, Fla.

The job ahead for advertising in keeping the national economy booming was spelled out specifically by Arno H. Johnson, vice president and research director of J. Walter Thompson Co., in a Friday morning speech stressing the need for "rapid improvement in living standards" to promote both "productive ability and purchasing power."

"But," he said, "these improvements can take place only if mass millions of Americans *change* their habits, *change* their desires, *change* their motives, *change* their ideas of what satisfies them and *change* their level of demand for the infinite variety of goods and services that measure a standard of living.

"Advertising is the educational force—and 'activating' force—that can bring about the needed *changes* in demand. This is not placing advertising on an altruistic pedestal. The aggressive and intelligent advertising of a worthy product or service, while serving the self interest of the producer through profitable sales, does at the same time contribute importantly to our national economy in educating many people to a higher standard of living and to the higher levels of consumption that our productivity and resources justify."

He noted that the U. S. must sell $40 billion more to consumers in 1955-56 to assure "a continuing expansion in our national economy." This higher level of consumption is needed, he said, to provide for a balanced budget and a continuous strong defense, and to bring the American standard of living "more nearly in line with our capacity."

On much the same theme, Henry G. Little, chairman of the board of Campbell-Ewald, Detroit, the newly-elected board chairman of AAAA, stressed that "the nation's economic health today indicates that perhaps never before in history has the advertising agency business faced such unlimited opportunities to serve American business." He continued: "Business is good and from all indications will continue to be good, allowing, of course, for normal fluctuations which, when viewed in relation to the new high levels of our present economy, are entirely normal and good.

"Agency executives, I believe, should lead all others in bringing to the attention of business and industrial leaders the entirely new commercial world in which we live today. Many businesses, I fear, are still geared to pre- and post-war levels, whereas completely reliable statistics and forecasts tend to reflect that the expanded economy, whether it continues to expand or not, is here to stay."

Asserting that "if there is one word in the overall merchandising scheme of things that is the key to the future prosperity of business, I should say that that one word is 'volume,'" Mr. Little commented. "The market is the largest in history and growing larger but the increased competition for the traditional share of this greater sales opportunity hinges on a given company's ability to sustain its profits through greater volume rather than be satisfied with smaller volume and the historical markup.

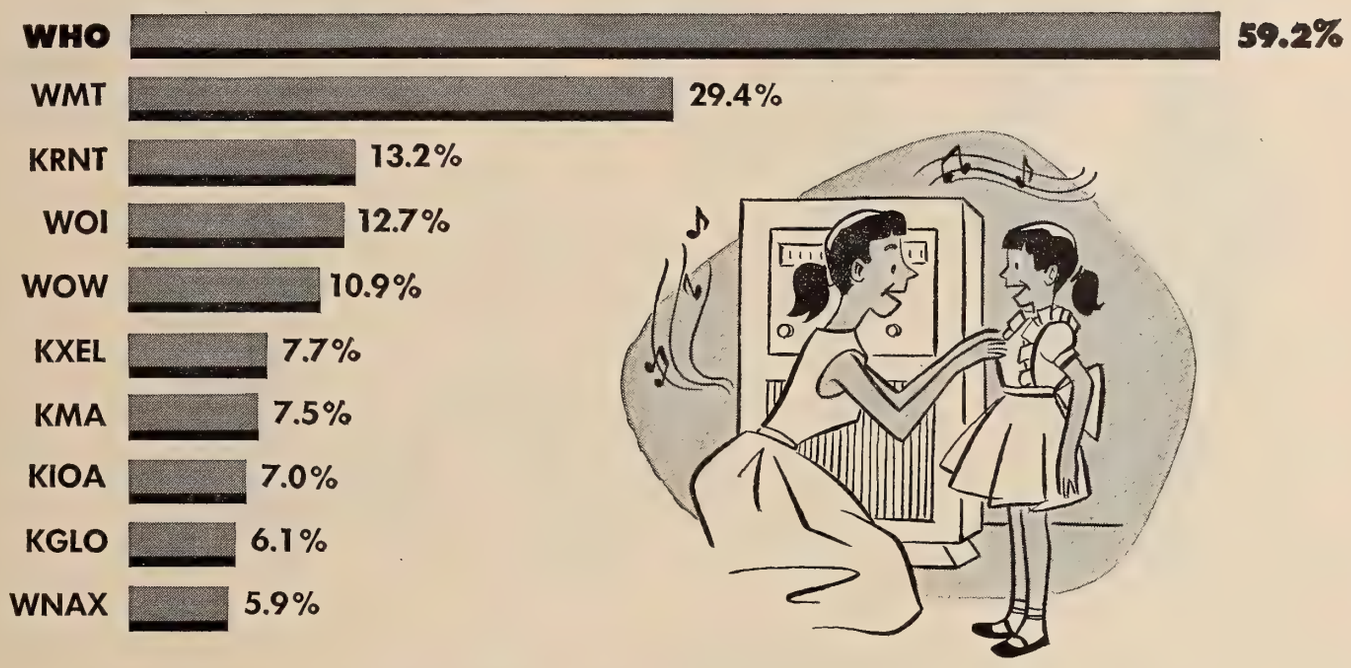
"In pointing the way, advertising agencies must also assume a greater responsibility than ever before in their history."

Mr. Little said that "we must develop the talent we already have and perhaps "must look to other fields, too, as a source of creative talent, and we must encourage as many of our people as possible to interest themselves in qualitative research from which there will come many new, fresh and stimulating ways to communicate with people."

Mr. Little praised the work of The Advertising Council, but said he thought "the time has come when advertising agency people must also strive for the same objectives as it relates directly to our own business." He concluded: "In my opinion the best way to accomplish this is to, first, continue and expand our efforts

(Continued on page 38)

WHO IS IOWA'S FAVORITE RADIO STATION FOR DAYTIME LISTENING!



The chart is lifted intact from Dr. Forest L. Whan's *1954 Iowa Radio-Television Audience Survey* — the seventeenth annual edition of the Survey which has become recognized everywhere as the *No. 1 authority* on the broadcast audience in Iowa.

Iowa radio listeners' continuing, *overwhelming* preference for WHO is far from a lucky accident. It's the result of *unprecedented investments* in broadcast facilities — in programs and programming — in Public Service and in audience promotion.

Whether or not your advertising needs suggest your use of WHO (or WHO-TV), *if you're advertising in Iowa, you should by all means study the 1954 I.R.T.A. Survey.* Write direct for a copy, or ask Free & Peters.



FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



Is EVERYBODY in first place?

Being first for the sake of being first—like the fellow who first swallowed a live goldfish—doesn't mean much. But there are important "firsts" to be won through leadership and superiority, and in television, KSTP-TV has won more than its share. For example, KSTP-TV is . . .

The Northwest's *FIRST* Television Station
FIRST with maximum power
FIRST with color television
FIRST in average weekday program ratings* from 7:00 AM to midnight, week after week.

These "firsts" are important to you because they mean *sales* . . . sales to KSTP-TV's loyal listeners in this market of more than half a million TV homes and FOUR BILLION DOLLARS in spendable income!

* *ARB weekly average, combined metropolitan and outside area, January, 1955.*

KSTP-TV 100,000 WATTS CHANNEL **5**

MINNEAPOLIS-ST. PAUL *Basic NBC Affiliate*

"The Northwest's Leading Station"

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES



THE PATH OF MOST RESISTANCE

SELL THE PRODUCT, NOT JUST THE CLIENT, AN AGENCYMAN TELLS AGENCYMEN

THE HARD ROAD of producing consumer-minded advertising that attracts, convinces and sells, is a surer way for an agency to succeed than the easier course of just keeping the client happy, Edwin Cox, senior vice president, Kenyon & Eckhardt, told last week's AAAA convention in a talk excerpted below.

You and I are working in a profession where the batting average is not yet as good as it is in engineering or accountancy. We are all aware of that.

I believe we are making great progress. The general level of advertising today is higher than it has ever been.

But it does no harm to acknowledge that the more we learn, the more knowledge we accumulate about what takes place (or doesn't take place) between consumers and advertising, the farther we know we have to travel before we have reached the summit of our art.

Now business leaders are learning very fast the facts that we have acquired as a matter of professional knowledge. The most experienced ones know them now. And when the others learn them, the agencies that survive are not likely to be those that have spent their lives in what is referred to as "the pursuit of the client's happiness."

No . . . we must follow down another road. And it isn't an easy one. We must often resist the viewpoints of our friends and take a foothold somewhere else.

The greatest usefulness of the advertising man is that he is the fellow in the middle who can more easily slip himself into the consumer's shoes than can the manufacturer who is absorbed in his product. The agency man can look back at the product through the consumer's eyes—instead of outward at the market through the factory windows.

It is often very difficult for the manufacturer to see his product in the same *perspective* as it is seen by the men and women who must buy it. To see it in its relation to *other* needs and wants and dreams of the family. And to talk about it in terms that are interesting to *them*—unencumbered by the pressures that surround a business.

This is only natural and human. And it is one of the main reasons why the advertising agency exists. But do all agency men fight to retain their essential usefulness? To preserve their *other-mindedness?*

When we look at some parts of our production, we wonder . . .

It isn't an easy thing to break with the accumulated folklore of our business and attune ourselves to the way consumers *really* think and feel about advertising. But that is our job.

We know that these people will read, or listen, only if they can see, and see instantly, something of interest or benefit to themselves. We know that they have become smart about advertising and are quick to sense the dull, the phony and the boastful.

We know that what we call "sell" is "hard" only when it persuades the consumer to buy. When he rejects it, the effect is as soft as butter. And we know that there is an unbelievable reward for freshness, credibility, real news, real salesmanship.

A few months ago our AAAA chairman, Bill Baker, quoted some research figures on commercials. He reminded us that the Daniel Starch organization for several years has been asking people, periodically, how they feel about our offerings on the tv screen. The number who said they really liked the commercials, and would rather not do without them, has risen from 50% in 1950 to 57% in 1954.

The researchers spoke of this as progress. But to me the figures were shocking. Can you imagine anything like half the newspaper subscribers saying they would rather have their papers without advertisements? Or half the magazine readers?

Granting the evils of overloading by the stations (the rash of spots between programs, for example) our writers and producers of commercials have still a great deal to learn.

Perhaps it shouldn't excuse us, but the road to improvement isn't easy. No, in this complicated world we inhabit, even simplicity is hard to attain. Nor is it easy to resist the philosophy that the degree of pressure in our copy should be regulated by the rise and fall of the sales curve. When things get difficult, we turn on the heat. "Time to stand up and slug, boys! Let's belt 'em with that commercial."

This is perfectly human. But unless we are very ingenious and skillful, it represents an illusion. Consumers don't care very much that things are a little difficult in our business this month. But they do love their own ear drums!

Now these matters are not just the principles of a little game, in which we may lose today and win tomorrow, without anyone being robbed of sleep. We are dealing today with huge sums of money. You have probably calculated, as I have, how much it costs our clients, in total time and talent, to mount just one three-minute commercial on the kind of programs we have these days. The costs, for a few of the top-ranking shows, range from $45,000 to $101,000—for one commercial.

When every click of the stopwatch represents a fortune, how wrong can we afford to be?

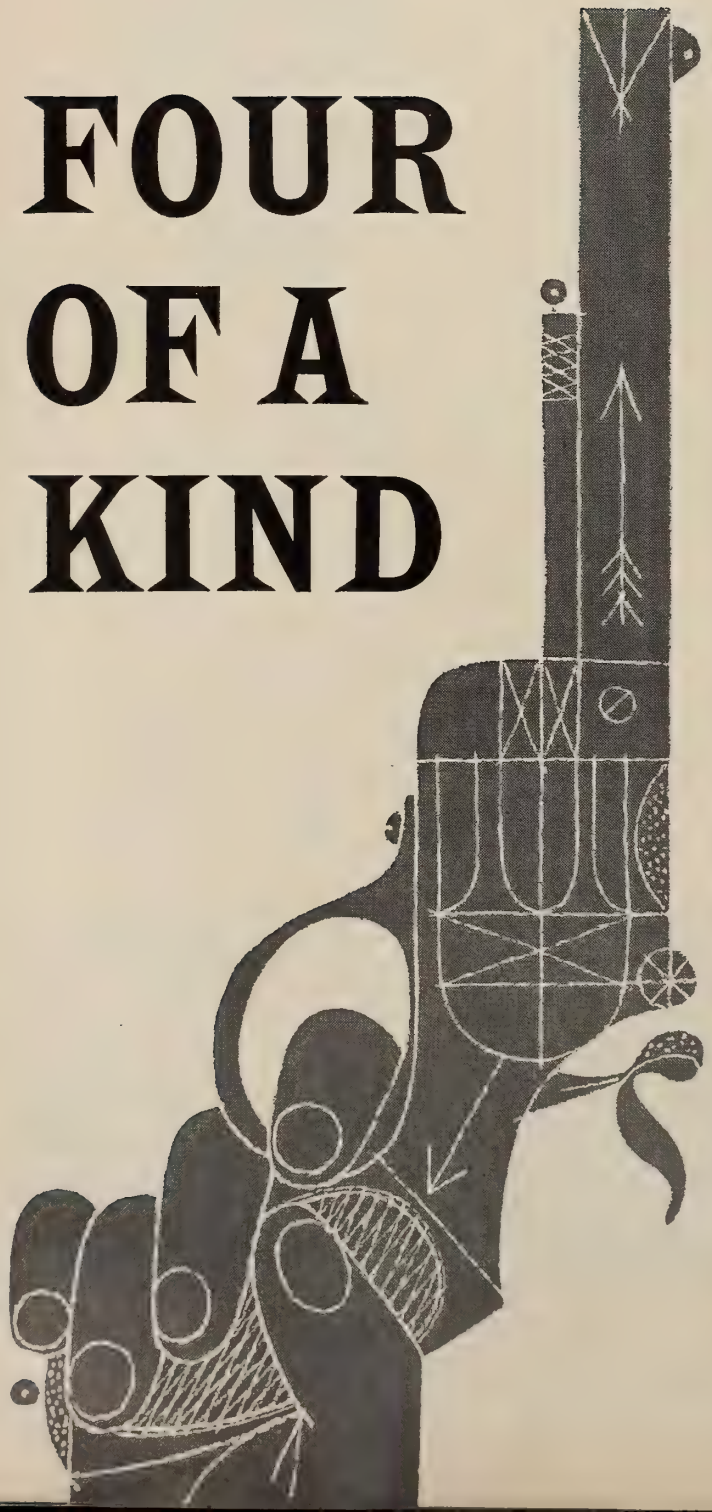
So when a few spirits here and there in our business urge us to be *radical* in our re-orientation to the consumer's point of view, when they urge us to substitute demonstrations for claims, when they call for new creativeness to replace the tired old patterns, and when they plead against the deadly dullness that is the most epidemic of all the diseases of advertising . . .

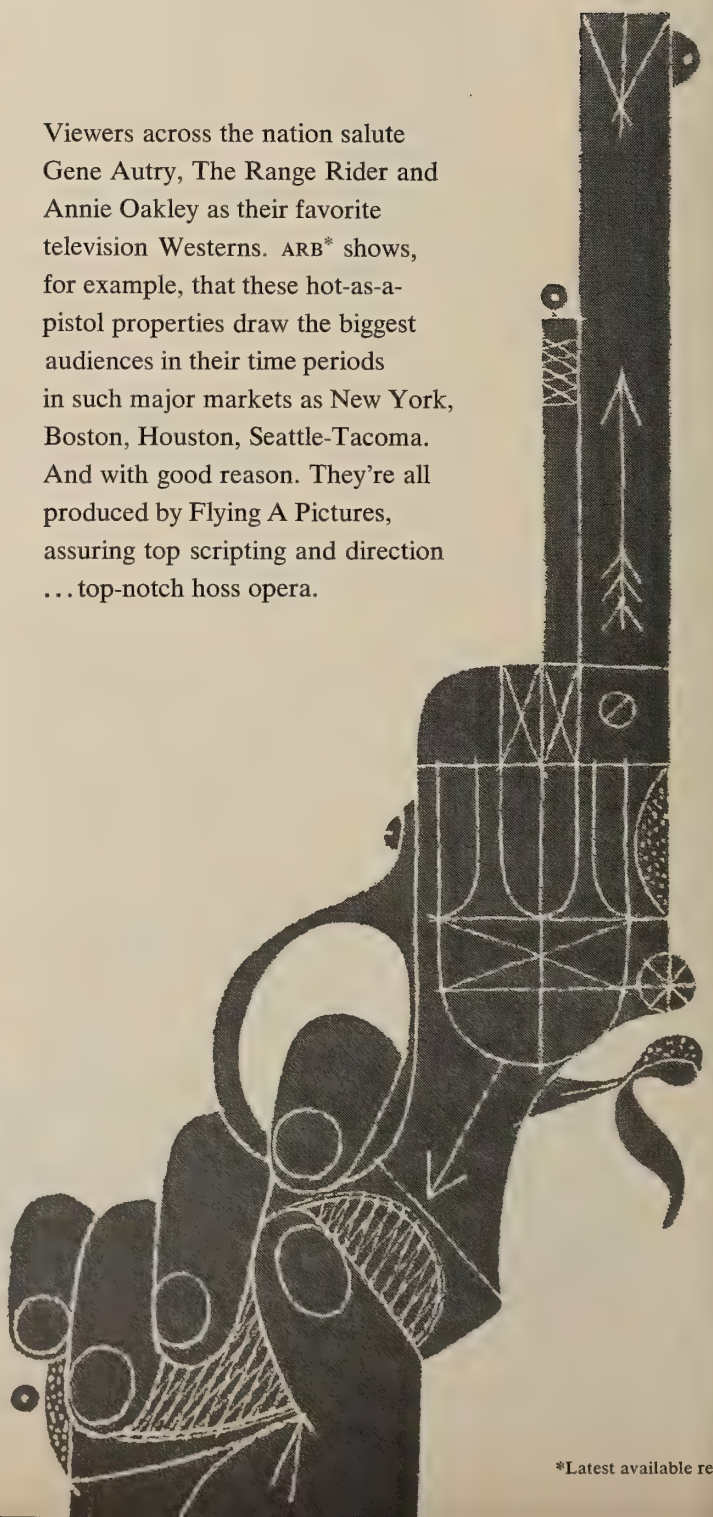
They are doing it because these things can't last. They are responsible for too many millions of waste.

Now it may be that in order to resist these things we must follow the path of most resistance. But whether the road is easy or difficult, it is the only road to an agency's security. It may lose an account, but it will gain a dozen. For advertisers, in the end, pay off on performance.

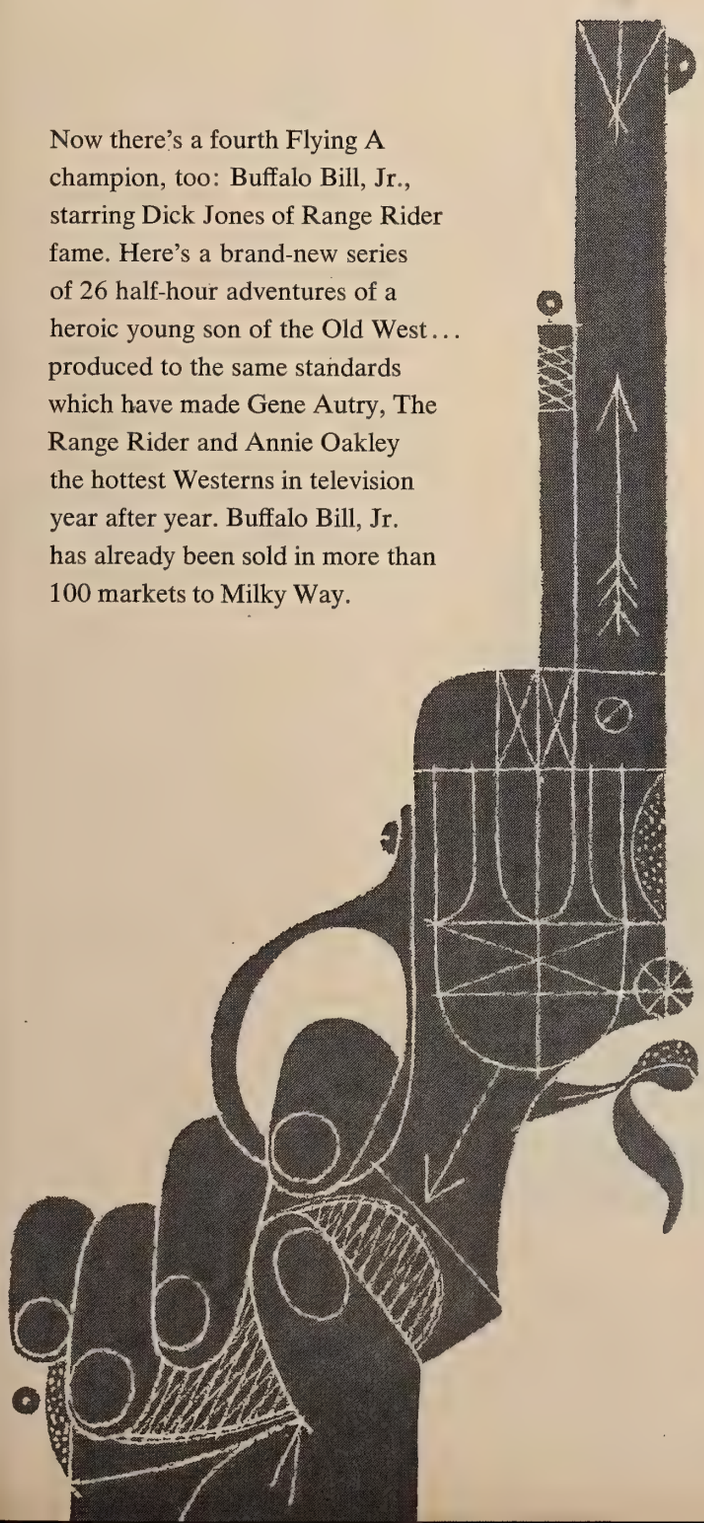
FOUR OF A KIND

Viewers across the nation salute Gene Autry, The Range Rider and Annie Oakley as their favorite television Westerns. ARB* shows, for example, that these hot-as-a-pistol properties draw the biggest audiences in their time periods in such major markets as New York, Boston, Houston, Seattle-Tacoma. And with good reason. They're all produced by Flying A Pictures, assuring top scripting and direction ... top-notch hoss opera.





*Latest available repo

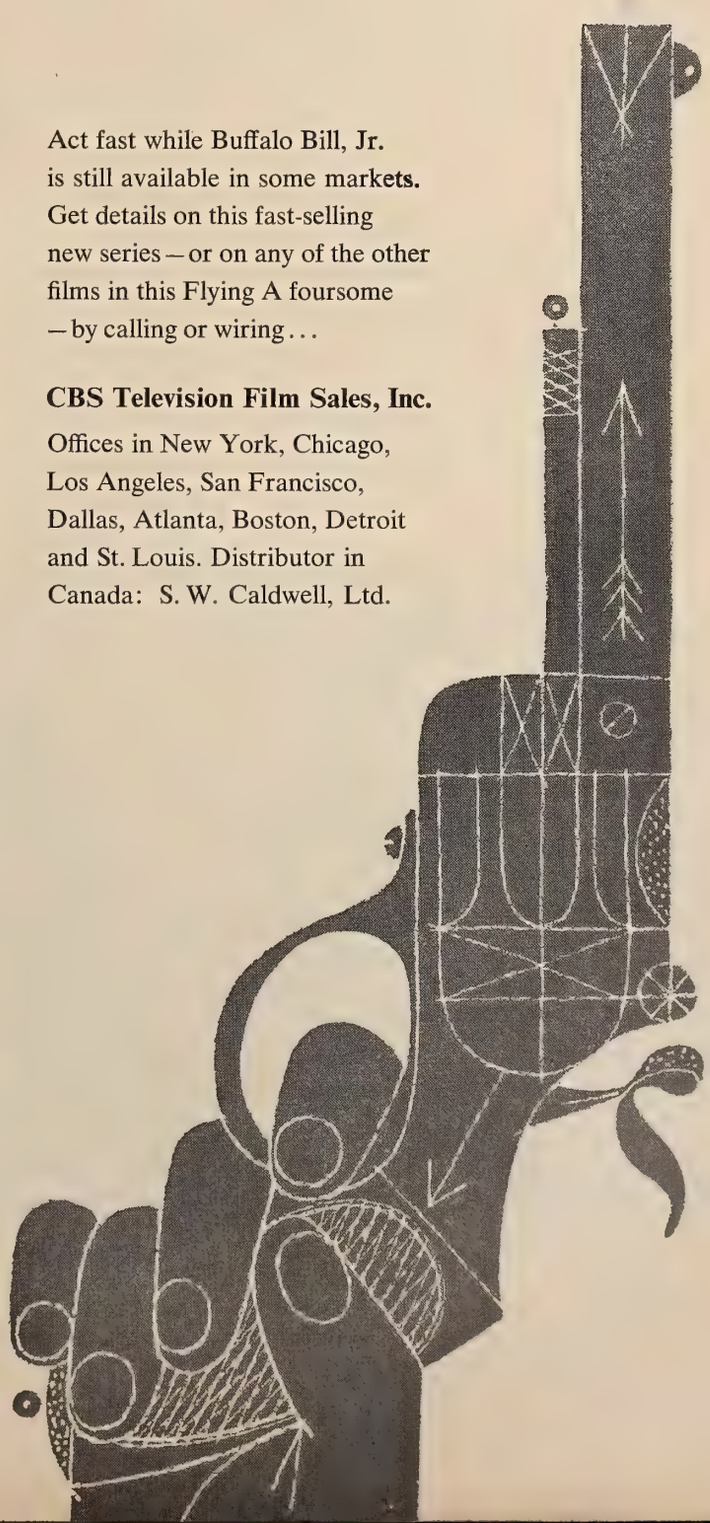


Now there's a fourth Flying A champion, too: Buffalo Bill, Jr., starring Dick Jones of Range Rider fame. Here's a brand-new series of 26 half-hour adventures of a heroic young son of the Old West... produced to the same standards which have made Gene Autry, The Range Rider and Annie Oakley the hottest Westerns in television year after year. Buffalo Bill, Jr. has already been sold in more than 100 markets to Milky Way.

Act fast while Buffalo Bill, Jr. is still available in some markets. Get details on this fast-selling new series—or on any of the other films in this Flying A foursome—by calling or wiring...

CBS Television Film Sales, Inc.

Offices in New York, Chicago, Los Angeles, San Francisco, Dallas, Atlanta, Boston, Detroit and St. Louis. Distributor in Canada: S. W. Caldwell, Ltd.



(Continued from page 32)

towards providing leadership so essential today in pointing up the potential existing in the great sales opportunities which lie ahead, and, second and of equal importance, our responsibility to industry and business in making advertising more efficient, more productive, and more believable than it has ever been before."

The "Path of Most Resistance"—an outright advocacy of advertising—was upheld by Edwin Cox, senior vice president of Kenyon & Eckhardt, in a Saturday morning speech (see page 35).

Fred B. Manchee, executive vice president and treasurer of BBDO and chairman of the board of Advertising Research Foundation, sketched the work that ARF has been doing. He described the "National Survey of Radio and Television Sets Associated with U. S. Households" as one of the biggest jobs ARF has tackled to date. He said the ARF "Directory of Audience Size Measurement Services" tells "who does what," and that the "Recommended Standards for Radio & Television Audience Size Measurement," while not intended as a cure-all, was considered to be a "stepping stone toward minimizing the confusion which has existed."

Dr. Lyndon O. Brown of Dancer-Fitzgerald-Sample reported on the work of the ARF committee which he heads and which is conducting an "all-media audience study."

Dan Packard Joins M-E

D. A. (DAN) PACKARD, general sales manager, Kelvinator Div., American Motors Corp., will join McCann-Erickson, New York, as vice president and senior marketing executive, effective May 10.

Mr. Packard is chairman of the major appliance division of the National Electrical Mfrs. Assn. and a member of the board of governors, American Furniture Mart. He was previously with General Motors radio and Frigidaire department store divisions.

DRUG WHOLESALERS ASK AD ALLOWANCES

Action seeks equal stand with retail chains in getting advertising monies from manufacturers. Major shift in media spending could result.

A BATTLE is taking shape in the drug field that could cause a severe relocation by drug manufacturers in advertising expenditures for radio, tv and other media.

The controversy was engendered last week as the National Wholesale Druggists Assn. laid claim to the same advertising and promotion allowances manufacturers are paying drug chains and certain jobbers. The claim was made in a legal opinion by the association's general counsel, Harold Harper. Its content is said to be in agreement with a report issued this month by the Attorney General's antitrust study committee of which Federal Trade Commission Chairman Edward F. Howrey is a member.

In essence, Mr. Harper states that under the Robinson-Patman law manufacturers must either:

(1) Provide service wholesale druggists with equivalent advertising and other promotional allowances to be used on behalf of their independent retail customers; or

(2) Abandon the practice of providing such allowances to chains, other large retailers and certain type jobbers.

If the wholesalers claim is upheld, manufacturers may be forced to abandon advertising allowances entirely on the basis that they cost too much for what they produce in sales, one industry source indicated last week. The manufacturers would therefore invest only in a general advertising campaign for their products. Speculation was held out that this is actually what the wholesalers are seeking.



CELEBRATING the opening home game of the St. Louis Cardinal baseball team at a luncheon given by KMOX there are (l to r) Eberhard Anheuser, board chairman of Anheuser-Busch Inc. (Budweiser beer); Bob Hyland, assistant manager of the station; Missouri Governor Phil M. Donnelly, holding the ball he threw to start off the home season; Gene Wilkey, general manager of KMOX, and John L. Wilson, executive vice president of the National League club.

Don't Be a '24 Maxwell

THE merchants who sell men's clothing aren't happy with the dress of men who sell products on tv.

The television industry is not doing right by the men's wear trade, according to Louis Rothschild, executive director of the National Assn. of Retail Clothiers & Furnishers. Last week he wrote to the presidents of the four tv networks and complained.

He said that announcers and performers, selling new 1955 products, are "dressing in 1945 fashions."

"Antiquated and outmoded," Mr. Rothschild said, "are double-breasted suits, wide peak lapels, drape model coat with padded shoulder, wide gaudy ties. Today men's wear features "the tall slimmer look, the single-breasted coat, narrow lapels, natural or slightly padded shoulder . . ."

One association member wrote that a major announcer is attired in "clothing approximating a 1924 Maxwell," according to Mr. Rothschild.

The clothing association will be happy to cooperate in advising all segments of the industry, the letter said.

New Piel's Beer Campaign To Be Pushed Via Radio-Tv

NEW CAMPAIGN based on the theme "Piel's beer tastes best of all because it's driest of all," was launched last week by Piel's beer, New York. George W. Davidson, vice president of the company, described the drive as the "hardest-hitting in the history of the company."

Details of the plan were presented to Piel's salesmen and wholesalers at two meetings last Monday at the Waldorf-Astoria, New York, by Mr. Davidson; Thomas P. Hawkes, general sales manager; Cornelius E. Braren, sales promotion manager, and representatives of Young & Rubicam, agency handling the Piel account.

Radio and television will play a leading role in the campaign. On WCBS-TV New York, the company will sponsor *Rain or Shine* three nights a week, *Sports of the Night* twice a week, *News of the Night* three times a week and five 20-second spot announcements a week. Piel's will sponsor *Million Dollar Movie* on WOR-TV New York 16 times a week. Two 20-second announcements will be placed weekly on WRCA-TV.

Radio spot announcements will be on WRCA New York 26 times weekly and on WCBS New York 15 times weekly.

Tatham-Laird Names Tatham To New Board Chairman Post

ARTHUR E. TATHAM, president of Tatham-Laird Inc., Chicago advertising agency, was named last week to the newly-created post of chairman of the board. J. Kenneth Laird Jr., executive vice president of the firm, succeeds Mr. Tatham as president.

Additionally, the agency, which took in nearly $10 million in broadcast billings last year, announced the appointments of James Gill and James Fitzmorris as account managers and David G. Watrous as account supervisor. Other officers elected were Harold Jensen as treasurer, Fred Winter as assistant treasurer and Mary Kyak secretary.



YOU HAVE TO GET THE FEEL OF THE MARKET...

A fellow who is hot stuff in one place may not cut much ice in a market where he doesn't know the people . . . and what appeals to them!

Month after month, *only WFAA-TV has locally produced live shows* in the top ten multi-weekly listing (latest confirmation: February Dallas Metropolitan Telepulse). Three live Channel 8 programs for youngsters and one newscast are among the eight WFAA-TV telecasts on this honor roll.

Because WFAA-TV "has the feel" for this rich Dallas-Fort Worth market, you reach your customers more effectively and economically. Whether you choose spots or shows, take advantage of programming that assures huge audiences . . . day after day!

Channel 8

WFAA-TV
DALLAS
NBC - ABC - DUMONT

RALPH NIMMONS, *Station Manager*
EDWARD PETRY & CO., National Representative
Television Service of The Dallas Morning News

Harrington, Walker Elected by Richards

ELECTION of Eugene I. Harrington as president and Bradley A. Walker as vice chairman of the board of Fletcher D. Richards Inc., New York, was announced last week by Fletcher D. Richards, chairman of the board.



MR. HARRINGTON

Mr. Harrington, formerly executive vice president, will continue as head of Harrington-Richards, the agency's west coast division, and also will devote attention to the affairs of all four offices of the company. Mr. Walker, formerly vice president, will remain in active charge of the Eastern Airlines account.

"The substantial and continued growth of our agency has created a natural need for realignment of top executive personnel," Mr. Richards said. "Both Mr. Walker and Mr. Harrington are seasoned advertising men, long with the agency and thoroughly familiar with the problems and needs of our clients."

Mr. Harrington has been executive vice president of the agency since 1950, following the merger and formation of the Harrington-Richards division of the agency. He originally formed Harrington-Buckley advertising agency with offices in San Francisco and Los Angeles. Before that he was executive vice president and manager of the New York office of Foote, Cone & Belding, and creative group head and account executive of Lord & Thomas, San Francisco.

Mr. Walker joined Fletcher D. Richards in 1948 as first vice president and general manager, after having been with Campbell-Ewald and General Motors Corp.

AGENCY APPOINTMENTS

Spectra Sportswear (women's apparel), Chicago, appoints Phil Gordon Agency, same city, with Eugene B. Colin as account executive.

National Bridal Service (nationwide jeweler and specialty store association), Rock Island, Ill., appoints Biddle Adv. Agency, Bloomington, Ill.

American Institute of Laundering, Joliet, Ill., appoints Bozell & Jacobs, Chicago.

Precision Research Labs (signature and time recorders), N. Y.; **Gun-Tex Franchise Co.** (mastic coatings distributors), N. Y.; **Trans-Trading Corp.** (therapeutic services), Washington; **John B. Chrest & Son** (jewelry manufacturers), Washington; **Shamrock Trucking Co.,** Washington, and **Parkway-Ford** (automobile dealer), Washington, have appointed Milloy Adv. Agency, Washington.

LeRoy's Jewelers (retail credit store), L. A., has named Fairfax Inc., same city, with Don Breyer as account executive. Tv will be used.

O.K. Rubber Welders, Oakland, Calif., and **Weltner Pontiac,** S. F., have named Diamond & Sherwood Inc., S. F. Former will use radio spot announcement campaign; latter, radio-tv.

Gray-Wilson Corp., Detroit, has appointed Parker Adv. Inc., Saginaw, Mich., for Lifetime Fiberglas Laundry Tubs.

LATEST RATINGS

ARB

Top 10 Tv Programs for Week of March 30-April 5.

		Ratings
1.	Jackie Gleason (CBS)	52.9
2.	I Love Lucy (CBS)	51.7
3.	Toast of the Town (CBS)	51.3
4.	You Bet Your Life (NBC)	49.8
5.	Two for the Money (CBS)	45.5
6.	George Gobel (NBC)	45.4
7.	Jack Benny (CBS)	43.7
8.	Disneyland (ABC)	42.9
9.	This Is Your Life (NBC)	42.4
10.	I've Got a Secret (CBS)	41.8

		Viewers
1.	Toast of the Town (CBS)	50,620,000
2.	Jackie Gleason (CBS)	46,950,000
3.	I Love Lucy (CBS)	45,820,000
4.	Jack Benny (CBS)	41,320,000
5.	Disneyland (ABC)	39,960,000
6.	You Bet Your Life (NBC)	39,680,000
7.	George Gobel (NBC)	35,870,000
8.	Two for the Money (CBS)	33,610,000
9.	Dragnet (NBC)	32,610,000
10.	I've Got a Secret (CBS)	32,480,000

Special event

Academy Awards—NBC:
Rating: 52.5. Viewers: 41,190,000.

Copyright by AMERICAN RESEARCH BUREAU

NIELSEN

Top 10 Television Programs
Two Weeks Ending March 26, 1955

Rank	Program	Homes (000)
1.	I Love Lucy (P. Morris) (CBS)	16,938
2.	I Love Lucy (P & G) (CBS)	16,843
3.	Toast of the Town (CBS)	15,694
4.	Jackie Gleason Show (CBS)	15,606
5.	Disneyland (ABC)	15,536
6.	Buick-Berle Show (NBC)	14,741
7.	You Bet Your Life (NBC)	14,500
8.	Jack Benny Show (CBS)	14,493
9.	George Gobel Show (Pet Milk) (NBC)	14,256
10.	Dragnet (NBC)	13,839

Rank	Program	Homes %
1.	I Love Lucy (P. Morris) (CBS)	53.4
2.	I Love Lucy (P & G) (CBS)	53.1
3.	Jackie Gleason Show (CBS)	51.2
4.	Toast of the Town (CBS)	50.3
5.	Disneyland (ABC)	49.7
6.	Buick-Berle Show (NBC)	46.9
7.	Jack Benny Show (CBS)	46.6
8.	You Bet Your Life (NBC)	45.8
9.	George Gobel Show (Pet Milk) (NBC)	44.9
10.	Dragnet (NBC)	43.6

Copyright 1955 by A. C. Nielsen Co.

TRENDEX

Top 10 Tv Programs (April 1-7)

1.	I Love Lucy (CBS)	46.5
2.	Jackie Gleason (CBS)	40.6
3.	Toast of the Town (CBS)	40.0
4.	Talent Scouts (CBS)	38.6
5.	I've Got a Secret (CBS)	34.5
6.	George Gobel (NBC)	33.8
7.	This Is Your Life (NBC)	32.6
8.	The Buick-Berle Show (NBC)	31.1
9.	You Bet Your Life (NBC)	31.0
10.	Jack Benny (CBS)	30.3

'Journal' Study Tabulates Milwaukee Tv Families

AN ESTIMATED 93% or 276,321 families in the greater Milwaukee area are tv set owners, according to the *Milwaukee Journal's* 1955 consumer analysis of buying habits and preferences released this month. Family ownership of tv sets has increased from the 250,545 (90.4%) figure recorded in the 1954 analysis.

The survey pointed out that 20,182 families (6.8% of total) own more than one set.

In a breakdown of the makes of sets owned, RCA Victor and Admiral were at the top, with 51,672 families (18.7%) using RCA Victor and 50,290 (18.2%) owning Admiral receivers. About 27,000 families reported they plan to buy a tv set this year.

The consumer analysis also showed that 109,816 families (37%) own portable radios. Of these, 17,241 (15.7%) owned RCA Victor sets; 14,386 (13.1%), Philco, and 14,166 (12.9%), Motorola.

Bulova Jewelers to Use 'Ford Theatre' Reruns

IN AN unusual arrangement, the Bulova Watch Co., through its agency, McCann-Erickson, New York, has worked out a plan whereby a group of some 50 or 60 Bulova jewelers will sponsor a series of 13 second-run prints of *Ford Theatre* films obtained from Screen Gems Inc. Sponsorship will be on the local level.

The arrangement, which could well set a pattern for other advertisers, was set up by Terry Clyne, vice president and account executive, McCann-Erickson, and John Mitchell, vice president in charge of sales, Screen Gems.

The series is expected to be placed in local markets by individual Bulova dealers starting this fall in time for Christmas promotion.

Originally, the jewelers sponsored half-hour shows locally. Later, in order to obtain better shows, these dealers pooled their funds. Starting with 25, the group has grown to some 50 or 60 and is expected to increase to 100.

Although the Bulova Co., with its agency, McCann-Erickson, bought the series from Screen Gems for the group of dealers, it is not underwriting the program. Funds are contributed by the individual jewelers themselves.

Bulova dealers will underwrite 13 of the Ford reruns, while Ford and Eastman Kodak individually will sponsor 13 of 39 reruns.

A&A PEOPLE

Michael J. Madar, in charge of production, Lennen & Newell, N. Y., appointed senior vice president.

Carroll Layman, in charge of Chicago office, Harrington, Righter & Parsons Inc., N. Y., elected vice president; **Richard Landsman** to N. Y. office.

William H. Thomas, formerly with J. Walter Thompson Co., N. Y., appointed director, radio-tv dept., Fitzgerald Adv. Agency, New Orleans.

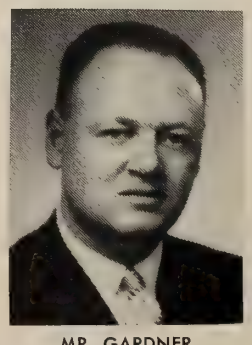


MR. POLLAK

David A. Taylor Jr. to William Hart Adler Inc., Chicago, as account executive and merchandising manager.

James S. Pollak, formerly program director, ABC-TV Los Angeles, to Compton Adv., Hollywood, as agency producer for Procter & Gamble on new NBC-TV *Fireside Theatre.*

Ralph D. Gardner, formerly with *New York Times,* establishes agency, Ralph D. Gardner Adv., 745 5th Ave., N. Y. 22.



MR. GARDNER

Henry Gerstenkorn, vice president, Western Adv. Agency Inc., L. A., re-establishes own agency with offices at 4020 W. 3d St.; telephone: Dunkirk 7-4285.

Merton S. Fiur, formerly with radio-tv dept., Gotham Adv. Co., N. Y., to N. Y. office, Wilson, Haight, Welch & Grover Inc., Hartford.

Jerry Keefe, formerly manager, WFJL (FM)

Let's Face The Facts!



The first commercial telling midwesterners about the services offered by First Federal Savings and Loan Association of Lincoln, was carried on KFAB many years ago. First Federal was the first advertiser of its type to use KFAB as an advertising medium.

That's the reason we're proud to "Face the Facts" this month with Gladys Forsyth, First Federal's capable and distinguished president. As is the case with First Federal, KFAB's effectiveness as an advertising force is shared by many who have used the station year after year. From selling savings and loan services, to hybrid corn and farm equipment—almost everything used by midwestern people has been advertised and sold on KFAB . . . and success stories are just as varied.

Big Mike says, "Check the facts by Facing the Facts. Free & Peters will be glad to tell you more . . . or give a listen to General Manager Harry Burke."

Farm income alone in the KFAB area is over a billion and a half dollars annually.



Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station

Chicago, appointed sales promotion director, Autopoint Co. (pencils, office specialities), same city, and not formerly manager of WFIL (FM) as reported in B•T, April 11.

Ray Connors, public relations account executive, Stromberger, LaVene, McKenzie Inc., L. A., named to head separate public relations department for various clients.

Ben J. Peters, assistant art director, Hutchins Adv. Co., Rochester, N. Y., appointed art director.

Ernest Conrad, Campbell-Ewald Co., N. Y., to Kudner Agency, same city, as art director.

Richard Gibbons, account executive, Foote, Cone & Belding, Chicago, appointed advertising brand manager, Toni Co., same city.

John Paley, formerly operator, John Paley Adv. Agency, L. A., to William E. Phillips Co. (discount house), L. A., as sales promotion manager.

Robert C. Warren, formerly with Ruthrauff & Ryan, N. Y., to Harry G. Willis & Assoc., Glendale, Calif., as account manager.

Torrence M. Hunt appointed advertising manager, Aluminum Co. of America, Pittsburgh.

Anthony De Lorenzo, executive in charge of press and radio relations in Detroit, General Motors Corp., Detroit, appointed supervisor of same activities throughout country, succeeding **Kenneth Youel,** named to newly-created position, divisional relations director, public relations department.

Beth Guedel, in consulting and creative capacity, John Guedel Productions, Hollywood, adds duties in newly-created new program development position, Young & Rubicam, same city, previewing new pilot films and considering packages presented to agency.

Richard H. Cline to Allstate Insurance Co., Skokie, Ill., as assistant advertising director.

Marcella Smith, production assistant, WCBS New York, to radio-tv dept., Weiss & Geller, N. Y., as assistant production supervisor.

Walter J. Kerwin and **Walter A. Johnston** to creative and art staffs, respectively, Lewis Edwin Ryan Adv., Washington.

Jack Marcus to merchandising dept., Emil Mogul Co., N. Y.

Ruth Cameron Norton, formerly with Biow-Beirn-Toigo, N. Y., to copy dept., Morey, Humm & Johnstone, same city; **Marian Jaeger,** formerly with Abott Kimball Co., N. Y., to Morey, Humm & Johnstone as assistant account executive; **Paul H. Jeynes Jr.,** formerly account executive, Cecil & Presbrey (now defunct), N. Y., to contact department.

Albert Boam, Fletcher D. Richards, N. Y., to copy dept., Warwick & Legler, same city.

William Grive Smith, copywriter, Fuller & Smith & Ross, N. Y., to Ruthrauff & Ryan, same city, in same capacity.

Charles L. Hancock, advertising copywriter, Smith, Kline & French Labs (pharmaceuticals), Phila., to contact dept., Gray & Rogers, same city.

E. W. Stewart, 62, president, Catalina Inc. (swimsuits), San Pedro, Calif., died April 9 following heart attack.

ADRIAN MURPHY QUITS CBS RADIO HELM; ARTHUR HAYES APPOINTED NEW PRESIDENT

Top network executive, who turns 50 next month, retires from business. New radio chief moves up from west coast vice presidency. Dundes succeeds him as general manager of KCBS San Francisco.

RETIREMENT of Adrian Murphy, president of CBS Radio and a director of CBS Inc., was announced Thursday by Frank Stanton, president of CBS Inc. At the same time, Dr. Stanton announced that Arthur Hull Hayes, CBS Radio vice president in charge of the network's San Francisco office and general manager of KCBS, CBS-owned station in that city, had become president of CBS Radio, effective immediately. Jules Dundes, director of sales and advertising of KCBS, was named general manager, succeeding Mr. Hayes.

Mr. Murphy, whose 50th birthday occurs next month, told B•T that he had no plans whatever to return to business for at least the next two years, and not then if life in retirement is as enjoyable as he expects it to be. He said he had made up his mind a few weeks ago to retire from business, "being in the fortunate position to do so." As president of CBS Radio his salary has been $65,000 a year and along with other top CBS executives he has had the opportunity to buy CBS stock at bargain rates.



MR. DUNDES

Mr. Murphy said that the family home at Pelham Manor, a suburb of New York City, is for sale and that the family will spend this summer at their place at Westport Beach, south of Fall River, Mass. They have a son 11, and a daughter 7.

He said for several months he had been contemplating retirement.

Joining CBS in 1936, Mr. Murphy was made head of the network's television activity in 1939, serving in that capacity until 1942 when he joined the Signal Corps and later served at Supreme Headquarters Allied Expeditionary Forces. Returning to CBS, in 1946 he was made vice president and general executive and in 1951 became president of the CBS Laboratories Div. The following year he was appointed president of CBS Radio.

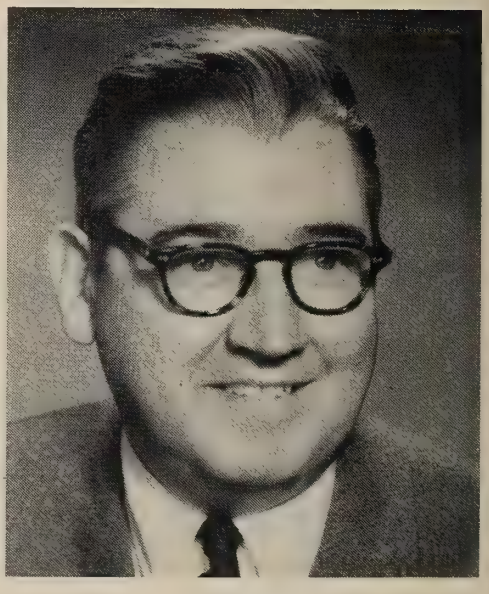
A native of Detroit, Mr. Hayes entered the business world in the advertising department of the *Detroit News* in 1926, following his graduation from the U. of Detroit. In 1928, he moved to the media department of Campbell-Ewald, where he helped establish a radio department. Six years later, he left the agency and moved to New York, where he joined CBS as an account executive in radio sales.

In 1935, Mr. Hayes was named eastern sales manager of CBS radio sales in 1938 he became sales manager of WABC, now WCBS, CBS-owned station in New York. Previously, the station had been exclusively a network operation; now he was given the task of developing local sales. Two years later, Mr. Hayes was promoted to general manager of WCBS, a post he held until 1949, when he transferred his activities to San Francisco as vice president of CBS in charge of its activities in that city, including serving as general manager of KCBS.

Mr. Dundes left the *New York Post* to join CBS in 1936 as a member of the network's promotion department. In 1940 he was named advertising and sales promotion manager of WCBS, then managed by Mr. Hayes. When Mr. Hayes was transferred to San Francisco in 1949, Mr. Dundes went with him as director of sales and sales promotion of KCBS, subsequently becoming sales director of the station.



MR. MURPHY



MR. HAYES

Mrs. Joseph Ream Dies

FUNERAL services for Mrs. Anita Ream, wife of Joseph H. Ream, executive vice president of CBS at the time of his resignation in 1952, were held last Tuesday in Tallahassee, Fla. Mrs. Ream died April 17 in Tallahassee after a long illness. Other survivors include four sons and a daughter. Mr. Ream's association with CBS included various executive capacities during a 17-year period.

YOU *catch* THE ENTIRE 30-COUNTY PORTLAND, OREGON MARKET

with **KOIN-TV**



Oregon's only maximum power station

You're fishing in the biggest pool when you use KOIN-TV. It's the only station that gives you the full 35,000 square mile *heart* of the Pacific Northwest. You get *exclusive* coverage of 30 prosperous counties of Oregon and Southern Washington *plus* 49% MORE AUDIENCE in Portland itself.*

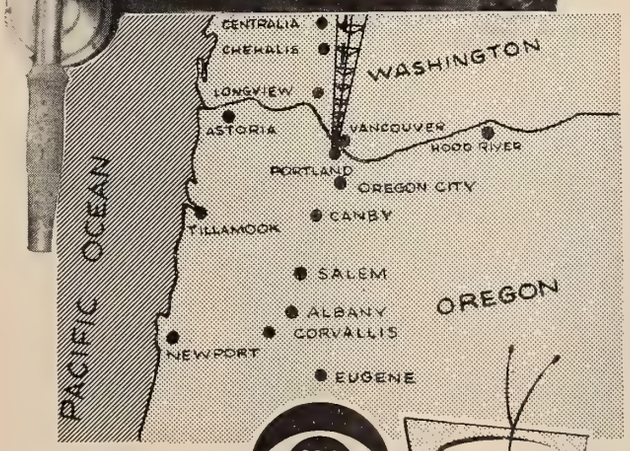
KOIN-TV has:

*12 out of the top 15 weekly shows; 8 out of the top 10 multi-weekly shows; And leads every morning, afternoon and evening, every day of the week.**

No other television station or combination of stations—in fact no other advertising buy in the area can duplicate this complete sales coverage and program popularity.

Write, wire or phone for complete availabilities, or contact your nearest CBS Television Spot Sales Office.

*ARB February 1955



The BIG Mr. Six in the West

CBS TELEVISION NETWORK

6

KOIN-TV PORTLAND, OREGON CHANNEL 6

Represented Nationally by CBS Television Spot Sales

NETWORK SHOWS, WITHOUT COMMERCIALS, OFFERED TO ALL CBS-TV AFFILIATES

New plan allows those stations not on the advertiser's order to use shows on a sustaining basis. Move bolsters affiliates' programming strength. Stations can sell adjacent time, CBS-TV notes.

A PLAN making many CBS-TV commercial programs available to affiliated tv stations not ordered by the sponsors of these programs on the network is being announced by J. L. Van Volkenburg, president of CBS Television. No charge will be made for the programs, but the stations receiving them must carry them as sustainers.

Called Extended Program Service Plan, the new plan goes into effect May 23. On that date, some 20 to 30 CBS-TV commercial programs will become available to CBS-TV affiliates in areas where there is no significant overlapping circulation with stations already carrying the programs on a commercial basis.

Although they cannot substitute local commercial sponsors for those eliminated, stations can sell time adjacent to these network shows, it was pointed out by network spokesmen who called the plan "a life saver" for tv stations in small communities who are not ordered by many national advertisers and who cannot afford to buy programs of the calibre of those offered under EPS. If the plan works out, perhaps a co-op management may be added, enabling the station to sell the programs to local advertisers.

Added Service

Terming EPS an important improvement in tv service to the viewing public as well as the tv stations it will serve, Mr. Van Volkenburg said that CBS-TV has "always felt concerned over the fact that because advertisers do not choose to sponsor their programs in certain markets, the television families within those markets should be deprived of the superior entertainment provided by those programs. We have been equally concerned that the stations in those markets could not benefit from the additional circulation which those programs would yield.

"Through our new Extended Program Service Plan we have made arrangements with the sponsors of a number of our commercial programs to make them available to a wider circle of stations with the commercial messages eliminated," he said. Commercial programs included under EPS were not identified, but were said to include some of the top-ranking shows on the network.

Noting that because of its departure from traditional network practice, the complex problems involved and the scale contemplated, "EPS must initially be treated as experimental and tentative," Mr. Van Volkenburg said that the future of the plan "depends on the cooperation of the participating stations."

He pointed out that by making more top programs available to the stations, EPS will help them financially. "The additional programs will act as a great stimulus to winning increased audiences for the individual station which in turn will serve as a basis for increased advertising income. As rights are obtained, additional programs will be made available under EPS. Studies are under way in order to make some network programs available on a cooperative basis to stations not ordered by advertisers. This would permit these stations to sell time during these programs locally and thus receive direct additional income."



NBC RADIO and Alfred D. McKelvy Co. (Seaforth products for men) have confirmed the first sponsorship for NBC's new around the-clock program, *Monitor*. Participants in the sale are (l to r): H. W. Shepard, NBC Radio Spot Sales director; Dick Arbuckle, NBC Radio Spot salesman, and Patrick Gorman, McKelvy president. McKelvy contracted for 10 weeks of participations through Morse International, New York advertising agency. *Monitor* debuts June 12. Format of the show is shown in the hour breakdown on the chart.

CBS' STANTON INDICATES PROGRESS OF COLOR TV SLOWER THAN EXPECTED

At annual meeting of CBS Inc. stockholders, board Chairman Paley said CBS is 'still on the profit system in radio,' despite smaller profits this year due to period of tv competition.

INDICATION that CBS feels that color tv is progressing slower than originally expected and has perhaps some years to go before it is in "general use," was given last week by Dr. Frank Stanton, CBS Inc. president.

Dr. Stanton, asked about his views on color tv at the annual meeting of CBS Inc. stockholders held in New York Wednesday, qualified his statement by adding that when color does come, the progression of sets in use from year to year will be very rapid.

"The great question," he said, "is how fast and when" will color be accepted to the same extent as black-and-white is today?

At the meeting, presided over by William S. Paley, board chairman, a bullish attitude toward radio was expressed. Mr. Paley, in answer to a stockholder's query on the "future of radio," admitted that from "the standpoint of circulation and profits," radio is not what "it used to be." He said that radio was "leveling out but will continue as long" as one could see ahead. Radio, Mr. Paley observed, "will continue to serve the people."

Adjustment to Competition

CBS, he said, is seeking ways and means to "obtain a system of making the very best use of radio's circulation." Although radio's profits are smaller this year, Mr. Paley said, CBS is "still on the profit system in radio." Reason for the adjustment in radio, he said, was that it has been going "through the period of tv competition."

Dr. Stanton, in speaking of color, said that it appeared to him that when color receiver prices "get under the $500 level," a "big difference" will be noted in the medium's progress.

Asked when how one could judge when color would be "here," Dr. Stanton said it would be in "full bloom when the color cycle is similar to that of black-and-white."

Dr. Stanton also said that CBS Inc. expected its manufacturing operation, CBS-Columbia, to progress to the point where it will mark an "important position" in the field for the company.

Some stockholders present voiced concern at million-dollar talent contracts—such as the "$11 million contract for Jackie Gleason." To these criticisms, Mr. Paley explained that such figures not only are exaggerated but also do not reflect the true situation. The total sum, he pointed out, includes the overall estimate when actual contract and options with the advertisers are accounted for over a period of years. CBS' contract with Mr. Gleason, he said, was for a conservative sum and also contained options.

Mr. Paley noted that CBS Inc. this year already "is ahead of last year in earnings."

At the meeting, the stockholders voted for a three-to-one stock split-up [B•T, March 28]. They voted to increase to 12 million the limit on the total number of shares held by CBS Inc., elected Class A and B directors, and authorized an amendment to the company stock option plan to remove the yearly limitation on the number of shares which might be optioned to officers and employes. The firm of Lybrand, Ross Bros. & Montgomery was elected auditor for the company.

Under the stock split, stockholders will retain present stock certificates and will receive new certificates for the additional shares to which they may be entitled, i.e. two additional shares of the same class for each share of stock owned on the record date. This date is slated to be April 29 and new certificates will be mailed May 20.

Based on the number of shares of stock now outstanding, 4,023,669 shares of Class A and 3,302,340 shares of Class B will be outstanding after the split, it was stated.

CBS Inc. last month in its annual report showed gross revenues and sales to have been the highest in history last year and 18.9% larger than in 1953. Total last year was $373,380,139. Consolidated net income also was up.

Alaska Tvs Join CBS-TV

AFFILIATION of KTVF (TV) Fairbanks and KTVA (TV) Anchorage, both Alaska, with CBS-TV as primary, non-interconnected stations effective July 23, was announced last week by Herbert V. Akerberg, network's vice president in charge of station relations. Both stations operate on ch. 11. They are owned by Northern Television Inc.



each one is different

Whether it's trout flies — or quality television stations — inherent differences *count*. The first must offer individual characteristics, tailor-made to a fish's mood. But the other . . in a far more complex way . . must possess distinguishing traits and standards of service, tailor-made to the particular community it serves.

The relative merits of trout flies happen to concern *us* only at vacationtime. But the *individual* natures and needs of quality TV stations are our year-'round *exclusive* preoccupation. Because we concentrate only on these (to the exclusion of any other media) . . because we appreciate quality television stations can prosper best through quality representation . . and because we try to do our special job better than anyone else — we think that Harrington, Righter and Parsons is *different*, too. The individual stations listed here share this opinion.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television — the *only* medium we serve

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WSYR-TV	*Syracuse*

NBC-TV AFFILIATES DISCUSS COLOR, PROGRAMS FOR OPTIONAL STATIONS

Addition of 'Ding Dong School' and 'News Caravan' to list of shows which optionals may have brings total programming for them to 23¼ hours per week. Suggestions for extending color telecasting were made by Robert W. Sarnoff, NBC executive vice president.

EMPHASIS was placed by NBC-TV, at its Thursday-Friday meeting in New York with 150 officials of NBC-TV affiliated stations, on making more programs available to optional affiliates and on additional color programming.

Sylvester L. Weaver, NBC president, opened and closed the affiliates meeting.

Presiding officer was Walter Damm, WTMJ-TV Milwaukee, chairman of the executive committee. Other committee members attending: Clair McCollough, WGAL-TV Lancaster, Pa.; William Fay, WHAM-TV Rochester, N. Y.; Jack Harris, KPRC-TV Houston, Tex.; E. R. Vadeboncoeur, WSYR-TV Syracuse, N. Y.; Harold See, KRON-TV San Francisco; James Moore, WSLS-TV Roanoke, Va.; Fred Mueller, WEEK-TV Peoria, Ill., and David Baltimore, WBRE-TV Wilkes-Barre, Pa.

Robert W. Sarnoff, executive vice president of NBC, outlined various programming developments that the network will put into operation this summer and fall. In this connection, he reported that *Ding Dong School* and John Cameron Swayze's *News Caravan* will be made available this summer to optional affiliates under NBC-TV's program service plan. This raises to 23¼ hours a week the total programming that will be supplied to optional affiliates, Mr. Sarnoff said.

Another significant development cited by Mr. Sarnoff was color programming planning. He said certain features of the *Home* program this summer will be telecast in color and this fall *Howdy Doody* and several National Collegiate Athletic Assn. games will be presented in color.

Mr. Sarnoff suggested to the affiliates, who met in closed session, that they consider using color slides in afternoon schedules, which are local option time, as a means of acquiring experience as well as helping to build color tv set circulation by stimulating viewer interest.

Thomas A. McAvity, vice president in charge of the television network, advised affiliates that NBC-TV is moving in the direction of more one-hour tv shows. He noted that in the fall, NBC-TV will unveil as a one-hour format, the *Perry Como Show* on Saturday night and a Tuesday night dramatic series to be sponsored jointly by Pontiac and the Armstrong Cork Co.

Mr. McAvity reported that the sales outlook for the summer is "bright," with the 7:30-7:45 p.m. spot the only network period still unsold. He said the tv network's programming as a whole has had better reception this past winter and spring, claiming that Nielsen ratings covering these periods have been higher than for the corresponding periods last year. One example he cited was that of the Monday night Nielsen ratings for January-March which rose to 30.8 as compared with 19.8 last year.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

May 4 (10-11 p.m.): *Best of Broadway,* "Broadway," Westinghouse Electric Co. through McCann-Erickson.

May 12 (8:30-9:30 p.m.): *Shower of Stars,* "High Pitch," Chrysler Corp. through McCann-Erickson.

NBC-TV

April 25 (7:45-8 p.m.): *News Caravan,* color films from Yucca Flat on eve of atom bomb blast, Plymouth Div., Chrysler Corp., through N. W. Ayer & Son.

April 26 (7:45-8 p.m.): *News Caravan,* color films of bomb blast, R. J. Reynolds Tobacco Co. through William Esty Co.

May 2 (8-9:30 p.m.): *Producer's Showcase,* "Darkness at Noon," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey Adv. Agency.

May 7 (9-10:30 p.m.): *Max Liebman Presents,* "Desert Song," Oldsmobile Div., General Motors through D. P. Brother & Co.

May 11 (9-10 p.m.): *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

May 22 (7:30-9 p.m.): *Max Liebman Presents,* Hazel Bishop Inc., through Raymond Spector Co., and Sunbeam Corp. through Perrin-Paus Co.

May 30 (8-9:30 p.m.): *Producers' Showcase,* "Petrified Forest," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey Adv. Agency.

[Note: This schedule will be corrected to press time of each issue of B•T.]

AB-PT QUARTER NET TWICE THAT OF '54

Leonard Goldenson, president of AB-PT Inc., gives particular credit to 'improved programming' in ABC Div.

ESTIMATED net operating profit of American Broadcasting-Paramount Theatres Inc. for the 1955 first quarter almost doubled the same quarter of last year, from $1,039,000 or $.23 per common share to $1,917,000 or $.45 per share, it was reported last week by Leonard H. Goldenson, president of AB-PT.

Consolidated earnings for the first quarter, Mr. Goldenson said, were $1,950,000 or $.46 per common share, as against $1,110,000 or $.25 per share last year. He listed capital gains at $33,000 this year and $77,000 last year.

Mr. Goldenson said the increase in earnings reflected "substantial improvement" for both theatre operations and the ABC Div., particularly the tv network. He attributed the upswing at the ABC Div. to "improved programming." He added that the coming fall season will include the new Walt Disney program, *The Mickey Mouse Club,* and the *Warner Bros. Presents* series, both of which are already 75% sponsored.

Mr. Goldenson advised those stockholders, who formerly were stockholders of ABC Inc. and still hold scrip for fractional shares of common and preferred stock of this company, that a transfer agent has sold the common and preferred stock represented by such scrip. He said scrip holders are entitled to surrender their certificates, on or before Feb. 10, 1959, to the Bank of New York and to receive in exchange their pro rata portion of the proceeds resulting from such sale. The exchange will be on the basis of $.191 per 1/100th share of preferred stock and $.715 per 1/38th share of common stock.

AB-PT Stockholdings, Salaries Disclosed

PROXY STATEMENT accompanying notice of annual meeting of American Broadcasting-Paramount Theatres last week disclosed that Leonard H. Goldenson, president of the corporation, was the highest-paid officer last year with a total remuneration of $181,429, including expense allowances of $25,000. The annual meeting of stockholders will be held May 17 at the Sheraton-Astor Hotel, New York.

Salaries of other top executives were listed as follows: John Balaban, president of Balaban & Katz Corp., a subsidiary of AB-PT, $139,400, including $10,400 for expenses; Robert E. Kintner, president of ABC division, $77,500; A. H. Blank, president of Tri-States Theatre Corp., $58,106; Walter W. Gross, vice president and general counsel, $57,143; Robert H. O'Brien, financial vice president and secretary, $54,643; Robert H. Hinckley, vice president of the ABC division, $50,000, and Robert B. Wilby, president of Wilby-Kincey Service Corp., a subsidiary of the corporation, $41,058.

Eighteen directors are candidates for election to the board of directors and will be chosen at the annual meeting. With the exception of Sidney M. Markley, a vice president of AB-PT, all nominees are currently directors. Mr. Markley has been named to fill the vacancy created by the April 11 death of Herbert J. Schwartz, president of City Stores Co.

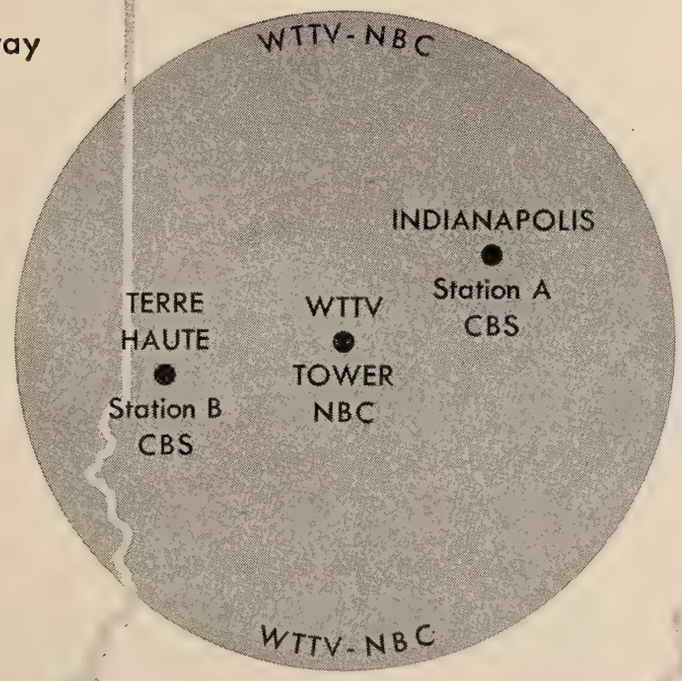
Board nominees and the number of common shares they hold in AB-PT are Messrs. Balaban (none), Blank (2,587), Goldenson (2,450), Gross (100), Hinckley (none), Kintner (3,000), Markley (100), O'Brien (100), Wilby (1,018), as well as Earl E. Anderson, vice president of ABC (1,974); John A. Coleman, Adler Coleman & Co. (none); Charles T. Fisher Jr., president of National Bank of Detroit (500); E. Chester Gersten, president of the Public National Bank & Trust Co. of New York (none); Robert L. Huffines Jr., president of Textron American Inc. (1,000); William T. Kilborn, president of Flannery Manufacturing Co., Pittsburgh (200); Edward J. Noble, chairman of the Finance Committee of AB-PT and chairman of the board of Life Savers Corp. (8,949); Owen D. Young, retired (1,500), and Walter P. Marshall, president of Western Union Telegraph Co. (200). Additionally, nominees own the following number of preferred shares: Messrs. Anderson (1,800), Kintner (2,500), Noble (324,601) and Young (1,400).

Company's annual report issued three weeks ago showed that the net operating earnings of the corporation in 1954 had increased to $4,722,000 from $4,480,000 in 1953 [B•T, April 4].

Speaking of NETWORK COVERAGE IN INDIANA, It's WTTV 2 to 1

You get 2 Major Markets for the price of 1 when you buy WTTV-NBC—Channel 4

- WTTV Tower located halfway between Indianapolis and Terre Haute
- Low Channel 4
- High 1000-feet Tower
- 100,000 Full Power
- Serving TWO MILLION people in the Great Hoosier Heartland



Cost of CBS two station package, 1 Hour	$1600
Cost of WTTV-NBC	1000
	$ 600

difference equals network 1-hour rate for San Antonio, Texas

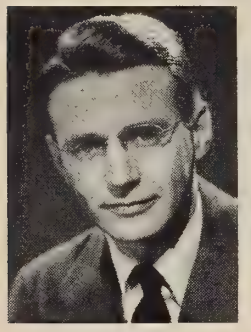
WTTV channel 4

A SARKES TARZIAN STATION

BUSINESS OFFICE: Essex House, Indianapolis 6, Indiana
Represented Nationally by MEEKER TV, Inc.

CBS NAMES THREE IN SALES PROMOTION

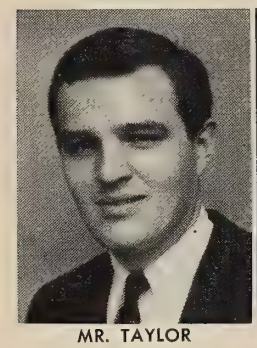
IN A REALIGNMENT of top promotion posts at CBS-TV and CBS Radio effective today (Monday), George Bristol has been appointed director of sales presentations for CBS-TV and Louis Dorfsman and Sherril W. Taylor have been named co-directors of the sales promotion and advertising department of CBS Radio.



MR. BRISTOL

Mr. Bristol moves to his new post from CBS Radio, where he has been director of sales promotion and advertising for the past four years. He joined CBS as a promotion writer nine years ago. Previously, he had been an editorial writer for *Dun's Review*. In his new post, Mr. Bristol succeeds Gordon A. Hellmann who joined Television Bureau of Advertising as director of sales promotion [B•T, April 11].

Messrs. Dorfsman and Taylor will assume the duties formerly handled by Mr. Bristol. Mr. Dorfsman, who has been associate director of the department since February 1953 and art director since July 1951, will continue his assignment as art director. He joined the network in 1946 as a staff designer in the art department. Mr. Taylor has been sales promotion manager of CBS Radio Spot Sales since May 1953, and previously had been in charge of sales promotion, advertising and exploitation for KNX Los Angeles and the Columbia Pacific Radio Network from 1951-53.



MR. TAYLOR



MR. DORFSMAN

NBC-TV, NCAA Announce '55 National Grid Slate

SCHEDULE of intercollegiate football games to be presented nationally by NBC next fall was announced jointly last week by Thomas S. Gallery, NBC sports director, and E. L. (Dick) Romney, commissioner of the Mountain States Conference and chairman of the National Collegiate Athletic Assn.'s television committee.

NBC, which carried the games in 1951-2-3, was awarded the 1955 rights following a two-day meeting of the NCAA television committee in New York. The network subsequently submitted a proposed schedule of national telecasts, which was approved by the NCAA television group in Chicago over the April 16-17 weekend.

The schedule, which includes telecasts on seven Saturday afternoons and on Thanksgiving Day, is as follows:

Miami at Georgia Tech, Sept. 17; Ohio State at Stanford, Oct. 1; Notre Dame at Michigan State, Oct. 15; Iowa at Michigan, Oct. 29; UCLA at USC, Nov. 19; Texas at Texas A & M, Nov. 24; Army-Navy at Philadelphia, Nov. 26, and North Carolina at Duke, Dec. 3.

Under the 1955 NCAA "national-regional" plan, five Saturday dates are set aside for regional telecasts, under which member colleges will be permitted to make their own telecasting arrangements within their district.

The NBC-TV sales department is reported to be evolving a sales plan to sell the national telecasts. The series was carried last year by ABC-TV on a regional sponsorship basis.

First Moves Devolop To Use Electronicam

AGENCY and advertiser interest in Electronicam, the new combined live-film camera developed by Allen B. DuMont Labs and its DuMont Television Network, was crystallizing last week.

The Electronicam system is scheduled to be used today, on an experimental basis, by William H. Weintraub & Co., New York, on either a Revlon or Ronson commercial [AT DEADLINE, April 18].

Another agency, Erwin Wasey & Co., New York, during tomorrow's rehearsal of Admiral Co.'s *Life Is Worth Living* show on (DuMont, Tuesday, 8-8:30 p.m. EDT), plans to film commercials and then present them on the air if the experiment is successful.

Among agency executives at the initial demonstration of the camera system [B•T, April 18], Nick E. Keesely, senior vice president and radio-tv director of Lennen & Newell, noted that the camera is "a most exciting development. It should hold out great promise for the future."

It was reported that an advertiser, Serutan Co., which sponsors *Life Begins at Eighty* on DuMont (Sunday, 9:30-10 p.m.), has accepted an offer to experiment with the Electronicam system. Details remain to be worked out, it was said.

According to DuMont, thus far advertisers now on the network have been given priority. Later, other advertisers will be contacted. The number of advertisers who can be accommodated, it was cautioned, must hinge on the availability of equipment.

Blake to New CBS-TV Post

APPOINTMENT of Robert F. Blake to the newly-created position of manager of special projects in the CBS-TV press department was announced last week by Charles Oppenheim, director of CBS-TV information services. The assignment becomes effective May 31.

Mr. Blake has been director of publicity for NBC's owned and operated stations division and for WRCA-AM-TV New York. Before his NBC association, he was director of publicity for WCBS New York. He was on the staff of WOR and later WOR-TV New York for 13 years, resigning in 1951 as director of publicity.

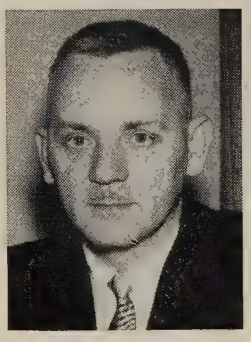
WXEX-TV Joins NBC-TV

AFFILIATION of WXEX-TV Richmond, Va., with NBC-TV was announced last week by Harry Bannister, vice president in charge of station relations for the network. The station, operating on ch. 8, expects to be on the air in mid-summer.

Permittee of the outlet is Petersburg Television Corp. Thomas G. Tinsley Jr. is president and Irving G. Abeloff is general manager. The present affiliate in Richmond for NBC is WTVR (TV).

MONROE NAMED V.P. IN MBS-WOR SHIFT

IN a realignment of network activities, Robert Monroe, president of Robert Monroe Productions, New York, has joined Mutual Broadcasting System and WOR New York as vice president in charge of programming, succeeding B. J. Hauser, who has assumed supervision of the network's development division.



MR. MONROE

Announcement of the changes was made last week by John B. Poor, Mutual executive vice president, who said that Mr. Monroe will be responsible for creating new concepts in radio programming and selling.

Mr. Monroe has been in the radio production field for more than 20 years. His broadcasting background on station and network operations includes production of MBS shows from Cleveland in 1937; writing and direction of network-originated shows from Cincinnati, and varied experience in announcing, production and writing.

Following military service, he established his own firm, Robert Monroe Productions, where he created several network radio and television properties, including *Nightmare, Story Time* and *Take a Number.*

Godfrey Firings to Cost CBS Approximately $75,000

THE DISMISSAL of six performers and three writers by Arthur Godfrey, CBS radio and television personality [AT DEADLINE, April 18] will cost CBS and Mr. Godfrey approximately $75,000 in severance pay, it was estimated last week. The Mariners, a male quartette, and singers Marion Marlowe and Haleloke, were under network contract. The writers had contracts with Mr. Godfrey personally.

The CBS agreements were due to expire July 1 and included provisions for a four-week notice if the contracts were not to be renewed. Salary to the performers through the duration of their respective contracts will amount to $25,000 for the Mariners and $16,000 each for Miss Marlowe and Haleloke. The writers will reportedly receive a total of $20,000 in severance pay.

Networks Finalize Plans For Yucca Flats A-Bomb Test

TOMORROW'S (Tuesday's) coverage of the Yucca Flat, Nev., atom bomb test will be the most extensive attempted by tv and radio, executives of major networks announced last week in Hollywood.

The explosion will be telecast live by a combined NBC-CBS-TV pool (5-5:30 a.m. PDT) and broadcast by an NBC-CBS-ABC radio pool (5:15-5:30 a.m., PDT).

Notable is the fact that a pool camera will be placed within 3400 yards of Ground Zero, with additional cameras placed at further distances for longer shots. Both CBS and NBC plan extensive use of kinescope and film footage of the event on many programs during the coming week.

Additionally, NBC news and special events department is arranging to show color film cov-

From every point of view... the finest!

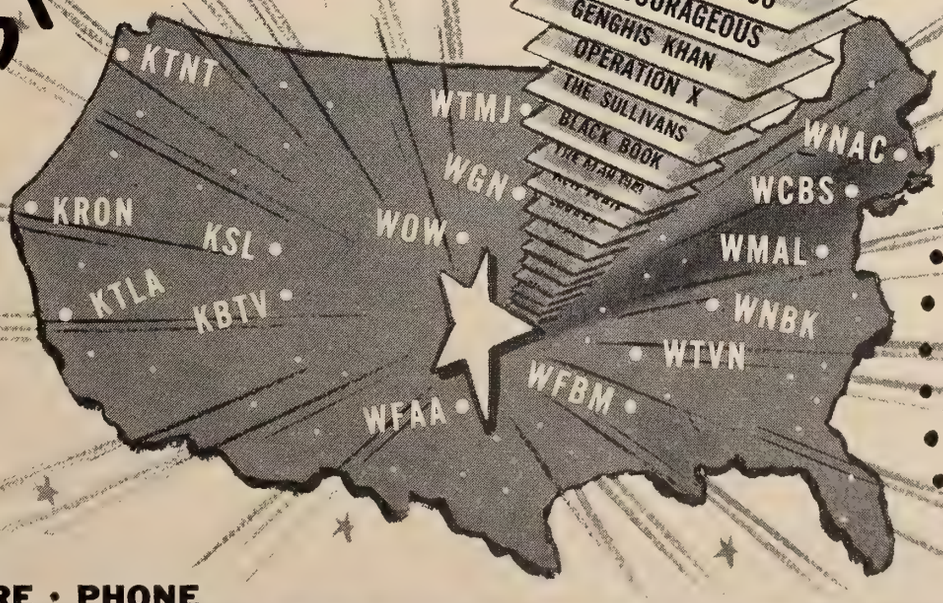
HYGO'S SHOWMANSHIP PACKAGE

of

Feature Films

GUNG HO
SMASH UP
NIGHT IN PARADISE
EAGLE SQUADRON
A LADY TAKES A CHANCE
SALOME, WHERE SHE DANCED
SPITFIRE
WE'VE NEVER BEEN LICKED
OUTPOST IN MOROCCO
LADIES COURAGEOUS
GENGHIS KHAN
OPERATION X
THE SULLIVANS
BLACK BOOK
THE MAN HER

OVER 36 MAJOR MARKETS SOLD IN 31 Days!



up to 26 pictures available in some markets.

WRITE • WIRE • PHONE

HYGO Television Films, inc.

NEW YORK
60 West 46th Street
New York 36, N. Y.
Circle 6-4347

DETROIT
709 Fox Building
Detroit, Michigan
WOodward 1-3979

HOLLYWOOD
814 North La Brea
Hollywood 38, Calif.
HOllywood 2-1151

erage of the blast within 12 hours after the event, utilizing a chartered airplane to fly the exposed color footage to Hollywood for development. The edited color film will be shown to NBC-TV eastern stations from Hollywood at 4:45 p.m. PDT and replayed for western stations at 7:45 p.m. PDT.

Spokesmen for KTLA (TV) Hollywood, which had previously offered the use of its "home-made" color remote unit, only one on the Pacific Coast, to the networks to telecast the event in live color, said the station would not cover the atom test because of network "indifference" to the offer.

CBS-TV Mid-Evening Shows Sold to Various Sponsors

A BLUEPRINT for CBS-TV's new lineup of programs in the 7:30-8 p.m. period, across-the-board [B•T, April 4], was beginning to take shape last week.

Monday's segment is being held on option by Liggett & Myers for a television version of its radio program, *Gunsmoke*. The agency, Cunningham & Walsh, New York, is expected early this week to notify the network for the cigarette firm.

Tuesday is still open, although many programs have been slated for the spot. Nothing had been signed as of late Friday.

The Wednesday period has been set for *Cochise the Indian Chief*.

Thursday's slot has been sold to Quaker Oats which will sponsor its *Sgt. Preston*.

On Friday, CBS-TV in that period will present *My Friend Flicka*, a property owned by 20th Century-Fox Film Corp. The latter firm has several advertisers interested, it was reported.

Stigdon Takes CBS-TV Post

APPOINTMENT of Clem Stigdon, formerly director and writer at RKO-Pathe, New York, as manager of film production at CBS-TV was announced last week by H. Grant Theis, manager of the film services department of CBS-TV. Mr. Stigdon will cover assignments on production techniques for integrating film sequences with "live" programs and for special film assignments that supplement either film or "live" telecasts.

NETWORK PEOPLE

John H. Thompson, program director, KNBC San Francisco, named news and special events manager, NBC Hollywood.



MR. THOMPSON

Sam Sharkey, former head of national news desk, *New York Times,* to NBC News, New York, as editor.

Betty Johnson and **Dick Noel** signed as permanent vocalists, ABC Radio *Breakfast Club*.

Gerald Rubin, recently released from active duty, Judge Advocate General Corps, to business affairs dept., ABC New York.

Wallace H. Lancton, 18-year radio veteran formerly with WGN Chicago, NBC New York and WJR Detroit, currently producing and directing MBS *Behind the Iron Curtain,* documentary commentary series.

U. S. OFFICIALS TO PLAY MAJOR ROLE IN D.C. MAY 22-26 NARTB CONVENTION

President Eisenhower is scheduled to address the group. FCC commissioners and chairmen of the Senate and House Commerce committees are also set to speak to the 33d annual industry meeting. Tentative agenda released by NARTB Convention Committee.

BROADCASTERS attending the 33d annual convention of the NARTB in Washington, May 22-26, will get priority attention from the government which regulates their industry, topped with a talk by President Dwight Eisenhower.

The almost complete convention agenda, released last week, shows that industry delegates will hear addresses from FCC Chairman George C. McConnaughey, and Sen. Warren G. Magnuson (D-Wash.) and Rep. J. Percy Priest (D-Tenn.), chairmen, respectively, of the Senate and House Commerce committees, which have jurisdiction over the FCC and most radio-tv legislation. They will also be treated to a panel discussion in which the full membership of the Commission will comprise the panel.

Addresses by the President and the other government figures will come on Government Day, Tuesday, May 24, which also will be highlighted by the keynote address from broadcaster-publisher Mark Ethridge, WHAS-AM-TV Louisville, who will be presented with the Keynote Award, the association's highest honor, by NARTB President Harold E. Fellows.

Presiding over the Tuesday joint management-engineering conference will be Clair R. McCollough, Steinman stations and chairman of the Tv Board, who will divide chairmanship honors during the five-day convention with Henry B. Clay, KWKH Shreveport, co-chairman of the Convention Committee and chairman of the Radio Board. The invocation will be said by the Rev. Clayton T. Griswold, radio-tv department, Presbyterian Church of the U. S. A. Another Government Day feature will be Catherine Esther Styles, a 1954-55 Voice of Democracy winner, reading her winning essay.

Wednesday will be Radio Day and Thursday Television Day, with separate management and engineering activities both days. Mr. Clay will take over the chair at Wednesday's management functions and Mr. McCollough will assume similar duties Thursday.

Other highlights include addresses by President Fellows at Wednesday's management luncheon and by Protestant clergyman-broadcaster Dr. Norman Vincent Peale at the management luncheon Thursday.

At the engineering conferences, Raymond F. Guy, NBC radio frequency engineering director, will preside Wednesday morning, with Glenn C. Boundy, Storer Broadcasting Co. engineering director, in the chair Thursday morning, and James H. Middlebrooks, KING-TV Seattle engineering director, presiding Thursday afternoon.

Radio Advertising Bureau sessions will be held Wednesday afternoon and Television Bureau of Advertising discussions Thursday afternoon.

Featuring the two opening days of the convention, Sunday and Monday, will be exhibits. The agenda, as it stood last week:

Sunday, May 22
(Shoreham)

7 a.m.-8 p.m.—Registration.
12 noon—Exhibits and reception headquarters open (Exposition Hall, Shoreham).

Monday, May 23
(Shoreham)

7 a.m.-8 p.m.—Registration.
Exhibits all day.
10 a.m.—Tv membership meeting and election.
6:30 p.m.—Preview of special projects exhibit for Washington news representatives (Sheraton Park).

Tuesday, May 24
Government Day
Joint Management-Engineering Conference
(Shoreham)

Morning

7 a.m.-8 p.m.—Registration.
10 a.m.—Presiding: Clair R. McCollough, Steinman stations, co-chairman of Convention Committee. Invocation: Rev. Clayton T. Griswold, radio-tv department, Presbyterian Church of the U. S. A.
10:15 a.m.—Keynote address: Mark Ethridge, WHAS-AM-TV Louisville.
11:30 a.m.—President Dwight D. Eisenhower.
12 noon—Adjournment for luncheon.
12:30 p.m.—Luncheon (Sheraton Park).
Presiding: Henry B. Clay, KWKH Shreveport, La., co-chairman of Convention Committee. Address: George C. McConnaughey, FCC chairman. Feature: Catherine Esther Styles, Auckland, New Zealand, 1954-55 Voice of Democracy winner.

Afternoon
(Shoreham)

2:15-4 p.m.—Panel discussion: FCC Chairman George C. McConnaughey and Comrs. Rosel H. Hyde, Robert E. Lee, John C. Doerfer, Robert T. Bartley, E. M. Webster and Frieda B. Hennock. Talks by Sen. Warren G. Magnuson (D-Wash.) and Rep. J. Percy Priest (D-Tenn.), chairman of Senate and House Interstate & Foreign Commerce committees, respectively.

Evening
(Sheraton Park)

6:30 p.m.—Engineering reception.

Wednesday, May 25
Radio Day
Management Conference

Morning
(Shoreham)

8 a.m.—Breakfast—Employer-Employe Relations Wage-Hour Discussion.
10 a.m.—Presiding: Henry B. Clay, KWKH Shreveport, co-chairman of Convention Committee.
11:15 a.m.—Employer-Employe Relations Dept. panel—"Selection and Motivation of Salesmen."
12:15 p.m.—Adjournment for luncheon.
12:30 p.m.—Luncheon (Sheraton Park).
Presiding: Henry B. Clay.
Address: Harold E. Fellows, NARTB president.

Afternoon

2-5 p.m.—Activities of Radio Advertising Bureau (not yet scheduled).

Engineering Conference

Morning

9-9:25 a.m.—Presiding: Raymond F. Guy, NBC director of radio frequency engineering.
9:25-50 a.m.—"Remote Control of High Power

STATE STREET AND RADIO

BRINGING CHICAGO SHOPPERS BACK DOWNTOWN



STATE STREET in Chicago has sometimes been described as the "world's greatest merchandising mile." Its merchants peddle the diversified wares of some 20,000 manufacturers, and cash registers literally jingle to the tune of an estimated $500 million in gross business each year.

On any normal weekday in 1955, sales are quite likely to hit the $2 million mark where, only a few years ago, these same merchants tightened their collective belts and faced up to a frightening fact: more and more Chicagoans were doing their shopping in outlying suburban stores.

Assuming the role of a modern pied piper, the State Street Council of Chicago in January 1953 organized a concerted radio campaign designed to woo shoppers back downtown. The result: a rhyming slogan is now dinned into the ears of Chicago listeners over 60 times each week on five local stations (WMAQ, WBBM, WGN, WIND, WLS) at a cost-per-thousand that would arouse the envy of any individual retail advertiser.

Never much for broadcast advertising on their own and avowedly inclined toward printed media, nearly 100 members of the Council now are willing to concede that its institutional radio spot announcements cover the State Street story like an umbrella and have proved a mercantile success in stimulating downtown traffic.

The Council spends roughly $100,000 on an annual basis to reach perhaps 10 million listeners in five Chicago counties. Its messages are heard each week, according to Radio Advertising Bureau estimates, in 1,597,000 homes (about 92% of Chicago radio families) an average of 3.4 times each week.

Until it recently added two more stations to its schedule, the Council spent about $10,000 in each peak volume month for spot saturation, the cost-per-thousand families (on a one-time basis) running about 11¢.

Authorities readily agree the Council has extracted a lot of mileage for every radio dollar to promote "the world's greatest merchandising mile"—and the catchy slogan: "What Do You Want to Buy? What Do You Want to Pay? State Street's Got It—Every Day!"

It also seems to have made State Street merchants more conscious of radio and television media than ever before—merchants who place perhaps 24 million lines of individual newspaper advertising each year to tell the "where," "when" and "how much" story to individual customers.

Radio has so undeniably rescued Chicago's downtown merchants from a serious financial blow that RAB was moved last February to honor the Council with presentation of a large plaque which said, in part: "for consistent and effective use of radio in the interests of State Street business."

Shortly afterward, the Council added two more stations to its schedule. Just as it complemented individual black-and-white advertising with radio, it is conceivable—and highly probable—that in time it will add television. The utilization of television has been ardently advocated by the Council's agency, Calkins & Holden, Chicago, on a similar institutional plane.

Attitude Toward Radio

What is the Council's official attitude toward radio advertising?

Randall H. Cooper, its president, explains it this way:

"Developing an advertising program for a group of merchants which, of necessity, must be institutional in character, is difficult because of the problem of not being able to sell an individual product or an individual store. We have found that our present radio spot announcement program . . . lends itself to our objectives because through it we are able to sell State Street to a tremendous audience on a limited budget. We tell the listeners in a brief message that State Street has the largest variety of merchandise at the widest range of prices of any shopping area in the Midwest. . . .

"We believe our radio program complements our individual members' newspaper advertising by constantly bringing State Street to the consciousness of the public." He cites continued cooperation of members and "increasing enthusiasm" for the program.

Mr. Cooper believes "this is the only campaign of its kind designed to further the interests of a major shopping area in a large metropolitan city." Business executives from similar organizations throughout the country periodically descend on Chicago in bunches to ascertain first-hand why the city has become a leader in the field of downtown promotion—with a major assist from radio.

Actually, the broadcast phase is the growth of prodigious efforts the past 10 years in such activities as slum clearance, area improvement, transportation and parking. By early 1953 each of these projects had moved out of the planning stage into some degree of activation, but the results were not too visible.

It was then, after a small radio schedule had been tried the previous fall, that the Council set out to (1) stress to the public the advantages of shopping on State Street, (2) increase the street's stature as "the world's greatest shopping center" and (3) create shopping habits which, over the long-range, would automatically siphon off to State Street. A long-term advertising program seemed strongly indicated.

The situation appeared critical: outlying areas were getting an increasingly larger share of the retail business and boosting their promotions and advertising lineage; State Street's sales and promotions were receding.

The fall-of-1952 radio drive was launched on a limited scale—and rather spasmodically—running four or five weeks during September and October. In January 1953 the time seemed ripe for a more direct promotion. Advertising was deemed not only ad-

visable but necessary by J. R. Pershall Co., the Council's agency at that time.

The Council had only a small budget to do a big-size job. Use of newspapers would eat too heavily into the institutional budget and could only duplicate the individual advertising efforts of its members. Tv was adjudged too expensive "because the job required maximum frequency and regular continuity."

George Bogart, who handled the account at Pershall in 1953 and supervises it now at Calkins & Holden, explains it this way:

"It seemed that the effective use of radio could best deliver the goods. Radio, at the proper times of day, could reach masses of people. The cost-per-thousand messages over radio were far less than comparable costs in any other medium. Radio offered the opportunity for contact with the public day in and day out, week in and week out, month after month."

Mr. Bogart reasoned that whatever shoppers might want to purchase or whatever they might be willing to spend, the merchandise could be found somewhere on Chicago's State Street—hence the genesis of "What Do You Want to Buy? What Do You Want to Pay? State Street's Got It Every Day."

The campaign was launched in January 1953, with 60-, 30- and 20-second announcements on WMAQ, WIND, WBBM and later on WGN. At the outset 55% of the spots were devoted to merchandisable products (women's fashions, children's apparel, men's wear, jewelry, house furnishings, etc.) and 45% to downtown attractions (movies, plays, restaurants, hotels, exhibits). Additionally there were three 10-second tv commercials each week for about five months. The radio spots approximated 59 each week, being aired during the hours 7 a.m.-1 p.m. across the board during the working week.

Testing the Results

In May 1953, after spots were on for nearly five months, the Council commissioned a telephone survey to be conducted by National Certified Interviews. The purpose was to establish whether the messages were getting through—not, of course, to gather any data on shopping habits but merely to indicate how effective the slogan had been in calling attention to State Street as a shopping center.

A total of 34% of the 267 women interviewed not only were familiar with it and could identify it, but were able to quote it verbatim. NCI used a sequential sampling technique whereby four independent samples of 50 respondents each were obtained by taking four random samples from the telephone directory.

Respondents first were asked to identify two other slogans ("When it rains, it pours" and "Be care free, go car free"), establishing an attitude for slogan recognition on Morton Salt and Chicago Transit Authority. They were then requested to fill in the State Street part of the State Street slogan. If the identifications were correct, respondents were asked where and when the slogan was heard or seen. Of 68 who correctly identified it, 39 (57%) said they heard it on radio.

The conclusion was drawn that the percentage of recognition "compares very favorably with identification of other products given more extensive advertising campaigns," on the basis of a similar telephone survey of three different products broken down by tv and non-tv areas. By comparison the State Street slogan was found to have a "high penetration rate."

A similar study was made 12 months later—in May 1954—among a comparable group of women. The results: 65% could identify the sponsor and quote the slogan as well. By now, the catchy rhyme had become a radio legend and a Chicago household word.

In the intervening period (December 1953) tv was dropped and radio was the only medium used. This time a personal interview method was utilized on State Street in front of member stores from 10 a.m. to 5 p.m. and during Monday evening hours. Total of 307 interviews were completed between April 6 and April 17, 1954. Again, lead-in slogans were used, this time involving Bon Ami and electric ranges (slogans: "Hasn't scratched yet" and "It's time to make that cooking change, today's the day of . . . .").

Aside from slogan identification, the Council also has enjoyed excellent response on special offers. Last September it offered free CTA road maps on five spots each day for four days. Listeners were merely asked to "call Harrison 7-6060"—the Council's telephone number. At 9 a.m. the first morning the offers were aired, the Council's offices were flooded with calls. Its line was jammed for four days and it was forced to hire extra help. All told, Mr. Cooper's office received 1,478 calls and distributed over 1,650 maps. The results prompted Mr. Bogart to comment:

"The results were so outstanding that we wondered what would happen if we offered a give-away that was really a good one." CTA had passed out over 200,000 of the same maps for two years, so the appeal would seem to have been limited.

The Council started a new gimmick in June 1953. It arranged for actress Dorothy Lamour to make some records tieing in the Council with the State Street Employe Contest she was conducting while at the Chicago Theatre. It proved a shrewd move on the Council's part—and was the harbinger of similar spots by other celebrities promoting State Street.

The Council made two startling discoveries: other stars actually sought out the Council for the privilege of making announcements and "not one thin dime" was paid out in talent fees by the organization.

Calkins & Holden points out, quite rightfully, it seems, that "this kind of recommendation and cooperation could not be bought and its value cannot be measured in terms of dollars and cents."

Council announcements last fall also were purchased by the Silk Assn. and Celanese Corp., both of which cooperated with its objectives in using such fashion personalities as Lilly Dache, Dorothy Kilgallen, Nettie Rosenstein and Tina Lesser.

Additionally, the Council gives a big bow, in its 1954 annual report, to Chicago radio-tv stations for having "generously contributed free time to State Street and to the Street's special promotions." State Street's Volunteer of the Year and Star Queen promotions were heavily promoted by stations.

Tv coverage of such visual delights as the 100th Anniversary Dinner Dessert of Carson, Pirie, Scott & Co., the Christmas Parade, and other events was credited with helping implant State Street in the public consciousness.

"This kind of radio and television coverage, if spread over a 12-month period, would provide an average of some eight minutes per week of invaluable television support which, if bought at regular rates, would have been very costly," Mr. Cooper has stated.

Since the first part of 1955, the State Street Council of Chicago has stepped up its radio commitments and budget to continue promoting State Street (and only State Street—merchants on other streets are not eligible for membership). But what of television?

Radio Tops the Morning

Calkins & Holden notes the picture in listening and viewing habits hasn't changed appreciably the past two years. Radio listening still outweighs televiewing in the morning and early afternoon and suffers by comparison with tv only after about 4 p.m. Last September it recommended to the Council an expansion of its radio budget (adopted in November) and the addition of one-minute tv spots (still pending).

Radio has been and will continue to be effective in the future, the agency feels. But "the time has come for the Council to consider seriously the addition of a television effort to its radio programs in order to achieve the maximum results per dollar spent," its recommendations pointed out.

"It is, in our opinion, necessary to use both radio and television. . . . The use of tv along the same lines of frequency and continuity, as you have been using in radio, will more than double the impact and effectiveness of your messages. . . . It is not only feasible but it is highly advisable to translate the content of your radio announcements into television."

There is fresh evidence that Chicago's retail stores have learned a lesson from the Council's campaign. Local department stores traditionally have been lukewarm to radio advertising, save for minimal efforts by such stores as Sears, Roebuck; Golblatt's, and a few smaller stores.

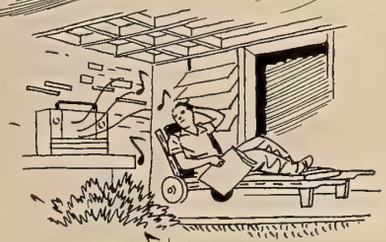
Over a fortnight ago, however, RAB and Calkins & Holden broke new ground in this field with Marshall Field & Co.'s budget floor as the prime mover. After four months deliberation, Field is launching a sizable radio spot saturation campaign on five local stations April 10 to promote "fashion at a price" on its budget floor. Only a short time before, on March 26, Field sponsored the telecast of the *Chicago Daily News* relays on WBKB (TV).

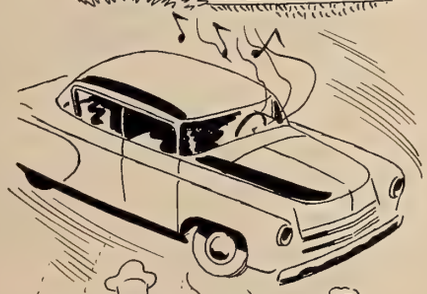
Purchase of the radio spot campaign was hailed as a milestone in Chicago retail store circles—and another accomplishment for the Radio Advertising Bureau.

BROAD as all out doors!









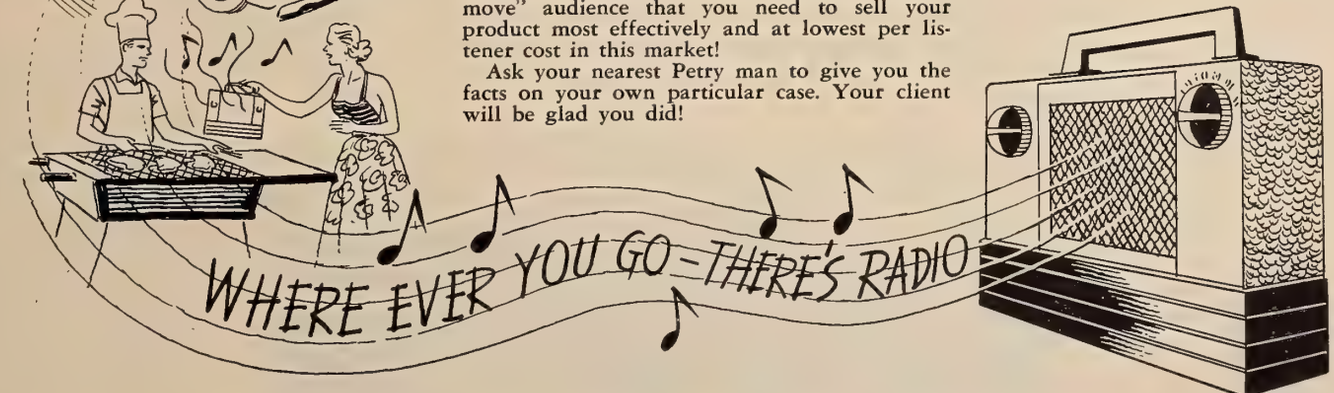
"Broad as all outdoors" is the only phrase that adequately describes the complete coverage of radio, *especially* KVOO radio! And this is especially true in the wonderful outdoor months of the year which stretch from March through October in our part of the great Southwest! During these months people are more than ever on the move! They're doing things — going places! They're not tied down to a room. They're working in gardens, boating on lakes, fishing the streams, driving the highways, enjoying barbecue on the patio . . . and a thousand and one other delightful summertime *outdoor* activities. And guess what's always with them . . . what's *"Broad as All Outdoors!"* Of course, it's radio . . . *KVOO Radio!*

That's why, when you plan keeping summertime sales not only high, but getting them higher, you *plan KVOO radio!*

Summertime is *radiotime,* is *sellingtime,* is more than ever *KVOOtime!* Follow the crowd *outdoors* . . . follow them with *KVOO radio,* the best in entertainment that they *can* take with them wherever they go!

Only KVOO with its 50,000 watts power, clear channel 1170 kc spot, more than 30 years of outstanding service to the Southwest, and unquestioned leadership by every proved measurement, can deliver the summer outdoor "on the move" audience that you need to sell your product most effectively and at lowest per listener cost in this market!

Ask your nearest Petry man to give you the facts on your own particular case. Your client will be glad you did!



RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

FIFTH AVE. RADIO FOR LATIN AMERICA

WRUL NETWORK BEAMS TO 2.5 MILLION EVERY NIGHT

EACH EVENING some 2.5 million listeners in 11 Latin American countries bordering the Caribbean Sea settle back to hear two hours of programming in Spanish emanating from a studio at 57th St. and Fifth Ave. in New York City, headquarters of the Interamerican Network of WRUL, whose shortwave transmitters at Scituate, Mass., beam the programs southward for reception and rebroadcast by 54 affiliated stations. There are another 15 stations which rebroadcast the network's programs on occasion and there also are many listeners through Central and South America who pick up the WRUL programs directly on their shortwave sets.

The programs, although in Spanish, follow the typical U. S. pattern, with the emphasis on news and music. The news—and there are three news programs each evening, two quarter-hours and a five-minute world headline period—is world-wide, with the emphasis on Latin American interests. The music, contrariwise, is strictly Tin Pan Alley, to please the listeners in Central and South America who are as keen for the hit tunes of the U. S. as we are for rhumbas and mambos.

Once each week the WRUL transmission features the top 10 tunes of the week, a program so popular that CMKW Santiago, Cuba, augments it with two similar programs a week which it originates locally from lists of top pop tunes sent down from WRUL in New York. Twice a week the network treats Latin American hepcats to a jazz program called *Burbujos Musicales*. And there are numerous other musical shows.

The Interamerican Network also broadcasts a daily sports roundup; a weekly *Intercambio Interamericano* quarter-hour of industrial news from all parts of the American hemisphere; *Via Jando*, a travel program; a weekly scientific review of the latest developments in chemistry, physics, electronics and the other fields of science. In addition to its own programming, the network each night broadcasts 45 minutes of programs for the United States Information Service.

Special events loom large on the schedules of WRUL's Interamerican Network, which goes to great lengths to provide the Latin American audience with complete coverage of those news events in which it is most interested. In recent weeks the network's director, Zachary De Gaster, accompanied Vice President Richard Nixon on his goodwill tour of Central America, to guarantee a full report to the network's listeners. At each stop in the 28-day, 10-country tour, the party, descending from its plane, was greeted by a WRUL microphone, manned by a top commentator of the network's affiliated station in that particular city, who himself broadcast the report to the full network.

"The use of these local commentators added immeasurably to the effectiveness of our coverage of the Nixon trip and to its goodwill results," Mr. De Gaster told B•T. "If the report had come from USIA or even from WRUL itself, it might have been discounted as at least in part being propaganda. But when our Latin American listeners heard, for example, 'This is Ramon Castaneda of Union Radio in Havana, member of the Interamerican Network of WRUL, speaking to all of Latin America with a commentary on the goodwill tour of Vice President Nixon . . .,' they felt they were getting the true story and an accurate picture from one of their own—and they were. The reactions were excellent throughout the entire tour and I'm sure the broadcasts helped Mr. Nixon's goodwill efforts."

The coverage of the Nixon tour was kept entirely on a sustaining basis, with no sponsorship accepted on the network nor permitted locally. Not so, however, the network's coverage of the Inter-American Investment Conference held in New Orleans early in March for the purpose of promoting increased investments of North American dollars in Latin American business. Daily half-hour summaries of the conference proceedings were broadcast over WRUL and its Latin American affiliates sponsored by Time Inc., co-sponsor with the city of New Orleans of the conference itself.

During the month preceding the conference, Time Inc. (for *Life* magazine) sponsored a series of weekly programs on the full network, dramatizing the methods by which businessmen of Central and South America can secure U. S. capital to finance their operations. These pre-conference broadcasts built up appreciable interest in the meeting, Mr. De Gaster said, citing as typical this Feb. 20 letter from Union Radio:

"The first few programs of *Life* aroused considerable interest on the part of our listeners. We received a number of phone calls asking us to supply extra data on the conference. Towards the middle of February the *Life* program began to take hold. We were asked such questions as: 'Will we be able to meet with small industrialists interested in actually investing in New Orleans or merely with the big ones?' Other questions were asked whether we could supply people with manuals on mass production.

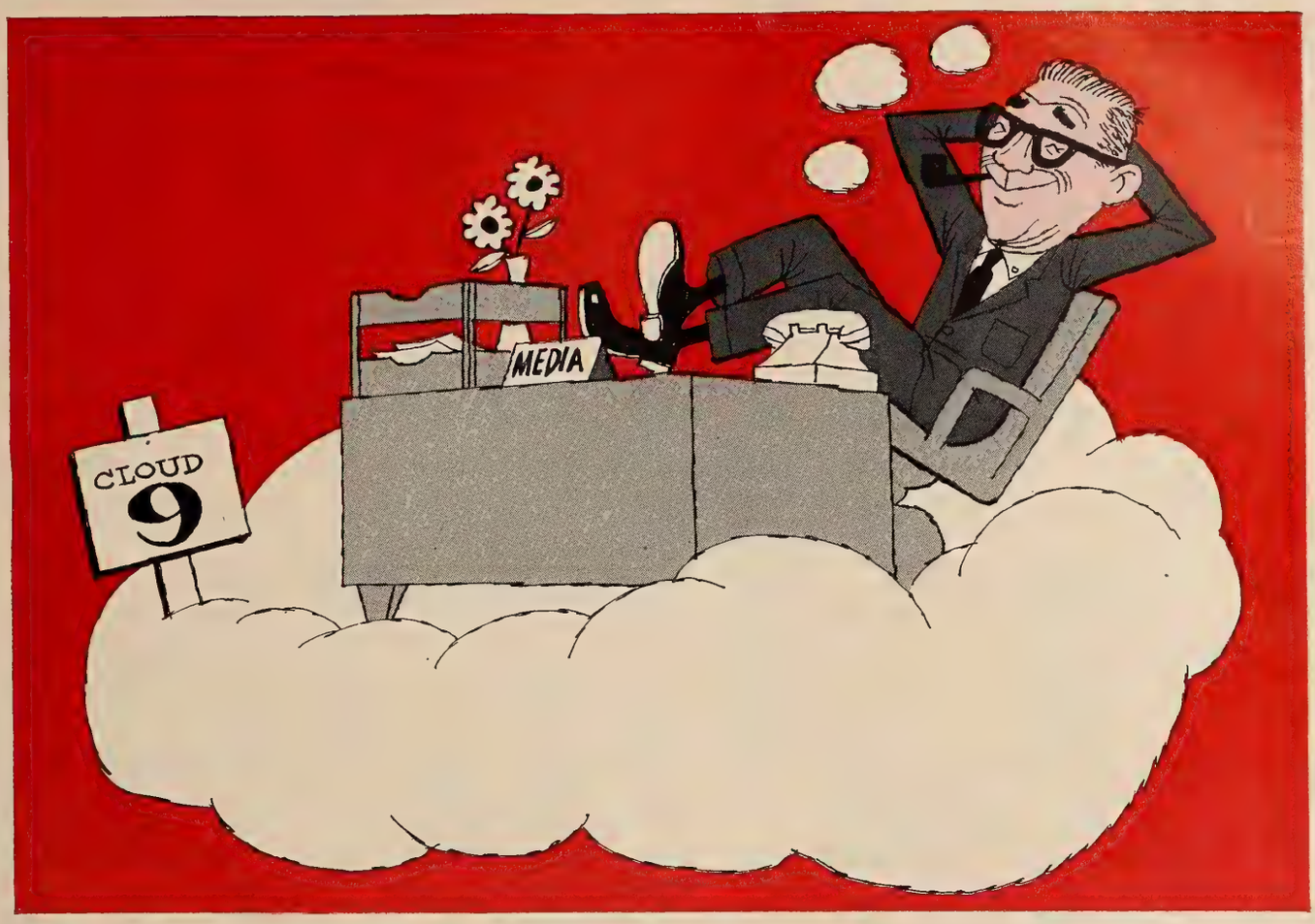
"When the Vice President of the United States made a press conference statement on the New Orleans conference in Havana we were called by at least 50 people asking us whether we could make reservations for them in New Orleans. . . ."

It was for the double purpose of promoting hemispheric understanding by making available programs from New York to Latin American stations and of supplying international business organizations with a new and efficient advertising medium that the WRUL Interamerican Network was organized, B•T learned from Walter S. Lemmon, founder and president of World Wide Broadcasting System, operator of WRUL. In the prewar days when WRUL was pioneering in international broadcasting, it was entirely noncommercial, financed largely by Mr. Lemmon, with the aid of some financial contributions from educational foundations that were interested in encouraging the international exchange of information and culture.

It was after the end of World War II that Mr.



VICE PRESIDENT Nixon interviewed at Tocumen Airfield, Panama.



Why the media department moved to Cloud Nine...

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COMPARATIVE NETWORK AM SHOWSHEET

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SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (195) R	Public Prosecutor	The American Forum
6:15	Paul Harvey Belltone			
6:30			Mutual Benefit On the Line with Bob Considine (546)	Nothing But Music
6:45	ABC Orchestra	Sunday Playhouse	All-Star Sports Time	
7:00	Songs By Valentino S	Amer. Tob. Jack Benny (213)	Richard Hayes Show	Special Tribute Programs
7:15	George Sokolsky			
7:30	Show Time Review S	CBS Columbia Amos 'n' Andy (205)	Studio Concerts	
7:45	Henry Milo Travel Talk S			7:55-8 NBC Travel Bureau
8:00		Toni & Whitehall Cosponsored Our Miss Brooks (206)	U S Military Academy Band	X Minus One
8:15	Co-op America's Town Meeting			
8:30		Campana Philip Morris My Little Margie (205) R	Enchanted Hour	The Adventures of the Abbotts
8:45				
9:00	Walter Winchell ASR & Bayuk alt. wks.	Kraft Foods Rudy Vallee (204)	Natl'l Labor Management Fulton Lewis	The Adventures of Sherlock Holmes
9:15	Quincy Howe S		Success Story USA	
9:30	Sammy Kaye		Manion Forum Dean Clarence Manion	Easy Money
9:45			Co-op Keep Healthy	
10:00	Bankers Life & Cas. Co. Paul Harvey	10-10:05 Daniel Schorr	Billy Graham Evangelist Assn.	Fibber McGee & Molly * 3-Plan
10:15	Elmer Davis	Face the Nation	Hour of Decision	The Great Gildersleeve 3 Plan *
10:30	The Assemblies of God "Revival Time"	John Derr Sports	Little Symphonies	Meet the Press
10:45		U N Report		
11:00	Moods in Melody	News	Winnipeg Sunday Concert	News From NBC
11:15 PM		Dance Orchestra		No Network Service

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service
	Budweiser Bill Stern	No Service		No Network Service
	Co-op George Hicks	Delco Battries Lowell Thomas (199)		Sun Oil & Co-op 3-Star Extra (34)
	Vandercook CIO	Tennessee Ernie S (121)	Co-op Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe		Dinner Date	No Network Service
	Gen. Mills, Lone Ranger (153)		American Home Prod. Gabriel Heatter	Miles Labs News of World (166)
	Les Griffith 7:55-8 S	Am Oil Ed. R. Murrow (89)	In the Mood	Toni Co. One Man's Family (182)
	Just Easy Gregson	Mr. Keen	Top Secret Files *	Gen. Motors Henry J Taylor
	News S	Amer Tob Edwards-News		
	Voice of Firestone	Lever-Linton Godfrey Talent Scouts (171) R	Co-op Broadway Cop	Best of All
	Music Tent	Liggett & Myers Perry Como (208)	Esso Reporter Footnotes to History	Bell Telephone Telephone Hour (185) R
		Cons Cosmetics & Gen Fds Crosby (206) R	Gil Houston Show	
	Freedom Sings Concert	9:30-9:55 Amos 'n' Andy Music Hall Viceroy Cig. (206)	Reporters' Roundup	Cities Service Band of America (113) N
	News 9:55-10	Robt.Trout, News Chevrolet (201)		
	AFL Edw. Morgan News		Dance Orchestra	Fibber McGee & Molly * 3-Plan
	How To Fix It Co-op 10:15-25			The Great Gildersleeve 3-Plan *
	News 10:25-30	Dance Orchestra		
	Martha Lou Harp		Distinguished Artists Series	Wings for Tomorrow
	Songs by Dini	News	Mutual Reports The News	No Network Service
	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service
	Budweiser Bill Stern	No Service		No Network Service
	Co-op George Hicks	Delco Battries Lowell Thomas (199)		Sun Oil & Co-op 3-Star Extra (34)
	Vandercook CIO	Tenn. Ernie (121)	Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe		In The Mood	No Network Service
	Saga S		Banker's Life alt. wks. Gabriel Heatter	Miles Labs. News of World (168)
	Les Griffith 7:55-8 S	Am Oil Ed. R. Murrow (89)	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family
	Jack Gregson	Suspense	Treasury Agent *	Toni alt with Paper Mate People Are Funny
	News S	News		
		Disk Derby	Co-op John Steele Adventurer	Liggett & Myers Dragnet (197)
	News S			
	Sammy Kaye S	Rosemary Clooney S	Esso Reporter Footnotes to History	Lux Radio Theater
	Chr. Sci. Pub. Co Edwin D. Canham	Bing Crosby S	Gil Houston Show	
	Platter Brains S	9:30-9:55 Amos 'n' Andy Music Hall	The Army Hour	
	News 9:55-10	Robt.Trout, News Chevrolet (201)		
	AFL Edw. Morgan News		Musical Almanac	Fibber McGee & Molly * 3-Plan
	How To Fix It Co-op 10:15-25			The Great Gildersleeve 3 Plan *
	News 10:25-30	Dance Orchestra		
	Take Thirty S		Dance Orchestra	Listen to Washington
	Singing with the Stars	News	Mutual Reports The News	No Network Service
	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

WE

	ABC	CBS
	Not in Service	Metro. L Allan J. (29)
		No Se
	Budweiser Bill Stern	
	Co-op George Hicks	Delco B Lowell T (19
	Vandercook CIO	
	Co-op Quincy Howe	Philip R. Tenn. I (12
	Gen. Mills, Lone Ranger (153)	
	Les Griffith 7:55-8 S	Am Ed. R. M (89
	Jack Gregson	Wrig FBI in P War (1
	News S	Amer. T Edwards
		Dix Dei
	News S	Liggett & Perry L (20
	Sammy Kaye	Cons Co General Bing C (20
	News S	Viceroy Amos 'n Music (20
	President's News Conference	Robt.Trou Chevrole
	News 9:55-10	
	AFL Edw. Morgan News	
	How To Fix It Co-op 10:15-25	
	News 10:25-30	Dan Orche
	The Dunigans and Their Friends	
	Town & Country Time	
	Singing with the Stars	New
	Sports Report S	Dan Orche

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	9:00-9:05* ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Milton Cross	Music Room		Carnival of Books
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God (268)	Faith in Action
9:45		Bob Trout Chevrolet		Art of Living
10:00	Message of Israel S	Church of Air S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S		Voice of Prophecy (307)	Headlines In Perspective
10:45				
11:00	Sunday Melodies	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest (362)	News from NBC
11:15	Marines in Review		First Church How Christian Science Heals	Stars From Paris
11:30	The Christian In Action S	News* (5 min.) Invitation to Learning* S	Northwestern U. Review S	Pauline Frederick at the UN
11:45				TBA (last UN assignment 5-1)
12:00 N	Pan-American Union	The Leading Question	U. S. Marine Band	Music for Relaxation
12:15 PM				
12:30	The World Tomorrow Radio Church of God	Philadelphia Orchestra	Bill Cunningham Co-op	The Eternal Light
12:45			Co-op Merry Mailman	
1:00	Churches of Christ Herald of Truth (108)		Wings of Healing Global Frontiers	Anthology
1:15			First Church How Christian Science Heals	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Breakfast Club 9-9:15 MWF S Tuesday Mutual of Omaha Thursday Realemon	Co-op News	Co-op Robt. Hurleigh	No Network Service
	9:15-9:45 M-F Swift	No Service	Easy Does It	
	9:45-10 MWF Chevrolet TuTh Quaker	Pet Milk Godfrey (199) R	Cook Chemical Cecil Brown Real News of the Morning	
	Sterling Drug Tu&Th (sust.) My True Story (212)	Campana Staley Godfrey (203) R	Johnny Olsen Show	10-10:05** M.M.McBride
	Carnation M-F Whispering Streets (224)	Frigidaire-Bristol Myers Arthur Godfrey (206) R	Co-op Cecil Brown	Doeskin Prods 10:05-10:15 N V Peale
	When A Girl Marries (165) Seeman Bros MWF	Kellogg Minn. Mining (206) R	Faith In Our Time	Joyce Jordan M.D.
	Companion S	Toni Lever Godfrey (205) R	10:30 Kraft News	Doctor's Wife
	Paging The New S	Pillsbury & Toni alt .Fri (205) Pillsbury M-Th	10:35-11 Johnny Olsen Show	Miles Labs Break the Bank
	Albert L Warner News S	Contnl. Baking Make Up Your Mind (56)	Florida Calling With Tom Moore	C-P Strike It Rich (179)
	Your Neighbors Voice S	Second Husband S	Kraft News	C-P The Phrase that Pays (183)
	Valentino	GF on TuTh P&G Wendy Warren (190)	Sleep-Eze Co Queen for a Day (551) 11:45-12 P. Lorillard	Second Chance * 3-Plan
	Luncheon at the Sheraton	P&G Ivory Snow Rosemary (101)	Down at Holmesy's	
	N. Y. Day by Day	Toni MWF Whitehall M-F Helen Trent (189)	Kraft News 12:15-12:20	
	No Network Service	Whitehall-P&G Our Gal Sunday (183)	12:20-12:30 Down at Holmesy's	No Network Service
	Co-op Paul Harvey	P&G Ivory Road of Life (138)	12:30-1 No Service	
	Co-op Ted Malone	P&G Oxydol Ma Perkins (162)	Co-op Cedric Foster	
			Mutual Music Box	

SATURDAY

	ABC	CBS	MBS	NBC
1:30 PM		Co-op News	No Network Service	
1:45		No Service		
2:00	Co-op No School Today	SL Louis Melodies		Serenade to Romance
2:15		Ferry Morse Garden Gate (204)		
2:30	(10-10:30) Table Products, Inc.	News Gen Fds (189) Galen Drake		10-10:05** M.M.McBride
2:45		Galen Drake S		Serenade to Romance
3:00	Co-op No School Today	10:30-45 Animal Fdtn Galen Drake (74) S	American Travel Guide	
3:15		News* (5 min.)	Conference Call	
3:30	11-11:05 ABC News*	Milner 11:40-Noon Robt Q Lewis (185)	Lucky Pierre Show	Roadshow
3:45	Half Pint Panel S			
4:00	All-League Clubhouse S		Philco Corp Phonorama Time 11:55 Young Living	
4:15		News		
4:30	101 Ranch Boys S	12-12:30 Romance S	I Ask You	Allis-Chalmers National Farm & Home Hour (Eastern Stand Stations Only)
4:45				
5:00	American Farmer S	Liggett & Myers Gunsmoke (203)	Tex Fletcher's Wagon Train	Peewee King Show
5:15				
5:30	Navy Hour S	City Hospital	Fifth Army Band	Dude Ranch Jamboree (Eastern Sta's) Chalmers Home Hour (Central Sta's)
5:45 PM				

DA

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1:30 PM	Pilgra
1:45	
2:00	Healing In
2:15	Dr. Oral
2:30	Dr. V
2:45	Wings of
3:00	U.S. Ai
3:15	Sh
3:30	
3:45	Dr. Billy Hour of (22
4:00	
4:15	Gospel B Old-Fas Revival H
4:30	
4:45	
5:00	Th Ever Con
5:15	S
5:30	Good Greates Ever
5:45 PM	

FOR MAY 1955

THURSDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p.m. Strip	No Network Service
6:15	Budweiser Bill Stern	No Service		No Network Service
6:30	Co-op George Hicks	Delco Batteries Lowell Thomas (199)		Sun Oil & Co-op 3-Star Extra (34)
6:45	Vandercook CIO	Campana Philip Morris Tenn. Ernie (184)	Fulton Lewis jr.	Alex Drier Man on the Go Co-op
7:00	Co-op Quincy Howe		Dinner Date	No Network Service
7:15	Saga S	Am Oil Ed. R. Murrow (89)	Gabriel Heatter	Miles Labs News of World (168)
7:30	Les Griffith 7:55-8 S	8-8:25 The Whistler	Coca-Cola Co. Eddie Fisher Show	Toni Co. One Man's Family (182)
7:45	Jack Gregson	Amer Tobacco Edwards News	Official Detective *	Dodge Bros. Roy Rogers Family Program (200)
8:00	News S	Disk Derby	Co-op Crime Fighters	Dr. Six-Sun
8:15				Brown & Wm'son News
8:30	News S	Campana Rosemary Clooney (203)	Esso Reporter Footnotes to History	Barrie Craig Confidential Investigator
8:45	Sammy Kaye	Bing Crosby S	Gil Houston Show	
9:00	News S	Amos 'n' Andy Music Hall	State of the Nation	Penitentiary
9:15	Rhythm On Parade S	Robt. Trout, News Chevrolet (201)		
9:30	News 9:55-10		Musical Caravan	News from NBC
9:45	AFL Edw. Morgan News			Fibber McGee & Molly * 3-Plan
10:00	How To Fix It Co-op 10:15-25	Dance Orchestra		The Great Gildersleeve 3-Plan *
10:15	News 10:25-30			
10:30	Front & Center		Dance Orchestra	Jane Pickens Show
10:45				
11:00	Singing with the Stars	News	Mutual Reports The News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p.m. Strip	No Network Service
6:15	Budweiser Bill Stern	No Service		No network Service
6:30	Co-op George Hicks	Delco Batteries Lowell Thomas (199)		Sun Oil Co-op 3-Star Extra (34)
6:45	Vandercook CIO	Philip Morris Campana (start 5-20) Harrison Prods Tenn. Ernie (204)	Fulton Lewis jr.	Alex Drier Man on the Go Co-op
7:00	Co-op Quincy Howe		Co-op Men's Corner	No Network Service
7:15	Gen. Mills, Lone Ranger (153)	Am Oil Ed. R. Murrow (89)	Amer. Home Gabriel Heatter	Miles Labs News of World (168)
7:30	Les Griffith 7:55-8 S	8-8:25 Bristol-Myers Godfrey Digest (200)	Burton-Dixie Corp L. Paul-M Ford	One Man's Family
7:45	Jack Gregson		Counterspy *	Chevrolet Dinah Shore
8:00	News S	Edwards News	Co-op Take a Number	Toni Frank Sinatra Show
8:15		Disk Derby		
8:30	News S	Liggett & Myers Perry Como (208)	Esso Reporter Footnotes to History	Friday With Garroway
8:45	Sammy Kaye	Bing Crosby	Gil Houston Show	
9:00	News S	9:30-9:55 Amos 'n' Andy Music Hall Viceroy (202)	Heart Beat of Industry	
9:15	Notes and Notations S			
9:30	News 9:55-10	Robt. Trout, News Chevrolet (201)		
9:45	AFL Edw. Morgan News		Family Theatre	Gillette Fights
10:00	How To Fix It Co-op 10:15-25	Dance Orchestra		
10:15	News 10:25-30			
10:30	Indoors Unlimited		Dance Orchestra	Sports Highlights
10:45				
11:00	Songs By Dini	News	Mutual Reports The News	No Network Service
11:15 PM	Sports Report	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	Pan American Union	Lou Cioffi News	John Flynn	George Hicks News
6:15		Sports Roundup	World Traveler	H. V. Kaltenborn News Co-op
6:30	Co-op Bob Finnegan Sports	Capitol Cloakroom	Report From Washington	The Kingdom Come
6:45	Co-op Sports Afield With Bob Edge		Basil Heatter	
7:00	At Ease	Gen. Mtrs., News	Pop The Question	NBC Travel Bur.
7:15	Overseas Assignment	Make Way for Youth		Heart of the News
7:30	As We See It S	Gangbusters	Have A Heart	College Quiz Bowl
7:45	This Week In Washington S			
8:00	8:00-8:05 ABC News	Liggett & Myers Gunsmoke (213)	Co-op True or False	Conversation
8:15				
8:30		Juke Box Jury	Quaker City Capers	Boston Pops Concert
8:45	Dancing Party S			
9:00		P. Lorillard Two For The Money (209)	Hawaii Calls	All Star Parade of Bands
9:15				
9:30		Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (93)
9:45		Chevrolet News A. Jackson (188)		
10:00	Ozark Jubilee	Saturday Night Country Style	Chicago Theatre of the Air S	Tex Williams Show
10:15				
10:30	Music	Dance Orchestra		Town Hall Party
10:45				
11:00	Statler Orchestra	News	Basil Heatter Commentary	News from NBC
11:15 PM		Dance Orchestra	Airmen of Note	No Network Service

SUNDAY

	MBS	NBC
	Lutheran Hour (479)	U. of Chicago Roundtable
	(approx 2-4:30)	The Catholic Hour
	Gillette Co Warmup	Youth Wants to Know
	Gillette Safety Razor Co Game of the Day	Weekend
5 min.)	R J Reynolds Tobacco Co Camel Scoreboard	
	Nick Carter	Weekend-RCA May 1 thru May 29
5 min.)	Natl. Biscuit Adventures of Rin Tin Tin	TBA (last 'Inheritance 5-1)
	The Masquerader	TBA

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Closed Circuit	P&G Crisco Dr. Malone (153)	Ted Steele Show	Co-op Pauline Frederic Reporting
		P&G Duz Guiding Light (128)		
	No Network Service	Armour Mrs. Burton (195)	(approx 2-4:30)	No Network Service
	Myerson Alm Tintex S	P&G Tide Perry Mason (163)		
	Betty Crocker M-W-F Seeman Bros. Sheilah Graham T&Th	Toni & Bristol Myers Nora Drake (201)	Warmup S	
		P&G Ivory Fl. Brighter Day (166)	Jackson Brewing Co Game of the Day	
	The Martin Block Show 2:35-4	Hilltop House S		News
		Lever, Kellogg Houseparty * (183) R	R J Reynolds Tobacco Co Camel Scoreboard	Woman In Love
		Pillsbury MTh House Party Hawaiian Fri. (198) R*		P&G Pepper Young (166)
	Latin Quarter Matinee			P&G Right to Happiness (163)
	Betty Crocker M-W-F T&Th Dorese Belo	No Service	Bruce & Dan	P&G Backstage Wife (175)
				Sterling MWF Toni Tu-Th Stella Dallas (162)
	Treasury Bandstand 4:30-5	4:55-5 News	Tex Fletcher's Wagon Train	Sterling M-W-F Toni (Tu-Th) Widder Brown (162)
				P&G Woman in My House (188)
	Musical Express M-F	No Service	MWF B. Benson TuTh Q. Oats Co. Sgt. Preston of the Yukon	Miles Labs Just Plain Bill
	The Fred Beck Show S			C-P Lorenzo Jones (191)
	Gloria Parker		Bobby Benson	Mr. Jolly's Hotel for Pets Coast Fisheries T-Th Sustaining
	Vincent Lopez		America's Bsness	It Pays to Be Married * 3-Plan
			General Tire Sports Time	
			Kraft News	

SATURDAY

	ABC	CBS	MBS	NBC
	Vincent Lopez Show S	Stan Dougherty Presents	Ruby Mercer Show	
		Dance Orchestra	(approx 2:00)	
	Festival S	Teddy Wilson Show	Warmup S	
		String Serenade	Jackson Brewing Co Game of the Day	
	Pop Concert S	Treasury Bandstand	R J Reynolds Camel Scoreboard	Roadshow RCA 3:30-4 (May 7 thru 28)
	Co-op Feature Horse Races			
	Band Concert Promenade S		Bandstand USA	
	Dinner at the Green Room S	Adventures In Science	Teenagers USA	
		Richard Hayes		
		News		
		Saturday at the Chase	John Price, News	

April 25, 1955

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TRA to be announced. Time EDT

ABC—2:30-2:35 p.m., 4:25-4:30 p.m., MWF Betty Crocker, Gen. Mills (319)
7:55-8 p.m., Les Griffith & The News. (332). Weekend news now sponsored by Texas Company. In each of four time zones, 13 times on Sat., 11 times on Sun.

CBS—
8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)
11:30-11:35 a.m. Sun. Lou Cioffi—News (S)
3:15-3:30 p.m. MWF Lever—Houseparty 180
3:15-3:30 p.m., Tu.-Th., Kellogg—& Houseparty 191
3:30-45 p.m., Dole—Houseparty 171
3:30-3:45 p.m. M-Th Pillsbury—Houseparty 191
Longines-Wittnauer Watch Co.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.
G. Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta.
Arthur Godfrey Time
10-10:15 a.m., Pet Milk Co.—M.-F. alt. days; Lewis Howe—alt. Tu., Wed. & ea. 4th Fri.; Mutual of Omaha—alt. Mon., Thur. & ea. 4th Fri.
10:15-30 a.m., Campana Sales Co.—M.-Thur. alt. days; Staley Mfg. Co.—M.-Thur. alt. days; Bristol-Myers—alt. Fri.; Glamorene—alt. Fri.
10:30-45 a.m., General Motors—Tu.-Th.; Minn. Mining—ea. Mon. & ea. 4th Fri.; Corn Products—ea. Wed. & ea. 4th Fri.; Staley Mfg.—alt. Fri.
10:45-11 a.m., Bristol-Myers—M., W. alt. F.; Kellogg—Tu.-Th.; Campana—alt. F.
11-11:15 a.m., Lever—M., W. alt. F.; Toni—Tu.-Th.; Kellogg—alt. F.
11:15-30 a.m., Pillsbury—M.-Th.; Toni—alt. Fri.; Gen. Motors—alt. Fri.
General Motors Corp. Chevrolet Div., Newscasts Robert Trout & the News, Sun 9:55-10 a.m.; Sun. 1:30-35 p.m.; Sun 5:55-6 p.m.; Mon.-Fri. 9:55. Allan Jackson News, Sat. 1:25-30 p.m.; Sat. 5:30-35 p.m.; Sat. 7-7:05 p.m.; Sat. 9:55-10 p.m.
Amos 'n' Andy Music Hall
Brown & Williamson, M. W., Ted Bates
MBS—
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—MWF: R. J. Reynolds Tob. Co.—M.-F.; Pearson Pharmacal—M.-F.; Sleep-Eze Co.—F.; Curtis Candy Co.—W.
Multi-Message
NBC—
* **THREE PLAN PROGRAMS:**
Second Chance—RCA: Tuesdays & Thursdays.
It Pays To Be Married—Curtis: Tuesdays.
Fibber McGee & Molly—Prudential: Sun. thru Thur.; Viceroy: Tue.
Great Gildersleeve—Crowell-Collier: Mon. (May 2, 16 & 30); Tue. (May 3, 17 & 31); Wed. (May 4 & 18); Thu. (May 12 & 26); RCA: Wed. & Thu.
** Mary Margaret McBride: M. & Tu.: Q-Tips; Wed.: Calgon; Thu. & Fri.: Gen. Foods; Sat.: D'Con.

Lemmon decided that the success of commercial radio in the U. S. warranted its expansion on an international scale and late in 1950 the station's facilities were tentatively offered to American concerns interested in reaching listeners abroad. Many of these broadcasts are in English, such as *American Business Bulletins,* broadcast at the close of each business day and sponsored by Merrill Lynch, Pierce, Fenner & Beane (brokers), with Royal Typewriter, International Standard Electronics and, just added, Worthington Corp. as co-sponsors. Incidentally, these market reports are rebroadcast by stations in the Virgin Islands, Bermuda and Trinidad.

The idea of a Latin American network, making available through local rebroadcasts programs hitherto accessible only to owners of shortwave sets, was natural sequence and the WRUL Interamerican Network got underway last year, with Texas Oil Co. as its first client, sponsoring Spanish summaries of the World Series baseball games. Newest client is Westinghouse Electric Corp., which is sponsoring a weekly news roundup rebroadcast by the Union Radio Network in Cuba, in a 13-week spring campaign for its refrigerators.

WRUL Interamerican Network comprises 16 stations in Colombia, 14 in Venezuela, 11 in Cuba, nine in Central America, three in Puerto Rico and one in the Dominican Republic, reaching an estimated aggregate of 2,653,500 listeners on an average evening. Cost of a quarter-hour on the full network, at the 13-time rate, is $795.40, including $175 for the general Latin American shortwave coverage of WRUL itself. Eight Mexican stations can be added for an additional $134.08 for the 15-minute program. Cost of the network averages about 33 cents per thousand listeners, Mr. Lemmon estimated.

Commercial fees from advertisers are divided roughly 55% to the stations and 45% to the network, which makes its profit from the overall volume, Mr. Lemmon said. Sustaining program service is supplied without charge to affiliates, who are permitted to sell to local advertisers programs not sponsored on the network. Even then they make no payment to WRUL, but they are asked to devote 15% of their receipts from such sales to local advertising of the network and its programs. If a program is sponsored on part of the network, stations carrying it sustaining may sell it locally, but they must first get the permission of the network client.

The advertising set-up of the network is extremely flexible, Mr. Lemmon said, with advertisers able to buy any countries or combination of markets desired. If an advertiser wishes to localize his commercials, a cue signal can be broadcast for local announcements to be cut into the network program, he said.

Success of the Spanish-language network has led to plans for a Portugese network in Brazil, Mr. Lemmon reported, noting that this is still in the formative stage.

THE CORNER GROCER TURNS TO RADIO

TO MEET COMPETITION FROM THE BIG CHAIN STORES



GROCERS promote the WGIL show with "stuffers" put in with the customer's order.

CONFRONTED with the prospect, because of chain-store competition, of either adapting or dying, seven independent grocery retailers in Galesburg, Ill. (pop. 31,000), have banded together to stay alive and have used WGIL (1400 kc; 250 w) there to promote their mechandise and services.

The retailers, under the leadership of a Galesburg food wholesaler, W. A. Jordan Co., joined the Red & White Corp., an "international voluntary grocery group of independent wholesalers (163) and sub-licensed independent food retailers (7,000) who, together with leading food manufacturers, work toward a common purpose of moving merchandise to the consumer at a low cost." All aspects of retailing, including advertising, are handled cooperatively.

When the group first began operating, only small newspaper ads were used because of the limited funds the wholesaler-retailer combine could afford. As ad space grew and reached a position of page dominance, radio was seriously examined.

One of the Galesburg R&W stores made an independent purchase of spot time on WGIL. Results of this test buy caused the store manager to suggest radio's use on a cooperative basis. Roger Hoffman, WGIL sales manager, contacted the Red & White Galesburg operators individually, explaining to them radio's use and the fact that they could be as big in radio as was the largest chain food advertiser there, and with all the advantages of personal selling and store identification.

Mr. Hoffman assured himself that the grocers involved were interested in exploring radio and then he and Station Manager Robert W. Frudeger made a presentation, including a half-hour taped show, to the group's weekly meeting.

Fashion notes, listener-donated recipes, do-it-yourself ideas, child care hints, menus, reading suggestions, household timesavers, and folksy community news not normally carried on WGIL's regular news programs were crammed into the program.

Also, every day one special item selected by the Jordan Co. was to be promoted. The item was to be sold to the grocery below wholesale cost and the price was established by the wholesaler. It was to be as hot a "leader" as any that could be offered by chain competition.

WGIL suggested the 10:30-11 a.m. spot to reach the maximum number of homemakers. The group bought six half-hours a week for 52 weeks. Cost of the buy was $400 a month which, split between the stores and the wholesaler, meant an average expenditure of $10 per week per store. Store owners were relieved of the responsibilities and time consuming details of advertising problems since all copy was handled by WGIL and R&W's advertising manager.

Grocers reported an immediate increase in new customers. After several months, stores reported increases in sales on Monday, Tuesday and Wednesday—the days when only radio was used—ranging as high as 30%. One store which used a frozen food plan as an individual promotion in its announcement, reported selling 280 pounds of beef and 150 packages of frozen foods in an afternoon. The grocer directly attributed many of these sales to radio since the customers had commented on the broadcast.

A continuing study of the successful selling of items advertised on the air was instituted and the Jordan firm also surveyed its suppliers to determine how many cooperative dollars were available to help defray still further the cost of the series. By this means the cost was considerably lowered. In the selection for distribution of brands other than Red & White the question of the number of radio cooperative dollars available is part of the basis used in making such determinations.

Robert E. Jordan, R&W advertising manager, commended WGIL for its efforts in making the cooperative group's campaign a success and pointed the way for other small retailers caught in a similar highly-competitive area: "The addition of a daily half-hour radio show to our Red & White advertising schedule is a tremendous step forward for an independent group of retail grocers. It is a step that none of our stores could have made individually on such a scale, but was done with comparative ease by the group as a whole.

"It makes it possible for Red & White to reach more people at more times than ever before. It has given them a complete advertising program, one of which each store may be proud. We are sure this medium . . . will bring a greater volume of sales to each participating store."

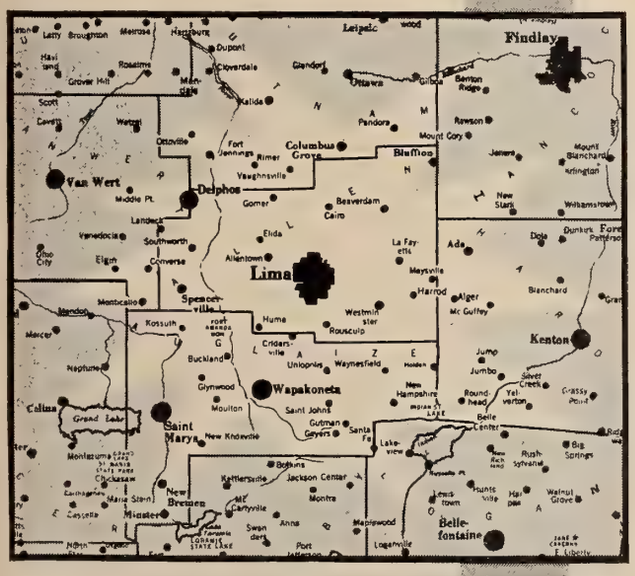
THE TIME: **SUNDAY, APRIL 24**

THE PLACE: **LIMA, OHIO**

THE EVENT: **WIMA-TV**

CHANNEL 35

GOES ON THE AIR!



Replacing WLOK-TV, Station WIMA-TV will be Lima's ONLY Television Station. With a new transmitter, new antenna, a lower channel, new call letters, WIMA-TV will give Limaland, northwestern Ohio's richest market, with more than 76,000 sets in use, *the finest in TV!*

Now Limaland will look to ***WIMA-TV*** *for:*

A BETTER PICTURE
FINER PROGRAMMING
GREATER POWER

...and get it!

For full facts on the Multi-Million dollar Limaland market and availabilities on WIMA-TV see your

H-R TELEVISION MAN

WIMA-TV

NBC ABC CBS DUMONT
IN LIMA, OHIO

Transmitter and Directional Antenna Systems," A. Prose Walker, NARTB engineering manager.

9:50-10:15 a.m.—"Automatic Programming Systems," Phillip Smaller, Ampex Corp. research engineer.

10:15-40 a.m.—"Improvements in Broadcast Audio Equipment Design," Norbert L. Jochem, Gates Radio Co. engineering director.

10:40-11:05 a.m.—"A Transistorized Remote Amplifier," Paul G. Wulfsberg, Collins Radio Co. assistant engineering and research director.

11:05-11:30 a.m.—(Not yet scheduled.)

11:30-11:55 a.m.—"Tape and Disc Recording —How to Do It," Thomas J. Merson, Audio-Video Recording Co. vice president.

11:55 a.m.-12:20 p.m.—"The Engineer—The Builder," Everett S. Lee, General Electric Co. technical public relations manager.

Afternoon

2:30-55 p.m.—Presiding: (Not yet scheduled.)

2:55-3:20 p.m.—"Acoustics Measurements and Studio Redesign," Dr. Leo L. Beranek, Bolt, Beranek & Newman Inc. president.

3:20-45 p.m.—"The Operation and Ecomonics of Phase to Amplitude Modulation in Am Broadcast Transmitters," Charles J. Starner, RCA broadcast transmitter section design engineer.

Workshop Sessions

3:45-5:30 p.m.—

1. "Fm Broadcasting — Growing Pains and Expansion Strains," A. Prose Walker, NARTB engineering director, moderator; John H. Bose, Columbia U. Electronics Research Lab staff engineer; William Halstead, Multiplex Development Corp. president; Stanley Joseloff, Storecast Corp. of America president; Ross Beville, WWDC Washington, D. C., chief engineer.

2. "Will FCC Bandwidth Proposals Increase Your Operating Costs?" Robert E. L. Kennedy, Kear & Kennedy, consulting engineers, moderator; Ernest W. Pappenfus, Collins Radio Co. assistant engineering and research director; James O. Weldon, Continental Electronics Mfg. Co. president; A. Earl Cullum Jr., consulting radio engineer; Fred Damm, Gates Radio Co. transmitter design engineer; Harold G. Towlson, GE's broadcast transmitter engineering manager; John E. Young, RCA broadcast transmitter section manager; Ralph N. Harmon, Westinghouse Broadcasting Co. engineering vice president.

Evening

Government Evening. Special projects exhibit will honor officials of government agencies (legislative, executive, judicial). (Shoreham.)

Thursday, May 26

Television Day

Management Conference

Morning

(Shoreham)

8 a.m.—Breakfast—Employer-Employe Relations Labor Relations Discussion.

10 a.m.—Celebration of 10th anniversary.
Presiding: Clair R. McCollough, Steinman Stations, co-chairman of Convention Committee.

12:15 p.m.—Adjourn for luncheon.

12:30 p.m.—Luncheon (Sheraton Park).
Presiding: Clair R. McCollough.
Address: Dr. Norman Vincent Peale, prominent clergyman-broadcaster.

Afternoon

2-5 p.m.—Activities of Television Bureau of Advertising not yet scheduled.

7 p.m.—Annual banquet. 1955 convention adjourns. (Shoreham.)



PARTICIPANTS in a two-day meeting of Southern California broadcasters and civil defense officials at Hamilton AF Base, Calif., to discuss commercial radio's function in civil defense, also were given orientation flights in jet aircraft to familiarize them with the activities of the Western Air Defense Force. Back on terra firma are (l to r): (top) William J. Beaton, general manager, KWKW Pasadena; Norman J. Ostby, vice president, Don Lee Broadcasting System, Hollywood; (middle row) Jim Damon, operations director, KRCA (TV) Hollywood; Frank W. Crane, managing director, Southern California Broadcasters Assn.; (bottom) Theodore Smith, Pasadena City CD director; Dave Showalter, public affairs director, and Maurie Webster, operations director, both Columbia Pacific Radio Network, Hollywood, and Howard Earl, L. A. County CD director. On airplane wing is Maj. Robert J. Cahill, chief of flight section, Western Air Defense Force.

Engineering Conference

Morning

9-9:20 a.m.—Presiding: Glenn C. Boundy, Storer Broadcasting Co. engineering director.

9:20-45 a.m.—"Advancements in Color Film and Slide Programming," Fred F. Bartlett, Philco Corp. broadcast products headquarters supervisor of sales engineers.

9:45-10:10 a.m.—"The Conversion of Iconoscopic Chains to Vidicon Operation," Joseph W. Belcher, General Precision Labs.

10:10-35 a.m. — "General Characteristics of Color and Tv Displays," Bernard D. Loughlin, Hazeltine Corp. consulting engineer.

10:35-11:00 a.m.—"Network Transmission of Monochrome and Color Tv," James R. Rae, AT&T Co. general methods engineer.

11-11:25 a.m.—"A CBS-TV Color Studio," Robert B. Monroe, CBS-TV senior projects engineer.

11:25-50 a.m. — "The Integration of Color Equipment and Existing Monochrome Installation," Anthony H. Lind, RCA broadcast audio and tv projector engineering manager; Lannes E. Anderson, RCA tv systems engineer, and Nils J. Oman, RCA broadcast transmitter section development engineer.

Workshop Session

11:50 a.m.-12:15 p.m.—"Design, Construction and Operation of Tv Boosters and Satellites," T. A. M. Craven of Craven, Lohnes & Culver, consultants, moderator.

1. "Design Problems," Dr. George H. Brown, RCA System Research Lab director.
2. "Construction," Benjamin Adler, Adler Communications Labs owner.
3. "Operations," Eugene E. Overmeir, Sylvania Electric Products commercial engineering department manager.

Afternoon Session

2:30-50 p.m.—Presiding: James H. Middlebrooks, KING-TV Seattle engineering director.

2:50-3:30 p.m.—"A Review of Color Encoding Principles," Robert Deichert, Allen B. DuMont Labs Research Dept.'s C. R. L. color department.

3:30-4:10 p.m.—"Achieving One-Megawatt ERP at UHF," Frank J. Bias, GE uhf transmitter engineering supervisor.

4:10-4:50 p.m.—"Consideration of Microwave Installations," Richard C. McLaughlin, Raytheon Mfg. Co. assistant communications products planning manager.

4:50-5:30 p.m.—"A Low Power Tv Station for $50,000," F. Dan Meadows, Dage Tv Div. general sales manager, Thompson Products.

5:30 p.m.—Broadcast engineering conference adjourns.

Ackerley Named President Of Nebraska Broadcasters

NEBRASKA Broadcaster's Assn., meeting in Norfolk, Neb., last week elected Gene Ackerley, KCOW Alliance general manager, as president. Other officers named were: Virgil Sharpe, KOWH Omaha, vice president; C. Gordon Pentz, KWBE Beatrice, secretary-treasurer; Dick Chapin, KFOR Lincoln, Dave Young, KSID Sidney, and L. L. Hilliard, KOLT Scottsbluff, directors for radio, and James Ebel, KOLN-TV Lincoln, director for television.



MR. ACKERLEY

Bill McDonald, KFAB Omaha, was chosen Nebraska Network coordinator and Frank Fogarty was elected NARTB representative.

The association adopted resolutions favoring a nationally-coordinated Daylight Saving Time schedule and the establishment of an association personnel placement clearing center.

little BOATS... BIG SHIPS...

The BETTER THINGS are San Francisco's



Californians, Inc.

Fisherman's Wharf, dining mecca of residents and tourists alike, anchorage of a fleet which contributes millions annually to the area's wealth.

Prophetic indeed was General John C. Fremont who, in 1846, gave the Golden Gate its name. Increasingly through the years it has meant wealth to the San Francisco area... a sturdy, dependable wealth that demands the "better things" for all walks of life, from fisherman to ship owner, including, of course...

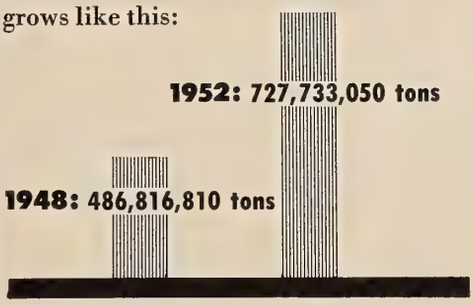
THE BETTER THINGS THEY SEE ON KPIX CBS-TV

With full CBS programming and the areas favorite local productions, KPIX is a natural choice of buyers who make the best use of their appropriations. Your Katz man can give you detailed reasons why.



Californians, Inc.

Liners, freighters, pass under the Golden Gate Bridge, continually building the San Francisco area's world trade which grows like this:



kpix CHANNEL 5
SAN FRANCISCO, CALIFORNIA
Affiliated with CBS Television Network
Represented by the Katz Agency

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-WBZA • WBZ-TV, *Boston*
KYW • WPTZ, *Philadelphia*
KDKA • KDKA-TV, *Pittsburgh*
WOWO, *Fort Wayne*
KEX, *Portland*
Represented by Free & Peters, Inc.
KPIX, *San Francisco*
Represented by The Katz Agency

BT-2



KANSAS Assn. of Radio Broadcasters, meeting in Salina last week, elected these new officers (l to r): center, Bob Wells, KIUL Garden City, president, and Bob Schmidt, KAYS Hays, vice president; back row, Paul Buenning, KARE Atchinson, director; Arden Booth, KLWN Lawrence, secretary-treasurer; Archie Taylor, KANS Wichita, director; Ed Mason, KXXX Colby, director, and Leon Salathiel, KSCB Liberal, director.

HUTCHINS TELLS ASNE: DON'T EMULATE RADIO-TV

No other medium can enlighten the people like a newspaper, head of Fund for the Republic says, adding they should leave entertaining to tv.

NEWSPAPER editors were given a dressing down last week by Dr. Robert M. Hutchins, chairman of the Fund for the Republic, who also said television and radio are "unlikely to be in the same class with a well-run newspaper in telling what is happening and what it means."

He further said tv and radio are "controlled by a governmental agency [FCC], and one that does not inspire much confidence today."

Mr. Hutchins last Thursday addressed the 1955 convention of the American Society of Newspaper Editors in Washington's Hotel Statler and lashed out at certain current newspaper practices, among them the "one-party press," "monopoly" and watching "the erosion of freedom without a twinge."

He said the purpose of a newspaper and the justification for the privileges of the press is the "enlightenment of the people about their current affairs." He further stated, "No other medium of communication can compete with the newspaper in the performance of this task."

Newspapers, he declared, should leave to others the responsibility of entertaining the public. "If you are worried about who is going to discharge that responsibility, read the March 21 issue of *Newsweek*, which says television is abandoning *Johns Hopkins Science Review*, *Princeton '55* and *The Search*. These programs have won many honors and audiences that look large to people who do not work in advertising agencies."

He said that reading may turn out to be an "anachronism." "One glance at the children making for the television set on their return from school is enough to show that this is a different world."

"I do not believe," he continued, "that newspapers can do what comic books, picture magazines, motion pictures and television can do in glorious Technicolor." He then asked "Since they can do this kind of thing better, why should you do it at all?"

Theatre Tv Needs Standards, Halpern Tells SMPTE Meet

ESTABLISHMENT of "quality standards" in closed circuit theatre television on behalf of all participants has become a "necessity," Nathan L. Halpern, president of Theatre Network Television Inc., told the 77th semi-annual convention of the Society of Motion Picture & Television Engineers in Chicago last week.

Mr. Halpern urged SMPTE to lend a helping hand in aiding the industry to set up proper standards. He appealed for "know-how, judgment and experience" similar to that exercised in the commercial broadcast tv field. TNT currently operates with large-screen projectors in over 40 large cities.

Mr. Halpern addressed a general tv session of the convention at the Drake Hotel Wednesday evening.

At the same session Donald G. Fink, research director at Philco Corp., called on engineers to assert the leadership of commercial television in the color field as against the competition offered by motion pictures.

Also appearing on the convention agenda during the week were Spencer G. Allen, news director of WGN-AM-TV Chicago, who traced the news coverage of the *Chicago Tribune* outlets since 1948; Reid H. Ray, president of Reid H. Ray Film Industries, who discussed production techniques, and Phillip B. Laeser, WTMJ-TV Milwaukee, who talked on color tv equipment. WTMJ-TV was a pioneer in color telecasting.

TvB Adds Free & Peters

ADDITION of Free & Peters, station representative firm, to its membership rolls was announced last week by Television Advertising Bureau, bringing the total membership of station representatives to four. TvB's membership also includes 125 stations and one network (CBS-TV).

N. Y. Broadcasters Survey Year's Work

TALLY SHEET on an active legislative year in New York State was presented to broadcasters at a meeting Monday in Utica, N. Y.

Michael R. Hanna, WHCU Ithaca, president of the New York State Assn. of Radio & Television Broadcasters, reported on the legislative activity, noting that the association was instrumental in obtaining passage of a new libel bill and in helping block a proposal that would have made the broadcaster liable for "bait-switch" advertising.

The special NYSARTB session was held at the Hotel Utica after a regularly scheduled BMI clinic.

The bait-switch bill would have made it a misdemeanor for a station to carry bait-switch advertising. This proposal passed the assembly and went to the State Senate where, although reported out, it was delayed in passage.

The bill to relieve broadcasters of liability for defamatory remarks made in broadcasts by qualified political candidates [B•T, April 11] still awaits Gov. Averell Harriman's signature.

Still another bait-switch measure, which failed to pass the State Senate although approved by the assembly, would have given the State Attorney General the power to admonish broadcasters for airing advertising alleged to be fraudulent.

Also killed in the legislature was a series of bills which would have appropriated state funds for educational tv experimentation. Another proposal which died in the Jan. 5 to April 2 session was a bill that would have set up a temporary state commission to study radio-tv programs.

Mr. Hanna reported that the state association now has 76 stations in its membership and hopes to reach 100 stations before the end of the year.

Strubling Named Chairman Of AAAA Eastern Region

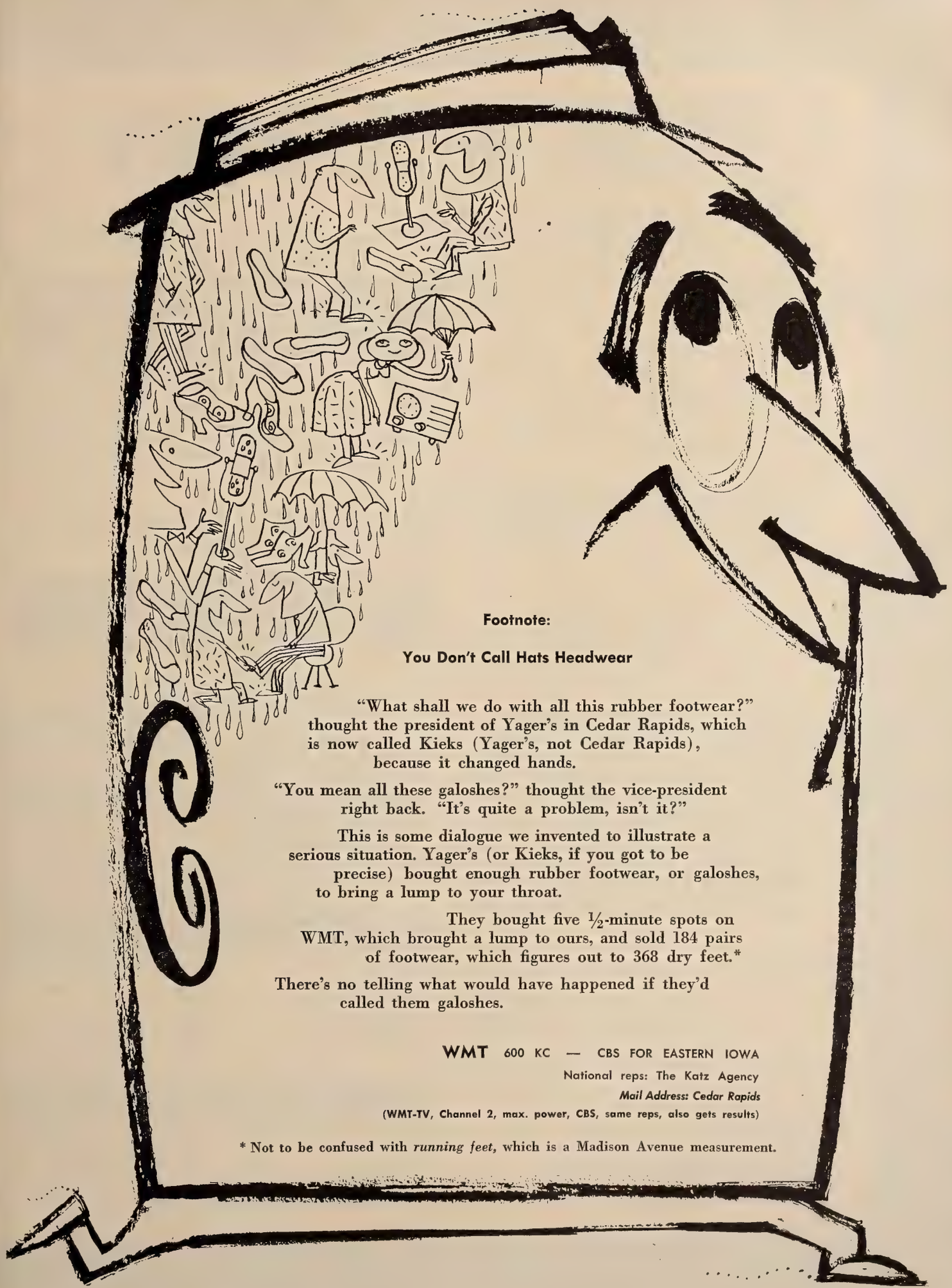
JOHN K. STRUBLING Jr., vice chairman of the board of Compton Adv., New York, has been elevated from vice chairman to chairman of the Eastern Region of the American Assn. of Adv. Agencies.

Other new officers are William Resor of J. Walter Thompson Co., New York, vice chairman, and Aaron Sussman of Sussman & Sugar, New York, secretary-treasurer.

The new board of directors includes the officers, plus the following: George B. Barnard of Aitken-Kynett Co., Phila., *ex-officio* member, representing the Philadelphia Council; Robert E. Daiger of Van Sant, Dugdale & Co., Baltimore, *ex-officio*, representing the Chesapeake Council; Thomas F. Harrington of Ted Bates & Co., New York; James M. Henderson of Henderson Adv., Greenville, S. C., *ex-officio*, representing the Southeast Council; Richard S. Humphrey of H. B. Humphrey, Alley & Richards, Boston; Stewre H. Nelson of William B. Remington Inc., Springfield, Mass., *ex-officio*, representing the New England Council, and James D. Webb of C. J. LaRoche & Co., New York, *ex-officio*, representing the New York Council.



MR. STRUBLING



Footnote:

You Don't Call Hats Headwear

"What shall we do with all this rubber footwear?" thought the president of Yager's in Cedar Rapids, which is now called Kieks (Yager's, not Cedar Rapids), because it changed hands.

"You mean all these galoshes?" thought the vice-president right back. "It's quite a problem, isn't it?"

This is some dialogue we invented to illustrate a serious situation. Yager's (or Kieks, if you got to be precise) bought enough rubber footwear, or galoshes, to bring a lump to your throat.

They bought five ½-minute spots on WMT, which brought a lump to ours, and sold 184 pairs of footwear, which figures out to 368 dry feet.*

There's no telling what would have happened if they'd called them galoshes.

WMT 600 KC — CBS FOR EASTERN IOWA

National reps: The Katz Agency

Mail Address: Cedar Rapids

(WMT-TV, Channel 2, max. power, CBS, same reps, also gets results)

* Not to be confused with *running feet,* which is a Madison Avenue measurement.

Standard Electronics . . .

PROOF OF ECONOMY

SAVE with S-E TV Transmitting Equipment!

1 **A RECENT COMPARISON** of transmitter equipment manufactured by Standard Electronics and by Manufacturer "B" showed that if you bought S-E high power VHF transmitting equipment your savings in initial cost and operating expenses over 10 years would amount to:

total savings approx. $293,000.00

SAVINGS with S-E 50 KW Transmitter compared to competitive 50 KW Transmitter "B" (10 YEARS)

	OPERATING TUBE COSTS	POWER COSTS	INITIAL INVESTMENT	TOTAL COSTS
Transmitter "B"	$312,000	$144,360	$224,000	$680,360
S-E	$ 57,600	$108,360	$221,000	$386,960
Savings with S-E	$254,400	$ 36,000	$ 3,000	$293,400

NOW . . . Operating information is available to compare S-E equipment with manufacturer "C's". Examine the detailed "proof of economy" presented here.

2 **AGAIN,** S-E can show substantial savings! The chart at right illustrates the overall savings you can realize in 10 years when you buy S-E, as compared to operating costs of equipment by Manufacturer"C".

total savings approx. $169,000.00

SAVINGS with S-E 25 KW Transmitter compared to Transmitter "C" with only 20 KW (10 YEARS)

	OPERATING TUBE COSTS	POWER COSTS	TOTAL COSTS
Transmitter "C"	$167,400	$83,520	$250,920
S-E	$ 22,200	$59,520	$ 81,720
Savings with S-E	$145,200	$24,000	$169,200

3 **AND** to further accentuate this saving, note that Manufacturer "C" rates his high band transmitter at 20 KW compared to S-E's rating of 25 KW.

you get 25% additional transmitter power output... AND FOR LESS MONEY, TOO!

VHF Output Power Rating

Transmitter "C"	20 KW
S-E	25 KW
Percent Extra Power with S-E	25%

4 **FOR INSTANCE, TUBE COSTS:** The chart at the right is a tabulation of all tubes having a list price of over $100.00 each, used in Transmitter "C" and in the S-E transmitter.

The total list price of these tubes is shown in the chart to the right. It is evident that the *replacement cost* of the high priced tubes is almost 200% greater for Transmitter "C" than for S-E . . . resultant

savings of approx. $5,000.00

Tube Tabulation

	DRIVER	AMPLIFIER
S-E	4—4X500 2—AX9904R	8—AX9904R
Transmitter "C"	2—3X2500A3 8—5513 4—5588	4—6166 6—869B

Tube List Prices

	DRIVER	AMPLIFIER	TOTAL
Transmitter "C"	$3076	$4448	$7524
S-E	$ 904	$1680	$2584
Savings with S-E	$2172	$2768	$4940

All the figures used in this presentation are based on the latest available information for *High Band VHF Transmitting Equipment.*

5 ***THIS MEANS*** your operating cost for tubes alone, based on 6,000 hours per year with an S-E 25 KW transmitter will SAVE YOU (compared to Transmitter "C") a 10 year total

savings of approx. $145,000.00

6 ***IN ADDITION*** substantial savings in your power bill are yours when you purchase S-E transmitting equipment. A comparison of published data for an S-E 25 KW and for Manufacturer C's 20 KW transmitter operated at black level with a 90% power factor, indicates a 10 year

savings of approx. $24,000.00

7 ***SUMMARY:*** From this information, savings in operating costs over a period of 10 years would indicate that YOU can

SAVE APPROX. $169,000.00

with economical, dependable S-E Transmitters!

Operating Tube Cost

	HOURLY COST TRANSMITTER "C	HOURLY COST S-E	HOURLY SAVINGS WITH S-E	10 YEAR SAVINGS WITH S-E
Driver	$1.28	$0.15	$1.13	$67,800
Amplifier	$1.51	$0.22	$1.29	$77,400
Total Transmitter	$2.79	$0.37	$2.42	$145,200

Power Cost

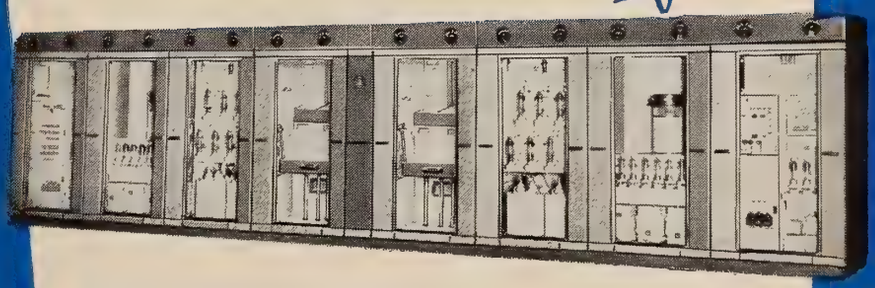
	DRIVER KW	AMPLIFIER KW	TOTAL TRANSMITTER KW	YEARLY DEMAND CHARGE @ $3 PER KW	YEARLY POWER COST @ 1c PER KWH	TOTAL
Transmitter "C"	22	65	87	$3,132.	$ 5,220	$8,352
S-E	15	47	62	$2,232	$ 3,720	$5,952
Savings with S-E	7	18	25	$ 900	$ 1,500	$ 2,400
10 Year Savings				$9,000	$15,000	$24,000

Savings in Operating Costs (10 Years)

TUBE SAVINGS	$145,200
POWER SAVINGS	$ 24,000
TOTAL	$169,200

PROOF once again that with S-E TV Transmitting equipment you ***SAVE IN EVERY WAY!***

Standard Electronics high band 25 KW transmitter gives you these extra ECONOMY PLUS features . . . economical installation . . . less floor space . . . integral air cooling . . . no complex plumbing and water pumps . . . "Add-A-Unit" permits expansion to higher power with no obsolescence of present equipment . . . ability to handle color is engineered into every S-E transmitter.



Compare S-E with any other make of transmitter for ECONOMY...QUALITY...PERFORMANCE!

For specifications and a copy of the "PROOF OF ECONOMY REPORT" write, wire, or phone Standard Electronics.

STANDARD SE ELECTRONICS

standard electronics corporation

A SUBSIDIARY OF CLAUDE NEON, INC.

255-289 EMMETT ST. • NEWARK 5, N. J. • Bigelow 3-5540

Operating costs are determined on the basis of 6000 hours of operation per year. Detailed comparison available on request.

NARTB Film Manual Analyzes Film-Live Programming Data

IMPORTANCE of film programming at tv stations is shown in the 1955 NARTB Film Manual, second in a series distributed to association members.

The manual shows, by number of tv families, the following number of hours per week devoted to film and live programming:

50,000 and under tv families—26:23 hours film, 16:17 hours live.
50,000-150,000—30:49 film, 12:07 live.
150,000-500,000—27:24 film, 18:34 live.
500,000-1,000,000—29:52 film, 24:00 live.
1,000,000 and over—36:57 film, 23:15 live.

The survey data shows that stations in all categories devote much more time to film than to live programming. The findings support those in the first manual issued a year ago.

Contained in the report are data on film costs. They show that live sponsored programming slightly exceeds film sponsored programming, whereas they were equal a year ago. Heaviest amount of film programming is carried Saturdays, with Sundays close behind.

Five case histories give detailed information on KDUB-TV Lubbock, Texas; WATV (TV) Newark, N. J.; WMVT (TV) Montpelier, Vt.; WSBT-TV South Bend, Ind., and WSJS-TV Winston-Salem, N. C. The histories show experience in film purchasing, personnel, film equipment and facilities, operating procedures and programming, film announcement procedures and engineering.

A new feature deals with tv operation procedures, prepared by Louis J. Climent on behalf of the Society of Motion Picture & Tv Engineers. Editor of the NARTB manual was Dan W. Shields, assistant to Thad Brown, tv vice president. The programming hours and cost survey data were analyzed by Richard M. Allerton, NARTB research manager.

Marks Warns Broadcasters Of Threatening Regulation

IN another five years, broadcasters will be controlled and regulated like common carriers if they don't become more aware of their responsibilities as licensees, Leonard H. Marks, Washington attorney, was scheduled to tell the Texas Assn. of Broadcasters today (Monday).

Pinned to the diminishing importance of radio networking, Mr. Marks called on individual broadcasters to increase the origination of local programs dealing with discussions, special events and other educational and cultural programs, until now delivered mainly by networks.

Individual station owners also will have to be more strict in enforcing good taste in programs and in eliminating unethical and borderline advertising, he said. He referred to the increased use of "obscene" records, advertising of dubious value, and increasing advertising of alcoholic beverages like beer and wines.

Topic of Mr. Marks' talk was "Broadcasting 1960."

Burton Gets Nomination For RTES Presidency

ROBERT BURTON, vice president in charge of publishers relations and secretary of Broadcast Music Inc., has been nominated for the post of president of the Radio & Television Executives Society. Other officers named by the nominating committee are:

Elliott Sanger, executive vice president, Interstate Broadcasting Co. (WQXR-AM-FM New York), 1st vice president; Merle S. Jones, vice president in charge of stations and general services, CBS-TV, 2d vice president; Claude Barrere, eastern director, television, BMI, secretary, and Joseph McDonald, treasurer, NBC, treasurer.

Nominated for two-year terms on the board of governors are: Don McClure, general sales manager, Bonded Tv Film Service; Frank Pellegrin, vice president and secretary, H-R Representatives; Roger Pryor, vice president in charge of radio and tv, Foote, Cone & Belding; Robert Schmid, administrative vice president, MBS, and Sam Slate, program director, WCBS New York. Nominated for one-year terms to the board of governors are: Maggi Eaton, account executive, Radio Reports Inc.; G. W. Johnstone, director, radio and television and public relations, National Assn. of Manufacturers; Robert Sarnoff, executive vice president, NBC; Florence Small, agency editor, B•T, and Joseph Stamler, account executive, WCBS-TV New York.

The nominating committee is headed by George Shupert, president of ABC Film Syndication. It consists of Messrs. Slate and Johnstone and Gordon Gray, general manager of WOR-AM-TV New York, and N. C. Rorabaugh, president of the N. C. Rorabaugh Co.

Members have been asked to mail or deliver their ballots on or before the fifth day before the annual meeting, which has been set for May 18 at the Hotel Roosevelt.

NARTB Membership Approves Three Amendments to Bylaws

THREE proposed amendments to NARTB bylaws have been passed by membership vote, C. E. Arney Jr., secretary-treasurer, said last week.

Ratified 967-12 (with seven votes void) was a proposal that a person certified as eligible for nomination to a district directorship must have his principal broadcasting business in that district to qualify.

Passed 995-10 (16 void) was a proposal that unexpired directorship terms exceeding six months must be filled by election, with no election for such terms of less than six months.

Approved 909-80 (18 void) was a proposal that each nationwide radio or tv network member may name a representative to serve on the Radio Board or Tv Board, respectively.

Void ballots were those returned unsigned or unmarked, Mr. Arney said.

TRADE ASSN. PEOPLE

Eugene D. Hill, vice president, Central Florida Broadcasting Co. (WORZ Orlando, WNTM Vero Beach), elected director for 1955, Adv. Club of Central Florida.

Edward V. Cheviot, sales manager, WOAI-TV San Antonio, Tex., elected president, San Antonio Sales Executive Club.

Kenneth R. Arvedon appointed executive secretary, Magnetic Recording Industry Assn. (magnetic recording equipment trade group), N. Y.

Frank Crane, managing director, Southern California Broadcasters Assn., elected to board of directors, Electric League of Los Angeles.

J. Reeves Espey, manager, D'Arcy Adv. Co., L. A., named chairman, Community Chest fund-raising campaign committee, American Assn. of Adv. Agencies chapter, that city, with **James Vandiveer,** account executive, Erwin, Wasey & Co. Ltd. there, as radio-tv chairman.

Walter R. Powell, attorney, NARTB Washington, has returned to work following two-month illness after suffering heart condition in February.

ZIV SAYS TV PROGRAMS AREN'T ALWAYS GOOD

Film producer charges industry does not strive to maintain high level of quality, ingenuity and inventiveness.

ACCUSATIONS were levelled last week by Frederic W. Ziv, chairman of the board of Ziv Televison Programs Inc., against the tv industry for failing to "maintain a continuously high level of quality, ingenuity and inventiveness in its programs."

Mr. Ziv, in a prepared statement, warned that deficiency can result only "in a loss of audiences, a loss of impact, and, finally, a greater cost per thousand to the advertiser who is paying the bills." The statement was released in conjunction with the first quarter report, which revealed a stepping up of the company's activities.

Ziv Television Programs, Mr. Ziv said, achieved a 32% increase in first quarter 1955 revenue over the same period a year ago, but added that many segments of the industry are "complacent about the quality and product and services we are delivering to the home viewer." He acknowledged there are many "exciting and informative" programs, but said they are "too few" compared with the total volume of telecasting being presented today.

"Televison is growing out of its infant stages and all of us who are engaged in this great industry must face up realistically to maturity in our thinking and planning and our execution," Mr. Ziv asserted. "We must dedicate ourselves to find and develop, encourage and nourish great new writers . . . men and women who can approach this vast new medium of communication and entertainment in a spirit of courageous explorers, without being shackled by the formulas, formats and inhibitions associated with the earlier forms of stagecraft."

C&C Buys Western Tv, $10 Million Tv Time

C & C SUPER Corp., New York, has purchased Western Television Inc., New York, in a stock deal, acquiring with it tv spot time on stations said to amount to $10 million, plus an extensive motion picture library for tv use. The station time had accrued to Western Television from films which the firm had leased to stations.

The announcement last week by Walter S. Mack, president of C & C, pointed out that the purchase gives C & C Super Corp. its own national tv time for several years to come. He said a large portion of the tv spot time will be put to use by the company for its C & C Super Coola carbonated soft drinks in cans, and for its other products. Other spot announcement time, he said, may be contracted out to non-competitive products. In addition, the remainder of the film library will be leased ahead to tv stations for cash and spot time.

Western Television Inc. was founded in June 1951 by Matthew M. Fox, its president and principal stockholder. Western Television will operate as a division of the corporation with Mr. Fox as its head. Mr. Mack said that Mr. Fox will continue to devote full time and attention to the division's affairs and to the affairs of the corporation.

Included in the film library now owned by C & C are such motion picture features as *Thief of Bagdad, Jungle Book, Foreign Correspondent,* and *Henry VII,* and such serials as *Flash Gordon* and *Buck Rogers.*

There's a DIFFERENCE

between

PROMOTION and AUDIENCE PROMOTION

★

Represented

Nationally

by

THE

HENRY I. CHRISTAL

COMPANY

★

At WSYR, customer service isn't just sizzle: it's part of the steak! The best kind of customer service is *audience* promotion. That's an important, planned function, the year 'round at WSYR.

Only WSYR in Syracuse maintains a full-time promotion department. There's always a special on-the-air promotion in progress . . . usually tied in with an important community service project, always building listener loyalty for WSYR's unmatched line-up of local and network programming.

In 1954, WSYR used important display space in the daily newspapers *every day* to promote listenership for its featured programs.

News releases about WSYR programs and personalities go out regularly to all newspapers in a service area embracing 1.5 million people. Merchandising aids go forth consistently to retail outlets which absorb this market's $2 billion buying power.

WSYR's superior, *productive* customer service is another reason for WSYR's commanding leadership in Central New York.



N B C in Central New York

WSYR

5 KW ★ SYRACUSE ★ 570 KC

WOR-TV, KHJ-TV Buy MCA-TV Western Films

IN A PURCHASE estimated at $1.5 million, WOR-TV New York and KHJ-TV Los Angeles last week acquired from MCA-TV a package of 123 feature-length films starring Gene Autry and Roy Rogers. Both tv stations are owned and operated by General Teleradio Inc.

The package, consisting of 56 Autry films and 67 Rogers features, originally was produced by Republic Pictures. A WOR-TV spokesman said that none of the pictures has ever been shown on tv.

Although no specific programming plans have been announced for the new package, the features will be cut to one-hour length by Republic Pictures before release to the tv stations. The contract provides that the films also will be made available for showing on WNAC-TV Boston and WHBQ (TV) Memphis, both General Teleradio stations.

WOR-TV plans to institute an extensive promotion, advertising and merchandising campaign on behalf of the new package, similar to the one it conducted last year for its highly-rated *Million Dollar Movie* feature film program.

Higher Ratings on Re-Run Claimed for 'Disneyland'

ALL but one repeat of *Disneyland* films, which have been on a re-run basis on ABC-TV since last March 26, have gotten higher audience shares than the originals, Don Coyle, ABC director of research, claimed last Wednesday.

Mr. Coyle said his conclusions were based on Trendex ratings covering nine major cities and he added that National Nielsen Ratings for two weeks ending March 26 "confirm the rating-rise of the *Disneyland* [Wednesdays, 7:30-8:30 p.m. EST] repeat shows." The only re-run which failed to earn a higher audience share was the first which earned almost the same audience rating as did the original. The April 13 repeat of "Davy Crockett" obtained the highest Trendex rating, Mr. Coyle said, bringing a 35.4, or 25% above the 28.0 rating of the film shows in the same cities last Dec. 15.

The rating studies, according to Mr. Coyle, indicate that "repeat performances, by themselves, do not jeopardize audience levels."

Official Films' Nidorf Resigns as Board Chairman

RESIGNATION of Michael Nidorf as chairman of the board of directors of Official Films Inc., New York, was announced last week by Harold L. Hackett, president of Official. Mr. Nidorf, who will continue his stock investment in the company, said he resigned because of "increasing demands" made upon his time in directing the career of singing star Jo Stafford.

Mr. Hackett said Seymour Reed, company treasurer, has been elected to the board of directors.

Mr. Nidorf's post as board chairman has not been filled.

WNAC-TV Corners 'Ramar'

TELEVISION Programs of America last week announced that WNAC-TV Boston has acquired exclusive rights to *Ramar of the Jungle* series in that area in a transaction involving more than $100,000. It was believed by TPA to be "one of the largest syndication film sales for a single property ever recorded in Boston."

Michael M. Sillerman, executive vice president of TPA, said that a unique aspect of the sale was a commitment by WNAC-TV to buy any future *Ramar* films TPA might make. WNAC-TV has obtained rights to 52 completed *Ramar* programs. TPA plans to produce an additional 26 episodes of the *Ramar* series.

ABC-TV Show Names Smith

APPOINTMENT of J. English Smith, program service manager, ABC-TV, as coordinator of *Warner Bros. Presents* (Tuesday, 7:30-8:30 p.m. EDT), which will premiere Sept. 13, was announced last week. He will headquarter in Burbank, Calif. His replacement as program service manager in the New York office has not yet been announced.



KEY PARTICIPANTS in NBC Film Div.'s national sales meeting held a fortnight ago in New York are (l to r): seated, Ted Sisson, director of the division; Carl M. Stanton, vice president in charge of the division; Jake Keever, national sales manager; standing, Dan Curtis, central sales manager, and Cliff Ogden, western sales manager.

Ziv's 'Mr. D. A.' Renewed By 94% of Present Clients

RENEWAL rate of 94% of advertisers sponsoring *Mr. District Attorney,* Ziv Television Programs Inc. series, was announced last week by M. J. Rifkin, vice president in charge of sales.

Sponsors who have renewed include: Carter Products Inc., which will again carry the show in the 36 markets it used last year; Bank of St. Louis, St. Louis; Safeway Stores, Albuquerque; James G. Gill Co. and Pet Milk Co., Charlotte, N. C.; Stroh's Brewery, Kalamazoo, Mich., and Ft. Wayne, Ind.; Pioneer Title Insurance & Trust, Las Vegas; National Brewing Co., Greenville, N. C.; General Tire & Rubber Co., Bakersfield, Calif.; Capitol Stores Div., National Food Stores, Baton Rouge La.; Pioneer Bank and Plymouth Laundry, Chattanooga, Tenn., and High's Ice Cream Corp., Norfolk, Va.

Screen Gems Sales at High With 372 Stations in Lineup

JOHN H. MITCHELL, vice president in charge of sales, Screen Gems Inc., New York, tv subsidiary of Columbia Pictures Corp., reported last week that sales have reached an all-time high with 372 stations using Screen Gems products.

Mr. Mitchell announced that *All Star Theatre,* the syndicated series of top-rated *Ford Theatre,* recorded its 201st sale last week when KTVT (TV) Salt Lake City purchased the series.

The company's 15-minute sports interview program entitled *Big Playback* is being shown by 83 stations and *Adventures of Rin Tin Tin* has been syndicated in 50 markets. The latter series is also telecast on ABC-TV in 70 additional markets under sponsorship of the National Biscuit Co.

The syndicated version of the current *Fireside Theatre,* titled *Top Plays of 1955* has been sold in 23 markets and *Jet Jackson* has been purchased by 15 outlets, Mr. Mitchell said.

MCA-TV Opens 2 New Offices

SALES SERVICE has been organized at MCA-TV Ltd., New York, tv film syndicators, so that a phone call placed from anywhere in the nation can bring an MCA salesman within 24 hours, says Wynn Nathan, vice president in charge of sales. Mr. Nathan's statement marked the opening last week of new MCA-TV sales offices in Indianapolis, Ind., and Grand Rapids, Mich. Mr. Nathan reported MCA-TV now has 22 "fully-staffed" offices with more than 70 salesmen.

FILM PEOPLE

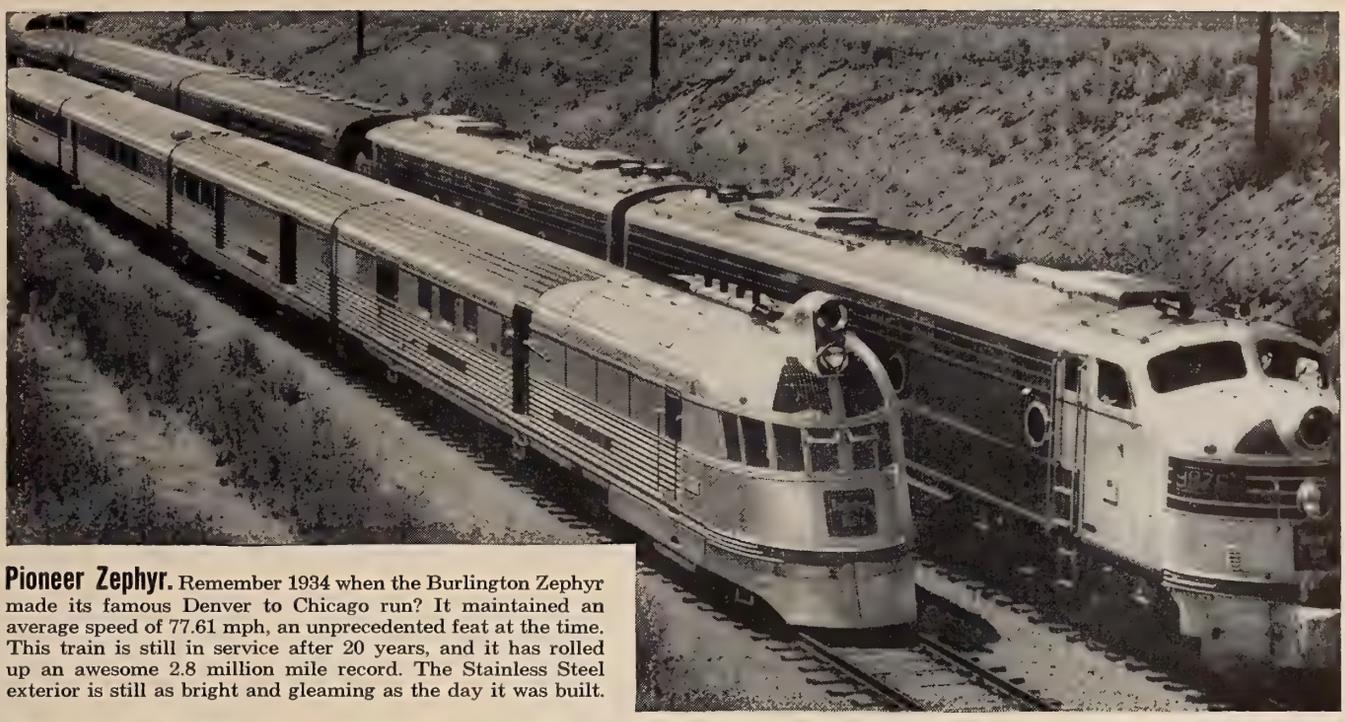
Gary Stevens, formerly with Blaine-Thompson Co., N. Y., handling radio-tv advertising for Warner Bros., Burbank, Calif., named general manager, Warner Bros. tv div., which will produce upcoming ABC-TV *Warner Bros. Presents;* Art Silver, manager, Warner's trailer dept., will be in charge of "Behind-the-Scenes" segment of program.

Roy Lockwood, formerly producer, CBS-TV, to Robert Lawrence Productions, N. Y., as producer-director.

Sy Weintraub, executive vice president, Flamingo Films, N. Y., father of girl, Lori Gail, April 11.

Paul G. Thomas, 36, associate producer, Marterto Productions, Hollywood, and brother of ABC-TV star **Danny Thomas,** died in automobile accident near Barstow, Calif., April 16.

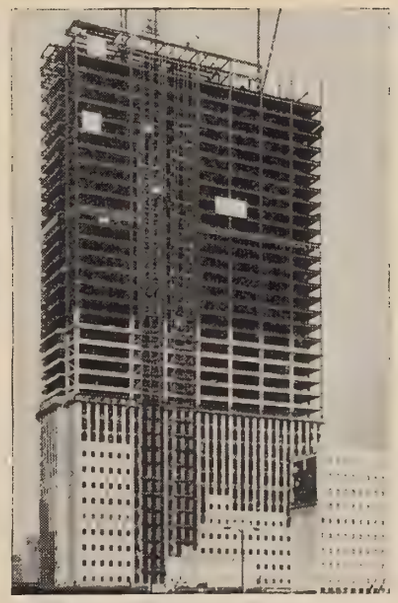
Only STEEL can do so many jobs so well



Pioneer Zephyr. Remember 1934 when the Burlington Zephyr made its famous Denver to Chicago run? It maintained an average speed of 77.61 mph, an unprecedented feat at the time. This train is still in service after 20 years, and it has rolled up an awesome 2.8 million mile record. The Stainless Steel exterior is still as bright and gleaming as the day it was built.

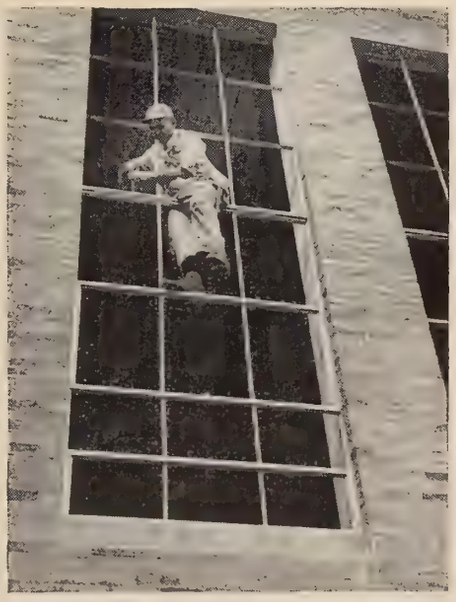


Sleep Of The Innocent. No one can sleep with the warm, untroubled peacefulness of a baby. To an insomniac, a deep sleep is the greatest luxury on earth. And mark this: the softest thing you can sleep on is steel. USS Premier Spring Wire is specially made for a good night's rest, and you'll find it in the most famous brands of mattresses.



Thirty-one Thousand Tons Of Steel went into the framework of this Prudential Life Insurance Company building in Chicago. Every pound of steel in the 600-foot skeleton was fabricated and erected by United States Steel.

SEE THE UNITED STATES STEEL HOUR—presented every other week on TV.



A Quarter Ton Of Glass must be supported by the sash in this convent-school. The sash is double glazed with stained glass on one side, clear glass on the other. Because of the great weight, and the high winds in the area, the authorities chose steel windows because they are so strong. For many years, United States Steel has furnished special rolled steel window sections for manufacturers all over the country.



This trade-mark is your guide to quality steel

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE
OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 5-874

FELLOWS SEES ORATORICAL FLOOD IF FREE TIME IDEA IS ACCEPTED

NARTB president testifies before Senate Elections Subcommittee considering campaign problems faced by candidates for public office.

IF BROADCASTERS were required by law to give political candidates free radio and tv time, there would be nothing but political oratory on the air for "two or three months" before elections, NARTB President Harold E. Fellows told a Senate Elections Subcommittee last week.

Asked his reactions to proposals that the FCC require broadcasters to furnish candidates free time or that the government buy time for candidates, Mr. Fellows urged that a distinction be made between the use of mass communications by a legislator to inform the electorate on government business and its use by a candidate in his campaign for a public office.

Mr. Fellows elicited agreement from Sen. Thomas C. Hennings (D-Mo.), subcommittee chairman, who said, "Your point of view appeals to me," and from Sen. Carl T. Curtis (R-Neb.), who said he shares Mr. Fellows' feeling about free time.

The subcommittee has been holding hearings on a bill (S 636) to raise the ceilings on political campaign expenditures. Slated to testify tomorrow (Tuesday) on radio-tv aspects are FCC Comr. Frieda B. Hennock, CBS Vice President Richard Salant and NBC Vice President Joseph V. Heffernan.

Mr. Fellows said broadcasting and telecasting of political speeches are more costly and difficult for the broadcaster than any other type of program. "Over and over he wipes out existing sponsored programs" to air political speeches, he said. Such time must be limited so he can clear the time possible for him to deliver, he added.

Mr. Fellows said the Communications Act prohibits a station from censoring a political candidate's speech for possible libel or slander, if the law is "absolutely and minutely translated." It means the station "cannot ask for the script or the right to see it," he said.

But common practice, he said, is that the station does ask for the script, looks through it (sometimes with counsel), then "discusses or negotiates" disputed passages with the candidate, often warning him that libelous points are not good for the candidate any more than for the station.

However, if the candidate refuses to change the script, the station can do nothing and is subject to libel or slander charges involved, he said. The broadcaster is not safe under federal law and his fate depends entirely upon the attitudes of each state, he said, adding that because of NARTB activity on the state level, 32 states now have laws protecting the broadcaster from liability for defamatory political statements.

Sen. Hennings remarked that even if the script is changed, a candidate is under no obligation to follow it: He can "leave it (script) and just free wheel all over the lot."

Vincent Wasilewski, NARTB general counsel, said the tendency is for states to require "due care" (by the broadcaster) instead of "absolute liability."

Mr. Fellows said there have been only a few such cases against broadcasters.

Although a station is under no obligation to furnish equal time for spokesmen making broadcasts on behalf of candidates, most stations are careful to provide equal opportunities, Mr. Fellows said.

Sen. Hennings made the point that a station can censor speeches of persons who speak on behalf of candidates, but such a spokesman is under no obligation to follow the script. He cited a case in which his St. Louis law firm, Green, Hennings, Henry & Evans (which represents KSD-AM-TV and the *Post-Dispatch*), submitted the script of a speech on behalf of Adlai Stevenson in 1952, to a local Republican. The Republican made several changes and the Stevenson spokesman threw away the script and made an off-the-cuff speech, he said.

Alexander Heard, U. of North Carolina professor of political science, advocated that FCC reduce the costs of political time or make free time available to candidates "to set up conditions of equal competition" and "reduce the financial burden" of political parties.

He said many stations had told him they felt an order or regulation should be introduced so they could run their stations in an effective way and limit political time. He said no station should have to donate political time, but there should be a minimum cost fair to the station, perhaps with limited government subsidy. He said such a plan should start "on the highest level," beginning with presidential campaigns. He urged that a meeting be called of industry representatives, the FCC, political parties and legislators, to work out a plan.

Prof. Heard listed figures he said represented expenditures by several political committees in radio-tv in the 1952 elections, with the percentages of these figures to the total budget of committees. They were:

Democratic National Committee $375,693 (16.8%), Republican National Committee $645,125 (21.4%), National Volunteers for Stevenson $422,274 (56.9%), National Republican Congressional Committee $361,216 (28.0%), Stevenson-Sparkman Forum Committee $694,755 (93.2%), Republican Senatorial Campaign Committee $277,605 (55.5%), New York Republican State Committee $248,373 (39.5%), New York Democratic State Committee $26,854 (11.6%) and CIO-PAC Educational Account $112,087 (33.0%).

Clara Shirpsher, Democratic national committeewoman from California, and Rep. Harlan Hagen (D-Calif.), asked for lower-cost or free radio-tv time.

FCC Postpones Date For Pay-Tv Comments

Deadline extended to June 9. Zenith accepts offers of air time to explain issue.

THE FCC last week postponed for one month the deadline for comments on subscription tv.

It changed the deadline date from May 9 to June 9 at the request of International Telemeter Corp., whose attorney, Harry M. Plotkin of Arnold, Fortas & Porter, underwent an eye operation.

Reply comments will be due July 11.

Meanwhile, Zenith Radio Corp. last week accepted offers to participate in public discussions of subscription tv.

The Chicago radio-tv manufacturing firm accepted CBS's offer to take part in a network panel program on toll tv, although with obvious misgivings regarding the "balance and fairness" of the projected debate. It named W. Theodore Pierson, senior member of the Washington law firm of Pierson, Ball & Dowd, as its spokesman for the program.

CBS invited Victor Sholis, director of WHAS-TV Louisville, to present the anti-pay-tv side.

The program is scheduled May 1, from 5:15-6 p.m.

Zenith also accepted NBC's offer of 15 minutes of free time to air its views in a similar debate [AT DEADLINE, April 18].

At a Northwestern U. radio panel discussion, Joseph S. Wright, general counsel for Zenith, hit at what he termed the "monopolistic position" of NBC and CBS.

"If a broadcaster has either an NBC or a CBS affiliation, he makes money," Mr. Wright said. "If he doesn't have it, then he is likely to starve to death."

Mr. Wright said that tv will never be brought to the small towns until a way is found by broadcasters of providing additional programs "over and above and beyond the two dominant networks."

Subscription television is the answer, Mr. Wright said.

Joining Comdr. Eugene F. McDonald Jr., president of Zenith, in criticism of the NARTB's Tv Board action in opposition to subscription tv on broadcast channels [B•T, April 18], Arthur Levey, president of Skiatron Electronics & Television Corp., termed the action a "deplorable lack of courage and foresight."

"At a time when program costs have spiraled to unprecedented heights and the demands for better tv shows are louder than ever," Mr. Levey declared, "the action of the NARTB Television Board violates not only good sense and good economics but ignores a basic American principle—free enterprise and free competition. Once again we hear the voice of the entrenched interest crying out for the *status quo* while refusing to consider the public interest."

Zenith's system of pay-tv is called Phonevision. Skiatron is advocating what it calls Subscriber-Vision. International Telemeter, which is controlled by Paramount Pictures, is pushing its Telemeter system, which is based on the coin-box method of collecting fees.

House, Senate Approve Extra $85,000 for FCC

THE House and Senate last week gave final approval to a supplemental appropriations bill (HR 4903) for fiscal 1955 which includes $85,000 for the FCC to maintain its staff at the current strength of about 1,030. The bill now goes to the White House, where no opposition is expected.

FCC officials had explained to the Senate and House Appropriations committees that the Commission needed to maintain its present staff level to continue work on the tv applications and other backlogs. The bill had gone to Senate-House conferees for reconciliation of differences between the two houses on certain parts of the measure, not affecting the FCC funds [B•T, April 18].

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Metropolitan area...
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GOVERNMENT

Commission Defends Diversification Policy

RIGHT to take newspaper ownership into consideration when it is deciding a comparative hearing where one applicant is affiliated with a newspaper and the other is not was upheld by the FCC in a brief filed with the U. S. Court of Appeals in Washington last week.

The Commission asked the court to sustain its decision in the Sacramento ch. 10 case, where it granted the coveted vhf channel to Sacramento Telecasters Inc. and denied McClatchy Broadcasting Co.

McClatchy, which owns three newspapers, six radio stations and a tv station in California's Central Valley, appealed the decision. It claimed it was being discriminated against because of newspaper ownership. The American Newspaper Publishers Assn. joined the appeal as *amicus curiae* [B•T, March 14, Feb. 28].

Finding in favor of Sacramento Telecasters was not made solely on the diversification issue, the Commission said in last week's brief. It also found Sacramento Telecasters "greatly superior" to McClatchy in local ownership, participation in civic affairs and integration of ownership and management.

This squares exactly with the appellate court's 1951 Scripps-Howard decision, the FCC said. The court in that case held that the Commission had the right to weigh newspaper ownership as one factor in a comparative hearing.

"In the Commission view," the FCC brief said, "each was an excellent applicant, and its choice of Telecasters in this situation was motivated principally by Telecasters' substantial superiority in diversification of control of the media of mass communication."

The FCC said that Telecasters' "substantial superiority" in diversification outweighed McClatchy's "slight" superiority in the effectuation of program proposals.

"The basic aim of a comparative hearing," the Commission said, "—to choose the applicant best able to render a broadcast service in the public interest—must be achieved with recognition of the fact that a broadcast station is one of several types of media of mass communications. The medium most similar to broadcasting in its coverage and scope is the daily newspaper. Diversification of control of both media in any area results in more competition between them, avoids concentration of control of the avenues of communicating fact and opinion to the public, and makes available the fruits of a more varied approach to questions of interest to the community.

". . . If one of the two applicants has an ownership interest in a large daily newspaper as well as other broadcasting facilities in the same community, with which it intends to have close ties, the grant of a license to that applicant will not provide the community with a new source of public expression and a new and different editorial judgment as to the needs and interests of the community, such as would be the case if the unaffiliated applicant were to be preferred."

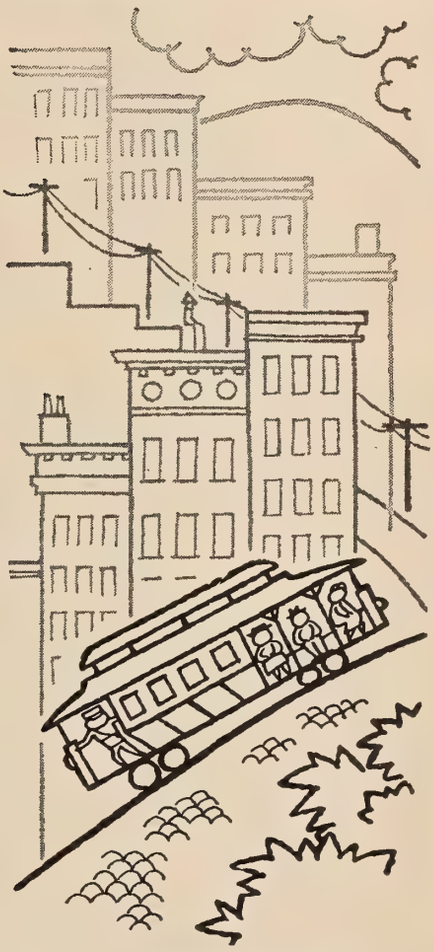
All three of the McClatchy newspapers—*Sacramento Bee, Fresno Bee* and *Modesto Bee*—use identical editorials and editorial cartoons, the FCC charged.

The Commission denied implications that it always rejects applicants who run afoul of its diversification policy.

In addition to the newspapers, McClatchy owns KFBK Sacramento, KMJ-AM-FM-TV Fresno, KBEE (FM) Modesto, KERN Bakersfield, KWG Stockton, all Calif., and KOH Reno.

Sacramento Telecasters is owned principally by John H. Schacht, president-general manager of KMOD Modesto, Calif.

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Bay area...



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TWO DE-INTERMIXTURE PETITIONS FILED

WTOH-TV Toledo, Ohio, (ch. 79) and WACH-TV Newport News, Va. (ch. 33), ask FCC to make their areas predominantly uhf. Other channel changes also before Commission.

TWO new de-intermixture petitions, involving Toledo, Ohio, and Norfolk, Va., were filed with the FCC last week, which also saw:

- Request for the reassignment of ch. 8 from Walla Walla, Wash., to Moses Lake, Wash., made the subject of rulemaking.
- FCC denial of the petition of ch. 45 WKST-TV New Castle, Pa., to move to Youngstown, Ohio.
- Request for further comments in the Albany, N. Y., allocation amendment squabble.
- Opposition by the mayor of Spartanburg, S. C., to the suggested move of ch. 7 from that city.

In Toledo, Woodward Broadcasting Co. (ch. 79 WTOH-TV) asked the FCC to swtich the educational reservation from ch. 30 to ch. 13, move ch. 11 to Detroit, add ch. 51 to Toledo, and move Detroit ch. 50 to Saginaw. It also recommended the move of Storer Broadcasting Co.'s WSPD-TV from ch. 13 to ch. 30 and its own ch. 50 WBID (TV) Detroit to ch. 11. Still in hearing are seven applicants for Toledo's ch. 11.

In Norfolk, ch. 33 WACH-TV Newport News recommended that the educational reservation be shifted from ch. 21 to ch. 10. This would make the Norfolk-Newport News-Portsmouth area predominantly a uhf commercial area, with one vhf (WTAR-TV Norfolk on ch. 3). WTAR-TV is the CBS affiliate; WVEC-TV Hampton (Norfolk), on ch. 15, is NBC affiliated.

WACH-TV, which operated for six months last year, suspended in September. WTOV (TV) Norfolk, on ch. 27, ceased operation in October 1954.

An initial decision favoring Beachview Broadcasting Corp. for Norfolk's ch. 10 was issued at the end of last year. Oral argument on exceptions has been scheduled.

KSEM Moses Lake, Wash., asked the Commission to move ch. 8 from Walla Walla to Moses Lake, which has no tv frequencies allocated to it. KIMA-TV Yakima, Wash., has an application for Walla Walla's ch. 8 as a satellite on file. KIMA-TV already has a grant for a satellite in Pasco, has also applied for a satellite in Ephrata, Wash. It also holds a ch. 3 grant for KLEW-TV Lewiston, Idaho, and owns 40% of KWIE Kennewick, Wash.

The Commission asked for comments on the Moses Lake proposal by May 16.

Request of ch. 45 WKST-TV New Castle, Pa., to move to Youngstown, Ohio, 17 miles away, was denied by the Commission on the ground that this would deprive New Castle of an initial service. If WKST-TV principals desire to move to Youngstown, they can apply for ch. 73 there, the Commission said. WKST-TV had asked that ch. 45 be moved to Youngstown and that ch. 73 be moved from Youngstown to New Castle [B•T, Feb. 14]. WKST-TV said it was $70,000 in the red since beginning operation.

In the Albany-Schenectady-Troy allocation amendment the Commission called for additional comments by May 20 regarding the recommendation by ch. 41 WROW-TV Albany that ch. 10 be allocated to Vail Mills, N. Y., 20 miles northwest of Albany, or the alternative proposal by ch. 35 WTRI (TV) Albany (now off the air) to change the educational reservation from ch. 17 to ch. 6 (now occupied by GE-owned, NBC-affiliated WRGB [TV] Schenectady).

The Commission spelled out the new issues in last week's order. They are similar to those involved in other de-intermixture petitions which the FCC has set for rule-making in Peoria, Evansville, Madison and Hartford [B•T, April 4]. The issues concern service contours, number of families, number of vhf and uhf sets, viewing preferences of tv set owners, possible service loss, and network relations.

The two proposals for the Albany area were set for rule-making proceeding last year [B•T, Dec. 20, 1954], and resulted in a heavy influx of pro and con opinions by those involved.

Battle waged by WTRI to upset Commission approval of the sale of WROW-AM-TV to Lowell Thomas and associates is scheduled to be heard beginning May 9 [B•T, April 18].

Spartanburg Mayor Neville Holcomb opposed the suggestion made two weeks ago by ch. 40 WAIM-TV Anderson, S. C., that ch. 7 be deleted from Spartanburg [B•T, April 18]. WSPA-TV Spartanburg holds a grant for that frequency, but has been in litigation with WAIM-TV and WGVL (TV) Greenville, S. C., over the move of its transmitter to Paris Mt., near Greenville. A hearing on this protest has been scheduled for today (Mon.).

WANE-TV Fort Wayne recommended that ch. 21 be added to Fort Wayne from Huntington, Ind., with ch. 39 being assigned to Huntington [AT DEADLINE, April 18]. WANE-TV operates on ch. 69.

WJHP-TV Jacksonville, Fla., which asked that the educational reservation be changed from ch. 7 to ch. 36 [B•T, April 18], offered to turn over its present ch. 36 facilities to the Jacksonville Junior College or any other educational tv station if it was successful in becoming the second vhf station there.

Examiner Favors WRAL For Raleigh Vhf Grant

INITIAL DECISION favoring the grant of ch. 5 Raleigh, N. C., to WRAL of that city and denying competing applicant WPTF Raleigh was issued last week by FCC Hearing Examiner Millard F. French.

The examiner gave WRAL preference on the issues of diversification, programming proposals and integration of ownership and management.

WRAL is owned by A. J. Fletcher and family. WPTF is owned by the Durham Life Insurance Co.

The diversification finding related to the city of Raleigh itself, the examiner pointed out. With WRAL given the tv grant, it would own a 250 w radio station (on 1240 kc), an fm station and the dominant tv station. WPTF would still remain the dominant radio station in Raleigh (50 kw on 680 kc). The *Raleigh News & Observer* would remain the dominant printed medium. The newspaper is 14% owner of WNAO-AM-FM-TV Raleigh. WNAO-TV is on ch. 28.

". . . it must be concluded that granting the application of Capitol [WRAL] for the only vhf television station in Raleigh would result in a more competitive situation, and be a more equitable distribution of the ownership of the media of mass communication . . .

"However, within the Raleigh area, a grant to Capitol would promote the Commission's policy of diversification by equalizing ownership of the three dominant communication media, while a grant to WPTF would give that applicant control of two of such dominant media and leave the other dominant media in the newspaper, which also has other radio and television interests."

One issue, which resulted in a stand-off in the examiner's mind, was that of the relationship between each of the owners of the two Raleigh applicants and family relations having other broadcast and newspaper interests.

Floyd Fletcher, son of A. J. Fletcher, owns 25% of ch. 11 WTVD (TV) Durham, N. C., and 8.3% of ch. 7 WITN (TV) Washington, N. C. WITN is due to begin operating this fall.

Mrs. J. R. Weatherspoon and daughters own 25% of Durham Life Insurance Co. Mrs. Weatherspoon's sister, Mrs. C. C. Council, and husband control the *Durham Herald & Sun*, which owns WDNC-AM-FM and 25% of WTVD. The Durham Life Insurance Co. also owns $134,000 in bonds of the *Greensboro News* (which owns WFMY-TV Greensboro, N. C.).

FCC AUTHORIZES THREE NEW TVS

THREE new tv stations for Tucson, Ariz., Ft. Pierce, Fla., and Reno, Nev., were granted by the FCC last week.

New tv station on ch. 9 at Tucson went to Tucson Tv Co., owned by D. W. and Kathleen Ingram. Mr. Ingram is owner of a lumber firm and warehouses. The new station will operate with an effective radiated power of 57.5 kw visual, 34.7 kw aural and with antenna height of 190 ft. above average terrain.

At Ft. Pierce, a new tv station on ch. 19 was granted to Gene T. Dyer. Mr. Dyer, whose wife, brother and sister now own WGES Chicago, was once manager of that station. Mr. Dyer is presently a Florida tomato farmer and vegetable packer. The new ch. 19 facility will operate with an effective radiated power of 17.8 kw visual, 9.7 kw aural and with antenna height above average terrain of 270 ft.

The new station on ch. 4 at Reno was granted to Nevada Telecasting Corp., owned by Robert C. Fish, Fresno real estate investor and businessman. The new station will operate with an effective radiated power of 27.5 kw visual, 16.6 kw aural with an antenna height above average terrain of minus 170 ft.

Independent Tv Cleared For Milwaukee Ch. 6 Grant

THE WAY was cleared last week for grant of Milwaukee (Whitefish Bay) ch. 6 when mutually-exclusive applicant Cream City Broadcasting Co. (WMIL Milwaukee) withdrew its application, leaving Independent Tv Inc. as sole survivor.

A petition and accompanying affidavits filed by Cream City Broadcasting Co. Thursday, state the applicant is withdrawing in consideration of $25,000 reimbursement for "partial" expenses incurred in processing its application, according to Warren Woods of Roberts & McInnis, representing Independent Tv.

The petition and affidavit by Gene Posner, Cream City president, said the firm is withdrawing its application "after a fair and impartial hearing by FCC Hearing Examiner J. D. Bond." Mr. Posner's statement said Independent Tv has "stronger financial resources" and added that if Cream City were to pursue the application it would be a year or more before ch. 6 would be put into service; whereas, with Cream City withdrawing, ch. 6 can go on the air in "three or four months."

TUNER MANUFACTURERS CONFER WITH MAGNUSON

They can meet demand for all - channel gear, senator hears. Set makers testify today.

TELEVISION set manufacturers who meet today (Monday) with the Senate Commerce Committee in Washington to discuss an agreement to make all-channel tv sets will be told that six major tuner-makers feel they can fill all orders for all-channel tuners.

That was the assurance committee Chairman Warren G. Magnuson (D-Wash.) got from the six at an informal discussion to which the tuner-makers were invited in the senator's office Wednesday. It also was indicated that the tuner-makers can make the tuners within the $6.25 range cited by Sarkes Tarzian, Bloomington, Ind., tuner-maker, for adding uhf tuning to a set. Mr. Tarzian cited this amount in testimony last summer before the Senate Communications Subcommittee studying uhf problems [B•T, May 24, 1954].

Mr. Tarzian said after the meeting last week that the tuner manufacturers told Sen. Magnuson there is a cost differential of $9 to $10 between the lowest-priced vhf tuner and the lowest-priced all-channel tuner.

Mr. Tarzian said the tuner-makers did not know how manufacturers could be led to make only all-channel sets and that they suggested to Sen. Magnuson that the only practical way is for Congress to cut the excise tax on all-channel sets, making up for the differential in price.

Also discussed were strip (one-channel) tuners, which are added to vhf tuners.

Tuner manufacturers meeting with Sen. Magnuson were Mr. Tarzian, Sarkes Tarzian Inc., Bloomington, Ind.; Monte Cohen, president, General Instrument Corp., Elizabeth, N. J.; Charles Roe, Oak Mfg. Co., Chicago; Arthur Richenthal, Standard Coil Products Co., Los Angeles and New York; Ed Nung, P. R. Mallory & Co., Indianapolis, and W. W. Paul, Radio Condenser Co., Camden, N. J.

Appointment of L'Heureux Confirmed by Sen. Bricker

THE EXPECTED appointment of Robert D. L'Heureux, professional staff member of the Senate Commerce Committee, as minority counsel for the committee's current investigation of networks and uhf-vhf troubles [B•T, April 4], was confirmed last week by Sen. John W. Bricker (R-Ohio), the committee's ranking Republican and its chairman in the 83d Congress.

Mr. L'Heureux succeeds Robert F. Jones, former Ohio congressman and FCC commissioner, who left the post of GOP counsel in February after making a progress report on the probe [B•T, Feb. 21]. He becomes the Republican opposite number to Sidney Davis, named by committee Chairman Warren G. Magnuson (D-Wash.) to head the probe as majority counsel [B•T, March 28; CLOSED CIRCUIT, Feb. 21].

A veteran congressional lawyer, Mr. L'Heureux' service dates back to 1939. He was former chief counsel of the Senate Banking & Currency Committee and the Joint Defense Production Committee. He joined the Senate Commerce Committee in 1953 under the chairmanship of the late Sen. Charles Tobey (R-N. H.).

A native of Manchester, N. H., Mr. L'Heureux received a B.A. degree from St. Anselm's College, Manchester; M.A. from George Washington U., and LL.B. and LL.M. from Georgetown U.

*Pulse** *proves*



the lion's share

is mighty big in the norfolk market

WTAR is first

WTAR leads all stations in the Norfolk-Tidewater Area in share of audience Morning, Afternoon and Night, Monday through Saturday. Profit by this fact . . . choose only WTAR for radio in Norfolk. See your Petry man for the full story.

* The Norfolk Pulse Survey, February, 1955

Buy Only WTAR RADIO to Sell America's Miracle Market

NORFOLK

REPRESENTED BY EDWARD PETRY & CO., INC

Commissioners Hit WOL Ad Practices

Station wins license renewal over dissents of Lee, Doerfer and Hennock, who charge over-commercialization and 'bait-and-switch' advertising.

WOL-AM-FM Washington won its regular three-year license renewal from the FCC last week, but it heard harsh words from three dissenting FCC commissioners.

Written by FCC Commissioner Robert E. Lee, and concurred in by Comrs. John C. Doerfer and Frieda B. Hennock, the dissent accused WOL of over-commercialization and of permitting "bait-and-switch" advertising.

These charges drew an immediate response from Henry Rau, president of the WOL stations. He said that WOL is a member of the Better Business Bureau and carries no advertising not acceptable to the Bureau.

"The question of over-commercialization," Mr. Rau said, "of course is a matter of opinion. We do not feel we are over-commercialized. Perhaps the best answer we can give is that according to the Pulse audience measurement survey, the audience of WOL in the Washington area has increased by approximately 50% since we took over the station in the middle of November 1953."

Lee's Dissent

Comr. Lee's dissent, addressed to these purported faults in other stations as well as WOL, read as follows:

I do not favor renewal of this license on the present showing. Commission action should first seek clarification of the issues hereinafter discussed. To that end a hearing should be ordered. The outcome of such investigation should determine the course of action to be taken.

"WOL, like a great number of other broadcast stations, appears to engage in over-commercialization. Because some of the others are guilty of the same practice, it is urged here that we should not single out this particular station. But the short answer to that is that we should firmly exercise our jurisdiction as the cases come before us under our processes.

"The excessive number of commercial spots presently used by this station causes me concern. In addition, inquiry should be made into the station's practice of 'bait and switch advertising.' Advertisers such as vacuum cleaning establishments are permitted to offer a vacuum cleaner for 'the ridiculously low price of $14.95' or thereabouts, with a complete set of attachments, and a set of aluminum ware or steak knives thrown in for free if the prospective purchaser is one of the first 20 to call. The purchaser is lucky if he even sees the advertised vacuum cleaner, and if he does, he is made aware of its junky features and persuaded that the $125 vacuum cleaner (with a $30 down payment) is the one he should buy.

"The station's ads of sewing machine companies appear to be of a similar nature. The Better Business Bureau has been fighting this sort of advertising for years, and the Federal Trade Commission has done an outstanding job in combating such advertising in response to the many complaints which follow. But the Better Business Bureau alone cannot challenge some of these practices—this Commission has a responsibility when it passes upon applications for license renewals in the public interest as here.

"Are radio stations setting themselves apart in neglecting to check more carefully into these types of commercial ads? In the event of such derelictions, I believe it is the Commission's duty not only to take cognizance of the situation but to insist upon the elimination of such practices as a condition to renewal, on certain cases to refuse to renew the license.

"It is claimed that there has been an improvement at WOL. If so, the improvement has been negligible. They have not eliminated completely the 'bait and switch' type of advertisements.

"I think there is certainly great room for further improvement, so far as WOL is concerned, and I do not favor renewal of this license until after a hearing has been held."

Four Ams, One Fm Granted by Commission

FOUR new ams and one fm station were granted by the FCC last week.

New 500 w daytime standard on 1280 kc at Seaford, Del., was granted to Elizabeth and W. Courtney Evans, owners of a drive-in theatre and former owners of WDOV Dover, Del.

At Thermopolis, Wyo., two new fulltime am stations were granted.

New facility on 1240 kc with 250 w was granted to Thermopolis Broadcasting Co., composed of 17 local businessmen. A new station there on 1490 kc with 250 w was granted to Mildred V. Ernst.

Mrs. Ernst is joint owner with her husband, Joseph P. Ernst, licensee of KWOR Worland, KWRL Riverton and KGOS Torrington, all Wyoming. Grant is on condition that program tests and license will not be issued until KWOR commences program tests and is licensed on some other frequency. KWOR also operates on 1490 kc with 250 w.

New 1 kw daytime am on 1570 kc at Cleveland, Tenn., was granted to Southern Enterprises, consisting of Carl J. Hoskins (50%), cattle raising; R. B. Helms (25%), president and 43.5% owner of WHLN Harlan, Ky., and Jack T. Helms (25%), secretary and 6.2% owner of WHLN. Grant is subject to acceptance of any interference that may be caused by grant of a proposed facilities change of WAGC Ft. Oglethorpe, Ga.

A new Class B fm station at Mountain Park, N. M., was granted to Max I. Rothman. Station will operate on ch. 250 (97.9 mc) with effective radiated power of 600 w.

Meanwhile, FCC authorized WINK Rockville, Md., to change hours of operation from daytime only with 1 kw to fulltime with 1 kw daytime, 500 w night on 1600 kc, directional day and night.

KNAK Salt Lake City, Utah, was authorized to increase daytime power from 1 kw to 5 kw, operating on 1280 kc with 500 w night, directional night.

KUTI Yakima, Wash., was granted increase in power from 250 w to 1 kw operating on 900 kc daytime.

KCHR Charleston, Mo., was authorized to increase power from 500 w to 1 kw operating on 1350 kc daytime.

Decries "Booze" on Radio-Tv

REP. EUGENE SILER (R-Ky.) last week, in remarks on his bill (HR 4627) to prohibit liquor advertising on radio-tv, described the practice as "booze broadcasting." He said, "Booze broadcasting by tv, radio or publication is a beast and it sorely offends millions every day in the American home. It is now time to illegalize it in interstate commerce. It may be later than we think."

Supreme Court Hears Allentown-Easton Case

DIVERSIFICATION policy of the FCC reared its head in the U. S. Supreme Court last week with all indications that the justices would love to get their teeth into the issue.

The subject caused Associate Justices Frankfurter, Black and Minton to question opposing counsel and make observations regarding newspaper-owned broadcast stations.

The argument was on the FCC's appeal involving the Allentown-Easton 1230 kc case [B•T, April 4, March 7, 14].

The Commission held that the U. S. Court of Appeals in Washington was substituting its own judgment for that of the FCC when it remanded the nine-year-old 1230 kc case to the Commission.

The case began in 1946 when four applicants sought that local frequency. Grant was made to what is now WHOL Allentown in 1948 following a hearing. Easton Publishing Co. (*Easton Express*) appealed that decision and the appellate court in 1953 remanded the case to the FCC to determine which community needed the service most.

Following a second hearing in 1951, the hearing examiner issued an initial decision favoring the grant to WHOL. The FCC, however, in mid-1953 reversed the examiner and found that Easton needed a second service more than Allentown a fourth service, authorizing the grant to the *Easton Express*. WHOL appealed this decision and in August last year the appellate court again remanded the case to the FCC to weigh the comparative qualifications of the applicants as well as the needs of the two communities. The court also took the Commission to task for overruling the examiner's finding involving the candor and credibility of one of Easton Publishing Co.'s witnesses.

The Commission appealed the lower court's decision to the Supreme Court.

Argued by General Counsel Warren E. Baker, the FCC case was essentially this:

The Communications Act provides that broadcast facilities shall be equitably distributed among states and cities. The Commission deduced that Easton with only one am station needed a second radio service more than Allentown with three am services. There was no need to go into the qualifications of the contending applicants.

As to overruling the examiner, the FCC held that it was empowered to use its own judgment in drawing conclusions from the record. It held that the examiner had drawn her inferences also from the record.

The obverse of the FCC's position was taken by Donald C. Beelar, attorney for WHOL.

It was Mr. Beelar's contention, upholding the appellate court's position, that the Commission must not only weigh which community is in need of service, but also the comparative qualifications of the applicants themselves. There is no need for seven FCC commissioners, Mr. Beelar stated, to count populations and radio services to determine that one city needed another service more than a second city. He claimed the Commission glossed over such issues as monopoly and program proposals.

He argued that the Commission had no right to reverse the examiner's finding regarding the Easton witness' testimony—based on "what she heard and what she saw."

Easton, Mr. Beelar emphasized, has more than one radio service; it has one am service, two fm services, a tv service and a newspaper. The newspaper, Mr. Beelar declared, owns the tv service and one of the two fm services.

Easton Express owns WEEX-FM and WGLV (TV) Easton.



Alan Press, Traffic Manager of Screen Gems, Inc., TV subsidiary of Columbia Pictures Corp., tells:

"Why Rin Tin Tin is never late!"

"Every Thursday, kids are waiting for Rin Tin Tin in Miami, Fla., and Bay City, Mich., and fifty-three other cities. They'd be awfully disappointed if he didn't show up.

"How do we get him there? It's simple," says Alan Press.

"We ship him on film — by Air Express. We also meet rigid schedules for our other TV network shows: Ford Theater, Captain Midnight and Damon Runyon Theater. All told, over 200 unbreakable dates to meet every week.

"Using Air Express *exclusively,* we've never missed a single show!

"Yet, we save real money with Air Express. It costs $3.78, for instance, on our typical 10-lb. shipment from New York to Bay City. It's the lowest of all — $1.37 less than by the next lowest-priced air service."

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**

LAMB DENIES COMMUNIST ASSOCIATIONS

Broadcaster testifying for second time in seven-month FCC hearing says he was not, or does not remember being, an affiliate of the groups cited by Assistant Broadcast Bureau Chief Joseph Kittner.

EDWARD LAMB, on the stand for the second time in the seven-month-long hearing on FCC charges that he associated with communists, last week denied or expressed inability to recollect that he was affiliated with a long list of organizations submitted by Assistant Broadcast Bureau Chief Joseph Kittner.

The broadcaster-publisher won one point when William L. Patterson, former executive secretary of the International Labor Defense and now national executive secretary of the Civil Rights Congress, declared that he knew no one by the name of Edward Lamb and added: "I wouldn't know anyone in this room by this name."

Mr. Lamb was sitting in the spectators' section of the comparatively empty hearing room at the time. Earlier he had testified that he had contributed a total of $52 to the ILD in 1944 and 1946.

The Lamb hearing resumed last week before FCC Hearing Examiner Herbert Sharfman after a recess of several weeks.

Mr. Lamb is accused of having made false representations to the FCC in denying that he had consorted with communists. This Mr. Lamb has repeatedly denied.

At stake is Mr. Lamb's license for WICU (TV) Erie, Pa., and inferentially his other radio and tv holdings in Toledo, Mansfield, Ohio, and Orlando, Fla. Mr. Lamb is also the publisher of the *Erie Dispatch*.

In the course of a day long grilling regarding his identification with a host of groups in the 1930's and early '40's, it was stated that Mr. Lamb had been chairman of the Toledo chapter of the American League Against War & Fascism, and that he "more than likely" had made a 1936 speech under the sponsorship of the American Friends of the Soviet Union.

As to his membership in the National Lawyers Guild—now under fire as a communist-dominated organization—Mr. Lamb said he was "proud" of his role in founding the organization. He served as executive vice president and resigned in "1944 or 1945" after an internal battle over foreign policy, he said.

"I make no bones about it," Mr. Lamb stated. "I'm proud that it was because of fellows like myself that you had a New Deal and a Fair Deal."

In an attempt to link Mr. Lamb with the authorship of a 1936 article on Soviet women written under his byline in the communist *Daily Worker*, the Broadcast Bureau subpoenaed Mrs. Belle Sundeen, office manager of the radical newspaper. Mrs. Sundeen testified that she had no records to produce regarding that period.

Mr. Lamb had testified that he had not written the article for the *Worker*, but that it appears to have been a revision of a speech he had made on a number of occasions.

Former *Daily Worker* managing editor Louis Budenz earlier had testified that Mr. Lamb submitted the article "with a covering letter." The subpoena was an attempt by Broadcast Bureau attorneys to discover that letter.

Also subpoenaed and on the stand last week was Abner Green, executive secretary of the American Committee for the Protection of the Foreign Born. He submitted documents and pamphlets which listed Mr. Lamb as vice president of the organization. Mr. Lamb said he had not consented to the use of his name.

The issuance of the subpoenas brought a charge of "fishing expedition" from Russell M. Brown, Mr. Lamb's attorney. A protracted legal wrangle developed among opposing counsel, causing Examiner Sharfman to comment: "I suppose that somehow, some way we're going to get around to the issues in this case."

During the course of the last week's hearing, Mr. Lamb implied he was not supported by the broadcasting industry in his fight.

He said there is no "strong trade association in the broadcasting industry to fight for freedom of the air."

"Every broadcaster in the United States favors our side and the freedoms we are defending," he said.

"If there were a strong broadcasters' association," he added, "it could speak for the whole industry."

Mr. Lamb said further that if a newspaper was involved in a similar inquiry every publisher in the country would "quickly raise his voice to defend" press freedom.

Mr. Lamb is a member of NARTB, he told reporters.

At another point in last week's proceedings, Mr. Lamb defended his philosophy as a "liberal, forward-looking American." He said he was for a "liberal, progressive America and I am opposed to communism." He said that although he was against the draft in 1940, he was now for a system of universal military service.

Mr. Lamb's son, serving in the U. S. Army, was in the hearing room at the time.

Gross Permitted to Make Public Offering of Stock

PERMISSION to reduce his holdings in WJIM-AM-FM Lansing, Mich., to 51.5% in order to make a public offering of the remaining 48.5% stock was granted by the FCC last week to Harold F. Gross, owner of Gross Telecasting Inc., licensee of the WJIM stations. Two commissioners dissented.

The transfer of corporate control involves Mr. Gross and family reducing their holdings to the 51.5% share, with the remainder, 193,000 shares, to be issued to the public [B•T, March 28].

Comr. Robert T. Bartley in his dissent calling for a hearing expressed concern "lest the rights of unknown minority stockholders interfere with the prime responsibility of the licensee to render a public service, as contracted with the officers' responsibility to public stockholders unfamiliar with the obligations of a broadcast licensee." Comr. Frieda B. Hennock also dissented.

WJIM, established in 1934, operates on 1240 kc with 250 w, and its affiliated with NBC and ABC. WJIM-TV, which began operating on ch. 6 in 1950, is affiliated with NBC, CBS and ABC. Both stations are represented by Edward Petry & Co.

FCC Rescinds Approval Of Wisconsin Tv Merger

FCC last week called off the merger approval granted ch. 5 WFRV-TV Green Bay and ch. 42 WNAM-TV Neenah-Menasha, Wis., last February [B•T, Feb. 28] and set for oral argument April 29 the protest of ch. 11 WMBV-TV Marinette, Wis.

The Marinette station accused the merged Green Bay-Neenah-Menasha station of harassment and of trafficking in permits. It also claimed that WFRV-TV had taken the ABC affiliation away and was angling for the NBC affiliation now held by WMBV-TV.

Under the merger agreement, control of WFRV-TV was transferred from Clayton Ewing and associates to the Neenah-Menasha owners (Samuel N. Pickard and associates), with Mr. Ewing and associates retaining 41%. WNAM-TV's permit was surrendered.

The new owners planned to operate the ch. 5 station from the Neenah studios of the defunct WNAM-TV, with transmitter facilities near Green Bay. WNAM-TV had been on the air, but ceased operation early this year.

When the Commission approved the merger agreement, it also granted WFRV-TV a six-month extension for completion of construction and permitted a move to its studio to the transmitter site.

Four Station Sales Up for FCC Approval

APPLICATIONS seeking FCC approval to the sales of KOLN Lincoln, Neb., KROY Sacramento, Calif., WARM-AM-TV Scranton, Pa., and WLFH Little Falls, N. Y., were filed last week.

KOLN was sold by Cornhusker Radio & Tv Co. for $120,000 to Robert W. Frudeger, vice president and general manager of WGIL Galesburg, Ill., and executive advertising director of *Galesburg Daily Register Mail*. Gerard B. McDermott, owner of KBUR Burlington, Iowa, will be associated with Mr. Frudeger in operating the station.

Cornhusker Radio & Tv also operates ch. 10 KOLN-TV and is owned by John E. Fetzer. Mr. Fetzer also owns WKZO-AM-TV Kalamazoo, Mich., WJEF-AM-FM Grand Rapids, Mich., and one-third of WMBD-AM-FM Peoria, Ill. Mr. Fetzer is selling KOLN in order to devote all his energies to tv, the application reported.

Cornhusker Radio & Tv balance sheet as of Jan. 31, 1955, listed total current assets as $40,011 with total assets as $313,210. Total current liabilities were reported as $155,612 and a deficit of $776,501.

At Sacramento, 80% interest in KROY was purchased by Robert W. Dumm. Total purchase price is $97,500, with $40,000 of this in obligations owed selling stockholders C. L. McCarthy, George H. Lips, John F. Malloy and Eleanor J. Fidler.

Mr. Dumm is vice president of Sacramento Broadcasters Inc., operator of KXOA Sacramento and applicant for new tv station on ch. 3 there. FCC hearing examiner's initial decision last June recommended denial of the tv bid and favored the competing bid of KCRA there, and now awaits the Commission's final decision.

KROY balance sheet as of March 31, 1955, listed its total current assets as $62,808, with total assets as $201,230. KROY reported its total liabilities as $106,609 with a deficit of $9,379.

At Scranton, control of WARM-AM-TV was transfered from Martin F. Memolo to William W. Scranton. Mr. Scranton, vice president and treasurer of the stations, purchases an additional 740 shares for $74,000 and will now own approximately 79% of the stations. Mr. Memolo, president of the stations, purchases an additional 84 shares for $8,400 and will now own approximately 20% interest.

WARM-AM-TV's balance sheet as of Dec. 31, 1954, reported total current assets as $63,907 with total assets as $599,478. Total current liabilities were listed as $112,700 with total liabilities as $683,834. Earned surplus as of

New Report from KDKA's Log

OVER 62,000 ~~56,050~~ HOURS ON-AIR



RCA-5671 forced-air-cooled triode for 50-KW AM transmitters—the high-power tube with the thoriated-tungsten filament

. . . and still going strong*

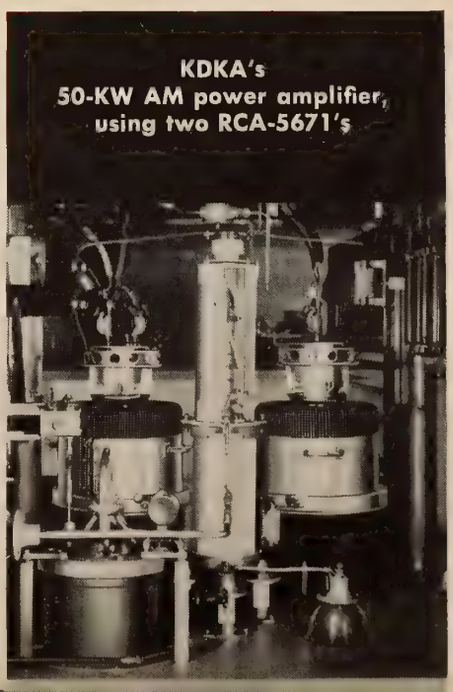
*New report, March 15, 1955

Says T. C. Kenney, Chief Engineer of Station KDKA;

"Both RCA-5671 power triodes in our 50-KW P.A. have now logged over 62,000 hours each since we first placed them in service more than seven years ago. And they are performing just as satisfactorily now as they did then."

RCA-5671 is just one of many RCA types delivering "long-life" performance in broadcast transmitters throughout the country. Broadcasters appreciate the extra dividends that RCA power tubes can give them—in lower capital investment per hour of tube performance—minimum "down-time"—more stable operation.

Your local RCA Tube Distributor is always ready to fill your tube requirements promptly. Just pick up the phone and call him. You'll like his dependable service.



KDKA's 50-KW AM power amplifier, using two RCA-5671's

RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N. J.

Jan. 1, 1954, was listed as $54,099 with the 1954 operating deficit as $215,517.

WLFH was sold by M. Robert and Arthur S. Feldman for $30,000 to Walter T. Gaines, vice president-general manager and 6% stockholder of WCSS Amsterdam, N. Y.

Meanwhile, the balance sheet of WSLI-AM-TV Jackson, Miss., submitted with its application for FCC approval of its consolidation with WJTV (TV) there [B•T, April 18] reported its total current assets as $92,520 with its total assets as $667,935. Total current liabilities were reported as $361,994 with long term liabilities as $168,278. Profits from radio were listed as $4,519 and from tv $19,428. Surplus of $127,571 was reported.

Commercial Time Limit Sought by House Bill

A BILL to limit the proportion of commercial time on radio and tv programs was introduced last week by Rep. John W. Heselton (R-Mass.), a member of the House Commerce Committee.

Rep. Heselton's bill (HR 5741) would require the FCC to prescribe "appropriate regulations, applicable to licensees, program sponsors, and others, to insure that, of the total amount of time available for any radio or television program, the proportion of such time which is devoted to advertising shall not be excessive." The bill would be added to Sec. 330 of the Communications Act.

In a statement about his bill, Rep. Heselton said that "repetitious monotonous, excessively long advertising is doing a disservice" to stations, program sponsors and "the advertisers themselves."

He said his conversations with many people indicate radio and "particularly television" advertising "has reached a point where it is outraging the patrons of those programs."

He said some persons have told him they are now making it a "positive rule not to purchase any product that is the subject of this obnoxious advertising."

Rep. Heselton said he regretted that "it seems impossible to devise regulations which would prohibit the idiotic repetition of advertising, but I do hope that the filing of this bill and action on it will point up to those responsible the necessity of exercising some intelligent care in the programming of advertising."

Reynolds Replies to FCC's Suspending Sale Approvals

REPLY to the FCC's action two weeks ago suspending its approval of the sale of KORK Las Vegas and KOLO Reno to publisher-broadcaster Donald W. Reynolds [B•T, April 18] was filed by Mr. Reynolds last week.

The Commission suspended the approvals pending further study of charges brought by KLAS-TV Las Vegas that Mr. Reynolds was using joint rates for his KLRJ-TV Henderson (Las Vegas) and KZTV (TV) Reno after he had told the Commission he did not intend to. KLAS-TV also alleged that promotion-merchandising aids with the Reynolds-owned *Las Vegas Review Journal* and the two tv stations were being offered.

Mr. Reynolds told the Commission that the volume discounts (25% for the use of both tv stations) had been discontinued. He said he had not realized that a "parenthetical" remark was to be taken at full value. The *Review Journal*, he said, had "bent over backwards" to be fair to KLAS-TV. He said the newspaper charged for radio logs, but that when KLAS-TV refused to pay, the newspaper consented to run them free.

Seven Stations Sales Get FCC Approval

SALES receiving FCC approval last week included WNEX-TV Macon, Ga., WLOH Princeton, W. Va., and WMAW Green Bay, Wis.

WNEX-TV was sold by Macon Television Co. to E. K. Cargill, former WMAZ Macon executive and theatre owner and J. C. Barnes Sr., Texas oilman. Purchase price was $1 plus assumption of $260,000 in obligations consisting of $185,000 long term and $75,000 accounts payable.

WLOH Princeton, was sold by Mountain Broadcasting Service for $65,000 to Robert L. Harrison, former 20% partner of KCRV Caruthersville, Mo. Approval to the purchase of Mr. Harrison's interest by remaining partners J. E. Taylor and Walter Y. Cleveland for $19,800 also received FCC approval last week.

At Green Bay, WMAW was sold by Green Bay Broadcasting Co. for $22,000 to Men-Mar Broadcasting Corp. Principal stockholders of Men-Mar are Vernon H. Uecker (27%), WMAW general manager and L. B. Koesling (27%), WMAW announcer-engineer.

Other sales receiving FCC approval last week include:

KBTO El Dorado, Kan.—Sale of 5/6 interest by O. A. Tedrick to five others for $18,600.

KGRH Fayettesville, Ark.—Sale of 36% interest by Fayetteville Broadcasting Co. for $25,200 to Hal Douglas, executive vice president of the station.

WCBR Memphis, Tenn.—Sale of 58% interest by Chickasaw Broadcasting Co. to Jeffrey B. Crawford in payment of $25,500 indebtedness. Mr. Crawford is owner of Memphis Music Equipment Co., radio system.

Natvig Perjury Trial Postponed Until May 3

PERJURY trial of Mrs. Marie Natvig, turnabout witness in the Edward Lamb case, was postponed from April 25 to May 3 by U. S. District Judge Alexander Holtzoff in Washington last week. The postponement was on a plea by Mrs. Natvig's Legal Aid Society attorney for more time to prepare their case.

Judge Holtzoff also dismissed as "repetitious," two of the nine perjury counts handed down by the Grand Jury last month.

Mrs. Natvig originally accused Mr. Lamb of Red associations in testimony before FCC Hearing Examiner Herbert Sharfman. Subsequently she retracted her testimony, charging she had been coerced into giving it by FCC attorneys.

Senate Probe of Tv Troubles May Not Start Before June

THERE were indications last week that the Senate Commerce Committee's planned hearings in its probe of networks and uhf-vhf troubles will not get underway until about June 1.

This was the impression received by a group of broadcasters which met with Senate Majority Leader Lyndon B. Johnson (D-Tex.) last Monday afternoon and with the FCC that evening. The group also understood that the FCC hopes to get its own planned investigation started by June 1, if the Commission gets its funds by that time. The Independent Offices Appropriations Bill, which earmarks $80,000 for the hoped-for FCC study of networks and the broadcasting industry, has passed the House and now is in the Senate Appropriations Committee where hearings on the measure begin May 2.

The broadcaster group, sparked by P. A. Sugg, WKY-TV Oklahoma City [CLOSED CIRCUIT, April 11], was a cross-section of tv broadcasters affiliated with all networks. The two Monday sessions were of the informal, get-acquainted type.

There were other indications that it may be June 1 before the Senate Commerce Committee hearings, which begin with the FCC, get started. Sidney Davis, who will head the investigation as Democratic counsel, has said he still is assembling a staff and familiarizing himself with communications problems. And the appointment of a Republican counsel was made only last week (see story, page 73).

Loser WTSP Files Brief Appealing Ch. 8 Decision

FAILURE of the FCC to give major weight to local ownership, integration of ownership with management and participation in civic affairs in the grant of Tampa-St. Petersburg ch. 8 to WFLA-*Tampa Tribune* last year [B•T, Aug 9, 1954] has been questioned by unsuccessful WTSP St. Petersburg.

WTSP, owned by Nelson Poynter (St. Petersburg *Times*), said that the factor of local ownership and integration had always been a major issue in broadcast hearings. It said that the FCC's ruling was a departure from established policy.

The attack on the FCC ch. 8 decision was contained in a brief filed by WTSP in the U. S. Court of Appeals in Washington. WTSP is represented by Telford Taylor, former FCC general counsel, and Neville Miller.

The Commission finding that WFLA promised better local live programming, which it held to be significant, WTSP said, was "superficial, temporary and unimportant."

WTSP claimed the FCC should have denied WFLA on the ground of absentee ownership. It said that WFLA was owned by families living in Richmond, Chicago and New York, and that the newspaper and the broadcast stations were operated by employes.

The grant to WFLA was made by four members of the Commission, WTSP pointed out, with Comrs. Robert T. Bartley and Edward M. Webster voting for WTSP, and Comr. Hennock for Tampa Bay Area Telecasting Corp.

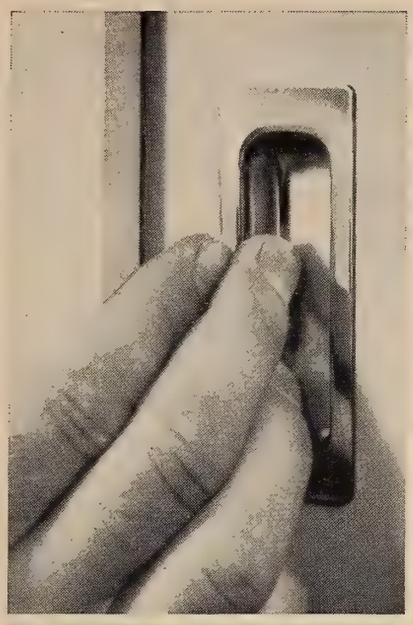
Admiral Denies Charges Of Misleading Advertising

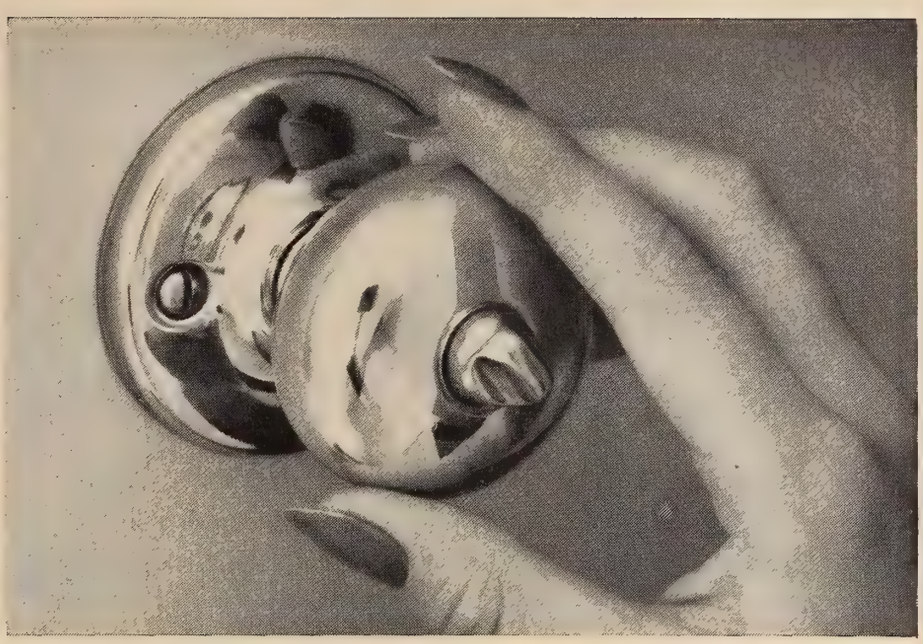
ADMIRAL Corp. last week flatly denied charges by the Federal Trade Commission that it made false claims in advertising its 21-inch tv picture tube.

The FTC complaint, issued April 1, alleged that Admiral was misrepresenting on radio, tv and other media when it stated that its "giant 21-inch picture tube" provides 20% more screen area than other 21-inch tv sets. Last week Admiral asserted that the screen area of its tv receivers equipped with this tube is 20% larger than the area of many receivers made by competitors and equipped with other 21-inch tubes.

The company also said that the complaint failed to state unfair and deceptive acts and practices and unfair methods of competition in commerce within the meanings of the FTC act.

Admiral sponsors *Life Is Worth Living* on DuMont Tv Network (Tuesdays, 8 to 8:30 p.m.). In 1954 it spent $1,028,876 in network tv and $151,516 in network radio, according to Publishers Information Bureau figures.









Better Brass Products—
Brighter Brass Products—
Thanks to **FORMBRITE**

Manufacturer and consumer — everybody takes a "shine" to Formbrite,® the new drawing brass developed and sold by The American Brass Company, an Anaconda subsidiary.

To manufacturers, Formbrite means savings in production costs as it can be polished *in as little as half the time* it takes to polish ordinary drawing brass. In addition, Formbrite costs no more . . . yet is stronger, stiffer, "springier" — qualities which are important in stamped or drawn products.

To the consumer, Formbrite means more attractive and more lustrous brass products — products that are more scratch-resistant, too.

Formbrite is the result of special rolling and annealing processes which produce a superfine grain structure in the brass. It's another good example of the way Anaconda is working to serve American industry.

54293A

ANACONDA
COPPER MINING COMPANY

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

If you are interested in learning more about Formbrite, write to The American Brass Company, General Offices, Waterbury 20, Connecticut.

ANNUAL AWARDS ANNOUNCED BY SDX

Heading the radio-tv list are Chapman, KWOS; Allen, WGN-AM-TV, and Frank, NBC.

SIGMA DELTA CHI Awards for distinguished service in journalism were announced in Washington last Wednesday at a meeting of the SDX executive committee at the Mayflower Hotel. Presentation of the awards will be made May 17 at the Waldorf-Astoria Hotel in New York.

Richard A. Chapman of KWOS Jefferson City, Mo., and Spencer Allen of WGN-AM-TV Chicago received dual awards in the radio and television reporting category. Mr. Chapman was cited for his coverage of an outbreak at Missouri's state prison. Mr. Allen received the award for a "notable weekend of emergency coverage by television" of the impending flood in October.

Reuven Frank of NBC won the award in the television newswriting group for his script "The Road to Spandau," a story of the prison life of Hitler's chief partners.

Other award winners in the radio-tv field were: CBS, for distinguished public service in radio journalism for its "Babies, C.O.D.," a program dealing with black market babies; ABC-TV and DuMont Tv Network (a dual award), for public service in tv journalism for live coverage of the public hearings of the Senate Permanent Investigations subcommittee into the conflicting charges made by the Dept. of the Army officials and Sen. Joseph R. McCarthy (R-Wis.), subcommittee chairman. In praising the networks for "an estimated 186 hours of on-the-spot visual reporting of the controversy," the citation singled out the networks for "the highest public spirited motives by cancelling morning and afternoon programs and assigning their full facilities to live coverage of the hearings. . . ."

SDX ESTABLISHES NEW AWARD GROUP

A NEW CATEGORY of radio and television awards to be made to undergraduates for excellence in radio and television reporting, radio or television newswriting or commentary, and public service in radio or television journalism was established by the Executive Council of Sigma Delta Chi at its meeting in Washington last Wednesday.

Under consideration since 1954, the awards will parallel those made by the national journalistic fraternity in the professional field. The board simultaneously voted to recognize the advances made by television in the news field by authorizing a separate award for television reporting, effective next year. The new undergraduate awards will become effective next fall and cover the academic year 1955-56.

The award categories adopted for undergraduates are as follows:

Radio reporting: For the most distinguished example of spot news reporting of a single news event. (Script and tape recording required.)

Television reporting: For the most distinguished example of spot news reporting of a single news event telecast during the year. (Nomination must include script, plus film or kinescope recording of event. Award will be made only if there are a minimum of six entries in this category.)

Radio or television newswriting or commentary: For the most distinguished example of newswriting or commentary on a single news event or sequence of related events for radio or television. Nomination must include script and tape recording (and any still pictures and film or kinescope recording in the case of television entries).

Public service in radio or television journalism: For an outstanding example of public service through radio or television journalism. (Nomination must include radio script and tape recording; television entries must include script, film or kinescope recording.)

Members of the committee which drafted the report recommending the awards were Marvin H. Alisky, Dept. of Journalism, Indiana U., Bloomington; Richard B. Hull, director, WOI-TV (Iowa State College) Ames; William B. Ray, manager, news and special events, Central Div., NBC Chicago, and Sol Taishoff, editor and publisher, B•T (chairman).

Headliners Awards Names Seven Winners in Radio, Tv

RADIO AND TV have received seven of the 20 National Headliners Club awards, presented yearly for journalistic achievement in newspaper, news magazine, radio, television and newsreel reporting. The awards are sponsored by the Press Club of Atlantic City, N. J. Winners were announced April 15.

Radio-tv winners and categories:

(1) KLZ-TV Denver, Colo., outstanding public service by a tv station, for *Blueprint for Disaster,* dramatic presentation showing the damage by dust storms and tornadoes.

(2) NBC and News Director William R. McAndrew, outstanding radio network news broadcasting, for *Heart of the News* program.

(3) WLS Chicago and Bill Small, director of news, consistently outstanding news reporting by a radio station.

(4) ABC and DuMont Tv Network, outstanding network tv coverage of a news event, for coverage of the Army-McCarthy hearings.

(5) WPIX (TV) New York and John Tillman, news announcer, outstanding local tv coverage of news events.

(6) WBZ-TV Boston, dramatic presentation and coverage of a spot news event, for photography and editing of the story on hurricanes Carol and Edna.

(7) KARK-TV Little Rock, Ark., and cameramen Chris Button and Lou Oberste, added Headliner medal, for courageous coverage of the slaying of an escaped mental patient.

Peabody Awards Presented To 13 Winners in New York

THE George Foster Peabody Awards [B•T, April 11] were presented to the 13 winners at the Radio & Television Executives Society luncheon held last Wednesday at the Hotel Roosevelt in New York.

John E. Drewry, dean of the Henry W. Grady School of Journalism, U. of Georgia, which administers the awards, presented them, noting that "good program and good business go hand in hand." Bennett Cerf, publisher, radio-tv panelist and author, was master of ceremonies.

Winners and categories of the Peabody awards include: radio-television news, John Daly, ABC; television entertainment, George Gobel, NBC; television education, *Adventure,* CBS; television special awards, *Omnibus,* CBS, and *The Search,* CBS; television youth and children's programs, *Disneyland,* ABC; television national public service, *Industry on Parade,* National Assn. of Mfrs.

Also, television national public service, WJAR-TV Providence for Hurricane Carol; radio entertainment, *Conversation,* NBC; radio education, *Man's Right to Knowledge,* CBS; radio contribution to international understanding, *Pauline Frederick at the UN,* NBC; radio local public service, KGAK Gallup, N. M., for *The Navajo Hour,* and radio music (a special citation), Boris Goldovsky (Metropolitan Opera), ABC.



W. R. McAndrew
NBC News Director



Sheldon Peterson
KLZ-TV News Chief



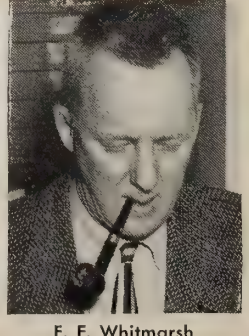
John Daly
ABC-TV News VP



Ted Bergmann
DuMont Managing Dir.



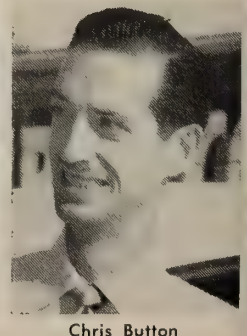
John Tilliman
WPIX News Announcer



F. E. Whitmarsh
WBZ-TV News Dir.



Louis Oberste Jr.
KARK-TV Newsman



Chris Button
KARK-TV Cameraman

Va. AP Gives Award For WTAR Coverage

CLAYTON EDWARDS, WTAR Norfolk, Va., was presented with the WDBJ Cup for the best news protection of the Associated Press by a radio member as the Virginia Associated Press Broadcasters gave awards to 19 radio stations at its awards banquet April 15 in the National Press Club, Washington. Other awards:

Commentary: metropolitan stations — Earl Hague, WPIK Alexandria; Walter Crockett, WCYB Bristol and Bill Montgomery, WNOR Norfolk. Non-metropolitan stations—Bob Bradford, WREL Lexington; A. L. Drew, WEVA Emporia; David Taylor, WRIC Richlands and Don Greene, WSVS Crewe.

Comprehensive: metropolitan—Jim Wooddell, WTON Staunton; Don Murray, WDBJ Roanoke; Ed Travis, WGH Newport News and Roger Mudd, WRNL Richmond. Non-metropolitan—Bob Bradford, WREL Lexington; Don Greene, WSVS Crewe; A. L. Drew, WEVA Emporia and Lee Mills, WRAD Radford.

Sports: metropolitan—Josh Barry, WNOR Norfolk; Bob Sterrett, WTON Staunton; Frank Messer, WRNL Richmond and Bill Diehl, WGH Newport News. Non-metropolitan — George Mizelle, WMEV Marion; Lindy M. Seamon, WRIC Richlands; Bob Mitchell, WRAD Radford and Don Greene, WSVS Crewe.

State and local: metropolitan—Roger Mudd, WRNL Richmond; Josh Barry, WNOR Norfolk; John Patterson, WDBJ Roanoke and Douglas Boy, WCYB Bristol. Non-metropolitan—Don Greene, WSVS Crewe; Bob Bradford, WREL Lexington; Earl Hundley, WLPM Suffolk and Bryan McMurry, WMEV Marion.

Farm news: metropolitan—Glen Howell, WSLS Roanoke; Bob Debardelaben, WRNL Richmond; Bob Sterrett, WTON Staunton and Dick Morgan, WDBJ Roanoke. Non-metropolitan—L. E. Pettyjohn, WLPM Suffolk; Farm News Dept., WSVS Crewe; Tom Gannaway, WRAD Radford and H. B. Eller, WMEV Marion.

Women's news: metropolitan—Mildred Alexander, WTAR Norfolk; Betty Bond, WSLS Roanoke; Alice Friberg, WCYB Bristol and Barbara Harding Zimmerman, WMVA Martinsville. Non-metropolitan—Sallie Whitlock, WEVA Emporia and Karle Bundy, WMEV Marion.

Hillman Awards Presented

LUNCHEON at which Sidney Hillman Foundation awards were presented for outstanding work in radio, television, journalism, magazine and book fields in 1954 was held last Wednesday at the Biltmore Hotel, New York. Eric Sevareid, who was principal speaker at the ceremonies, also received the $500 award in tv for telecasts on CBS-TV concerned with the Oppenheimer case and the race riots at the Trumbull Park development in Chicago.

A special citation was presented to WNYC New York for its public service programs.

Sarnoff Given Masonic Award

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA and NBC, has been chosen "Masonic Man of the Year" and will receive the 17th Grand Lodge Medal May 2.

DAR Honors 'You Are There'

CBS-TV's *You Are There* was presented with the first tv award ever made by the Daughters of the American Revolution which convened in Washington last week. Selection was on the basis of historical appreciation, educational training and pratriotic service.

FLASH!

13 of the top 16

Memphis

TV

shows are

on

WMCT →

(according to the Hooper Survey, February, 1955).

PROGRAM	STATION	RATING
1. George Gobel	WMCT	52
2. Robert Montgomery	WMCT	51
3. Big Story*	WMCT	47
5. Life of Riley	WMCT	46
6. You Bet Your Life	WMCT	46
7. Producer's Showcase	WMCT	44
8. Cisco Kid	WMCT	42
9. Philco Playhouse	WMCT	42
10. Roy Rogers	WMCT	42
11. Your Hit Parade	WMCT	42
12. Armstrong Circle Theatre**	WMCT	40
15. Fireside Theatre**	WMCT	40
16. My Little Margie**	WMCT	40

**Ties with program of Station B*
***Ties with programs of Station B*

better than

2 to 1

6:30 to 10:30 P.M. →

Of 39 shows on both stations with ratings of 30 or better, between 6:30 and 10:30 PM, WMCT carries 27 shows—Station B, 12.

Film Shows

....out of top 18, WMCT carries 12! →

Top 6 Film Shows in Memphis
(Between 6:30 and 10:30 P.M.)

PROGRAM	STATION	RATING
1. Cisco Kid	WMCT	42
2. Favorite Story	WMCT	37
3. Racket Squad	WMCT	37
4. Badge 714	WMCT	33
5. I Led 3 Lives	WMCT	29
6. Mr. District Attorney	WMCT	28

WMCT

MEMPHIS' FIRST TV STATION

MEMPHIS CHANNEL 5
WMC-WMCF-WMCT

NOW 100,000 WATTS

NATIONAL REPRESENTATIVES
THE BRANHAM CO.

Owned and operated by
THE COMMERCIAL APPEAL

AFFILIATED WITH NBC • ALSO AFFILIATED WITH ABC AND DUMONT

'STUDIO BOXERS' FACING BOYCOTT

Participants in WEWS (TV) Cleveland studio fights are warned they will be barred from regular boxing engagements. Ohio Congressman William Minshall asks Justice Dept. and FCC to look into the threats.

A MAJOR DISPUTE has developed between the International Boxing Guild and professional fighters who have participated in boxing matches originated from WEWS (TV) Cleveland studios. Threats allegedly have been received by the fighters taking part in WEWS cards informing them they would be barred from regular engagements. Rep. William Minshall (R-Ohio) has asked the Justice Dept. and the FCC to look into the matter. The IBG is said to be opposed to tv-only fights.

According to a WEWS spokesman, The *Cleveland News* two weeks ago printed a telegram signed by Detroit fight manager and IBG member Jack Laken which indicated manager Jack Carpenter and bantam weight Jesse Rodrigues would lose other fight engagements if they participated in the WEWS card. Mr. Rodrigues' contract for a subsequent match in California was cancelled after he went ahead on the WEWS program it was said. David Ott, chairman of the Cleveland Boxing Commission, announced he would ask for Mr. Laken's nationwide suspension. Akron manager Billy Butler, whose fighters have participated in WEWS cards, has been told his fighters are barred from a regular May 1 fight show in Akron, according to WEWS.

A group of 10 managers in the Cleveland area met last Wednesday to organize an independent managers guild to protest the IBG ruling that studio fights are "outlawed."

The WEWS fights, staged under the official sanction of the Cleveland Boxing Commission, take place in the station's studios and are expressly for home viewers with about 100 guests of the sponsor admitted free to provide a crowd atmosphere. Herman Spero, tv producer who packages the fights for Pilsener Brewing Co., through Clifford Kroening Agency, said he doesn't understand why the IBG is against the fights except that he has been told by local guild officers "New York is against it."

Half Off for Politicos

KXLY-TV Spokane, Wash., last week announced that it is cutting its usual rates by 50% for qualified political candidates running for office.

In releasing the news, Richard E. Jones, vice president and general manager of the outlet, said "There is no question in our minds that qualified political candidates in many instances just cannot afford tv. Certainly it appears that a man sincerely seeking public office should not be denied the use of the greatest medium yet devised for dissemination of news, education, entertainment or political viewpoints. . . . We believe we are contributing to the interests of the community we serve and the American system."

25 Programs Available, QRG Catalog Shows

QUALITY RADIO GROUP is set to unveil its catalog of more than 25 "custom-built" program packages to national agencies and advertisers this week.



MR. NOVAK

William B. Ryan, executive vice president of Quality, announced the availability of the catalog today (Monday), and affirmed his conviction that "realistic advertising in the radio medium does not need tremendous budgets." He contended that "the right program, coupled with the right circulation, is the only sound method by which an advertiser can do a sales job in today's radio markets.

Mr. Ryan also announced the appointment of Bob Novak as program director of the Quality Radio Group. Mr. Novak has been in radio production work for some 20 years and most recently served as head of talent and the program department for the March of Dimes. Previously he had been producer-director for Mutual's *B-Bar Ranch* and *Gabby Hayes.*

Quality Radio Group was organized last September as a cooperative tape programming project by a score of leading "power" stations and is designed to aggressively sell nighttime radio on a national basis to national advertisers [B•T, Sept. 6, 1954]. It currently has a membership of 36 stations.

KFDM-TV Goes on Air As First Beaumont Vhf

KFDM-TV Beaumont, Tex., the second tv station there, was scheduled to begin commercial programming yesterday (Sunday). The ch. 6 station, Beaumont's first vhf, will be affiliated with CBS and represented by Free & Peters Inc. D. A. Cannan is president and C. B. Locke executive vice president of licensee Beaumont Broadcasting Corp. (KFDM).

Two new tv stations have reported construction progress:

WJRT (TV) Flint, Mich., expects to begin operations this summer, it was announced last week by John F. Patt, president, following FCC approval a fortnight ago to locate its transmitter site 20 miles northwest of Flint [B•T, April 18]. The tv outlet operates on ch. 12 and is owned by WJR Detroit. Construction of the transmitter and 1,000-ft. tower will begin immediately, Mr. Patt said. A 50-kw RCA transmitter already is on hand.

KCRA-TV Sacramento, Calif. (ch. 6), has set Sept. 1 as target date for start of regular programming. Affiliation negotiations are underway with NBC, ABC and DuMont. KCRA has been an NBC affililiate for 10 years and is represented by Robert Meeker Assoc.

Herndon Leaves KTRH, Will Manage KMID-TV

RAY HERNDON, manager of KTRH Houston, Tex., has announced his resignation from that post effective today (Mon.). He is assuming the position of manager of KMID-TV Midland, Tex.



MR. HERNDON

Mr. Herndon, who began his broadcasting career in 1933 with KPRC Houston, has been KTRH manager since 1948. He is a past director of the Texas Assn. of Broadcasters, has served on the CBS Radio affiliates committee for rate stabilization and is now coordinating chairman of broadcast communications for Civil Defense in the Houston area.

WHAM, Representative Confer

SALES EXECUTIVES and personalities of WHAM-AM-TV Rochester put on a "live" sales presentation for sales officials of the Hollingbery Co., the stations' national representatives, at a one-day meeting April 14 in Rochester.

William H. Fay, vice president and general manager of the broadcast division of the Stromberg-Carlson Co., described the meeting as "a top-level, shirt-sleeve working session." He said past performances and future plans were discussed. More than 50 WHAM-TV-AM officials and personalities and Hollingbery executives took part in the meeting.

The Sales-Potent Voice in one of the nation's richest markets!

WONE

RONALD B. WOODYARD, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

980 KC • 5,000 WATTS

PHONE HEADLEY REED CO.

DAYTON, O.

"THE CITY BEAUTIFUL"

Wm. Kaland Appointed To WBC Program Post

APPOINTMENT of William Kaland, formerly director of programs of WNEW New York, as assistant national program director of the Westinghouse Broadcasting Co., effective today (Monday), was announced last week by Richard M. Pack, WBC national program manager. Mr. Kaland will make his headquarters in the company's New York office.



MR. KALAND

The appointment was said to be in line with WBC's "continuing emphasis on program structure." Mr. Kaland will work with the company's four tv stations (WBZ-TV Boston, WPTZ [TV] Philadelphia, KDKA-TV Pittsburgh and KPIX [TV] San Francisco) and five radio stations (WBZ-WBZA Boston-Springfield, KYW Philadelphia, KDKA Pittsburgh, WOWO Fort Wayne and KEX Portland, Ore.).

Philadelphia Stations Cover Narcotics Raid

RADIO AND TV stations in Philadelphia were afforded first hand coverage of the city's largest narcotics raid last week when local police permitted full news coverage of the action.

Stations, along with other news media, were briefed on the impending raid about three days beforehand. No breach of confidence was reported.

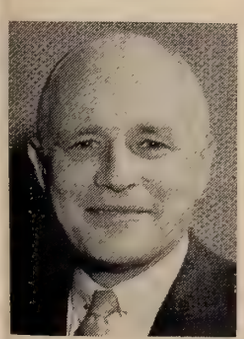
The city-wide roundup took place last Wednesday between 3 a.m. and 6 a.m. WPTZ (TV), under news supervisor Ernie Leiss, shot 1,200 ft. of sound-on-film—a vivid account including shots of narcotics victims with punctured arms. Part of the film was used for regular newscasts beginning that morning. At 3 p.m. WPTZ put together a half-hour documentary titled *Operation Narcotics*. Newscaster Taylor Grant teamed with District Attorney Stanley Dash in the narration.

Philadelphia's other tv stations—WCAU-TV and WFIL-TV—used film clips in their news shows, it was reported.

Radio station KYW flashed the news to listeners from reports phoned in by newsman Paul Taylor. Mr. Taylor and newsmen from other radio stations tape recorded the action.

Tv Representative Formed

ESTABLISHMENT of a regional tv representative office at 517 Northwestern Bank Bldg., Minneapolis, was announced last week by Harry S. Hyett, former general manager of WEAU-AM-FM-TV Eau Claire, Wis. The firm will represent KDAL-TV Duluth, Minn.; KFYR-TV Bismarck, N. D.; KROC-TV Rochester, Minn., and WBAY-TV Green Bay, Wis., with other stations to be added shortly, according to Mr. Hyett. Mr. Hyett served previously with WMFG Hibbing, Minn.



MR. HYETT

memo from Ed Hochhauser Jr.

To: TELECASTERS

You'll be dollars ahead in your pocket and in programming, too, if you'll check the . . .

APS TV Production Music LIBRARY

A note to me will bring you, without obligation, all the facts on APS' 345 different TV Production Aid Selection. It's music unmatched and unduplicated anywhere. It's carefully coded by production experts in a specially designed catalog which spells out the most functional use of every single selection.

Each selection is precisely timed, all faithfully reproduced on 16 inch vinylite lateral transcriptions for handling ease.

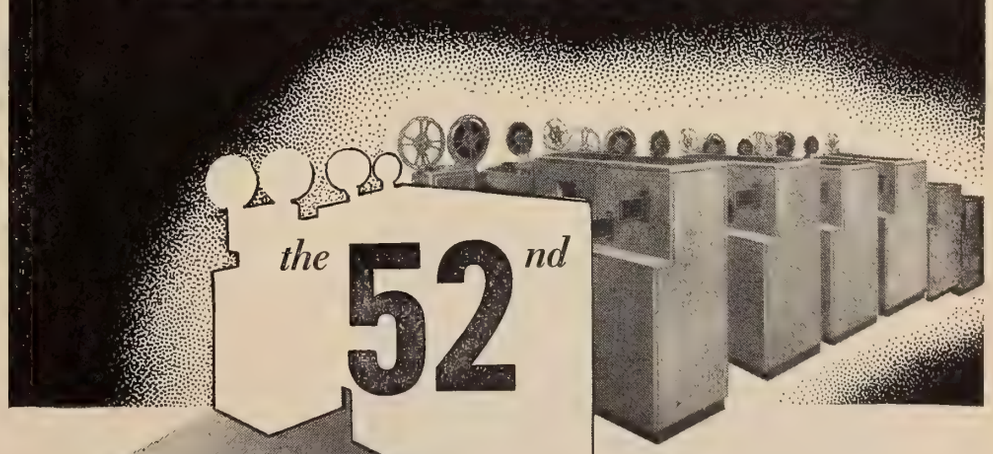
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installed at KLOR
PORTLAND, OREGON





Philco 16MM CineScanner

PHILCO

FEATURES

- Provides preview—exclusive with Philco.
- Available in 16MM and 35MM models.
- Quiet, continuous film motion—no intermittent mechanism to cause film wear and damage.
- Cold light source—no burning or discoloring of film.
- Instantaneous run-up with provision for quick starts, stop and reversal.
- Highest quality reproduction in monochrome and color.

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San Francisco 4, Calif.
650 Russ Building

Washington 6, D.C.
744 Jackson Place, N. W.

Los Angeles 25, Calif.
10589 Santa Monica Boulevard

Dayton 2, Ohio
Talbott Bldg., 1st & Ludlow Sts.



"Lady in the Dark"

"Babes in Toyland"

CineScanner

...film "star" of network color shows!

Over and over, the Philco CineScanner continues to prove itself the star performer on top-notch network shows: Transforming scenes-on-film to bright, crisp, steady pictures in rich full color . . . **with unequaled simplicity and dependability!**

CineScanner employs the simplest film telecasting technique known. There are no problems of shading or color registration. In fact, **color registration insurance is actually built in!**

Here's how CineScanner works:

A dependable cathode ray tube projects bright "cold" light through the film on to low cost, non-synchronous pickup tubes. Simultaneously, these tubes generate signals for the red, green and blue images—**all from a single scanning tube!** Operation is simple and direct. Costly camera tubes are eliminated. Perfect registration is assured.

CineScanner has other exclusive advantages. A continuous-motion film transport mechanism designed by Philco and built by the Mitchell Camera Company eliminates mechanical shutters and noisy film-damaging intermittents. The film can be started, stopped—run forward and backward—instantaneously!

Install the Philco CineScanner and enjoy this simple, **practical** way of film telecasting. You can start today in monochrome . . . convert tomorrow to color with a simple conversion kit.

For complete information write Dept. BT

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GOVERNMENT AND INDUSTRIAL DIVISION

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Famous for
QUALITY
the World Over

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NBC Television Network
DETROIT
Associate AM-FM Station WWJ
Owned and Operated by THE DETROIT NEWS
National Representative
THE GEORGE P. HOLLINGBERY CO.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION
WIBW CBS RADIO in Topeka
Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN
Rep. Capper Publications, Inc.

STATIONS

KRNT-AM-TV Appoints Covey

APPOINTMENT of Richard H. Covey as program director of the combined operations of KRNT Des Moines, Iowa, and the forthcoming KRNT-TV there has been announced by Robert W. Dillon, general manager.

Joe G. Hudgens was named assistant program director of the combined operation.

Mr. Covey, program director of KRNT since



MR. COVEY



MR. HUDGENS

1950 and long associated with the station, will concentrate on television. Mr. Hudgens, promotion manager of KRNT for the past eight years, will be active mainly in radio. He also will supervise station promotion and advertising. KRNT-TV expects to be on the air Aug. 1.

KCSJ-AM-TV's Kahle Resigns

DOUGLAS D. KAHLE, president-general manager of the Star Broadcasting Co., operator of KCSJ-AM-TV Pueblo, Colo., announced his resignation April 15, effective that date. Ray J. Williams has been elected to succeed him.

Mr. Kahle said he was resigning to devote full time to private business interests, among which are several Muzak franchise operations. Mr. Kahle, former majority owner of the stations, sold his interest last October to Bankers Life & Casualty Co. [B•T, Oct. 4, 1954].

A-K Inc. Promotes Neihengen

PROMOTION of Raymond M. Neihengen from tv sales staff to sales manager of the Chicago office of Avery-Knodel Inc. was announced last week by J. W. (Bill) Knodel, partner and Chicago manager of the radio-tv station representative firm. Mr. Neihengen has been with Avery-Knodel since May 1954 and previously worked in radio sales at Free & Peters Inc. for about nine years.

STATION PEOPLE

Neil Terrell appointed acting general manager, WBSC Bennettsville, S. C., succeeding **W. G. Hazel,** on leave of absence.



MR. TERRELL

James T. Butler, sales manager, WSIV Pekin, Ill., appointed assistant manager, WIRL Peoria, Ill.

Lola Spitz, executive secretary and women's program director, KIWW San Antonio, Tex., named assistant station manager and assistant to general manager.

Roland Dumas, WMAS Springfield, Mass., named program director.

Roy George, former program director, KRLD-AM-FM-TV Dallas, Tex., appointed program director, KWFT-AM-TV Wichita Falls, Tex.

PERSONNEL RELATIONS

SAG RULE FORBIDS NO PAY APPEARANCE

Move is aimed at tv film programs using actors for so-called 'interviews'.

TO CORRECT what Screen Actors Guild terms abuses arising from free appearances of actors in "interviews" on commercially-sponsored tv film programs, SAG members were forbidden last week to appear on such programs "without compensation, or for an amount . . . substantially below the member's usual tv film salary."

Hollywood Guild spokesman told B•T the ruling, unanimously adopted by the SAG board, is not aimed at program series which "occasionally" use actor guests. Instead, it is directed against "series which are designed to utilize the free services of actors."

Usually reliable sources point out that Hollywood columnist Louella Parsons, through Filmcraft Productions, recently completed a pilot series with Jack Webb, Jane Wyman and others, both on program and in film clips, all without compensation. This pilot was produced for an estimated $20,000, considerably below comparable productions, the sources state.

Earlier last week, Frank Sinatra publicized his refusal to make an unpaid appearance on CBS-TV *Toast of the Town* to promote the upcoming theatrical film "Guys and Dolls." Mr. Sinatra called on the Guild to take action against such appearances, but SAG stated its board action preceded the singer's request.

A possible exception to rule is: If an actor has a financial interest in the film to be publicized. However, he must have a SAG waiver before his tv appearance, which can be granted only by the SAG board.

On other hand, the Guild points to the recent ABC-TV *Disneyland* trailer for the theatrical film "20,000 Leagues Under the Sea." Actors James Mason, Kirk Douglas and Peter Lorre received $1,000 each for their appearances from Mr. Disney, which SAG thinks is proper.

The SAG ruling states:

". . . From time to time motion picture stars and featured players are asked to appear, without compensation, for so-called 'interviews' in tv films intended for exhibition as commercially sponsored tv programs; that appearance of actors in such films would, in fact, be performances and would be an important part of the entertainment portions of such programs; that such programs are usually produced or presented by persons having influence in motion picture, tv and newspaper businesses; that actors would not have their normal freedom of action in bargaining for their employment in such tv films; and that the appearance of actors in such tv films, without compensation, would be harmful to the employment of other actors, in that such programs take the place of other programs in which actors would be employed at their usual and customary compensation. . . ."

"It is hereby declared to be conduct unbecoming a member . . . for any member to appear in any tv film of the type above de-

telerad INC.

scribed without compensation or for compensation substantially below the member's usual tv film salary."

The Hollywood chapter of the American Federation of Tv & Radio Artists confirmed that a similar rule prevails in radio, but not the live tv field. However, indications are that AFTRA membership will soon vote a "no pay, no appearance" rule.

WGA PROMISES ACTION ON AGENCY MALPRACTICE

East and West branches of writers guild hold first national council meeting.

ACTION is promised by Writers Guild of America East and West against "malpractices in the agency field," especially the practice of agents acting both as tv program-packagers and as representatives for the package writers (with attendant fee from the writer).

WGA executives, attending the first national council meeting in Hollywood [B•T, April 18], characterized the agency procedure as one in which "an employer is collecting commissions from an employee." A guild spokesman stated that the council action was aimed mainly at eastern agencies.

In other matters, the council heard a report on current New York negotiations on a live tv and freelance radio contracts with the major networks, which resumed last Thursday (April 21) and on CBS Chicago radio-tv staff writer negotiations, which started April 19 there.

F. Hugh Herbert, former WGAW president, was elected the first WGA national council president for a two-year term.

— PROGRAM SERVICES —

AT&T Stockholders Approve $650 Million Stock Issue

AT&T stockholders last week authorized an issue of up to $650 million in convertible debentures, described as the largest private financing operation in history.

The action was taken at the company's annual stockholder meeting Wednesday. Cleo F. Craig, AT&T president, indicated that the offering will be made sometime this year. The issue will be undertaken as part of a program to expand the telephone facilities of the Bell System.

Mr. Craig reported that the Bell System probably will spend more money on this year's current expansion program than last year's budget of $1.4 billion. Among the new projects listed by him are the building of new trunk lines and long-distance express circuits that bypass major cities and critical target areas to assure communications in the event of war or national disaster.

Bell System facilities, Mr. Craig said, are prepared to transmit color tv programs throughout many areas of the country, and in those sectors that still carry only monochrome.

PROGRAM SERVICE PEOPLE

David Freedman, tv and motion picture agent, Jaffe Agency, Hollywood, named to head radio-tv department.

Marion Baldwin, Richard S. Robbins Prize Agency, N. Y., to Goldswan Productions, N. Y., as sales and public relations director.

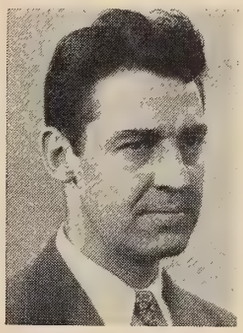
Col. Charles D. Woodyatt to Rudio Productions, Chicago, as account executive.

— PROFESSIONAL SERVICES —

McClain Leaves Cohn & Marks

GEORGE McCLAIN, associated with the Washington law firm of Cohn & Marks, has resigned to become legal adviser to the Director of the Office of Industrial Personnel Security Review, Dept. of Defense, it was announced last week. Mr. McClain was an FCC general attorney until 1952 when he became assistant general counsel of the National Security Resources Board. He joined Cohn & Marks in 1953.

PROFESSIONAL SERVICE PEOPLE

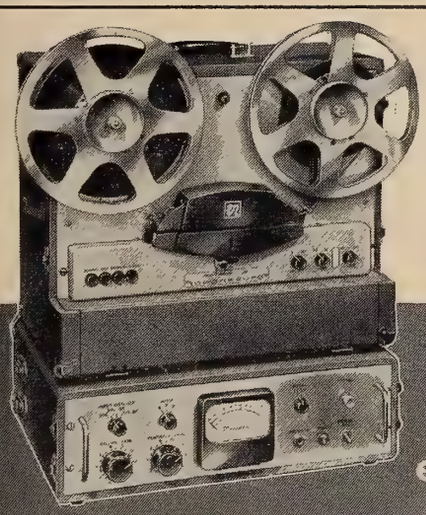


MR. EIMERS

J. Richard Eimers, Northwest field representative, Associated Press, appointed chief of Portland, Ore., bureau in charge of Oregon operations.

Dr. Donald Kanter, motivational research director, Gould, Gleiss & Benn Inc. (marketing consultants), Chicago, elected vice president.

Christopher J. Haley, 85, father of **Andrew G. Haley,** Washington radio attorney, died April 11 in Seattle. **Michael H. Bader,** grandson of elder Mr. Haley, is associated with Andrew Haley in law firm, Haley, Doty & Wollenberg.



THE M90ACC AND M90AC

The finest tape recorder ever engineered for professional use. Exact reproduction up to 20,000 cps with Magnecord's exclusive Audio Cascode System. Instant starting—slot loading—positive, safe action in high speed forward or reverse—lowest flutter rate. See Magnecord—try Magnecord—you'll choose Magnecord too! Portable, case or console mounting.

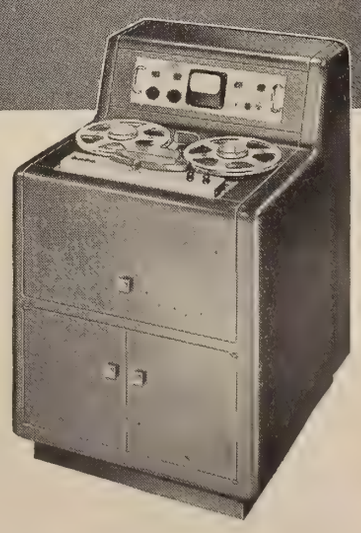
NOW...THE GREATEST LINEUP OF FEATURES

ever offered in professional tape recorders

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THE M81ACC AND M81AC

A precise, professional tape recorder, priced to meet the most modest budget requirements, yet it contains all the features that have made Magnecord the choice of professionals everywhere. Portable, case or console mounting.



These grear new M81 and M90 series Magnecords are especially designed for

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FEB. TV SHIPMENTS 40% OVER '54 MARK

TELEVISION manufacturers shipped 40% more receivers to dealers in February than they did the same month last year, the Radio-Electronic-Television Manufacturers Assn. reported last week.

February set shipments totaled 640,771 units, compared with 460,378 in February 1954. In January of this year, RETMA reported 637,479 tv receivers were shipped to dealers.

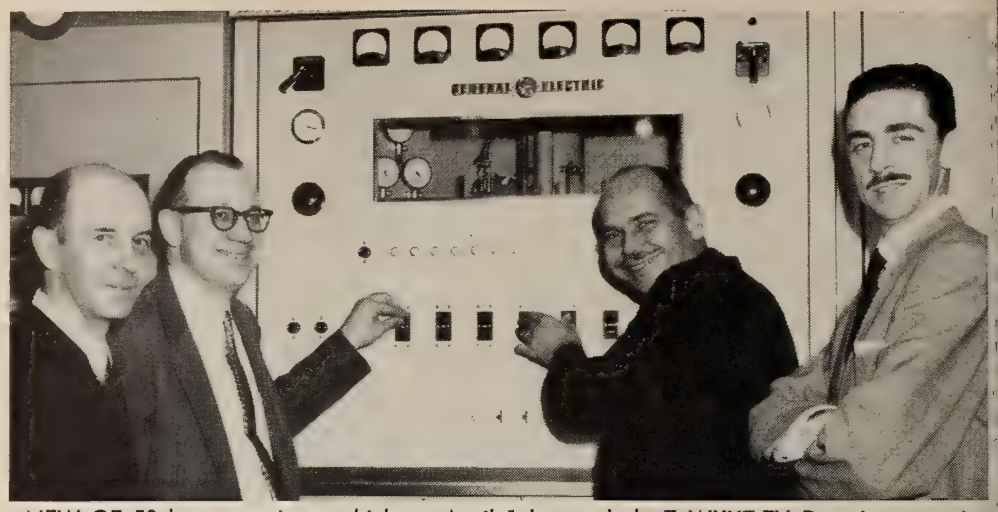
Dealers received a total of 1,278,250 tv receivers for the first two months of 1955, compared with 1,073,000 sets for the same period in 1954. February shipments by states:

State	Total	State	Total
Ala.	23,138	N. J.	39,160
Ariz.	6,600	N. M.	4,158
Ark.	15,085	N. Y.	113,068
Calif.	86,776	N. C.	32,997
Colo.	8,976	N. D.	5,619
Conn.	15,983	Ohio	66,261
Dela.	2,449	Okla.	10,776
D. C.	15,540	Ore.	17,549
Fla.	35,974	Pa.	81,376
Ga.	27,053	R. I.	5,670
Idaho	6,055	S. C.	18,333
Ill.	74,719	S. D.	4,501
Ind.	34,881	Tenn.	30,289
Iowa	21,691	Texas	76,797
Kan.	18,826	Utah	5,179
Ky.	26,144	Vt.	4,680
La.	24,997	Va.	23,991
Maine	10,334	Wash.	23,014
Md.	16,567	W. Va.	13,229
Mass.	37,666	Wis.	30,205
Mich.	51,623	Wyo.	1,012
Minn.	24,255		
Miss.	11,918	U. S. TOTAL	1,275,395
Mo.	37,856	Alaska	1,335
Mont.	4,047	Hawaii	1,520
Neb.	12,712		
Nev.	1,585	GRAND TOTAL	1,278,250
N. H.	4,853		

Admiral Corp. Offers Stock Under Sales Incentive Plan

A NEW sales promotion incentive is being given Admiral Corp. dealers throughout the country—the offering of shares of stock in a corporation doing $220 million worth of business annually. Admiral announced last week it will give one share of stock to dealers for each five purchases of tv receivers (including 24-inch models) between April 15 and May 12. Shares will come from personal holdings of Ross D. Siragusa, Admiral president.

Heretofore, purchase incentives of manufacturers have taken the form of dealer trips—to the Virgin Islands, to Europe and elsewhere, according to W. C. Johnson, vice president-sales. But, he noted, Admiral has found that when dealers go on such trips, their sales and profits drop during their absences. Small dealers cannot take such trips, he added.



NEW GE 50 kw transmitter, which on April 1 boosted ch. 7 WXYZ-TV Detroit to maximum 316 kw [B•T, April 4], is given an "on camera" inspection by station executives. L to r: Paul Dudeck, assistant chief engineer; Charles Kocher, chief engineer; John Pival, vice president in charge of television, and John Lee, station manager. The transmitter was part of approximately $250,000 worth of super power equipment which, in addition to bringing a clearer picture and increasing fringe area coverage, also makes it possible to transmit color programs, the station reports.

19% Increase in Dealers Reported by CBS-Columbia

INCREASE of more than 19% in CBS-Columbia's dealer organizations since March 30 as a result of the company's "blue tag special" promotion for its Advanced 1600 tv receiver line, and the CBS "additional dealer discount" was announced last week by David J. Hopkins, director of sales.

The favorable response was attributed by Mr. Hopkins to Arthur Godfrey commercials on four network television and radio shows, the opportunity for extra profit margins and the "excellent field performance of the Advanced 1600." The ADD plan adds 2/6% to regular profit margins in the form of a check at the end of each 30-day period.

Sylvania Completes Plant

SYLVANIA ELECTRIC Products Inc., New York, announced last week that a 210,000-sq. ft. building near Williamsport, Pa., has been completed for lease to the company's radio tube division. The new facilities, according to Matthew D. Burns, vice president of operations, will be used, for the most part, for bulk tube storage and the branding, testing, packaging and shipping of radio and tv receiving tubes.

Transmitting Equipment

TRANSMITTER SHIPMENTS

Station	Power	Band	Use
Allen B. DuMont Labs KLFY-TV Lafayette, La.	5 kw	tv (ch. 10)	new station

ORDERS

Allen B. DuMont Labs WDBJ-TV Roanoke, Va.	50 kw	tv (ch. 7)	new station
General Electric WITN (TV) Washington, N. C.	20 kw	tv (ch. 7)	new station

OTHER EQUIPMENT: DuMont also reported shipments of color film and slide multi-scanner equipment to: WAGA-TV Atlanta (ch. 4); KXJB-TV Valley City, N. D. (ch. 4) and WTVW (TV) Milwaukee (ch. 12) and monochrome multi-scanners to WTVY (TV) Dothan, Ala. (ch. 9), and WABT (TV) Birmingham, Ala. (ch. 13). GE has shipped a six-bay antenna to KVOO-TV Tulsa (ch. 2) and a 12-bay antenna to WPRO-TV Providence, R. I. (ch. 12). GE also has reported orders from KDKA-TV Pittsburgh (ch. 2) for a six-bay antenna and from WENS (TV) Pittsburgh (ch. 16) for a five-bay antenna.

Kit Converting Iconoscope To Vidicon Offered by GE

A KIT for converting tv film camera chains using an iconoscope tube to a vidicon camera tube operation has been made available by General Electric Co., Syracuse. The kit has been designed to allow broadcasters to convert to a vidicon film camera chain without obsoleting their complete iconoscope unit, according to Paul L. Chamberlain, GE general manager of broadcast equipment.

The advantages of a vidicon film chain were described by Mr. Chamberlain as "easier to operate and maintain; freedom from shading; higher signal to noise ratio; more uniform contrast because of better storage; superior grey scale reproduction; no edge, back or front lighting required and lower tube replacement cost than the iconoscope."

Mr. Chamberlain said the kit includes a vidicon camera, a channel amplifier, a control panel and appropriate cables and connectors. It is priced at $5,250. Price of a complete vidicon film chain is $9,000, he said.

GE Reports Quarterly Rise

SALES of General Electric Co. for the first quarter of 1955 totaled $765,907,000, George J. Cordiner, president, announced to stockholders at their annual meeting in Schenectady, N. Y., last Tuesday. This is a 7% gain over the $715,596,000 recorded for the same period last year, Mr. Cordiner said.

GATES
Your One Source
For All Broadcasting Equipment
THESE OFFICES TO SERVE YOU

Quincy, Illinois	123 Hampshire Street	Baldwin 2-8202
New York City	51 East 42nd Street	Murray Hill 7-7971
Washington, D.C.	13th & E Streets, N. W.	Metropolitan 8-0522
Houston, Texas	2700 Polk Avenue	Atwood 8536
Los Angeles, Calif.	7501 Sunset Blvd.	Hollywood 2-6351
Atlanta, Georgia	1133 Spring St., N. W.	Elgin 0369
New York, International Div.	13 East 40th Street	Murray Hill 9-0200
Montreal, Quebec, Canada	Canadian Marconi Co.	Regent 8-9441

MANUFACTURING SHORTS

Standard Coil Products Co. (tv, aviation), Melrose Park, Ill., has released 1954 annual report covering financial summary, president's report to stockholders, consolidated balance sheet, statement of consolidated income and retained earnings for year ended Dec. 31, 1954, and accountant's report. Financial statements also cover subsidiary, Kollsman Instrument Corp., Elmhurst, N. Y.

Electronic Test Instrument Corp., Detroit, has announced availability of Vitameter, instrument designed to maintain, improve and vitalize operation of cathode ray tube, with facilities to analyze performance characteristics, locate and remove interelement shorts, repair open elements, weld open filament circuits and restore emission.

MANUFACTURING PEOPLE

N. L. Jochem, manager, audio div., sales dept., Gates Radio Co., Quincy, Ill., promoted to engineering director.



MR. JOCHEM

Alfred E. Bourassa, assistant advertising manager, CBS - Hytron, Danvers, Mass., appointed merchandising coordinator.

Ralph H. Sprague, former central state regional manager, Crescent Industries (radio-tv set loud speaker and component equipment), Chicago, to Ampex Corp., Chicago district office, as district representative.

Edmond Sherman, chief engineer, Tele King Corp. (receivers), N. Y., appointed chief engineer, Transitron Inc., N. Y.

Stanley Graham, southeastern territory district merchandiser, radio-tv div., Stromberg-Carlson Co., Rochester, N. Y., transfers to midwest territory.

Frank A. Hiter, 63, senior vice president and director, Stewart-Warner Corp., Chicago, died of cerebral hemorrhage April 9.



WITV (TV) Ft. Lauderdale, Fla., gets ready for one million watt power with the signing of this equipment contract with RCA. L to r: seated, Russ E. Lowell, WITV president; George English, Ft. Lauderdale attorney and WITV board member; standing, J. M. Walters, RCA sales representative, and Walter M. Koessler, executive vice president and general manager of the ch. 17 station.



Advertisement

From where I sit
by Joe Marsh

Easy Knows His "Sprouts"

Almost time to start planting flowers again—so here's a few details about the Roberts' Garden Protection System.

Youngsters use Easy Roberts' garden for a short cut to the playground. Had a tough time keeping them out—until about this time last year when Easy started his System.

He called the small-fry together and had them print their names on cards. Put these cards on stakes next to every bush and clump of flowers. Right away each kid began to root for "his" particular batch of plants to come up first—voluntarily kept trespassers off "his" area—and Easy's garden thrived.

From where I sit, respect for the other fellow's property comes naturally once we have some of our own to protect. Also, we learn to guarantee our *right of personal choice by defending* his—*his right to prefer a glass of beer, say, to a glass of buttermilk. Everyone of us has a "stake" in the Golden Rule.*

Joe Marsh

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CBC APPROVES THREE TVS, THREE AMS

CBC board of governors denies approval of sale of CKNW New Westminster sale to Southam Co. because of multiple ownership of stations by the company, marking the first time a major market radio station sale has been refused.

THREE new Canadian tv stations and three new broadcast stations were recommended for licensing by the board of governors of the Canadian Broadcasting Corp. at its April 15 meeting in Ottawa. At the same meeting the CBC board denied approval of the sale of CKNW New Westminster, B. C., to the Southam Co. because it would add to multiple ownership of radio stations by the company.

The CKNW action marks the first time a major market radio station sale has been denied approval by the CBC board. CKNW is a 5 kw station on 1320 kc located in a suburb of Vancouver and is one of six stations covering Vancouver. Its sale, for a reported $1,000,000, was due to ill-health of owner William Rae Jr. [B•T, April 4]. CBC board denied approval as "control would be held by interests controlling broadcasting stations in Calgary (CFAC) and Edmonton (CJCA) which would constitute extension of multiple ownership or control of stations contrary to principles under the Radio Act".

Other Tv Grants

CJOC (TV) Lethbridge, Alta., has been recommended for a tv license with 102.8 kw visual and 57.5 kw aural on ch. 7.

CKNX (TV) Wingham, Ont., was recommend for a tv station license on ch. 8 with 20 kw visual and 12 kw aural. President and General Manager W. T. Cruickshank told the CBC board that the community was selling its old high school building to CKNX for $1 if a tv license was obtained, the building to serve as a tv studio.

CFCY Charlottetown, P. E. I., was the third station to be recommended for a tv license on ch. 13 with 21 kw visual and 12.5 aural power.

Recommended for new radio station licenses were Herb May, Toronto announcer, and Lindsay, Ont., druggists E. Neill and C. A. Gregory for 1 kw station on 910 kc at Lindsay; John W. Pollie for 250 w station on 1070 kc at Smiths' Falls, Ont., and Jean Lalonde for 1 kw station on 900 kc at St. Jerome, Que.

Share transfers were approved for CKWX Vancouver; CFBC St. John, N. B.; CJFX Antigonish, N. S.; CKBW Bridgewater, N. S.; CJCS Stratford, Ont.; CKLW Windsor, Ont.; CKOX Woodstock, Ont.; CKVM Ville Marie, Que., and CFDA Victoriaville, Que. Transfer of control was approved for CHRD Drummondville; VOCM St. John's, Nfld.; CKOV Kelowna, B. C., and CHAB Moose Jaw, Sask.

Sports Problem Discussed

Much of the board meeting was taken up with a request by the National Hockey League and the Big Four Football Union to prevent simulation of actuality broadcasts of sport events without the agreement of the participating organization. A number of stations, principally at Toronto and Ottawa, were charged with recreating sporting events simultaneously as another station in the city was actually doing broadcasts of similar sporting events. Following the hearings, the board stated that "there have been abuses in the simulation of broadcasts of sports events through the use of information taken from transmissions of other stations broadcasting directly from the event. The board considers this bad broadcasting practice which would have serious effects if continued". The board will hold further hearings on the subject at its next meeting, likely in June at which time it intends "to establish a regulation restricting simulated broadcasts in order to prevent such practices unless there is full assurance otherwise that there will be no abusive use by other stations of information taken from direct actuality broadcasts."

Elliott-Haynes Releases First Teleratings Report

FIRST national teleratings report released by Elliott-Haynes Ltd., Toronto, covers March reception in Montreal, Toronto, Winnipeg and Vancouver, Canada's four largest cities. The report is based on the percentage of total potential television homes reached by a program in these four cities, whether or not the program is carried only by Canadian or U. S. border stations, or a combination of Canadian and U. S. stations. Elliott-Haynes states that these national ratings can be taken as a conservative estimate of the audience reached, as most other markets in Canada will enjoy considerably higher ratings due to their freedom from competing television programs.

The national ratings, with total number of homes reached (in brackets) out of a total of 378,300 in the four cities, for the top 10 programs in March, were: *Jackie Gleason,* 73.1 (276,522); *Toast of the Town,* 72.7 (275,100); *Dear Phoebe,* 49 (185,487); *Studio One,* 48.4 (183,051); *Caesar's Hour,* 48 (181,973); *Four Star Playhouse,* 46.5 (175,936); *Holiday Ranch,* 46 (173,943) (Canadian); *Our Miss Brooks,* 44.1 (167,191); *Red Buttons,* 44.1 (166,730), and *On Camera* 41.6 (157,516) (Canadian).

'Our Miss Brooks' Leads Canadian Network Radio

LEADING evening network radio show heard in Canada during March was *Our Miss Brooks,* with a rating of 16.6, according to the national ratings report of Elliott-Haynes Ltd., Toronto. Following *Miss Brooks* were: *Radio Theatre,* 13.9; *Wayne & Shuster,* 10.3 (Canadian); *Army Show,* 9.8 (Canadian); *Championship Fights,* 9; *NHL Hockey,* 8.8 (Canadian); *Singing Stars of Tomorrow,* 8.2 (Canadian), and *Toronto Symphony Concert,* 6.6 (Canadian).

Daytime leading five network shows were *Ma Perkins,* 15.3; *Guiding Light,* 14.3; *Pepper Young's Family,* 13.9; *Right to Happiness,* 13.6, and *Road of Life,* 12.

French-language evening network shows were led by *Un Homme et Son Peche,* 39.8; *Le Survenant,* 28.3; *La Famille Plouffe,* 27.7; *La Voix du CARC,* 19.5 and *Zezette,* 18.9. Daytime French-language network shows were topped by *Vies de Femmes,* 32.5; *Rue Principale,* 29.6; *Je Vous ai tant Aime,* 29.6; *Jeunesse Doree,* 28.5, and *Francine Louvain,* 27.3.

U. S. Network Radio Shows Dominate Canada Ratings

U. S. RADIO network shows still lead in popularity in Canada, according to the March ratings of the International Surveys Ltd., Montreal. Leading evening shows, with percentage of radio homes reached, were *Our Miss Brooks* 21, *Radio Theatre* 20, *CBC News* 15 (Canadian), *NHL Hockey* 10 (Canadian) and *Wayne & Shuster* 10 (Canadian).

Daytime leading network shows were *Ma Perkins* 34, *Pepper Young's Family* 31, *Right to Happiness* 30, *Guiding Light* 30 and *The Happy Gang* 28 (Canadian).

Leading French-language evening network shows were *Un Homme et Son Peche* 74, *Le Survenant* 55, *La Famille Plouffe* 40, *NHL Hockey* 12 and *Collette et Roland* 12. French daytime network leading shows were *Je Vous ai Tant Aime* 68, *Jeunesse Doree* 63, *Francine Louvain* 63, *Rue Principale* 59 and *Vies de Femmes,* 58.

Radio to Highlight ACA

RADIO will form an important part of the program of the annual meeting of the Assn. of Canadian Advertisers, meeting at the Royal York Hotel, Toronto, May 3-6. Speakers for radio and tv will include E. Finlay MacDonald, CJCH Halifax and immediate past president of the Canadian Assn. of Radio & Tv Broadcasters; Fairfax M. Cone of Foote, Cone & Belding, Chicago, and Barry Wood, vice president in charge of color tv, NBC New York.

COMMERCIAL TV PLANS TAKE SHAPE IN BRITAIN

ITA rules on classification of documentary films; another Manchester studio site sought; A-R completes first film to be used in new system.

ITA (British Independent Television Authority) has declared that documentary films "can be shown as a paid form of advertising" in the upcoming British commercial television programs. But, an ITA spokesman said, they can also be included in the rest of the programs which are not paid for as advertising if they "are proper for inclusion by reason of their intrinsic interest or instructiveness and do not comprise an undue element of advertisement."

This issue arose when the British Assn. of Specialized Film Producers informed the program contractors that they do not agree with the recently-issued rate cards which included substantial charges for the showing of documentary films. The film producers are seeking larger sales of films for the non-advertising sections of the ITA program schedule.

Application for a construction permit for a new studio for commercial television programs by the Granada Group has been turned down by the Manchester Development Committee. Parties are, however, convinced that it may be possible to find a suitable alternative site for the proposed Granada studio in Manchester.

Associated-Rediffusion has completed the first program of a series of 13 quarter-hour shows. A-R is one of the contractor companies that will supply program material for Britain's upcoming commercial tv system.

Series will go on the air in September, this year, on the London commercial station and is being filmed with a completely new all-electronic system devised by Norman Collins of High Definition Films in London.

The High Definition Process, which employs three tv cameras for the shooting of a program (reproduction is on film), is said to save up to 50% of the ordinary production costs. Series is regarded as a test for the HDF system.

COHN URGES STRESSING EUROPE'S FILM MARKET

Screen Gems' vice president sees limited European market for American tv film industry, but he suggests preparing for long-range benefits.

EUROPE represents a limited market for the American tv film industry for the foreseeable future but should be cultivated for potential long-range benefit.

This evaluation was provided by Ralph Cohn, vice president of Screen Gems Inc., tv subsidiary of Columbia Pictures, in an interview with B•T in New York following a business trip to England, France, Germany, Italy and Holland and surrounding areas. He voiced the view that in most countries various factors (price of sets, lack of competitive stations, other recreational outlets) have combined to minimize the importance of tv in the scheme of living, but said this apparent disinterest could be dispelled with several programs that "catch fire," such as Milton Berle and political conventions in this country.

Screen Gems, Mr. Cohn related, is in the process of setting up an operation intended for Europe and Latin America, encompassing both the sale of its own products and those of other U. S. companies in markets abroad, as well as establishing co-production agreements with foreign producers.

Best Prospects

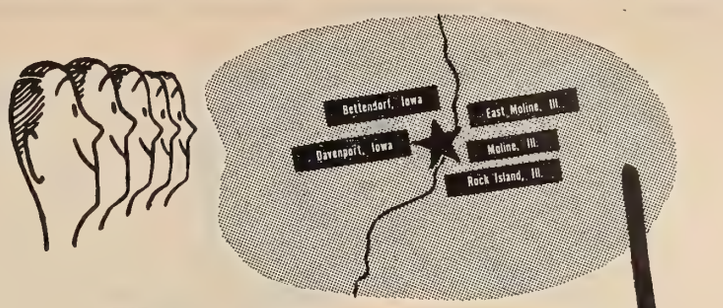
Mr. Cohn expressed the opinion that England and Germany probably will constitute the most favorable markets in the near future, though he pointed out that officials in all the countries he visited "left the door open" to American tv film. He thought that Germany with seven tv stations on the air in a year and a half has made the most progress of all European countries, adding that German equipment, stations and tv sets are "excellent."

Outside of Great Britain, he continued, there is no immediate outlook for commercial tv in Europe, although commercial operations already have been launched in Luxembourg, Monaco and the Saar. One interesting experiment will be enacted in Holland late this summer, Mr. Cohn said, when 90-day commercial television will be presented at the Rotterdam Fair via a low-powered transmitter.

Mr. Cohn pinpointed Great Britain as the immediate target for American tv film businessmen, explaining that as much as 30% of programming on commercial tv there this fall could be U. S. products. But he stressed that American business should not lose sight of the potential market for tv films in the years ahead, citing again the experience of the motion picture industry, which released U. S. theatrical films abroad before there was widespread demand.

Canadian Feb. Set Total Listed

TELEVISION SETS in Canada totaled 1,321,025 at the end of February, according to a compilation of All-Canada Television and the Radio-Television Manufacturers Assn. of Canada, both Toronto. Of the total, the province of Ontario accounted for 703,222 sets; Quebec province, 389,907; British Columbia, 94,975; the three prairie provinces of Manitoba, Saskatchewan and Alberta, 94,461; and the four Atlantic coast provinces of New Brunswick, Nova Scotia, Newfoundland and Prince Edward Island, 38,460.



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- **8.** Designed to operate with conventional, regulated power supply (ACL type PS-12 optional)
- **9.** Type M-16 Master Monitor, $2150.00 net

This versatile unit is now available for prompt delivery. For the best value in performance and serviceability check with ACL *first*.

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► KLZ Denver is celebrating the beginning of its 34th year of broadcasting.

► KFI Los Angeles is celebrating its 33d anniversary.

► KHJ Hollywood is marking its 33d anniversary.

► WOW Omaha, Neb., has celebrated its 32d anniversary of broadcasting.

► R. SANFORD GUYER, partner and general manager, WMOA Marietta, Ohio, is beginning his 32d year in broadcasting.

► KFWB Los Angeles is celebrating its 30th anniversary.

► WADC Akron, Ohio, is marking its 30th year on the air.

► WHBC Canton, Ohio, is commemorating its 30th anniversary on the air.

► HARRY HARTMAN, account executive and former announcer with WCPO Cincinnati, is celebrating his 27th year with the station.

► ROY FREEMAN, western personality, WCIL Carbondale, Ill., is marking his 27th year of broadcasting.

► KCRC Enid, Okla., is observing its 26th year of commercial broadcasting.

► WTAG-AM-FM Worcester, Mass., *Farm Roundup* is celebrating its 25th year on the air.

► *EARLY BIRDS*, morning show, WFAA Dallas, Tex., is marking its 25th year of programming.

► WSJS Winston-Salem, N. C., is marking its 25th year of broadcasting.

► LYLE VAN, MBS news commentator, is marking his 25th anniversary as a news broadcaster.

► WILBUR G. CLANCY, assistant supervisor of transmitter engineers, WTIC Hartford, Conn., is observing his 25th anniversary with the station.

► WILLIAM F. MALO, commercial manager, WDRC Hartford, Conn., is commemorating his 25th year with the station.

► FRANCES FOLEY GANNON, women's personality, has marked her 21st consecutive year with WNYC New York.



F. C. SOWELL (l), general manager of WLAC Nashville, Tenn., who is celebrating 25 years in radio, is presented a memento of the anniversary by Gov. Frank Clement. It's the pen the governor used to sign a bill relieving Tennessee broadcasters from responsibility for slanderous and libelous statements made by political candidates. Mr. Sowell headed the legislative committee of the Tennessee Broadcasters Assn. in TAB's successful campaign for the adoption of the law.

► GLENN HARDY, newscaster, Don Lee Broadcasting System, Hollywood, is starting his 21st year of broadcasting.

► NORMA YOUNG, home economics director, KHJ Hollywood, is marking her 20th year in radio.

► DUANE W. HOISINGTON, manager-chief engineer, KCRB Chanute, Kan., is beginning his 20th year in radio.

► HARVEY OLSON, program manager, WDRC Hartford, Conn., is observing his 20th year with the station. HERMAN GOODSTINE, transmitter and control room operator there, is marking his ninth anniversary.

► WMAQ Chicago's *400 HOUR* has been purchased by the Chicago & Northwestern Railway for the 19th consecutive year.

► CBS Radio's *WORLD NEWS ROUNDUP* is celebrating its 18th year on the air.

► HELOISE PARKER BROEG, women's personality, WEEI Boston, has celebrated her 15th anniversary with the station.

► NBC Radio's *TELEPHONE HOUR* is commemorating its 15th anniversary on the air.

► *TV-RADIO LIFE*, Hollywood, local programming news publication, is celebrating its 15th anniversary.

► WWDC Washington is beginning its 14th year of operation.

► CHARLES PARKER, account executive, WDRC Hartford, Conn., is observing his 11th anniversary with the station.

► CBS Radio's *Rosemary*, daytime serial, has entered its 11th year on the air.

► HAROLD J. (PIE) TRAYNOR, sports director; WALTER JONES, comptroller, and ARTHUR STERMAN, studio supervisor, are celebrating their 10th anniversaries with KQV Pittsburgh.

► TEN-YEAR PINS have been awarded by DuMont Tv Network to ARTHUR DENEKE, building facilities engineer; STEPHEN PRESTON, technician; KENNETH M. REICHENBACH, senior technician, and BARRY SHEAR, television director.

► PUBLICIDAD BADILLO, San Juan, P. R., advertising agency, is celebrating its 10th anniversary.

► PAUL REPP, transmitter operator, WDRC Hartford, Conn., is marking his 10th year with the station.

► PRESTON STOVER, manager of program operations, WPTZ (TV) Philadelphia, and HAROLD PANNEPACKER, account executive there, are celebrating their ninth anniversaries with the station.

► ALICE BREWER WHITE, director of women's activities, WVEC-TV Hampton, Va., is marking her ninth year in the broadcasting field.

► THE *MELODY ROUNDUP*, WHKK Akron, Ohio, is marking its ninth birthday.



FIFTEENTH anniversary of Keystone Broadcasting System Inc. [B•T, Feb. 21] occasions this cake-cutting. Keystone President Sidney J. Wolf does the honors. Witnessing (l to r): Edwin R. Peterson, vice president; Arthur Wolf, secretary-treasurer; Joseph Bayer, vice president; Kay Coustan, traffic manager; Paul Kolar, comptroller; Mr. Wolf; A. S. Gourfain, president, Gourfain-Cobb & Assoc., advertising agency, and Blanche Stein, station relations director of the Keystone Broadcasting System.



RUTH LYONS (l), hostess of the *50-50 Club* on WLWT (TV) Cincinnati, is about to cut a birthday cake marking her ninth anniversary on television, on WLWT and as *50-50* hostess. Sharing in the occasion are Bill Thall, Miss Lyons' co-worker, and Mrs. J. L. Layne, who was in the first audience of the original *50 Club* in 1946.

EDUCATION

KGAK Establishes Scholarship For Navajo Radio-Tv Training

KGAK Gallup, N. M., winner of the "smaller station" award in the 1954 Alfred I. duPont Awards Foundation competition for its programming to the Navajo and Zuni Indians [B•T, March 28] and also a Peabody Award winner for its *Navajo Hour,* [B•T, April 11], has established a special scholarship fund to train Navajo Indians for radio and tv work. The fund is the $1,000 given to the station by the duPont Foundation as part of its award. The scholarship will be known as the Alfred I. duPont-KGAK Scholarship Fund. Presentation was made on April 6 to Paul Jones, newly-elected chairman of the tribal council, by Merle Tucker, president of KGAK.

Four-Year, $1,000 Scholarship Announced by Boston U., WEEI

A $1,000 scholarship for a four-year university course in broadcasting has been announced by Boston U. School of Public Relations & Communications and WEEI there. WEEI, winner of the station award, which included $1,000, in the 1952 Alfred I. duPont Foundation competition, is making the duPont award the basis for the scholarship. The duration of the scholarship will be for four academic years beginning in September 1955. The winner will receive $100 his first year, $200 for the second and $350 for each of the third and fourth years. Any senior in an accredited New England school, who has completed his college preparatory studies by June of 1955 is eligible. Forms may be secured from the Office of the Committee on Scholarships, Boston U., 705 Commonwealth Ave., Boston 15. Deadline for applications is June 1, 1955.

WSM Sets Up Scholarships For Upcoming Tv Workshop

SECOND annual WSM-Peabody Television Workshop, to be held at Peabody College, Nashville, Tenn., July 18-29, will feature presentation by WSM there of four $100 scholarships to directors or producers of educational or public service programs on commercial tv stations.

John H. DeWitt Jr., president of WSM Nashville, which conducts the workshops in conjunction with Peabody College, said, "Because WSM feels that commercial tv stations can and are serving a vital role in the advancement of education, the scholarships are being offered to tv staff personnel to encourage their study and production of education type programs."

Junior Audience Board Seeks End to Distasteful Records

FORMATION of a Junior National Audience Board, composed of leaders of teenage groups, with the announced purpose of eliminating objectionable records on radio, was disclosed by the Hollywood chapter of the National Audience Board [B•T April 4, *et seq.*]

The move followed the announcement of results of a survey conducted among teenagers in the East by NAB National President Peter Goelet. The survey revealed that most teenagers found "double-meaning" record distasteful, Mr. Goelet stated.

JNAB will attempt to secure the cooperation of local disc m.c.'s, Hollywood NAB spokesmen said. The junior board will ask the disc m.c.'s to "screen" all records before playing them on the air and to eliminate all with *double-entendre* lyrics.



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Evansville, Ind.	WIKY	Seattle	KOL
Houston	KNUZ	Springfield, Mass.	WTXL
Indianapolis	WXLW	Stockton, Cal.	KSTN
Jackson, Miss.	WJXN	Syracuse	WOLF
Kansas City	WHB	Tulsa	KFMJ
Huntington, L.I.	WGSM	Wichita, Kan.	KWBB
Louisville	WKYW	Worcester, Mass.	WNEB
Milwaukee	WMIL		

Canada

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New Westminister, B.C.	CKNW

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AIMS — Association of Independent Metropolitan Stations

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RADIO GROUP



JEN-U-WINE URANIUM

AS A PROMOTION along with its April program schedule, KBTV (TV) Denver has attached a packet of uranium ore with instructions to test it with a geiger counter because "it's jen-u-wine high-grade uranium." The schedule says, ". . . there really is uranium in them thar hills" and lists figures for the construction and business boom in the city. Inside the program sheet is outlined KBTV's "Four Plan" wherein an advertiser has an opportunity to air his message "four times weekly in four different top-rated syndicated film shows." The "Four Plan," KBTV says, is "the best 'geiger counter' for finding sales in the booming Denver market . . ."

'TOP' SONGS ON WWCO

AFTER Les Davis, disc jockey of WWCO Waterbury, Conn., was "missing for a couple of days," the station found him atop an 88-ft. drive-in theatre screen where he had climbed to prove WWCO plays the "top" 10 records of the week. Station Manager Lawrence Brandon denied any knowledge of the young man's plans but said if he could climb up there he could "darn well do his show from there. I'll put in a remote hook-up." Listeners have supplied his requests for necessities, sending him "baskets full of everything from pizza to chewing tobacco."

BRAIN TEASERS

WHEN the staff of WILS Lansing, Mich., began kicking around brain teaser puzzlers, Mike Hamlin, disc jockey on the *House of Music* show, decided to drop one over the air. He told listeners the first person to come up with the right answer would win a couple of theatre passes. The interest evinced was beyond expectation and Mr. Hamlin started using two or three each week with passes for the winners. The pull for the first month averaged over 50 replies per day, some by special delivery and telegram.

$60,000 PROMOTION

PROMOTION amounting to $60,000 was utilized by ch. 36 KTVI (TV) St. Louis [formerly ch. 54 WTVI (TV) Belleville, Ill.] to herald its switch of cities. The campaign was directed into all media in the area including daily, weekly and community newspapers, with full-page color ads in the two metropolitan dailies, and into radio, tv, outdoor, taxis and public vehicles. The campaign was timed to tie in with the opening of the St. Louis Cardinal baseball season April 12. KTVI is airing Cardinal games this season. The station expects to increase its uhf circulation from 317,200 homes to over 450,000 by the end of the baseball season and anticipates another 20% to 25% increase in coverage area when it increases power from 250 kw to 500 kw with FCC approval.

FIRST BIRTHDAY CAKES

WPGC Morningside, Md., suburban Washington, D. C., station, distributed to local clients and agencies a birthday cake marking the occasion of its first anniversary.

WPTZ (TV) CANCER SHOW

PROGRAM dealing with cancer was presented yesterday (Sun.) on the *Telerama* series of WPTZ (TV) Philadelphia. A woman who has had the disease since she was 10 years old discussed her life story with its death crises, surgery and X-ray and radium treatments. A 10-year-old girl who was a cancer patient at 4 and who now is listed as "cured" described her case. Directed by Jack Bidus, the program required more than a month of research and was staged in cooperation with Temple U. Hospital, Wills Eye Hospital and Lankenau Hospital, all Philadelphia. Portions of the show were filmed sequences showing preparations for a surgical cancer operation, the new cobalt bomb at work and an X-ray rotation system. Appearing on the program were two attending surgeons of the Wills Eye Hospital.

SCHOOL QUIZ PROGRAM

CKCL Truro, N. S., airs a school program in the form of a weekly half-hour quiz, produced in cooperation with the Truro Rotary Club. Twenty-two competing schools in the central Nova Scotia area vie for honors in the competition. Two teams each week compete in an elimination contest, with pupils from grades 7, 8 and 9 taking part. CKCL provides a shield for the winning school team and individual trophies for the students.

ATOMIC COLORCAST

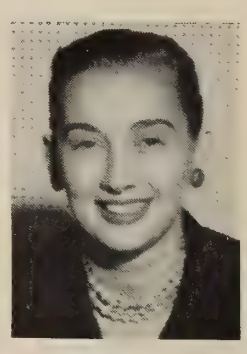
WHAT NBC-TV hailed as the first colorcast of an atomic blast was presented a fortnight ago on John Cameron Swayze's *News Caravan* (Mon.-Fri., 7:45-8 p.m. EST). The telecast, making use of official Marine Corps color films of the recent Yucca Flats test, showed that the colors of the explosion started with a red flash and proceeded to orange, yellow, white, gray and ended in a black mass.

WGLV (TV)'S DEALER TAGS

TAGS announcing "this set is equipped to receive WGLV" have been distributed by WGLV (TV) Easton, Pa., to retail tv dealers in the Easton-Allentown-Bethlehem area. Space is provided on the tag for the dealer to mark in the price and model of the set to which it is attached.

'CAROL IN THE MORNING'

WSGN Birmingham, Ala., is airing *Carol in the Morning*, a program conducted by women's personality Carol Woods. The program features book reviews, new records and reviews of movies and plays. Sports news, beauty secrets, fashion news and interviews are also beamed to listeners from *Carol In the Morning*. Mrs. Woods, in addition to conducting the show, also plans it.



MRS. WOODS

CFJB'S BIRTHDAY CAKES

CFJB Brampton, Ont., on its first anniversary sent 150 small birthday cakes to advertisers in the suburban Toronto area. Icing on the cake gave the station's call letters and frequency, while an attached message said the cake was in lieu of a personal attendance by the advertiser at CFJB's studio birthday party.

KFWB ANNIVERSARY SHOW

FINISH of the 30th anniversary celebration of KFWB Hollywood was marked by an eight-hour broadcast from the restaurant of station disc m.c. Larry Finley, honoring KFWB President Harry Maizlish. Radio-tv, recording and motion picture personalities participated in the program, which extended from 8 p.m. to 4 a.m.

Tv Expose

A KINESCOPE of a WSEE (TV) Erie, Pa., program was used as evidence in court there, in what Station Manager Frank B. Palmer believes is the first time a kinescope has been so used. "Spotlight on Corruption," produced, written and narrated by Dick Morgan, WSEE news director, was a documentary report on the undercover investigation that exposed a conspiracy between crime and top political circles that reached as high as the mayor and police inspector. Films of actual bribe payoffs and recorded conversations between an undercover agent and gamblers highlighted the program. When one of the politicians, who already was convicted and sentenced to prison on one count of bribery, was indicted on a second, his lawyer, although praising the program, petitioned for a change in the location of trial. He claimed the program had caused unfavorable publicity and made it impossible for his client to receive a fair trial in Erie County. At the hearing on the petition, the kinescope was played in its entirety and it revealed that the defendant's name was mentioned only once—merely a statement of his arrest. The presiding judge denied the motion.

97,819 REPLIES

FOUR one-minute spot announcements, one per week for four weeks on the half-hour Saturday night *Grand Ole Opry* program on WSM Nashville, Tenn., brought in 97,819 entries. The announcements promoted a drawing for $350 worth of prizes. The mail pull is an all-time record for WSM in a modestly-promoted contest of that type.

L'IL ABNER BROCHURE

WRCA-TV New York has published a four-page audience promotion piece and advertisement, written and drawn by Al Capp and featuring "L'il Abner" in a day's tour through the station's schedule of programs. The station plans to issue other promotion pieces to be created by cartoonists and artists, including James Montgomery Flagg, Norman Rockwell and Otto Soglow. The "L'il Abner" piece will be developed into a coloring book which the station will offer free to children.

PROJECT 23

AS A FEATURE of its Project 23 audience building program, Storer Broadcasting Co. for its WGBS-TV Miami (ch. 23) is loaning set converters to south Florida tv dealers. The gadget, Convertenna, consists of a Vidonair indoor uhf-vhf antenna mounted on a Mallory 88 converter. Dealers use it for home demonstrations to show vhf set owners the entertainment available on uhf channels. Other dealers are renting the Convertenna to hotels and motels for use by transients who are accustomed to watching programs from all networks. Ralph C. Powell, trade relations director, heads a staff of 13 persons now employed on Project 23.

KVET AIRS COLLEGE BASEBALL

CENTRAL TEXAS listeners are hearing all of the home baseball games of the U. of Texas this year as the school's Radio House is broadcasting the events over KVET Austin. Hal Atkins and Don Rifler of the Radio House sports staff are handling most of the play-by-play during the season. The baseball coverage is part of an expanded program of sports broadcasting of the school's radio-tv production center.

NEWSPAPER NEWS SHOW

FIVE-MINUTE news program direct from the city desk of the *Pittsburgh* (Pa.) *Courier* is being broadcast by WLIB New York every Thursday at 6:30 p.m.. On each show Leroy Irvis, *Courier* reporter, broadcasts top news stories of the week.

'THEY ALL HAVE RADIO'

RADIO ADVERTISING Bureau has distributed a 16-page heavy-paper presentation showing statistically that "They All Have Radio." The booklet compares radio-tv ownership, showing radio comes out ahead no matter what the basis for comparison. Size of family, economic status, geographical location and the size of the city in which the family is located were analyzed in making the study.

THE SPORTS STATIONS

PROMOTING themselves as the stations for sports and *the* sports stations of northwestern Ohio, WFOB-AM-FM Fostoria reports it covered 77 basketball games this season, including local class A and B games, local, district, regional and state finals and home games of Bowling Green State U. Mel Murray, general manager and sportscaster of the stations, presented the games and was assisted all season long by Roger V. Wise, commercial manager, who handled commercials and provided color. The stations are broadcasting all Cleveland Indians baseball games during 1955, claiming they are the only stations in the area to do so. WFOB-AM-FM would like to see any station in the nation post evidence of a better sports record.

CORRECT POSTURE WEEK

SUGGESTED scripts for one-minute radio and tv spots are being made available to broadcasters for use in connection with National Correct Posture Week, set by the National Chiropractic Assn. for May 1-7. Special kits are being sent to schools to help instruct children on correct posture as a means to better health. Over 25,000 chiropractic physicians throughout the country are providing charts, instruction and comic books, according to NCA.

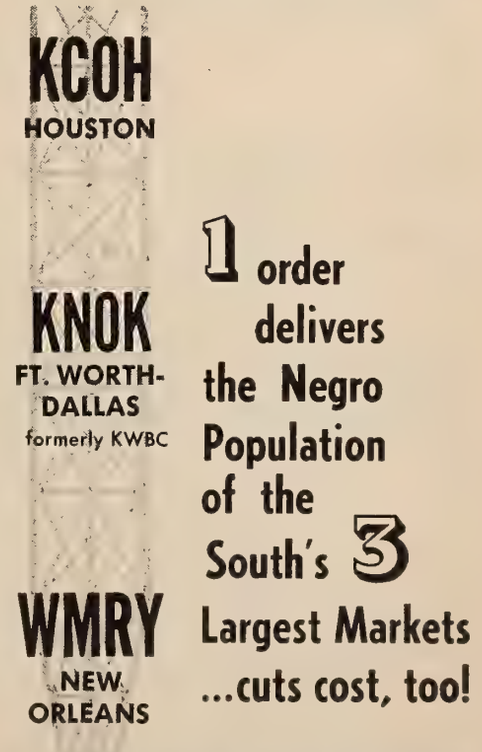
CLOSED-CIRCUIT ON WAKR-TV

CLOSED-CIRCUIT coverage of confirmation services of a class of youngsters at St. Paul's Catholic Church in Akron, Ohio, was provided by WAKR-TV there to allow parents and relatives of the children who couldn't crowd into the church to view the rites. At the request of Msgr. Clement Boeke, WAKR-TV set up receivers in the recreation hall below the church and located one camera on the altar and another in the choir loft where viewers could see the bishop anointing each child's head.

WDSU-TV COLOR CLINIC

WITH the completion of its new color studio, WDSU-TV New Orleans April 6, 7 and 8 conducted a color clinic for local agencies and advertisers, covering such subjects as lighting, costuming, make-up, films, slides, kinescopes, parade of products and a musical production number. The meetings, staged with the help of three NBC color officials from New York, were open to general discussion and questions. WDSU-TV aired its first half-hour color telecast from its new studio April 9.







Gill-Perna, Inc., Nat'l Representatives
Lee F. O'Connell, West Coast



"She told me I was the dream that KRIZ Phoenix had the sandman send her."

BIG THINGS . . . PLATTSBURG, N.Y. WEAV
Ask GILL-PERNA Inc.

CHNS
HALIFAX NOVA SCOTIA
A CAPITAL Station
In A CAPITAL City gets
You CAPITAL Results!
Ask
JOS. WEED & CO.
579 Fifth Ave., New York
P.S. We now have our 5000 Watt Transmitter in operation!

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RECORDED PUBLICATIONS LABS.
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Station Authorizations, Applications
(As Compiled by B • T)

April 14 through April 20

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of March 31, 1955 *

	AM	FM	TV
Licensed (all on air)	2,698	523	133
CPs on air	5	15	†318
CPs not on air	103	10	122
Total on air	2,703	538	451
Total authorized	2,806	548	573
Applications in hearing	127	3	180
New station requests	194	6	20
New station bids in hearing	69	0	127
Facilities change requests	140	5	43
Total applications pending	728	50	192
Licenses deleted in March	0	4	0
CPs deleted in March	1	2	10

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary through April 20

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,707	2,701	115	200	69
Fm	538	523	38	3	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	279	320	601[1]
Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	310	107	417
Noncommercial on air	9	3	12

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	960	337	740	538	1,279[2]
Educational	57		29	28	57[3]
Total	1,016	337	769	566	1,336[4]

[1] One hundred-thirty-six CPs (26 vhf, 110 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 35 already granted.
[4] Includes 634 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

Tucson, Ariz.—D. W. Ingram & Kathleen Ingram d/b as Tucson Tv Co., granted vhf ch. 9 (186-192 mc); ERP 57.5 kw visual, 34.7 kw aural; antenna height above average terrain 190 ft., above ground 337.3 ft. Estimated construction cost $271,655, first year operating cost $276,068, revenue $300,000. Post office address Box 2528, Tucson. Studio and transmitter location 1151 S. Warren, Tucson. Geographic coordinates 32° 12′ 17″ N. Lat., 110° 56′ 45″ W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Page, Creutz, Garrison & Waldschmitt, Washington. Mr. Ingram is owner of lumber company and warehouses. Granted April 19.

Ft. Pierce, Fla.—Gene T. Dyer, uhf ch. 19 (500-560 mc); ERP 17.8 kw visual, 9.7 kw aural; antenna height above average terrain 270 ft., above ground 294 ft. Estimated construction cost $123,750, first year operating cost $78,000, revenue $84,000. Post Office address R.F.D. #4, Riviera Beach, Fla. Studio and transmitter location U. S. Hwy. 1, 1.2 miles N. of Ft. Pierce. Geographic coordinates 27° 28′ 29″ N. Lat., 80° 20′ 18″ W. Long. Transmitter and antenna RCA. Legal counsel Andrew G. Haley, Washington. Consulting engineer W. J. Holey, Atlanta. Mr. Dyer is former principal owner of WGES Chicago, and presently is tomato farmer and in vegetable packing and marketing. Granted April 19.

Reno, Nev.—Nevada Telecasting Corp., granted vhf ch. 4 (66-72 mc); ERP 27.5 kw visual, 16.5 kw aural; antenna height above average terrain minus 170 ft., above ground 245 ft. Estimated construction cost $195,039, first year operating cost $192,000, revenue $220,000. Post Office address Mapes Hotel, Reno. Studio and transmitter location First & Virginia, Reno. Geographic coordinates 39° 31′ 27″ N. Lat., 119° 48′ 42″ W. Long. Transmitter and antenna RCA. Legal counsel Clyde C. Sherwood, San Francisco, Calif. Consulting engineer James R. Bird, Oroville, Calif. Principals include Pres. **Robert C. Fish** (100%), Fresno real estate investor and refrigeration business; Vice Pres. **A. Lawrence Tuma**, securities dealer; Sec.-Treas. **Eldon E. Cory**, accountant and sec.-treas. of KAKI (TV) Visalia, Calif. Granted April 19.

APPLICATION RETURNED

Sharon, Pa.—Sanford A. Schafitz & Guy W. Gully d/b as Community Telecasting Co. FCC returned bid for new tv station on ch. 39 as out of order, inasmuch as there is a station with ch. 39 assignment (WSHA [TV]). Returned April 19.

Existing Tv Stations . . .

ACTIONS BY FCC

KMAU (TV) Honolulu, Hawaii—Hawaiian Bcstg. System Ltd. granted STA to operate commercially on ch. 3 for the period ending May 8. Granted April 8; announced April 18.

KHBC-TV Hilo, Hawaii—Hawaiian Bcstg. System Ltd. granted mod. of CP for ch. 9 to change ERP to 1.01 kw visual, 0.51 kw aural; antenna height above average terrain 293 ft. Granted April 14; announced April 18.

WSJV (TV) Elkhart, Ind.—Truth Pub. Co. granted mod. of CP for ch. 52 to change ERP to 224 kw visual, 121 kw aural. Granted April 13; announced April 18.

KTVI (TV) St. Louis, Mo.—Signal Hill Telecasting Corp. granted STA to operate commercially on ch. 36 for the period ending Nov. 9. Granted April 11; announced April 18.

KTTS-TV Springfield, Mo.—Independent Bcstg. Co. granted CP for ch. 10 to change ERP to 102 kw visual, 61.7 kw aural; change transmitter location. Granted April 15; announced April 18.

WHUM-TV Reading, Pa.—Eastern Radio Corp. granted mod. of STA to move main studio to transmitter site 2.7 miles SSW of Summit Station, Pa. Granted April 13.

KFDM-TV Beaumont, Tex.—Beaumont Bcstg. Corp. granted STA to operate commercially on ch. 6 pending filing of license application. Granted April 12; announced April 18.

APPLICATIONS

KVSO-TV Ardmore, Okla.—John F. Easley seeks mod. of CP for ch. 12 to change ERP to 41.8 kw visual, 20.9 kw aural; change studio and transmitter locations to Hwy. 70, 3 miles NW of Madill, Okla.; antenna height above average terrain 833 ft. Filed April 19.

KBES-TV Medford, Ore.—Southern Ore. Bcstg. Co. seeks mod. of CP for ch. 5 to change ERP to 24.6 kw visual, 13.2 kw aural; transmitter location to Soda Mt., 15 miles SE of Ashland, Ore.; antenna height above average terrain 2,325 ft. Filed April 19.

New Am Stations . . .

ACTIONS BY FCC

Seaford, Del.—Elizabeth Evans & W. Courtney Evans granted 1280 kc, 500 w daytime. Post office address Box 144, Frankford, Del. Estimated construction cost $17,659, first year operating cost $26,000, revenue $35,000. Mr. and Mrs. Evans own drive-in-theatre and are former owners of WDOV Dover, Del. Granted April 19.

The Dalles, Ore.—C. H. Fisher & Edna E. Fisher d/b as The Dalles Bcstg. Co., granted 930 kc, 1 kw unlimited, directonal night. Post office address 405 W. 9th St., The Dalles. Estimated construction cost $23,200, first year operating cost $60,000, revenue $70,000. Principals in equal partnership include **C. H. Fisher** (50%), owner of KIHR Hood River, Ore., and ⅓ owner KVAL-TV Eugene, Ore.; and his wife **Edna E. Fisher** (50%). Granted April 14.

Cleveland, Tenn.—Southern Enterprises granted 1570 kc, 1 kw daytime. Post office address % Carl J. Hoskins, Cleveland, Tenn. Estimated construction cost $19,309, first year operating cost $55,000, revenue $65,000. Principals include **Carl J. Hoskins** (50%), cattle raising; **R. B. Helms** (25%), pres. -43.5% owner WHLN Harlan, Ky., and **Jack T. Helms** (25%), sec. -6.2% owner WHLN. Granted April 19.

Amarillo Tex.—Raymond D. Hollingsworth granted 1360 kc, 500 w daytime. Post office address 1009 Bonham, Amarillo. Estimated construction cost $16,833, first year operating cost $37,600, revenue $60,000. Mr. Hollingsworth is treasurer-general manager of American Quarter Horse Assn. Granted April 14.

Thermopolis, Wyo.—Thermopolis Bcstg. Co. granted 1240 kc, 250 w unlimited. Post office address % H. Scott Taylor, 228 Klink Building. Thermoplis. Estimated construction cost $15,030, first year operating cost $24,000, revenue $30,000. Principals include President **H. Scott Taylor** (5%), Hot Springs State Park superintendent; Vice President **Joe C. Henry** (0.1%), electric service and home builder; Secretary-Treasurer **Joe Cavalli** (5%), attorney; **William Omenson** (20%), hotel owner, and 13 other local businessmen. Granted April 19.

Thermopolis, Wyo.—Mildred V. Ernst, granted 1490 kc, 250 kw unlimited. Post office address % KWOR, P. O. Box 409 Worland, Wyo. Estimated construction cost $15,000, first year operating cost $30,000, revenue $36,000. **Mrs. Ernst** is joint owner with her husband **Joseph P. Ernst,** licensee of KWOR Worland, KWRL Riverton, and KGOS Torrington, all Wyo. Granted April 19.

APPLICATIONS

Barbourville, Ky.—Dwight L. Brown tr/as Brown Radio & Tv Co., 950 kc, 1 kw daytime. Post office address Box 283, Barbourville. Estimated construction cost $16,305, first year operating cost $45,000, revenue $60,000. Mr. Brown is pres. -⅓ owner T. V. Cable Corp., tv cable distibution system. Filed April 13.

Union City, Tenn.—Fenner Heathcock tr/as Obion County Bcstg. Co., 1580 kc, 250 w daytime. Post office address Old & Third National Bank Bldg. Estimated construction cost $19,233, first year operating cost $35,000, revenue $46,000. Mr. Heathcock is an attorney and deals in real estate. Filed April 13.

Johnsonville, Tenn.—Dr. Alexander Leech & William E. Leech d/b as Johnsonville Bcstg. Co., 1450 kc, 250 w unlimited. Post office address % William E. Leech, Elks Bldg., Jackson, Tenn. Estimated construction cost $10,100, first year operating cost $24,000, revenue $30,000. Principals in equal general partnership include **Dr. Alexander Leech** and **William E. Leech,** each owning ½ of WJAK Jackson, Tenn. Filled April 18.

Camas, Wash.—Gene R. Johnsick tr/as Camas Washougal Radio, 1480 kc, 1 kw daytime. Post office address % General Delivery, Redmond, Ore. Estimated construction cost $15,775, first year operating cost $28,000, revenue $36,000. Mr. Johnsick is chief engineer KJUN Redmond, Ore. Filed April 13.

Olympia, Wash.—Donald F. Whitman, 800 kc, 250 w kw daytime. Post office address 423 Terminal Sales Bldg., Portland, Ore. Estimated construction cost $15,960, first year operating cost $54,000, revenue $60,000. Mr. Whitman is radio-tv consultant and is former vice pres. -20% owner of KGAL Lebanon, Ore. Filed April 18.

telerad INC.

APPLICATIONS AMENDED

Auburn, Calif.—Melvin L. Munkres, Albert E. Furlong & Howard N. Martineau d/b as Sierra Bcstg. Co. amends bid for new am station on 1490 kc 250 w unlimited to specify 100 w daytime. Filed April 14.

Plant City, Fla.—R. E. Hughes amends bid for new am station on 1570 kc, 250 w daytime to specify 910 kc, 500 w. Filed April 18.

Existing Am Stations . . .

ACTIONS BY FCC

WINK Rockville, Md.—Montgomery County Bcstg. Co. granted CP to change from 1 kw daytime to 1 kw daytime, 500 w night, unlimited, directional. Granted April 19.

WPGC Morningside, Md.—WPGC Inc. granted mod. of CP to change from 1 kw, 250 w Canadian Restricted, daytime to 10 kw directional day; subject to acceptance of any interference that may be caused as a result of a grant of the facilities proposed in bid of Sam Ferguson Musser for new am station at Elizabethtown, Pa., on 1580 kc, 1 kw daytime. Granted April 14.

KOOK Billings, Mont.—The Montana Network granted CP to make changes in directional pattern on 970 kc, 5 kw unlimited, directional night Granted April 14.

KCHR Charleston, Mo.—South Mo. Bcstg. Co. granted CP to increase from 500 w to 1 kw operating daytime on 1350 kc. Granted April 19.

WAEW Crossville, Tenn.—WAEW Inc. granted change from 1340 kc 250 w unlimited to 1330 kc, 1 kw daytime. Granted April 14.

KNAK Salt Lake City, Utah—Granite District Radio Bcstg. Co. granted CP to change daytime power from 1 kw to 5 kw, operating on 1280 kc with 500 w night. Granted April 19.

KUTI Yakima, Wash. — Independent Bcstrs. granted increase from 250 w to 1 kw operating daytime on 900 kc. Granted April 19.

APPLICATIONS

WETU Wetumpka, Ala.—Elmore Service Corp. seeks CP to change from 1570 kc 250 w to 1250 kc 1 kw. Filed April 14.

WKXY Sarasota, Fla.—Antonio G. Fernandez, Charles J. Fernandez & Gonzale Fernandez d/b as Sarasota Bcstg. Co. seek CP to change from 1540 kc to 930 kc, directional. Filed April 18.

WPLA Plant City, Fla.—W. A. Smith amends bid to change from 1570 kc daytime to 1230 kc fulltime with 250 w to specify 1570 kc, 1 kw daytime. Filed April 14.

WCLB Camilla, Ga.—Emerson W. Browne, Russell A. Browne & Charles L. Browne d/b as Capel Bcstg. Co. seeks CP to change from 1540 kc 250 w to 1220 kc 1 kw. Filed April 15.

New Fm Stations . . .

ACTION BY FCC

Mountain Park, N. M.—Max I. Rothman granted CP for new Class B fm station on ch. 250 (97.9 mc); ERP 600 w. Granted April 19.

Existing Fm Stations . . .

ACTION BY FCC

WGH-FM Newport News, Va.—Hampton Roads Bcstg. Corp. granted CP to change to ch. 247 (97.3 mc). Granted April 13; announced April 18.

STATION DELETED

KSCJ-FM Sioux City, Iowa—Perkins Bros. Co. granted request to cancel license of fm station on ch. 235. Deleted April 11; announced April 18.

Ownership Changes . . .

ACTIONS BY FCC

WHBB Selma, Ala.—Selma Bcstg. Co. granted voluntary relinquishment of control by B. H. Hopson through sale of 22½% interest to John Townsend for $22,500. Mr. Townsend is manager of WGWC Selma. Mr. Hopson retains 31% interest. Granted April 13.

KGRH Fayetteville, Ark.—Fayetteville Bcstg. Co. granted voluntary transfer of control to Hal Douglas through sale of 36% interest for $25,200. Mr. Douglas is executive vice president of KGRH. Granted April 19.

WTOR Torrington, Conn.—The Torrington Bcstg. Co. granted voluntary transfer of control to Edmund W. Waller through purchase of 804 shares for $6,030 from Harold Thomas. Mr. Waller is manager of the station. Granted April 19.

WBRO Waynesboro, Ga.—Burke County Bcstg. Co. granted voluntary transfer of control to Carl and Harrod A. Pugh through sale of all stock for $31,500. Principals include **Carl Pugh,** ex-chief engineer WMSL Decatur, Ala., and his brother **Harrod Pugh,** railroad employe. Granted April 13.

BMI
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OPEN UP YOUR HEART
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McGUIRE SISTERS . . . . . Coral
THE GAYLORDS . . . . . Mercury
THE LANCERS . . . . . Coral
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WNEX-TV Macon, Ga.—Macon Tv Co. granted transfer of control from W. A. Fickling and Macon Bcstg. Co. to J. C. Barnes Sr. and E. K. Cargill for $1 and assumption of $260,000 in liabilities. Mr. Barnes (75%) is Texas oilman and Mr. Cargill (25%) is former WMAX Macon executive and theatre owner. Granted April 19.

WINI Murphysboro, Ill.—Cecil W. Roberts granted voluntary assignment of license to himself and his wife Jane A. Roberts as joint tenants. No consideration involved. Granted April 19.

KCHE Cherokee, Iowa—M. Louise Shimp, Charles Reznikov & Russell A. Hickman d/b as Cherokee Bcstg. Co. granted voluntary assignment of license from partnership to corporation Cherokee Bcstg. Co. No consideration involved as partners retain identical interests. Granted April 13.

KCRB Chanute, KCLO Leavenworth, Kan.—Cecil W. Roberts granted voluntary assignment of license to himself and his wife Jane A. Roberts as joint tenants. No consideration involved. Granted April 19.

KBTO El Dorado, Kan.—O. A. Tedrick granted voluntary assignment of license to O. A. Tedrick, W. B. Tedrick, William R. Tedrick & James P. Platt d/b as El Dorado Bcstg. Co. for sale of 5/6 interest for $18,600. Principals in equal partnership include **O. A. Tedrick; W. B. Tedrick,** employe with state highway commission; **W. R. Tedrick,** owner KWRT Boonville, **Mo.; Jack M. Tedrick,** post office employe; **Jessie M. Tedrick** and **James P. Platt,** manager KBTO. Granted April 19.

WMAW Menominee, Mich.—Green Bay Bcstg. Co. granted voluntary assignment of license to Men-Mar Bcstg. Corp. for $22,000. Principals include Pres. **Vernon H. Uecker** (27.2%), general manager WMAW; **L. B. Koesling** (27.2%), announcer-engineer WMAW; **L. Grant Glickman** (10.9%), physician, and 8 others. Granted April 19.

WJPD Ishpeming, Mich.—Ishpeming Bcstg. Co. granted voluntary transfer of 50% interest to Olive E. Deegan under terms of will of James P. Deegan, deceased. Granted April 19.

WGRM Greenwood Miss.—P. K. Ewing granted involuntary assignment of license to **Mrs. P. K. Ewing** (100%), widow of P. K. Ewing. Granted April 15.

KCRV Caruthersville, Mo.—Pemiscot Bcstrs. granted voluntary assignment of license to Pemiscot Bcstrs., a partnership consisting of J. E. Taylor and Walter Y. Cleveland through purchase of 20% partnership interest of Robert L. Harrison for $19,800. Mr. Taylor will now own 65% and Mr. Cleveland 35% interest. Granted April 14; announced April 18.

KCHI Chillicothe, KBIA Columbia, KREI Farmington, Mo.—Cecil W. Roberts granted voluntary assignment of license to himself and his wife Jane A. Roberts as joint tenants. Granted April 19.

WENT Gloversville N. Y.—Sacandaga Bcstg. Corp. granted voluntary assignment of license to WENT Bcstg. Co. for $85,000. Principals include Pres. **Arthur C. Lloyd Jr.** (1.7%), general manager WENT; Vice Pres. **Eileen J. Tobin** (1.7%), and Treas. **Joseph H. Tobin** (96.6%), former half-owner of WESX Salem, Mass. Granted April 13.

WHIT New Bern, N. C.—Harmon L. Duncan granted voluntary assignment of license to Ray D. Williams. Mr. Williams, general manager of WHIT, obtains 5-year lease from owner Coastal Bcstg. Co. for $6,000 per year. Granted April 13.

WJMJ Philadelphia, Pa.—Patrick J. Stanton granted voluntary assignment of license to WJMJ Bcstg. Corp. Principals will now include Pres. **Patrick J. Stanton** (60%) and Vice Pres. **James T. Duffy Jr.** (40%). Mr. Duffy's interest is in lieu of loan of $20,000. Granted April 13.

WCBR Memphis, Tenn.—Chickasaw Bcstg. Co. granted voluntary transfer of control to Jeffrey B. Crawford through sale of about 58% interest for assumption of $25,500 liabilities. Mr. Crawford is owner of Memphis Music Equipment Co., radio system. Granted April 19.

KAND Corsicana, Tex.—Alto Inc. granted voluntary transfer of control to R. E. Lee Glasgow through purchase of 98% interest from J. C. West for $40,008. Mr. Glasgow is general manager WACO Waco, Tex. Granted April 13.

WLOH Princeton, W. Va.—Mountain Bcstg. Service granted voluntary assignment of license to Robert L. Harrison d/b as Mountain Bcstg. Co. for $65,000. Mr. Harrison is former 20% owner of KCRV Caruthersville, Mo. Granted April 19.

WJPB-TV Fairmont, W. Va.—Fairmont Bcstg. Co. granted assignment of CP to WJPB-TV Inc. No consideration involved as principals retain identical interests. Granted April 15; announced April 18.

APPLICATIONS

KBIF Fresno, Calif.—John H. Poole tr/as John Poole Bcstg. Co. seeks voluntary assignment from sole proprietorship to corporation John Poole Bcstg. Co. Filed April 14.

WSLI-AM-TV Jackson, Miss.—Standard Life Bcstg. Co. seeks voluntary relinquishment of control by Standard Life Insurance Co. through sale of 40% interest to Miss. Publishers Corp., owner of WJTV (TV) Jackson and publisher of *Jackson Clarion Ledger and News.* Miss. Publishers pays $176,000 for its interest and Standard Life Bcstg. will pay Miss. Publishers $175,000 for WJTV equipment and facilities. Standard Life Ins. Co., former owners of 52.8% interest, will now own 32.4%. Filed April 15.

KOLN Lincoln, Neb.—Cornhusker Radio & Tv Corp. seeks assignment to Frudeger Bcstg. Co. for $120,000. Sole owner is Robert W. Frudeger, vice pres.-general manger WGIL Galesburg, Ill. and executive advertising director of *Daily Register Mail,* Galesburg. Filed April 15.

WLFH Little Falls, N. Y.—M. Robert Feldman & Arthur S. Feldman d/b as Rock City Bcstrs. seeks assignment of license to Walter T. Gaines for $30,000. Mr. Gaines is vice pres.-general manager-6% WCSS Amsterdam, N. Y. Filed April 15.

KOMB Cottage Grove, Ore.—Coast Fork Bcstg. Co. seeks assignment to Orlo M. and Thelma V. Bagley d/b as Radio Station KOMB. No consideration involved as application purpose is to change from corporation to partnership. Filed April 18.

WARM-AM-TV Scranton, Pa.—Union Bcstg. Co. seeks voluntary transfer of control to William W. Scranton. Mr. Scranton, vice pres.-treasurer of the stations, purchases an additional 740 shares for $740,000 and will now own 790 shares. Martin F. Menolo, president, purchases an additional 84 shares for $8,400 and will now own 207 shares. Filed April 18.

Hearing Cases . . .

INITIAL DECISION

Raleigh, N. C.—New tv, ch. 5. FCC hearing examiner Millard F. French issued initial decision looking toward grant of the application of Capitol Bcstg Co., for new tv station in Raleigh, N. C., on ch 5, and denial of competing application of WPTF Radio Co. for the same facility. Action April 19.

OTHER ACTIONS

KPLN Camden, Ark.—By order, effective immediately, the Commission (1) postponed the effective date of the grant on April 1, 1953, of application of Mid-South Bcstg Co., for assignment of CP of KPLN Camden, Ark., to D. R. James Jr., (BAP-178), pending final determination after hearing; (2) set aside action taken Aug. 24, 1953, granting license to cover CP for KPLN (BL-4782), and (3) ordered said station to cease operation as of midnight April 30; (4) designated for hearing application (BAP-178) and further ordered that protestant Camden Radio Inc., licensee of KAMD Camden, Ark., and the Chief of the Broadcast Bureau be made parties to the proceeding; said hearing to commence May 16. Appearances by parties intending to participate in the hearing shall be filed not later than May 7. This case was remanded to the Commission by the U. S. Court of Appeals for D. C. Action April 13.

Fm Allocation—FCC by order, finalized proposed rule making, and amended the revised tentative allocation plan for Class B fm stations to add ch. 250 to Mountain Park, N. M., effective immediately. Action April 14.

Salina, Kan.—FCC by order dismissed with prejudice for failure to prosecute application of Salina Bcstg. Co., for new tv station on 1310 kc, with 500 w daytime, in Salina, Kan. Action April 13.

Flint, Mich.—FCC by memorandum opinion and order, denied joint petition filed Jan. 27 by Trebit Corp., (WFDF). Flint. Mich., and W. S. Butterfield Theatres Inc., Detroit, Mich., requesting review of Commission's action on Dec. 21, 1954 (pursuant to staff delegated authority), granting application of WJR, The Goodwill Station Inc., for extension of time to complete construction of tv station (ch. 12), Flint, Mich. By separate action, the Commission granted application of WJR for mod. of CP to change transmitter location to 20½ miles northwest of Flint city limits, make minor antenna changes, and change studio location within Flint. Commissioner Hennock dissented. Action April 13.

KORK Las Vegas; KOLO Reno, Nev.—FCC by order, stayed its action of April 6 granting applications for assignment of license of KORK, Las Vegas, Nev., from Reno Bcstg Co., to Southwestern Bcstg. Co., and assignment of license of KOLO Reno, Nev., from Reno Bcstg. Co., to Western Bcstg. Co., pending a decision by the Commission on the merits of the questions raised in petitions filed April 6-7 by KLAS-TV, Las Vegas Television, Inc., and Las Vegas Bcstrs., Inc., KLAS, both of Las Vegas, Nev. Action April 13.

Albany-Schenectady-Troy, N. Y.—Deintermixture. FCC by notice of further proposed rule making, asked for comments by May 20 to specific questions involved in the rule-making proceeding initiated Dec. 17 last on petition by Hudson Valley Bcstg. Co. (WROW-TV, ch. 41), Albany, N. Y., to assign tv ch. 10 to Vail Mills, N. Y., and a counter proposal by Van Curler Bcstg. Co. (WTRI [TV] ch. 35), Albany (currently off the air), to deintermix vhf and uhf commercial assignments in the Albany-Schenectady-Troy area by changing the Albany educational reservation from ch. *17 to ch. 6. A subsequent oral argument will be held before the Commission at a time to be specified later. Commissioner Hennock dissented. Action April 20.

Syosset; Islip, N. Y.—FCC by memorandum opinion and order denied a March 4 petition of George V. Spohrer to accept late appearance in hearing on his application for new am station on 540 kc, 250 w, daytime in Syosset, N. Y., and reply to Feb. 28 petition of Broadcast Bureau to dismiss his application, and dismissed said application with prejudice; removed from hearing docket and returning to processing line application of Great South Bay Bcstg. Co., seeking the same facilities in Islip, N. Y. Action April 13.

Hermiston, Ore.—FCC designated for hearing bid of Carl F. and Sarah Knierim for new am station on 800 kc, 250 w daytime; made KPDQ Portland, Ore., party to the proceeding. Action April 14.

WKST-TV New Castle, Pa.—Tv Allocation. FCC by report and order, denied petition of WKST Inc., permittee of WKST-TV (ch. 45) New Castle, Pa., filed Dec. 15, 1954, requesting exchange of chs. 45 and 73 between New Castle, Pa., and Youngstown, Ohio, and terminated proposed rule making proceeding of Feb. 11 in this matter. Action April 20.

Proposed Rule Making—Tv Allocations. FCC invites comments by May 13 to proposed rule making to amend the tv table of assignments to make ch. 18 in Fresno, Calif., available for commercial use by changing educational reservation there from ch. *18 to ch. *53, or alternatively to interchange ch. 30 (presently assigned to Madera, Calif.) with ch. 53 at Fresno. The basic petition by John Poole Bcstg. Co., permittee of KBID-TV Fresno, was filed Feb. 25, and KBID-TV was ordered to show cause why its permit should not be modified to specify operation on either ch. 18 or ch. 30 in lieu of ch. 53. Action April 13.

Proposed Rule Making—Tv Allocation. FCC by notice of proposed rule making, invites comments by May 13 to conflicting petitions of the Jacksonville Journal Co., (WJHP-TV, ch. 36), Jacksonville Fla., to assign tv ch. 10 to Bunnell, Fla., and of Suncoast Cities Bcstg. Corp., St. Petersburg, Fla., to assign that channel to New Port Richey, Fla. Action April 13.

WTOV-TV Norfolk, Va.—FCC by memorandum opinion and order, denied petition filed Feb. 8 by Commonwealth Bcstg Corp., permittee of WTOV-TV (ch. 27), Norfolk, Va., and Feb. 25 supplement thereto, requesting reconsideration of Commission's report and order of Jan. 26 in Docket 11168 denying request of WTOV-TV to assign vhf ch. 13 to Princess Anne, Va. Action April 13.

Walla Walla, Wash.—Tv Allocation. FCC by notice of proposed rule making, invites comments by May 16 to petition of KSEM Inc., Moses Lake, Wash., filed Feb. 14 to assign ch. 8 to Moses Lake by removing it from Walla Walla and as-

ALLEN KANDER
Negotiator
FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS
1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242

sign ch. 11 instead to Walla Walla and change offset requirement of ch. 11 in Tacoma, Wash. from 11 plus to 11 minus. Action April 19.

Green Bay, Wis.—FCC by memorandum opinion and order postponed its Feb. 23 grant of transfer of Valley Telecasting Co. (WFRV-TV, ch. 5), Green Bay, Wis., from Clayton Ewing, et al., to Neenah-Menasha Bcstg. Co. pending hearing on said transfer to be held April 29 before the Commission en banc. This action was based on a petition filed March 21 by M & M Bcstg. Co., (WMBV-TV, ch. 11) Marinette, Wis.; other parts of which were denied. Commissioners Hennock and Bartley dissented. Action April 19.

Routine Roundup . . .

April 14 Decisions

BROADCAST ACTIONS

By the Commission en banc

Renewal of License

Granted renewal of licenses for the regular period to the following stations:

WXRF Guayama, P. R.; WRHC Jacksonville, Fla.; WWWB Jasper, Ala.; WDAR Savannah, Ga.; WWWF Fayette, Ala.; WHTB Talladega, Ala.; WROS Scottsboro, Ala.; WMFC Monroeville, Ala.; WBRO Waynesboro, Ga.; WABZ Albemarle, N. C.

April 15 Decisions

ACTION ON MOTIONS

By Commissioner Robert T. Bartley

WAGC Fort Oglethorpe, Ga.; E. Weaks McKinney-Smith, Paducah, Ky. — Denied motion of WAGC to amend its application (Docket 11272; BP-9106), to show changes in estimated cost of construction, etc. (Action of 4/13).

Jacksonville, Fla., City of Jacksonville; Florida-Georgia Tv Co.; Jacksonville Bcstg. Corp.—Granted joint petition of City of Jacksonville and Florida-Georgia Tv Co. for an extension of time to and including May 16 in which to file exceptions to initial decision in re ch. 12 (Dockets 10833 et al.) (Action of 4/13).

Broadcast Bureau—Granted petition for an extension of time to and including April 15 within which to file a response to petition for review of Examiner's ruling and for clarification of issues in re consent to transfer of control of WROW-AM-TV Albany, N. Y., filed by protestant (Action of 4/12) (Docket 11243).

The Dept. of Defense, The Air Transport Assn. of America, The Aircraft Owners & Pilots Assn.—Granted petitions for leave to intervene in the hearing re application of John A. Barnett (KWSW-TV), Roswell, N. M., for modifying existing tv facilities (Docket 11303) (Action of 4/11).

By Hearing Examiner James D. Cunningham on April 11

Boston, Mass., Mass. Bay Telecasters Inc.—On request, dismissed motion of party for additional time to submit corrections to transcript of hearing in proceeding re ch. 5 (Docket 8739 et al.).

By Hearing Examiner Annie Neal Huntting on April 11

Miners Bcstg. Service Inc., Ambridge, Pa.; Louis Rosenberg, Tarentum, Pa.; Somerset Bcstg. Co., Painesville, Ohio—The Examiner, on her own motion, continued from May 2 to June 7 the hearing on applications for new am stations (Dockets 11202 et al.).

By Hearing Examiner Basil P. Cooper on April 12

Great South Bay Bcstg. Co., Islip, N. Y.; George V. Spohrer, Syossett, N. Y.—The Examiner, on his own motion, set aside that portion of his order of April 4 which grants petition of George V. Spohrer to accept his late appearance in proceeding re (Dockets 11256-57).

By Hearing Examiner J. D. Bond on April 12

WFPA Fort Payne, Ala., George A. Gothberg Jr.—Granted petition for leave to amend application for renewal of license (Docket 11213) so as to include the financial statement received March 14; said statement was incorporated by reference into a part of the evidence of the record and the record was thereby closed.

By Hearing Examiner Hugh B. Hutchison

WHMA Anniston, Ala., Anniston Bcstg. Co.—The hearing examiner on his own motion, continued without date the hearing scheduled for April 14 (Docket 11229) (Action of 4/13).

Houston, Tex., KTRH Bcstg. Co.; Democrat Printing Co.—Granted petition to cancel prehearing conference scheduled for April 15, and the hearing scheduled for April 18 was continued to April 26, in re applications of Texas Star Bcstg. Co., and KTRH (Dockets 8258, 8753) (Action of 4/14).

telerad INC.

April 15 Applications

ACCEPTED FOR FILING

Construction Permit

WAVU Albertville, Ala., Pat Murphy Courington and Mrs. Ivo H. Sparkman d/b as Sand Mountain Bcstg. Service—CP to increase power from 500 w to 1 kw; install a new transmitter and change antenna-transmitter location (BP-9790).

KIMN Denver, Colo., KIMN Inc.—CP to install a new transmitter and change studio location to 5350 West 20th Ave., Denver, Colo. (BP-9792).

Detroit, Mich., Burns Avenue Baptist Church—Mod. to change name to Grosse Pointe Baptist Church and to transmit programs from Mack Ave. and Base Line Rd., Grosse Pointe Woods, Mich., to CKLW Windsor, Ont., Canada (BMFP-4).

Renewal of License

KDMS El Dorado, Ark., El Dorado Bcstg. Co.—(BR-2508).

KJOE Shreveport, La., Audiocasting Inc.—(BR-2984).

WGLC Centreville, Miss., Southern Bcstg. Co.—(BR-2604).

WMDC Hazelhurst, Miss., Southwestern Bcstg. Co. of Miss.—(BR-2835).

WMBC Macon, Miss., J. W. Furr—(BR-1491).

WHOC Philadelphia, Miss., William Howard Cole—(BR-2080).

WRJW Picayune, Miss., Tung Bcstg. Co.—(BR-2429).

Remote Control

KTTW Trenton, Mo., Trenton Bcstg. Co.—(BRC-698).

Application Returned

KWRF Warren, Ark., Paul Fiser and John G. Rye d/b as Pines Bcstg. Co.—Voluntary assignment of license to Paul Fiser, John G. Rye and Lee Reaves d/b as Pines Bcstg. Co. (Filed on wrong form).

Application Dismissed

Colorado Springs, Colo., Arenze Bcstrs.—CP for new standard station on 970 kc, 1 kw daytime hours only (BP-9495).

License for CP

WJIM-TV Lansing, Mich., Gross Telecasting Inc.—License to cover CP (BPCT-883) as mod., which authorized changes in facilities of existing tv station (BLCT-292).

KTVX (TV) Muskogee, Okla., Tulsa Bcstg. Co.—License to cover CP (BPCT-1261) as mod., which authorized new tv station and to change studio location from 2900 block of Muskogee city limits, Muskogee, to 720 East Side Blvd., Muskogee (Contingent on grant of BMPCT-2126) (BLCT-290).

WDSM-TV Superior, Wis., Northwest Pub. Inc.—License to cover CP (BPCT-728) as mod., which authorized new tv station (BLCT-272).

April 18 Applications

ACCEPTED FOR FILING

Modification of CP

WTIV Titusville, Pa., Crawford Bcstg. Co.—Mod. of CP (BP-9162) which authorized new standard station for extension of completion date (BMP-6813).

Construction Permit

WGMN Arecibo, P. R., Caribbean Bcstg. Corp.—CP to install an auxiliary transmitter (at present site of main transmitter) to be operated on 1280 kc, 250 w for auxiliary purposes only (BP-9799).

Remote Control Operation

WRR Dallas, Tex., City of Dallas—(BRC-699).

Renewal of License

KLRA Little Rock, Ark., Arkansas Bcstg. Co.—(BR-575).

WAFB Baton Rouge, La., Modern Bcstg. Co. of Baton Rouge Inc.—(BR-2028).

Modification of CP

WKAT-FM Miami Beach, Fla., WKAT Inc.—Mod. of CP (BPH-1701) as mod. which replaced expired permit for extension of completion date (BMPH-4989).

KRBB (TV) El Dorado, Ark., South Ark. Television Co.—Mod. of CP (BPCT-1590) as mod., which authorized a new tv station to extend completion date to 9-1-55 (BMPCT-3034).

KKTV (TV) Colorado Springs, Colo., Tv Colorado Inc.—Mod. of CP (BPCT-886) as mod., which authorized new tv station to extend completion date to 10-26-55 (BMPCT-3028).

WOBS-TV Jacksonville, Fla., Southern Radio and Equipment Co.—Mod. of CP (BPCT-1391) as mod., which authorized new tv station to extend completion date to 10-12-55 (BMPCT-3031).

WBOC-TV Salisbury, Md., The Peninsula Bcstg. Co.—Mod. of CP (BPCT-1304) as mod., which authorized new tv station to extend completion date to 11-11-55 (BMPCT-3004).

WLBT (TV) Jackson, Miss., Lamar Life Bcstg. Co.—Mod. of CP (BPCT-1030) as mod., which authorized new tv station to extend completion date to 10-26-55 (BMPCT-3030).

KOAT-TV Albuquerque, N. M., Alvarado Television Co.—Mod. of CP (BPCT-721) as mod., which authorized a new tv station to extend completion date to 11-1-55 (BMPCT-3029).

WXEL (TV) Cleveland, Ohio, Empire Coil Co.—Mod. of CP (BPCT-819) as mod., which authorized changes in facilities of existing tv station to extend completion date to 10-30-55 (BMPCT-3032).

WCOS-TV Columbia, S. C., Radio Columbia—Mod. of CP (BPCT-1072) as mod., which authorized new tv station to extend completion date (BMPCT-3033).

KPAR-TV Sweetwater, Tex., Texas Telecasting Inc.—Mod. of CP (BPCT-1736) as mod., which authorized new tv station to extend completion date to 10-26-55 (BMPCT-3027).

License for CP

WDEL-TV Wilmington, Del., WDEL Inc.—License to cover CP (BPCT-1880) as mod. which authorized changes in facilities of existing tv station (BLCT-294).

WBKB (TV) Chicago, Ill., American Bcstg.-Paramount Theatres Inc.—License to cover CP (BPCT-1915) which authorized auxiliary transmitters located at main transmitter site (BLCT-293).

April 18 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of April 15

Granted License

WHA-FM Madison, Wis., State of Wisconsin State Radio Council—Granted license for changes in auxiliary transmitter (BLED-169).

THE LATEST WCKY STORY

What in Radio Can You Buy for 6¢?

Here's What!
1,000 Listening Homes
Here's Where!
823,500 Homes in 10 Southern States*
Here's How!
WCKY Open 1 minute rate $50.00
823 | 50.00 | .06.

* WCKY Audience, according to Nielsen Coverage Service.

L.B. Wilson Inc. WCKY CINCINNATI

Where in Radio Can You Buy More for 6¢?

WMRI-FM Marion, Ind., Chronicle Pub. Co.—Granted license for changes in fm station (BLH-1043).

Construction Permit

WCMC Wildwood, N. J., Francis J. Matrangola—Granted CP to change antenna-transmitter location (BP-9757).

Modification of CP

WHBN Harrodsburg, Ky., Pioneer Bcstg. Co.—Granted mod. of CP for change in type of transmitter (BMP-6804).

WBLU Paris, Ky., Paris Bcstg. Co.—Granted mod. of CP to change antenna-transmitter location (BMP-6800).

WKBJ Milan, Tenn., West Tennessee Bcstg Co.—Granted mod. of CP for change in type transmitter (BMP-6809).

Remote Control

WRR Dallas, Tex., City of Dallas, Tex.—Granted authority to operate transmitter by remote control while using non-directional antenna.

Modification of CP

The following were granted extensions of completion dates as shown: WLBT (TV) Jackson, Miss., to 10-26-55; KOAT-TV Albuquerque, N. M., to 10-26-55.

Actions of April 14

Granted License

WSAU Wausau, Wis., Wisconsin Valley Tv Corp.—Granted license to replace existing fm antenna with new tv antenna atop the am tower (BL-5549).

WEBC Duluth, Minn., Head of the Lakes Bcstg. Co.—Granted license covering change of frequency, change from employing directional antenna night only (DA-N) to day and night (DA-2), change in transmitter location, installation of new transmitter and for changes in directional antenna system (BL-5618).

Early Sign-Off

WKOX Framingham, Mass., WKOX Inc.—Granted permission to sign off at 6 p.m., EST, from last week of April to last week of September.

KENA Mena, Ark., R. B. Bell—Granted permission to sign-off each day at local sunset for a period of 90 days.

Construction Permit

WLEW Bad Axe, Mich., Port Huron Bcstg. Co.—Granted CP to change frequency for auxiliary transmitter from 1540 kc to 1340 kc (BP-9781).

WEBK Tampa, Fla., Hillsboro Bcstg. Co.—Granted CP to install a new transmitter (composite) as an auxiliary transmitter, at present location of the main transmitter, to operate on 1590 kc, 250 w (BP-9780).

Modification of CP

WKAT-FM Miami Beach, Fla., WKAT Inc.—Granted extension of completion date to 11-12-55.

Actions of April 13

Construction Permit

WIL-TV St. Louis, Mo., Missouri Bcstg. Corp.—Granted CP to replace expired CP (BPCT-1444) as mod. which authorized new tv station on ch. 42 (BPCT-1976).

Remote Control

KTTN Kirksville, Mo., Trenton Bcstg. Co.—Granted authority to operate transmitter by remote control.

Modification of CP

WILL-FM Urbana, Ill., U. of Ill.—Granted extension of completion date to 6-1-55.

Actions of April 12

Modification of CP

KAMQ Amarillo, Tex., Top of Texas Bcstg. Co.—Granted mod. of CP to change type of transmitter (BMP-6810).

The following were granted extensions of completion dates as shown: KTYL Mesa, Ariz., to 8-10-55, condition; KFMB-TV San Diego, Calif., to 10-12-55; WOOK-TV Washington, D. C., to 10-24-55; WDBO-TV Orlando, Fla., to 10-23-55; WMSL-TV Decatur, Ala., to 10-25-55; KCMO-TV Kansas City, Mo., to 10-25-55; KSTF Scottsbluff, Neb., to 10-18-55; WSLA Selma, Ala., to 10-24-55; KARK-TV Little Rock, Ark., to 10-20-55.

Actions of April 11

Modification of CP

The following were granted extensions of completion dates as shown: WBOP Pensacola, Fla., to 8-22-55; KFUO Clayton, Mo., to 10-4-55, condition; WMUB Oxford, Ohio, to 9-1-55.

Remote Control

WBMC McMinnville, Tenn., Cumberland Valley Bcstg. Co.—Granted authority to operate transmitter by remote control.

Action of April 13

Construction Permit

KUGN-FM Eugene, Ore., KUGN Inc.—Granted CP to replace expired CP (BPH-1992) which replaced an expired CP, expired 2-20-55 (BPH-2026).

April 19 Applications

ACCEPTED FOR FILING

Applications Dismissed

Hillsdale, Mich., Hillsdale College—CP for new station on 1570 kc, 250 w, daytime hours only (BP-9552).

Kansas City, Mo., A. L. Chilton, Leonore H. Chilton and James Ralph Wood, a partnership d/b as Sky Bcstg. Service—CP for new station on 1130 kc, 1 kw, daytime hours only (B4-P-5373).

License for CP

KFML (FM) Near Golden, Colo., Evert A. Bancker Jr.—License to cover CP (BPH-1834) as mod. which authorized new fm station (BLH-1044).

Modification of CP

KTTV (TV) Los Angeles, Calif., KTTV Inc.—Mod. of CP (BPCT-1756) as mod. which authorized changes in facilities of existing tv station to extend completion date to 11-3-55 (BMPCT-3038).

KCCC-TV Sacramento, Calif., Capital City Tv Corp.—Mod. of CP (BPCT-1330 as mod. which authorized new tv station to extend completion date to 11-3-55 (BMPCT-3039).

KOA-TV Denver, Colo., Metropolitan Television Co.—Mod. of CP (BPCT-941) as mod. which authorized new tv station to extend completion date to 11-9-55 (BMPCT-3045).

KULA-TV Honolulu, Hawaii, Pacific Frontier Bcstg. Co.—Mod. of CP (BPCT-1671) as mod. which authorized new tv station to extend completion date (BMPCT-3036).

WMCN (TV) Grand Rapids, Mich., Peninsular Bcstg. Co.—Mod. of CP (BPCT-1730) which authorized new tv station to extend completion date to 11-2-55 (BMPCT-3037).

WNAO-TV Raleigh, N. C., Sir Walter Television Co.—Mod. of CP (BPCT-1156) as mod. which authorized new tv station to extend completion date to 9-7-55 (BMPCT-3044).

License for CP

KCEN-TV Temple, Tex., Bell Pub. Co.—License to cover CP (BPCT-1426) as mod. which authorized new tv station (BLCT-295).

April 20 Decisions

BROADCAST ACTIONS

By the Commission en banc

Renewal of License

The following were granted renewal of licenses for the regular period:

WAUG-AM-FM Augusta, Ga.; WCGA Calhoun, Ga.; KPAC Port Arthur, Tex.; WGWD Gadsden, Ala.; WQXI Atlanta, Ga.; WGSV Guntersville, Ala.; WCRT Birmingham, Ala.; WOL-AM-FM Washington, D. C.

April 20 Applications

Accepted for Filing

CP

WICH Norwich, Conn., Eastern Conn. Bcstg. Co.—CP to install the old transmitter as an auxiliary transmitter (at present location of the main transmitter) to be operated on 1310 kc with power of 250 w, employing directional antenna (BP-9802).

WESX Marblehead, Mass., North Shore Bcstg. Corp.—CP to install a new transmitter (BP-9801).

Remote Control

KVBC Farmington, N. M., Radio Station KVBC—(BRC-700).

WHSC Hartsville, S. C., Hartsville Bcstg. Co.—(BRC-702).

KWEM Memphis, Tenn., KWEM Inc.—(BRC-701).

Application Dismissed

KJCK Junction City, Kan., Ralph L. Weir Jr. tr/as Junction City Bcstg. Co.—CP to change from 1420 to 630 kc, decrease power from 1 kw to 500 w; change hours of operation from daytime to unlimited; install DA for day and night use (DA-2) and change transmitter and studio locations (BP-9012).

Modification of CP

WGKA Atlanta, Ga., Glenkaren Associates Inc.—Mod. of CP (BP-9460) which authorized new standard station to change antenna-transmitter location, change studio location, type of transmitter and side mount fm antenna on am tower (BMP-6815).

KXOL Fort Worth, Tex., Fort Worth Bcstg. Co.—Mod. of CP (BP-9387) which authorized increased daytime power and install new transmitter for change in type of transmitter (BMP-6814).

Renewal of License

WBHB Fitzgerald, Ga., Ben Hill Bcstg. Corp.—(BR-1324).

KAPB Marksville, La., Avoyelles Bcstg. Corp.—(BR-3036).

Applications Returned

WARE Ware, Mass., Central Bcstg. Corp.—CP to change hours of operation from daytime to unlimited, using power of 1 kw and install directional antenna for night use only (DA-N) (Engineering not notarized).

KTXL San Angelo, Tex., Westex Bcstg. Co.—License to cover CP (BP-9523) which authorized erection of new antenna and mount tv antenna on top; change transmitter location and change studio location (Incomplete).

KURA Moab, Utah, R. L. McAlister—Voluntary assignment of CP to Moab Bcstg. and Television Corp. (Exhibits dated later than application).

Plymouth, Mass., H. Scott Killgore—CP for new standard station on 990 kc, with power of 1 kw, daytime hours of operation (at request of applicant) (BP-8940).

Plymouth, Mass., Sherwood J. Tarlow—CP for new standard station on 1390 kc, with power of 500 w, daytime hours of operation (at request of attorney) (BP-9007).

West Warwick, R. I., Jack C. Salera, Lorraine M. Salera and Peter B. Gemma d/b as Neighborly Bcstg. Co.—CP for new standard station on 980 kc, with power of 500 w, daytime hours of operation (per section 1.381) (BP-9453).

Renewal of License

WMUN (FM) Muncie, Ind., Tri-City Radio Corp.—(BRH-67).

License for CP

WBEN-FM Buffalo, N. Y., WBEN Inc.—License to cover CP (BPH-1897) as mod. which authorized an aux. transmitter (BLH-1045).

Modification of CP

WHP-FM Harrisburg, Pa., WHP Inc.—Mod. of CP (BPH-410) as mod. which authorized new fm station for extension of completion date (BMPH-4991).

KWWL-TV Waterloo, Iowa, Black Hawk Bcstg. Co.—Mod. of CP (BPCT-815) as mod., which authorized new tv station to extend completion date to 11-3-55 (BMPCT-3040).

KNOX-TV Grand Forks, N. D., Community Radio Corp.—Mod. of CP (BPCT-1760) as mod., which authorized new tv station to extend completion date to 11-10-55 (BMPCT-3048).

License for CP

KCJB-TV Minot, N. D., North Dakota Bcstg. Co.—License to cover CP (BPCT-1333) as mod., which authorized new tv station (BLCT-279).

Modification of CP

WMVT (TV) Montpelier, Vt., Mt. Mansfield Tv Inc.—Mod. of CP (BPCT-1327) as mod., which authorized new tv station to extend completion date to 11-12-55 (BMPCT-3046).

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Southern network doing excellent gross in highly industrialized market. Low down payment with liberal terms.

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RADIO

Help Wanted

Managerial

Commercial manager. $75.00 draw against 15% commission plus bonus arrangement. Must be producer. Send details, references and recent photo at once. Here's your opportunity to graduate to management in a short time if you really produce. Reply Box 225A, B•T.

Sales manager with productive record. Five figure opportunity. National company. Salary, commission and travel expenses. Box 229A, B•T

Expanding broadcasting organization, owning three stations, wants manager for 5 kw major market independent outlet in one of the top ten markets. Desire experienced manager with proven sales record. Salary, bonus and other fringe benefits. Write full details of experience and background. Box 244A, B•T.

Station manager — new daytimer, 500w directional, KSUL, Sulphur, Louisiana, first class ticket preferred but not essential. Want crackerjack hustler who can produce. Good salary and percent. Needed in thirty days. J. A. West, Jr., KDMS, El Dorado, Arkansas.

WKOZ, Kosciusko, Mississippi, increasing power to 5000 watts, desires commercial manager and one additional salesman. Supply references, qualifications, expected pay first letter. Address reply to WKOZ, Kosciusko, Mississippi.

Salesmen

Florida coastal independent wants young self-starting experienced radio account executive looking for challenge and opportunity. Excellent commission rate. No high pressure men or women. Protected accounts. Box 749G, B•T.

Independent chain needs an experienced salesman immediately. Send complete resume and photograph. $500.00 a month guarantee against excellent commission. Must be producer. Box 138A, B•T.

Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B•T.

Wanted: Salesman for WKAI, Macomb, Illinois. $400.00 per month, plus percentage. Contact: Allen Fobes, Manager. Write full details or personal interview. Phone 1350.

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RADIO

Help Wanted—(Cont'd)

Salesman needed for radio station in excellent market. Proven sales experience. Advise background, salary requirement. Guarantee against 15%. P.O. Box 27, Pensacola, Florida.

Announcer

Humorous DJ—Fast flowing ad lib. Jovial, full of fun, infectious personality. Production minded. Actor background. Single. For Pa., N. Y., Michigan, Ohio, Illinois area. Box 933G, B•T.

Disc Jockey to take over high rated shows. Must have successful record in competitve market, have solid record background. No comedies or monologists, please. Reply in detail, as to previous experience, salary expected and attach small photo, which will not be returned. Box 150A, B•T.

Announcer. With DJ and news experience. North central region; station in metropolitan market. Five full details, including past earnings and salary expected. Box 151A, B•T.

Announcer for large metropolitan area radio station. State experience, recommendation and when available. Will be held in confidence. Two hundred dollars a week, paid vacation. New York City background preferred. Union affiliation not required. Box 216A, B•T.

Good quality announcer. Restricted license considered. Morning shift, 5000 watt fulltime. Great Lakes region. Send tape, photo, resume. Box 252A, B•T.

This can be your dream job! We want a top-flight, all-around announcer for one of the most successful radio stations in the east. Salary $125 a week. Future unlimited. Tell all in first letter to Box 264A, B•T.

Immediate opening for announcer-engineer, first phone. Contact Winston Ward, KIMP, Mt. Pleasant, Texas.

Station programming 80% western music needs good DJ with first class ticket. Short hours, fair pay with opportunity to sell as extra bonus. Call, write, or wire Joe Treadway, Radio KPEP, San Angelo, Texas.

Announcer with first class license. Send tape, experience, references and salary requirements to WIZZ, Streator, Illinois.

Experienced announcer needed at $80.00 per week. Rush audition and qualifications to WOOF, Dothan, Alabama.

Combination announcer . . . first phone . . . immediate opening . . . Marksville, Louisiana. J. E. Judd. Phone 7206.

Technical

Combination, 1st phone for chief, remote control operation, experience as announcer, daytimer in Arkansas. Write Box 137A, B•T.

Radio engineer for major New York radio station. One hundred fifty dollars per week, paid vacation. Must be experienced. Give full qualifications in first letter including stations worked and when you can start. You need not have union affiliation. Box 217A, B•T.

Opening for chief engineer-announcer. Prefer family man. Must be stable and qualified. Southern station. Salary $100.00 a week. Box 232A, B•T.

Combo-man, 1st phone, must be capable maintenance man and have experience in announcing. Good opportunity on daytime station. Contact Clint Formby, KPAN, Hereford, Texas.

Need chief engineer immediately. Give full details including salary, first letter. Paul E. Reid, WCEH, Hawkinsville, Georgia.

RADIO

Help Wanted—(Cont'd)

Chief engineer. 250 watt am independent. Must be experienced. Permanent position. WGIL, Galesburg, Illinois.

Help wanted—combo man, first class license, $85 per week starting. WKAM, Goshen, Indiana.

Chief engineer—announcer—$85.00 for 40-hour week, double time holidays, paid vacation, bonus plan. Send snapshot and audition to WSSV, Petersburg, Virginia.

Wanted: Engineer first phone, network station. WSYB, Rutland, Vermont.

Production-Programming, Others

Learn news—assistant to news director wanted. Make calls, rewrite, staff. Qualifications: Good voice; command of English; confidence you could learn to edit and write. Midwest. $60 to start. Box 990G, B•T.

Continuity writer wanted for midwest am-tv operation, city of 100,000. Must have previous experience. Send copy sample, references and biography. Box 136A, B•T.

Program director am-tv. Able to take charge and supervise both, with emphasis on local programming. Tell us your success story in detail, including your ability to produce audience-building programs, on modest budget, promotional and executive background, etc. Confidential. Box 152A, B•T.

Situations Wanted

Managerial

Midwest—Wisconsin preferred. Now managing southern station—desire return north. Capable in sales, programming, supervision. Present employers recommend. Box 971G, B•T.

General manager thoroughly experienced, young, successful, fifteen years, all phases. Desires progressive small or medium market. South preferred. Excellent references. Box 975G, B•T.

Manager: Experienced working manager, now employed, good announcer, sportscaster, salesman. Best of references. Florida preferred but will accept southern state. Box 202A, B•T.

Experienced national and local radio and television salesman . . . with all the qualifications for commercial manager. Wishes to obtain a commercial manager's position where I can buy stock in station and obtain more stock from commissions. The station I want to work for needs me. Needs new blood for all-around good programs and sales experience. Station that needs a team man who can get the job done in Harmony. Middle thirties . . . married . . . presently employed. Box 209A, B•T.

Looking for clean-cut, sober manager? 10 years experience, all phases. 1st phone. Prefer small town. Permanent. Write Box 210A, B•T.

Available now. General manager, experienced all phases. Radio veteran. Efficient, energetic, reliable. Television or radio. Box 215A, B•T.

Hardworking sober family man wishes connection as manager or salesman with Carolina radio station. Present connection six years. Interview. Box 218A, B•T.

Assistant manager: Complete radio background of sales, programming, announcing, copy, training and supervision of personnel. 33, married, capable, dependable, permanent. Box 226A, B•T.

Broadcasters in Florida—Texas—California. Do you seek an experienced, aggressive, hard-hitting station manager? Only black ink used as manager of a 250 watt station in a small market. Presently commercial manager of an independent station in the northeastern ten-radio and six-television station market. Top industry and current employer references. Age 33. Married with four children. Extremely active in community life. Completely sold on radio business. Sober, of good health and character. Work background and experience rushed on request. Box 238A, B•T.

Manager, eight years experience, age 31, family, excellent record, southeast only. Box 247A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer: Well versed in play-by-play, also versatile staff work. College grad. 2½ years experience. Box 201A, B•T.

Top DJ, news, sports, commercials. Experienced. College graduate. Tape, resume. Prefer East. Box 206A, B•T.

Girl DJ—experienced in all phases of broadcasting—including board operator limited experience in N. Y. C. stations. Box 207A, B•T.

Announcer—radio-television. 5 years experience—relocate—base salary and talent. Box 208A, B•T.

Announcer, good voice, strong news and commercials. Young, personable, single. No tux—will travel. Box 213A, B•T.

Staff announcer, sports, married, draft exempt, conscientious, 3rd class ticket. Box 220A, B•T.

Sports—staff announcer. Will pull regular shift plus talent on all sports. Excellent references for play-by-play. Employed. Box 222A, B•T.

Announcer with varied experience interested in becoming small station PD, beginning tv, or combining announcing and sales. Box 224A, B•T.

Announcer—single, college grad, third phone. Tops in news and sports. Play-by-play. Willing to travel. Box 231A, B•T.

Staff announcer—news, sports, commercials, control board. Third ticket, veteran, married, will travel, tape, resume on request. Box 234A, B•T.

2 years net—independent; versatile; temporary to Sept.; recommendations; around New York. Box 236A, B•T.

Announcer, pleasant voice, personality, station staff, news, commercials, sports, 27, single, BBA degree, 3rd phone, dependable, travel, tape, references. Box 239A, B•T.

Negro—DJ, personality plus—program market. Conscientious staffer, pop specialty, strong commercials, listener appeal—3rd ticket—tape resume, references, Box 240A, B•T.

Staff announcer—young, single, adaptable. Well qualified. Good news, commercials, DJ, C.B.O. Pleasant voice. 3rd ticket. Free to travel. Tape, photo, resume, available. Box 241A, B•T.

Staff announcer—married. Strong news, play-by-play, commercial. Mature friendly delivery. Will travel. Available May 10. Tape, resume. Box 242A, B•T.

Can do an excellent job for a radio station in broadcasting and public relations. 12 years experience as woman commentator in radio and television. Also worked as free-lance fashionist conducting fashion shows and lectures. Transcriptions and references upon request. Box 243A, B•T.

Attractive negro girl: All phases radio. Strong DJ feature, continuity. Thoroughly trained. 3rd phone. Tape. Box 245A, B•T.

RADIO

Situations Wanted—(Cont'd)

Mature experienced announcer deejay. Special events. Now available. Consider all. Box 250A, B•T.

All-around staffer. Strong on news, friendly style. Commercial, DJ show, play-by-play sports. Vet. Age 25. Light experience. Third class license, car, tape, available. Box 251A, B•T.

Personality disc jockey, staff announcer, news. Good potentials. Limited experience. Single, free to travel. Easy to get along with. Draft exempt. Box 254A, B•T.

Announcer: Speciality records: Desires friendly station, day or night. Employed. Box 256A, B•T.

Sportscaster. Five years experience in baseball, football and basketball. Presently employed but station has dropped baseball. Salary plus talent. Write or wire Box 257A, B•T.

Experienced, well seasoned announcer-DJ, with success in highly competitive radio-tv market, seeking greener pastures. Versatile, sober, mature. College grad. Tape tells all. Box 259A, B•T.

Announcer: Four years experience: Desires mid- or southeast. Married, children, employed. Same station three years. Combination with ticket. References: Photo on request. Don Archer, Telephone Sunset 3-5987, Ft. Smith, Arkansas.

Announcer, all-around experience—strong news; sports including play-by-play; continuity; friendly DJ style; good commercial. New England, New York, New Jersey, Pennsylvania. Third class license. Raymond F. Damgen, 111 North Walnut Street, East Orange, New Jersey. Phone Orange 6-8872.

Livewire DJ, versatile, sports play-by-play, 28, married, vet, sincere, reliable, 2 years experience. Peter Franklin, 73 Propp Avenue, Franklin Square, Long Island, New York. Phone Floral Park 2-6286.

Staff announcer, agreeable personality, DJ specialty, news, commercials, will travel. Permanent opportunity, single, vet, light experience, dependable worker, technical background. References, tape. John George, % Allen, 500 East 77th Street, New York, N. Y.

Staff announcer, experienced, good DJ, boardman, restricted license, car, will travel, tape, photo, resume, WOHP, Bellefontaine, Ohio, c/o R. Lentz.

Announcer: Strong on news and commercials, third class ticket, college, married, children, vet. Michael Lepre, 760 William Street, Harrison, New Jersey.

Announcer. Seven years experience. 27. Good delivery. Single. Car. Quentin Woodward, 1712 Dakota, Chickasha, Oklahoma. Phone 1836.

Sports play-by-play my selling point. Can do good staff job too. Presently employed, contact Mike Wynn, Box 701, Logan, West Virginia. Phone 254.

Technical

Engineer—experienced, mature, married—desires to relocate as chief. Prefer daytimer in south or southwest. Other proposition considered. Available weeks notice. Box 219A, B•T.

Transmitter supervisor—experienced high power am-tv, construction, maintenance, and operations. Box 221A, B•T.

RADIO

Situations Wanted—(Cont'd)

Chief engineer complete station engineering. Long experienced, economical, respectable and sober. Expert FCC reports, regulations. $100 week. Box 258A, B•T.

Wanted: Transmitter position, 1st phone, 1 year am time; technical experience, prefer west. Phone Race 2-0439, Denver, Colorado.

Engineer seeks position west of Rockies. No experience, first class ticket. Junior college education. 24 years of age. F. Williams, 9609 Orizaba, Downey, California.

Ten years am; one, tv transmitter experience. First phone, car, 30, single. Available immediately. $75 minimum. Write: Engineer, 206 Furman Street, Syracuse, N. Y. Phone 75-8913.

Programming-Production, Others

News director—experienced, energetic, 30, wants advance to responsible permanent post on strong regional news station. Box 211A, B•T.

Copy that Sells! You need it! . . . I write it! Experienced continuity . . . air work . . . production. Bachelor girl. Box 235A, B•T.

News, also sales, continuity, twenty years experience, editor and/or newscaster. Midwest preferred. Good voice. Box 246A, B•T.

Programming—sales. First phone, radio-tv operations 7 years. Car, family, veteran, degrees. Box 248A, B•T.

(Continued on next page)

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In most of the above categories we have clients qualified for both major and smaller market stations. Please write or wire your requirements, describing the position, qualifications desired and the salary range.

We will screen availabilities and furnish a carefully selected group for your consideration and direct contact.

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Comprising

Completely equipped G.E. TV Station, including 2 studio camera chains, 2 field camera chains with all accessories, micro-wave, rear screen projector, test equipment, full projection room, control room, and 12 KW transmitter. Real estate and buildings.

All to be offered and sold on premises adjacent to Maxville, Jefferson County, Mo. . . . THURSDAY, May 12, 1955, BEGINNING 11:00 o'clock A.M. (C.D.S.T.).

The property will be offered first in bulk, thereafter in individual detail lots, subject to Court's approval.

Descriptive circular may be had upon application to the undersigned auction management.

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4166 Olive Street, St. Louis 8, Missouri

TELEVISION

Help Wanted

Salesmen

100,000 watt, channel 3, CBS affiliate television station needs experienced salesman starting May 15 as replacement for current salesman with generous on-the-air billings. Compensation—salary plus commission. Write Lloyd Loers, KGLO-TV Mason City, Iowa.

Tv film salesman: Dynamic, field-proved tv weather package produced by world famous private weather consultant. Show has everything needed to make you $1000 month minimum. Other non-competitive lines OK. Liberal commissions, new and repeat business. Exclusive territory. Write today. Confidential handling. Ken Raetz, 460 South Broadway, Denver, Colorado.

Announcer

Need young men with or without radio experience. Send complete information to Smullin tv, Box 1189, Medford, Oregon or Box 1021, Eureka, California.

Programming-Production, Others

WLWD-TV requires traffic manager. Dayton, Ohio, 4959 South Dixie Highway.

Due to expansion, major network vhf station, one year on the air, needs experienced newsman to gather, write, and present news. He will be an addition to our present progressive news department with excellent chance for advancement. Write to WNEM-TV, Program Director, Bay City, Michigan.

Wanted: Cameraman to spend summer at Frontier Town in the Adirondacks to film two 15 minute newsreel type programs per week. We have our own sound camera. Write or call: Frontier Town, North Hudson, New York. In N. Y. Gibraltar 2-1771, ask for Mr. Benson.

Situations Wanted

Managerial

Sales manager. Experience: General sales manager of two vhf stations. Family man, young, aggressive. Wants to settle with progressive operation. Box 203A, B•T.

Announcer

On-camera announcer-director! Highest agency-station recommendations. News-sports-commercials—speciality! Prefer southwest. Box 959G, B•T.

Announcer—professional acting experience. Member Actor's Equity and Dramatists Guild of America. Thorough training radio, tv. Excellent commercials, strong news. Mature, reliable. Engaging personality. Highest references. Box 228A, B•T.

Four years radio, one year television. 29. Family man. Television announcer, director; radio former program director, production, morning man, announcer. Bass baritone voice. Radio or television. Box 249A, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Technical

Top tv engineer. Five years all phases. Available. References. Permanent. Box 212A, B•T.

Chief engineer. 6 years tv experience uhf-vhf. 1 year am-fm. Helped construct 3 tv stations. Presently vhf chief. Wish to relocate. Box 227A, B•T.

Chief or supervisor position wanted with new television station. Now staff consultanting engineer. Experienced all phases AM and TV staff planning installation and adjustment. Box 263A, B•T.

1st phone—completed TV Workshop N. Y. U., worked vacation reliefs N. Y. am transmitter, veteran, will relocate. T. Andrzewski, 1018 E. 25th Street, Paterson, N. J.

Production-Programming, Others

Radio copy writer is looking for position in midwest station. If you have television, or hope to, he also wants to advance into production. Box 133A, B•T.

Top-rated, sponsored newscaster—colorful, distinctive. Enterprising, mature news sense; Intelligent appearance; Thoroughly experienced; Awards; Highest references; SDX, RTNDA; Ex-newspaperman; B.S.; Now ND 50kw net. Want tv news! Prefers California or Pacific-northwest. Personal interview. Box 174A, B•T.

Tv artist and technical director: One capable experienced man for two positions, desired similar combination. Box 204A, B•T.

Programming-Production, Others

Television, 30, single, familiar all phases camera crew operation, 4 years network experience, desires related position, will relocate. Box 223A, B•T.

News editor—two years radio-tv experience. Prefer midwest. Will consider promotion, public relations position. University graduate with automatic drive. Box 233A, B•T.

Do you need a production manager with know-how? Twenty-five years radio-television experience. Five years on present job, desire change. Personal reasons. Married, reliable, sober. Box 237A, B•T.

Cameraman—2 years. Summer—permanent position. References. Phone, wire, write: Albert Becker, 55 West 180th Street, New York 53, N. Y. Fordham 5-1650.

FOR SALE

Stations

Investment invited for 50,000 watt radio station in Montevideo, Uruguay, South America. Box 200A, B•T.

For sale: Profitable network radio station, ideal location, Florida east coast not tv. Owner retiring, ill health. Price $85,000, no liabilities. Write only if qualified to purchase. Box 214A, B•T.

For sale or lease. Eastern 1000 watt station in good market. Box 255A, B•T.

Pacific Coast. 500w. Daytime. Independent. Exclusive. $14,500 down. Box 262A, B•T.

FOR SALE

WMPA, Aberdeen, Mississippi, fulltime independent. Single station market owner over 36,500. Contact Joe Phillips, WSSO, Starkville, Mississippi.

Southern stations—Paul H. Chapman, 84 Peachtree Street, Atlanta, Georgia.

New York: 250 $30,000. Pennsylvania: 250 watt, $45,000. Montana: 250 watt $50,000. May Brothers, Binghamton, New York.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment

Fm 10 kw amplifier (less 1 kw driver). Also power supply. Western Electric type 506B-2. New. Reasonable. Box 895G, B•T.

500 foot type N16 Blaw-Knox tower. Top designed for GE fm mast. New, reasonable. Box 896, B•T.

For sale: 5 kw 3 tower phasing unit, formerly used on 1420 kc; 2 water cooled sockets for 892 tubes; 3 porcelain coils for cooling system; 2—170 ft. Blaw Knox towers. Bargain priced. KSDN, Aberdeen, S. D.

For sale: Complete Gates 5M console and speech equipment. $350.00. Contact Wayne Lovely, WEEK, Peoria, Illinois.

One kilowatt am transmitter, appearance and performance good as new. Now in service. Reason for sale—increasing power. WFMH, Cullman, Ala. Phone 910.

For sale—best offer—1 RCA 3 bay channel 6 antenna, 1-300 ft. Blaw-Knox type LT guyed tower, F.O.B., Lansing, Michigan. Contact Charles L. Brady, WJIM-TV.

For sale: 76B4 RCA consolette complete. Excellent condition, $600.00. FOB. Chief Engineer, WRVA, Richmond, Virginia.

DuMont stabilizer amplifier $650. RCA multiplexer stand $150. Gray Research telop 2R, $2,200. RCA TF5A superturnstile ch. 4, 5, 6, $8,500. Zoomar television lens, $5,800. Fm radios for store music $45. KVA power transformer 18.2 listed $2,080, $600. DuMont 5 kw television transmitter and all equipment $58,600. Fairchild disc recorder and WE amplifier $700. DuMont 9-chan. switcher, mixer line amplifier and LV supply, $2,100. Gray Research RCA rotating camera turret, $450. Holmes 16mm projector, $1,450. 150 megacycles, Motorola receiver, $45; transmitter $45, one or a dozen. 2 Minitape tape recorders, Stancil-Hoffman model M5A, wet pack batteries, battery charger, microphones 2 carrying cass. Good working order. $325. List your spare equipment with and buy your needed equipment from May Brothers, Binghamton, N. Y.

For sale: Used Motorola 150 megacycles fm mobile receivers and transmitters, make excellent remote pickup equipment. Transmitters, dyamotor powered, 30 watt output. Price, $65, per receiver, $65 per transmitter, includes cover and mounting plate, less cables. RCA 829B tubes, $10.00 each and GAKS tubes, ruggedized (S654) $1.50 each. Also Western Electric 13A transmission measuring set. M. Hoffman, 3321 Ewald, Detroit 38, Michigan.

WANTED TO BUY

Stations

Miss.—Ark.—La.—W. Tenn.—Stations or CPs—Towns 5000 plus or cities. Box 947G, B•T.

Radio stations. Kansas, Missouri, Oklahoma, Arkansas. Ralph Erwin. Broker. Box 811, Tulsa.

Equipment

Used television remote truck in good condition, prefer RCA. Please reply to Box 253A, B•T.

Western Electric 25 B console or equivalent. Chief Engineer, KENS, San Antonio, Texas.

One General Radio, number 1181A frequency deviation monitor in good condition. Write WGBB, Freeport, N. Y. State price and age.

Wanted—used Hewlett-Packard model 330-BC, or D distortion analyzer in good condition. WJER, Dover, Ohio.

Wanted—fm frequency—modulation monitor. Radio station WNAE, Warren, Pennsylvania.

RCA field camera chain and power supply, model TK 31, complete. Used field sync generator. TD 1-A camera pedestal dolly. Trucks for tv remotes. Capital Library, instrumentals preferred. Dage portable sync generator. Tv remote plant including all equipment. Describe full. Price F.O.B. truck. May Brothers, Binghamton, N. Y.

AVAILABLE IMMEDIATELY TELEVISION TRANSMITTER

RCA-TT 5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load. RCA six (6) bay antenna and tower.

Terms can be arranged.

BREMER BROADCASTING CORP.

1020 Broad Street
Newark 2, New Jersey

INSTRUCTION

Get your FCC first phone license in 8 weeks. Intensive, personalized instruction by correspondence or in residence. Resident classes are conducted in Hollywood, California and Washinton, D. C. Send for our free brochure and read the famous Grantham guarantee. Write Grantham School of Electronics. Address either Dept. 1-H, 6064 Hollywood Blvd., Hollywood, California, or Dept. 2-H, 737 11th Street, Washington, D. C.

Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesmen will call). Get the best—it costs no more! Northwest Radio & Television School, 1221 N. W. 21st Avenue, Portland 9, Oregon.

RADIO

Help Wanted

Managerial

ADVERTISING MANAGER

Large Class I Common Motor Carrier in the Midwest will furnish office facilities, clerical help and 4 advertising accounts to top flight man interested in establishing independent agency. Only experienced need apply. Attractive proposition for right man. Write, giving age, marital status, advertising and promotional experience, Industrial Relations Department, P. O. Box 232, Iowa City, Iowa.

Situations Wanted

Managerial

Lots of ideas and drive and in the habit of making good money! Writer, actor and producer. Large local and network radio and TV for past five years. Now want an executive position . . . Sales Manager, Program Director, General Manager, Assistant General Manager. Must locate within 100 miles from Chicago so I can commute to Chicago once a week for network TV show. Extensive business and administration and public relation experience. Married, two children, 35 years old. Might want to invest.

Box 261A, B•T

Salesmen

SALESMAN—AM—TV

Experienced—seeks sales position in Florida—highest references—family—early thirties. Sales manager in medium and small market experience.

Box 892G, B•T

TELEVISION

Help Wanted

New top power VHF in major southern market will need mature announcers: creative producer-directors: outstanding farm editor with knowledge of southern soils and crops: news editor for active local news operation: experienced traffic director: film director: cinematographer. Inquiries should include photo, resume, salary requirements. Tapes and sample of work where applicable. Write

Box 205A, B•T

TELEVISION

Help Wanted—(Cont'd)

Technical

CHIEF ENGINEER NEEDED

Need one good television engineer who desires to be chief and is fully experienced with RCA equipment. Call Tim Brite, Export 3-2871 or Madison 7-5915, Norfolk, Va.

FOR SALE

Equipment

FOR SALE:

Completely equipped motion picture film studio, specifically geared for production of television film commercials. Located in Midwest city. Excellent reputation and prospects. Priced low for quick sale. Reply to Box 230A, B•T.

Mr. C. P. Holder
60% discount G. E.
Equipment Package

Channel 2—complete 5 KW transmitter, 5 bay antenna, 2 film chains, 1 studio chain, 2 projectors, switching and monitoring equipment. Used only a few hundred hours. This is a one-time only opportunity. Interested in locating buyer who can move fast in closing package deal.

Box 260A, B•T

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

FOR SALE—(Cont'd)

Equipment

446 ft TV TOWER
Self-Supporting 40 lb. Wind Loading for
12 BAY HIGH BAND ANTENNA
New—Ready to Ship
Contact: Joseph B. Haigh
Texas State Network
Ft. Worth, Texas

Instruction

NATIONAL ACADEMY of BROADCASTING



3338 16th St., N.W.
Washington, D. C.
Job Getting Courses in
Announcing, Writing, Producing
Call Decatur 2-5580
New Term Starts June 2

FCC 1st PHONE LICENSE IN 5 to 6 WEEKS

***THE* ORIGINAL INTENSIVE 'DOOR OPENING COURSE' RADIO-TELEVISION OUR INTEGRITY PROVEN**

Check the school that others try to copy.

WILLIAM B. OGDEN
1150 W. Olive Avenue
Burbank, California

BE TAUGHT—NOT TOLD
UNDERSTAND—NOT MEMORIZE
Over 1600 successful students in NINE years

RALPH J. ERWIN

Licensed Broker of Theaters and Radio Stations

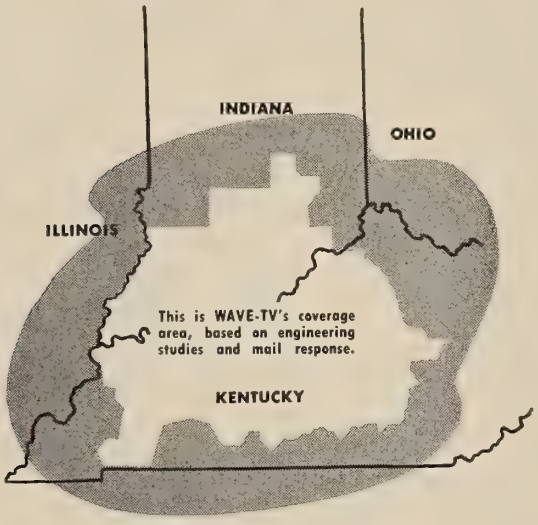
Box 811

Tulsa, Oklahoma

Now Available

Exclusive Radio and Theater Properties

FIGURING?



There's an easier way to discover which station reaches the biggest TV audience in Kentucky and Southern Indiana.

CALL YOUR REGIONAL DISTRIBUTORS!

Ask each of them, "What is your favorite Louisville television station?"

Everybody in the Louisville area knows that WAVE-TV delivers a far better signal, over a far greater market, than any other television station. So why not cash in on these first-hand FACTS?

WAVE-TV

CHANNEL 3 LOUISVILLE

FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT

NBC SPOT SALES

Exclusive National Representatives



TELESTATUS

April 25, 1955

Tv Stations on the Air With Market Set Counts And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Andalusia†—
WAIQ (*2) 3/9/55-Unknown
Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 318,000
►WBRC-TV (6) CBS, DuM; Katz; 318,000
WJLN-TV (48) 12/10/52-Unknown
WBIQ (*10) 10/13/54-Summer '55
Decatur†—
►WMSL-TV (23) CBS, NBC; Walker; 26,250
Dothan†—
►WTVY (9) CBS; Young
Mobile—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 101,100
WKAB-TV (48) See footnote (c)
WKRG-TV Inc. (5) Young; 3/23/55-Sept. '55
Montgomery—
►WCOV-TV (20) ABC, CBS, DuM; Raymer; 63,500
►WSFA-TV (12) NBC; Katz; 65,467
Munford†—
►WTIQ (*7)
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 120,610
Phoenix—
►KOOL-TV (10) Hollingbery; 120,610
►KPHO-TV (5) CBS, DuM; Katz; 120,610
►KTVK (3) ABC; Weed
Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 38,605
►KVOA-TV (4) ABC, NBC; Raymer; 38,605
Yuma†—
►KIVA (11) NBC, DuM; Grant; 26,282

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith—
►KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 27,500
KNAC-TV (5) Rambeau; 6/3/54-Unknown
Jonesboro†—
KBTM-TV (8) 1/12/55-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 101,067
KTHV (11) Branham; 11/4/54-Sept. '55
►KATV (7) (See Pine Bluff)
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 91,389
Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Weed; 90,000
►KERO-TV (10) CBS, NBC; Hollingbery; 146,398
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 60,801
Corona†—
KCOA (52), 9/16/53-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 20,000
Fresno—
KBID-TV (53) See footnote (c)
►KJEO (47) ABC, CBS, DuM; Branham; 156,035
►KMJ-TV (24) CBS, NBC; Raymer; 153,662
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54
Los Angeles—
►KABC-TV (7) ABC; Petry; 2,058,196
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Weed; 2,058,196
►KHJ-TV (9) DuM; H-R; 2,058,196
►KNXT (2) CBS; CBS Spot Sls.; 2,058,196
►KRCA (4) NBC; NBC Spot Sls.; 2,058,196
►KTLA (5) Raymer; 2,058,196
►KTTV (11) Blair; 2,058,196
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, NBC; Weed; 162,125
KCRA-TV (3) 4/13/55-9/1/55
►KBET-TV (10) CBS, ABC; H-R
Salinas (Monterey)—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 98,600
San Diego—
►KFMB-TV (8) ABC, CBS; Petry; 290,000
►KFSD-TV (10) NBC; Katz; 285,533
KUSH (21) 12/23/53-Unknown

Total stations on air in U. S. and possessions: 428; total cities with stations on air: 281. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use, 36,180,241.

*** Indicates educational stations.**

† Cities NOT interconnected.

(a) Two Buffalo, N. Y., tv stations, in addition to their U. S. set counts, report the following set coverage in Canada: WBEN-TV, 473,727; WGR-TV, 431,550.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 265-544 on July 10, 1952.

(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WLAM-TV Lewiston, Me.; WPMT (TV) Portland, Me.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KMPT (TV) Oklahoma City; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WTOV-TV Norfolk, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee.

(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].



. . . keeps viewers tuned to

KMJ-TV

FRESNO • CHANNEL 24

the FIRST TV station in California's San Joaquin Valley

KMJ-TV pioneered television in this important *inland* California market. The strong pull of top local programming plus NBC and CBS network shows continue to make it this area's most-tuned-to TV station.* *KMJ-TV is your best buy in the Valley.*

Paul H. Raymer, National Representative

*KMJ-TV carries 24 out of the 25 top-rated nighttime programs, 6 out of the 10 top-rated daytime shows in the Fresno area. *(March 1954 ARB report)*

San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 1,079,450
►KPIX (5) CBS; Katz; 1,079,450
►KRON-TV (4) NBC; Free & Peters; 1,079,450
►KSAN-TV (32) Stars National; 210,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) ABC, CBS, DuM; Grant; 85,371
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 464,192
Stockton†—
►KOVR (13) DuM; Blair; 1,078,200
►KTVU (36) NBC; Hollingbery; 120,000
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000
Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 57,204
►KRDO-TV (13) NBC; 40,000
Denver—
►KBTV (9) ABC; Free & Peters; 289,251
►KFEL-TV (2) DuM; Hoag-Blair, Blair Tv; 289,251
►KLZ-TV (7) CBS; Katz; 289,251
►KOA-TV (4) NBC; Petry; 289,251
KRMA-TV (*6) 7/1/53-Unknown
Grand Junction†—
►KFXJ-TV (5) NBC, ABC, CBS, DuM; Holman; 9,600
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford—
WCHF (*24) 1/29/53-Unknown
►WGTH-TV (18) ABC, DuM; H-R; 291,299
New Britain—
►WKNB-TV (30) CBS; Bolling; 284,169
New Haven†—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 948,702
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown

IN EVANSVILLE INDIANA



COMPLETE COVERAGE
WEHT covers ALL of the rich Indiana, Illinois, Kentucky Tri-State.

UNDUPLICATED CBS-TV COVERAGE
Fringe area VHF reception of other stations does NOT include CBS network.

REALISTIC RATES
WEHT's realistic cost per thousand, has budget-minded accounts parlaying smart buys into sales every day.

Represented by MEEKER TV and ADAM YOUNG—St. Louis

WEHT
CHANNEL 50

Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
►WATR-TV (53) ABC; Stuart; 190,320

DELAWARE

Wilmington—
►WDEL-TV (12) NBC, DuM; Meeker; 2,051,000

DISTRICT OF COLUMBIA

Washington—
►WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
►WRC-TV (4) NBC; NBC Spot Sls.; 731,581
►WTOP-TV (9) CBS; CBS Spot Sls.; 681,600
►WTTG (5) DuM; H-R; 648,000
WETV (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) McGillvra; 7/8/54-7/1/55
Fort Lauderdale—
►WITV (17) ABC; H-R; 176,000 (also Miami)
Fort Myers†—
►WINK-TV (11) ABC, CBS; McGillvra; 12,405
Jacksonville—
►WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600
►WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 418,772
WOBS-TV (30) Stars National; 8/12/53-Fall '55
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55
Miami—
►WGBS-TV (23) NBC; Katz
WMFL (33) 12/9/53-Unknown
WTHS-TV (*2) 11/12/53-Unknown
►WTVJ (4) CBS; Free & Peters; 307,600
Biscayne Tv Corp. (7) Initial Decision 1/17/55
►WITV (17) See Fort Lauderdale
Miami Beach†—
WKAT Inc. (10) 3/30/55-Unknown
Orlando—
►WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 80,000
Panama City†—
►WJDM (7) ABC, NBC, DuM; Hollingbery; 24,750
Pensacola†—
►WEAR-TV () ABC, CBS, DuM; Hollingbery; 89,500
►WPFA (15) 32,500
St. Petersburg—
►WSUN-TV (38) ABC, CBS, DuM; Weed; 134,000
Tampa—
►WFLA-TV (8) NBC; Blair; 185,000
►WTVT (13) CBS; Avery-Knodel; 175,000
West Palm Beach—
►WEAT-TV (12) ABC; Walker; 231,000
►WIRK-TV (21) Weed; 47,609
►WJNO-TV (5) NBC, CBS, DuM; Venard; 262,500

GEORGIA

Albany†—
►WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
►WAGA-TV (5) CBS, DuM; Katz; 456,190
►WLWA (11) ABC, DuM; Crosley Sls.; 465,000
►WQXI-TV (36) 23,742
►WSB-TV (2) NBC; Petry; 484,725
Augusta—
►WJBF (6) ABC, NBC, DuM; Hollingbery; 133,521
►WRDW-TV (12) CBS; Headley-Reed; 138,442
Columbus—
►WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 89,401
►WRBL-TV (4) CBS; Hollingbery; 169,894
Macon—
►WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 96,284
►WNEX-TV (47) NBC; Branham; 54,742
Rome†—
►WROM-TV (9) McGillvra; 164,940
Savannah—
►WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 63,401
WSAV-TV (3) 1/26/55-Unknown
Thomasville†—
WCTV (6) 12/23/53-Spring '55

IDAHO

Boise†—
►KBOI-TV (2) CBS, DuM; Free & Peters; 44,735
►KIDO-TV (7) ABC, NBC; Blair; 41,900
Idaho Falls†—
►KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 36,115
Lewiston†—
KLEW-TV (3) 2/9/55-Unknown
Pocatello†—
KWIK-TV (6) ABC; 3/26/53-Unknown
Twin Falls†—
KLIX-TV (11) ABC; 3/19/53-Unknown

ILLINOIS

Bloomington—
►WBLN (15) McGillvra; 113,242
Champaign—
►WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
Chicago—
►WBBM-TV (2) CBS; CBS Spot Sls.; 1,877,600
►WBKB (7) ABC; Blair; 2,004,231
►WGN-TV (9) DuM; Hollingbery; 2,080,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
►WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown
Danville—
►WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
►WTVP (17) ABC, DuM; Bolling; 160,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
►WSIL-TV (22) ABC; Walker; 30,000
Peoria—
►WEEK-TV (43) NBC, DuM; Headley-Reed; 231,056
►WTVH-TV (19) CBS, ABC; Petry; 231,056
WIRL Tv Co. (8) Initial Decision 11/5/54
Quincy† (Hannibal, Mo.)—
►WGEM-TV (10) ABC, NBC; Avery-Knodel; 150,000
►KHQA-TV (7) See Hannibal, Mo.
Rockford—
►WREX-TV (13) ABC, CBS; H-R; 256,600
►WTVO (39) NBC, DuM; Weed; 100,000
Rock Island (Davenport, Moline)—
►WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 295,201
Springfield—
►WICS (20) ABC, NBC, DuM; Young; 103,580
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54
Urbana†—
WILL-TV (*12) 11/4/53-Unknown

INDIANA

Anderson†—
WCBC-TV (61) 2/2/55-5/1/55
Bloomington—
►WTTV (4) NBC, DuM; Meeker; 632,097 (also Indianapolis)
Elkhart†—
►WSJV (52) ABC, NBC, DuM; H-R; 208,139
Evansville—
►WFIE (62) ABC, NBC, DuM; Venard; 94,315
►WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
►WKJG-TV (33) NBC, DuM; Raymer; 132,547
►WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
Indianapolis—
►WFBM-TV (6) ABC, CBS, NBC; Katz; 662,000
►WISH-TV (8) ABC, CBS, DuM; Bolling; 550,020
►WTTV (4) See Bloomington
Lafayette†—
►WFAM-TV (59) CBS, DuM; Rambeau 66,500
Muncie—
►WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 107,250
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; Meeker; 8/12/54-7/15/55
Princeton†—
WRAY-TV (52) See footnote (c)
South Bend—
►WSBT-TV (34) CBS, DuM; Raymer; 206,473
Terre Haute—
►WTHI-TV (10) ABC, CBS, DuM; Bolling; 154,000
Waterloo (Fort Wayne)—
►WINT 15) ABC, CBS; H-R; 133,478

IOWA

Ames—
►WOI-TV (5) ABC, CBS, DuM; Weed; 315,600
Cedar Rapids—
►KCRG-TV (9) ABC, DuM; Venard; 116,000
►WMT-TV (2) CBS; Katz; 266,100
Davenport (Moline, Rock Island)—
►WOC-TV (6) NBC; Free & Peters; 295,165
Des Moines—
KGTV (17) See footnote (c)
►WHO-TV (13) NBC; Free & Peters; 302,000
KRNT-TV (8) 3/23/55-8/1/55
Fort Dodge—
►KQTV (21) NBC, DuM, CBS; Pearson; 36,812
Mason City—
►KGLO-TV (3) CBS, DuM; Weed; 135,932
Sioux City—
►KTIV (4) NBC, ABC, DuM; Hollingbery; 152,835
►KVTV (9) ABC, CBS; Katz; 152,835
Waterloo—
►KWWL-TV (7) NBC, DuM; Headley-Reed; 162,159

KANSAS

Great Bend†—
►KCKT (2) NBC; Bolling; 126,258
Hutchinson (Wichita)—
►KTVH (12) CBS, DuM; H-R; 199,012
►KAKE-TV (10) See Wichita
►KEDD (16) See Wichita
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg—
►KOAM-TV (7) ABC, NBC, DuM; Katz; 94,984
Topeka—
►WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 488,604
Wichita (Hutchinson)—
►KAKE-TV (10) ABC; Hollingbery; 195,110
►KEDD (16) NBC; Petry; 148,356
►KTVH (12) See Hutchinson
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson (Evansville, Ind.)—
►WEHT (50) CBS; Meeker; 82,897
Lexington†—
WLAP-TV (27) 12/3/53-Unknown
►WLEX-TV (18) NBC, ABC, DuM; Forjoe

telerad INC.

Louisville—
►WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 460,360
►WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21). See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-Unknown
Newport†—
WNOP-TV (74) 12/24/53-Unknown
Paducah†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

LOUISIANA

Alexandria—
►KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 107,600
Baton Rouge—
►WAFB-TV (28) ABC, CBS, DuM; Young; 80,000
►WBRZ (2) NBC, ABC; Hollingbery
Lafayette†—
KLFY-TV (10) 9/16/53-7/1/55
Lake Charles—
►KPLC-TV (7) ABC, NBC; Weed; 66,000
►KTAG (25) CBS, DuM; Young; 57,420
Monroe—
►KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 209,500
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Unknown
►WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 319,834
►WJMR-TV (61) ABC, CBS, DuM; Bolling; 121,840
Shreveport—
►KSLA (12) ABC, CBS, NBC, DuM; Raymer; 80,250
Shreveport Tv Co. (12) Initial Decision 6/7/54-See footnote (d)
KTBS-TV (3) 2/16/55-9/3/55

MAINE

Bangor—
►WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 96,000
►WTWO (2) CBS; Venard
Lewiston—
WLAM-TV (17) See footnote (c)
Poland Spring—
►WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933
Portland—
►WCSH-TV (6) NBC, DuM; Weed; 164,343
►WGAN-TV (13) ABC, CBS; Avery-Knodel
WPMT (53) See footnote (c)

MARYLAND

Baltimore—
►WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 602,840
►WBAL-TV (11) NBC; Petry; 602,840
WITH-TV (72) Forjoe; 12/18/52-Unknown
►WMAR-TV (2) CBS; Katz; 602,840
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
►WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 50,710

MASSACHUSETTS

Boston—
►WBZ-TV (4) NBC; Free & Peters; 1,290,537
►WGBH-TV (*2)
WJDW (44) 8/12/53-Unknown
►WNAC-TV (7) ABC, CBS, DuM; H-R; 1,290,537
Brockton†—
WHEF-TV (62) 7/30/53-Unknown
Cambridge (Boston)†—
►WTAO-TV (56) ABC, DuM; Everett-McKinney; 195,000
Pittsfield—
►WMGT (19) DuM; Walker; 169,015
Springfield—
►WHYN-TV (55) CBS, DuM; Branham; 176,000
►WWLP (61) ABC, NBC; Hollingbery; 176,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
►WWOR-TV (14) ABC, DuM; Raymer; 91,209

MICHIGAN

Ann Arbor—
►WPAG-TV (20) DuM; Everett-McKinney; 25,000
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
Bay City (Midland, Saginaw)—
►WNEM-TV (5) NBC, DuM; Headley-Reed; 312,555
Cadillac†—
►WWTV (13) ABC, CBS, DuM; Weed; 281,711
Detroit—
WBID-TV (50) 11/19/53-Unknown
►WJBK-TV (2) CBS; Katz; 1,553,277
WTVS (*56) 7/14/54-Fall '55
►WWJ-TV (4) NBC; Hollingbery; 1,530,000
►WXYZ-TV (7) ABC; Blair; 1,469,000
►CKLW-TV (9) DuM; Young; 1,496,000. See Windsor, Ont.
East Lansing†—
►WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
►WOOD-TV (8) ABC, NBC, DuM; Katz; 519,379
WMCN (23) 9/2/54-Unknown
Kalamazoo—
►WKZO-TV (3) CBS, ABC, DuM; Avery-Knodel; 567,381
Lansing—
►WTOM-TV (54) ABC, DuM; Everett-McKinney; 57,130
►WJIM-TV (6) NBC, CBS, ABC; Petry; 430,000
Marquette†—
WAGE-TV (6) 4/7/54-Unknown
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
►WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000
Traverse City—
►WPBN-TV (7) NBC; Holman; 36,965

MINNESOTA

Austin—
►KMMT (6) ABC; Headley-Reed; 54,515
Duluth (Superior, Wis.)—
►KDAL-TV (3) ABC, NBC; Avery-Knodel; 105,000
►WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (c)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
►KEYD-TV (9) DuM; H-R; 580,000
►WCCO-TV (4) CBS; Free & Peters; 575,400
►WTCN-TV (11) ABC; Blair; 573,300
Rochester—
►KROC-TV (10) NBC; Meeker; 95,833
St. Paul (Minneapolis)—
►KSTP-TV (5) NBC; Petry; 615,000
►WMIN-TV (11) ABC; Blair; 573,300

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-7/1/55
Jackson—
►WJTV (25) CBS, DuM; Katz; 72,401
►WLBT (3) NBC; Hollingbery; 122,765
►WSLI-TV (12) ABC; Weed; 117,000
Meridian†—
WCOC-TV (30) See footnote (c)
►WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800
Tupelo†—
WTWV (9) 12/8/54-Fall '55

MISSOURI

Cape Girardeau—
►KFVS-TV (12) CBS; Headley-Reed; 115,200
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
►KOMU-TV (8) NBC, ABC, DuM; H-R; 63,295
Festus†—
KACY (14) See footnote (c)
Hannibal (Quincy, Ill.)—
►KHQA-TV (7) CBS, DuM; Weed; 153,720
►WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
►KRCG (13) CBS; Hoag-Blair, Blair-Tv
Joplin—
►KSWM-TV (12) CBS; Venard; 87,500
Kansas City—
►KCMO-TV (5) ABC, DuM; Katz; 483,376
►KMBC-TV (9) CBS; Free & Peters; 483,376
►WDAF-TV (4) NBC; Harrington, Righter & Parsons; 483,376
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
►KFEQ-TV (2) CBS, DuM; Headley-Reed; 129,716
St. Louis—
►KETC (*9) 500,000
►KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 773,922
►KWK-TV (4) CBS; Katz; 725,000
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
►KTVI (36) ABC, CBS, DuM; Radio-Tv Reps.; 317,200
Sedalia†—
►KDRO-TV (6) Pearson; 57,000
Springfield—
►KTTS-TV (10) CBS, DuM; Weed; 65,987
►KYTV (3) NBC; Hollingbery; 69,300

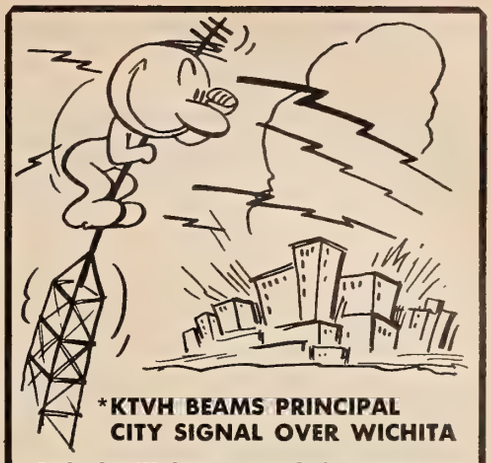
MONTANA

Billings†—
►KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 20,000
Butte†—
KOPR-TV (4) See footnote (c)
►KXLF-TV (6) ABC; No estimate given
Great Falls†—
►KFBB-TV (5) CBS, ABC, DuM; Hoag-Blair, Blair-Tv; 21,000
Missoula†—
►KGVO-TV (13) ABC, CBS, DuM; Gill-Perna; 19,250

NEBRASKA

Hastings†—
The Seaton Publishing Co. (5) 2/11/55-Unknown
Kearney (Holdrege)—
►KHOL-TV (13) ABC, CBS, NBC, DuM; Meeker; 66,124
Lincoln—
►KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 120,954
►KUON-TV (*12) 78,062
Omaha—
►KMTV (3) ABC, CBS, DuM; Petry; 302,935
►WOW-TV (6) NBC, DuM; Blair; 302,935
Herald Corp. (7) Initial Decision 4/6/55
Scottsbluff†—
KSTF (10) 8/18/54-6/1/55

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



*KTVH BEAMS PRINCIPAL CITY SIGNAL OVER WICHITA

Both the Wichita ARB and the KTVH area PULSE show at least 7 out of 10 leading film and network shows on KTVH. Programming and strength of signal offer you a profitable combination. *Take advantage of it, now!*

*Recent report from the FCC states that KTVH has a principal city signal over Wichita.

KTVH
HUTCHINSON
VHF 240,000 WATTS
CBS BASIC—DUMONT
CHANNEL 12

Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

Now it costs less to sell
MINNEAPOLIS
ST. PAUL
Maximum power at minimum cost. Ask your H-R representative about choice availabilities.
ASK H-R
316,000 watts on Channel 9
KEYD TV
Offices, Studios, Transmitter
FOSHAY TOWER
Minneapolis
Represented Nationally by H-R TELEVISION, INC.

NEVADA

Henderson (Las Vegas)—
► KLRJ-TV (2) NBC; Pearson; 28,000
Las Vegas—
► KLAS-TV (8) CBS, ABC, DuM; Weed; 21,244
► KLRJ-TV (2) See Henderson
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 17,250

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 381,338
Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
WRTV (58) See footnote (c)
Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Petry; 4,290,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 53,496
► KOB-TV (4) NBC; Branham; 56,810
► KGGM-TV (13) CBS; Weed; 55,630
Roswell†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 27,917

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS; Bolling; 165,000
WTRI (35) See footnote (c)
DTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 325,690
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 457,829. See footnote (a).
► WBUF-TV (17) ABC; H-R; 170,000
► WGR-TV (2) NBC, ABC, DuM; Headley-Reed; 460,616. See footnote (a).
WTVF (*23) 7/24/52-Unknown

WTVD
Durham-Raleigh
has
207,760
TV SETS
(source: Television Magazine)
More Sets Than
PORTLAND, Oregon
or RICHMOND, Virginia
WTVD
CHANNEL 11
NBC - ABC
Call HEADLEY-REED

Carthage (Watertown)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 60,960
Elmira—
WTVE (24) See footnote (c)
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
Lake Placid† (Plattsburg)—
► WIRI (5) DuM; McGillvra; 83,330
New York—
► WABC-TV (7) ABC; Weed; 4,290,000
► WABD (5) DuM; Avery-Knodel; 4,290,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,290,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR-TV Sls.; 4,290,000
► WPIX (11) Free & Peters; 4,290,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,290,000
► WATV (13) See Newark, N. J.
Poughkeepsie—
► WKNY-TV (21) ABC, CBS, NBC, DuM; Meeker; 28,500
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC, ABC, DuM; Hollingbery; 305,000 (plus 50,000 Canadian coverage)
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 285,690
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 285,690
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 428,800
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 361,220
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 361,220
Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 161,000

NORTH CAROLINA

Asheville—
► WISE-TV (62) CBS, NBC; Bolling; 36,500
► WLOS-TV (13) DuM; Venard; 307,610
Chapel Hill†—
► WUNC-TV (*4) 377,350
Charlotte—
WQMC (36) See footnote (c)
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 476,189
Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 224,520
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Unknown
Greensboro—
► WFMY-TV (2) CBS, ABC, DuM; Harrington, Righter & Parsons; 315,642
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 102,770
New Bern†—
WNBE-TV (13) 2/9/55-Unknown
Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 124,440
Capitol Bcstg. Co. (5) Initial Decision 4/19/55
Washington†—
WITN (7) NBC; 10/27/54-Sept. '55
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 50,003
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 269,320
► WTOB-TV (26) ABC, DuM; H-R; 89,054

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, ABC, NBC, DuM; Hoag-Blair, Blair-Tv; 27,750
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 28,000
Valley City—
► KXJB-TV (4) CBS, DuM; Weed; 78,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
► WICA-TV (15) 116,285
Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54
Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) ABC, DuM; Branham; 1,084,810
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC NBC Spot Sls.; 1,164,000
► WXEL (8) CBS; Katz; 1,089,000
Columbus—
► WBNS-TV (10) CBS; Blair; 446,175
► WLWC (4) NBC; WLW Sls.; 350,800
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) ABC, DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (c)
► WLWD (2) ABC, NBC; WLW Sls.; 331,000
Elyria†—
WEOL-TV (31) 2/11/54-Unknown
Lima—
► WIMA-TV (35) NBC, CBS, ABC, DuM; H-R; 76,211
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,074,415
► WTRF-TV (7) See Wheeling
Toledo—
► WSPD-TV (13) CBS, ABC, NBC, DuM; Katz; 372,980
WTOH-TV (79) 10/20/54-Unknown
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 149,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 148,588
Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 180,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid—
► KGEO-TV (5) ABC; Pearson; 174,780
Lawton†—
► KSWO-TV (7) DuM; Pearson; 64,680
Muskogee†—
► KTVX (8) ABC, DuM; Avery-Knodel; 248,750
Oklahoma City—
KETA (*13) 12/2/53-Unknown
KMPT (19) See footnote (c)
► KTVQ (25) ABC; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 315,000
► WKY-TV (4) ABC, NBC; Katz; 331,442
Tulsa—
KCEB (23) See footnote (c)
► KOTV (6) CBS; Petry; 248,650
KSPG (17) 2/4/54-Unknown
► KVOO-TV (2) NBC; Blair; 248,000
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 54,000
Klamath Falls†—
KFJI-TV (2) Grant; 12/2/54-Summer '55
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 27,100
Portland—
► KLOR (12) ABC; Hollingbery; 276,100
► KOIN-TV (6) ABC, CBS; CBS Spot Sls.; 287,400
► KPTV (27) NBC; NBC Spot Sls.; 252,453
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) See footnote (c)
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 496,528
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 89,307
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 218,500
► WSEE (35) CBS, DuM; Avery-Knodel; 61,670
Harrisburg—
► WCMB-TV (27) Forjoe
► WHP-TV (55) CBS; Bolling; 193,002
► WTPA (71) ABC, NBC; Headley-Reed; 193,002
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 868,224
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 823,448
WWLA (21) 5/7/53-Unknown
Lebanon†—
WLBR-TV (15) See footnote (c)
New Castle—
WKST-TV (45) See footnote (c)
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,904,946
► WFIL-TV (6) ABC, DuM; Blair; 2,043,972
► WPTZ (3) NBC; Free & Peters; 2,035,222
Pittsburgh—
► KDKA-TV (2) ABC, CBS, NBC, DuM; Free & Peters; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 475,000
WKJF-TV (53) See footnote (c)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

telerad INC.

Reading—
►WEEU-TV (33) ABC, NBC; Headley-Reed; 95,000
►WHUM-TV (61) CBS; H-R; 219,370
Scranton—
►WARM-TV (16) ABC; Hollingbery; 200,000
►WGBI-TV (22) CBS; Blair; 245,000
►WTVU (73) Everett-McKinney; 250,000
Sharon†—
WSHA (39) 1/27/54-Unknown
Sunbury†—
WKOK-TV (38) 2/9/55-Unknown
Wilkes-Barre—
►WBRE-TV (28) NBC; Headley-Reed; 245,000
►WILK-TV (34) ABC, DuM; Avery-Knodel; 250,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Fall '55
York—
►WNOW-TV (49) DuM; Forjoe; 87,400
►WSBA-TV (43) ABC; Young; 97,000

RHODE ISLAND

Providence—
►WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,404,002
►WNET (16) ABC; Raymer; 93,600
►WPRO-TV (12) CBS; Blair

SOUTH CAROLINA

Anderson—
►WAIM-TV (40) CBS; Headley-Reed; 127,550
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
►WCSC-TV (5) ABC, CBS; Free & Peters; 172,781
►WUSN-TV (2) NBC; H-R; 138,500
Columbia—
►WCOS-TV (25) ABC; Headley-Reed; 77,600
►WIS-TV (10) NBC, DuM; Free & Peters; 158,203
►WNOK-TV (67) CBS; Raymer; 80,000
Florence—
►WBTW (8) CBS, NBC, ABC, DuM; CBS Spot Sls.; 119,470
Greenville—
►WFBC-TV (4) NBC; Weed; 329,777
►WGVL (23) ABC, DuM; H-R; 113,000
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Unknown

SOUTH DAKOTA

Florence†—
The Hills Bcstg. Co. (3) 4/6/55-Unknown
Rapid City†—
KOTA-TV (3) 12/8/54-6/1/55
Sioux Falls—
►KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 115,796

TENNESSEE

Chattanooga—
►WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 137,275
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
►WDXI-TV (7) CBS; Burn-Smith; 85,445
Johnson City—
►WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360
Knoxville—
►WATE (6) ABC, NBC; Avery-Knodel; 180,750
WBIR-TV (10) Initial Decision 1/5/55
►WTSK-TV (26) ABC, CBS, DuM; Pearson; 101,890
Memphis—
►WHBQ-TV (13) CBS; Blair; 349,034
►WMCT (5) ABC, NBC, DuM; Branham; 349,034
WREC Bcstg. Service (3) Initial Decision 8/27/54
Nashville—
►WSIX-TV (8) ABC, DuM; Hollingbery; 237,924
►WSM-TV (4) NBC, DuM; Petry; 237,924
Old Hickory (Nashville)—
►WLAC-TV (5) CBS; Katz; 241,723

TEXAS

Abilene†—
►KRBC-TV (9) ABC, NBC, DuM; Pearson; 43,620
Amarillo—
►KFDA-TV (10) ABC, CBS; H-R; 70,767
►KGNC-TV (4) NBC, DuM; Katz; 70,767
Austin—
►KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 115,573
Beaumont†—
►KBMT (31) ABC, NBC, DuM; Forjoe; 40,000
KFDM-TV (6) CBS; Free & Peters; 8/4/54-4/24/55 (granted STA April 12)

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
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NEW YORK 22, N. Y.
All Inquiries Confidential

Big Spring†—
KBST-TV (4) CBS; Pearson; 7/22/54-July '55
Corpus Christi†—
►KVDO-TV (22) NBC, ABC, CBS, DuM; Young, Brown; 40,850
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
K-SIX Tv Inc. (10) Initial Decision 1/20/55
Dallas—
KLIF-TV (29) 2/12/53-Unknown
►KRLD-TV (4) CBS; Branham; 471,489
►WFAA-TV (8) ABC, NBC, DuM; Petry; 471,489
El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
►KROD-TV (4) ABC, CBS, DuM; Branham; 68,947
►KTSM-TV (9) NBC; Hollingbery; 68,382
Ft. Worth—
►WBAP-TV (5) ABC, NBC; Free & Peters; 460,000
KFJZ-TV (11) H-R; 9/17/54-Aug. '55
Galveston—
►KGUL-TV (11) CBS; CBS Spot Sls.; 378,000
Harlingen† (Brownsville, McAllen, Weslaco)—
►KGBT-TV (4) ABC, CBS, DuM; H-R; 50,168
Houston—
KNUZ-TV (39) See footnote (c)
►KPRC-TV (2) NBC; Petry; 404,500
►KTRK (13) ABC, DuM; Blair; 404,500
►KUHT (*8) 350,000
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
►KTVE (32) Forjoe; 40,000
Lubbock—
►KCBD-TV (11) ABC, NBC; Raymer; 78,812
►KDUB-TV (13) CBS, DuM; Avery-Knodel; 78,812
Lufkin†—
KTRE-TV (9) NBC; Venard; 11/17/54-7/1/55 (Station will receive NBC programs from KPRC-TV Houston but is not an NBC affiliate.)
Midland—
►KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 39,250
Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54
San Angelo—
►KTXL-TV (8) CBS; Venard; 41,198
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-April '55
►KENS-TV (5) ABC, CBS, DuM; Free & Peters; 250,976
►WOAI-TV (4) ABC, NBC, DuM; Petry; 250,976
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
►KCEN-TV (6) NBC; Hollingbery; 117,109
Texarkana (also Texarkana, Ark.)—
►KCMC-TV (6) ABC, CBS, DuM; Venard; 127,390
Tyler†—
KETX (19) See footnote (c)
►KLTV (7) ABC, CBS, NBC, DuM; Pearson; 90,107
Waco—
►KANG-TV (34) CBS, ABC, DuM; Raymer; 50,269
►KWTX-TV (10) Pearson
Weslaco† (Brownsville, Harlingen, McAllen)—
►KRGV-TV (5) NBC; Raymer; 48,215
Wichita Falls—
►KFDX-TV (3) ABC, NBC; Raymer; 88,430
►KWFT-TV (6) CBS, DuM; Hoag-Blair, Blair-Tv; 89,750

UTAH

Salt Lake City—
►KSL-TV (5) CBS, DuM; CBS Spot Sls.; 174,100
►KTVT (4) NBC; Katz; 174,100
►KUTV (2) ABC; Hollingbery; 181,500

VERMONT

Montpelier†—
►WMVT (3) ABC, CBS, NBC; Weed; 125,521

VIRGINIA

Bristol†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55
Danville†—
WBTM-TV (24) See footnote (c)
Hampton (Norfolk)—
►WVEC-TV (15) NBC, DuM; Avery-Knodel; 135,000
Harrisonburg—
►WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 109,684
Lynchburg—
►WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 225,000
Newport News—
►WACH-TV (33) Walker
Norfolk—
►WTAR-TV (3) ABC, CBS, DuM; Petry; 356,492
WTOV-TV (27) See footnote (c)
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54
►WVEC-TV (15) See Hampton
Petersburg†—
WVAA (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
►WTVR (6) NBC; Blair; 488,265
Richmond Tv Corp. (12) Initial Decision 2/21/55

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

EVEN MEXICANS WATCH
W·H·E·N



Day-in and day-out, the people of Mexico watch WHEN and then shop the greater Syracuse Market.



Mexico is only one of more than 250 communities covered exclusively by WHEN. Your advertising dollar, over WHEN, is exposed to over 2¼ million people. This is a market with a high stable buying income . . . a market whose buying habits are constantly influenced by watching WHEN. This is your opportunity to cover the important Central New York Market with JUST ONE medium . . WHEN.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES
W·H·E·N TV
CBS ABC DUMONT
A MEREDITH STATION
CHANNEL 8
SYRACUSE, N.Y.

Roanoke—
►WSLS-TV (10) ABC, NBC; Avery-Knodel; 333,665
WDBJ-TV (7) 3/31/55-Unknown

WASHINGTON

Bellingham—
►KVOS-TV (12) CBS, DuM; Forjoe; 173,153
Pasco†—
►KEPR-TV (19) 50,621 (satellite of KIMA-TV Yakima)
Seattle (Tacoma)—
►KING-TV (5) ABC; Blair; 429,500
►KOMO-TV (4) NBC; Hollingbery; 429,500
►KCTS (*9)
KCTL (20) 4/7/54-Unknown
Queen City Bcstg. Co. (7) Initial Decision 4/5/55
Spokane—
►KHQ-TV (6) NBC; Katz; 113,360
►KREM-TV (2) ABC; Petry; 107,171
►KXLY-TV (4) CBS, DuM; Avery-Knodel; 106,992
Tacoma (Seattle)—
►KTVW (13) Young; 429,500
►KTNT-TV (11) CBS, DuM; Weed; 429,500
Vancouver†—
KVAN-TV (21) Bolling 9/25/53-Unknown
Yakima—
►KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 50,621
Chinook Tv Co. (23) 3/30/55-Unknown

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown
Charleston—
►WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
WKNA-TV (49) See footnote (c)
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-Fall '55
Fairmont†—
WJPB-TV (35) See footnote (c)
Huntington—
►WSAZ-TV (3) NBC, ABC; Katz; 525,265
WHTN-TV (13) 9/2/54-Spring '55
Oak Hill (Beckley)†—
►WOAY-TV (4) ABC; Pearson; 262,840
Parkersburg—
►WTAP (15) ABC, NBC, DuM; Forjoe; 35,802
Wheeling (Steubenville, Ohio)—
WLTV (51) 2/11/53-Unknown
►WTRF-TV (7) NBC, ABC; Hollingbery; 306,500
►WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
►WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000
Green Bay—
►WBAY-TV (2) ABC, CBS, DuM; Weed; 235,000
WFRV-TV (5) ABC, DuM; Headley-Reed; 3/10/54-5/1/55
►WMBV-TV (11) See Marinette
La Crosse—
►WKBT (8) NBC, CBS, ABC, DuM; Raymer; 86,816
Madison—
►WHA-TV (*21)
►WKOW-TV (27) CBS; Headley-Reed; 103,000
►WMTV (33) ABC, NBC, DuM; Bolling; 75,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
►WMBV-TV (11) ABC, NBC; Venard; 175,000
Milwaukee—
WCAN-TV (25) See footnote (c)
►WXIX (19) CBS; CBS Spot Sls.; 393,255
►WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 770,439
►WTVW (12) ABC, DuM; Petry
Superior† (Duluth, Minn.)—
►WDSM-TV (6) CBS, DuM; Free & Peters; 101,200
►KDAL-TV (3) See Duluth, Minn.
Wausau—
►WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 59,200

WYOMING

Cheyenne†—
►KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
►KENI-TV (2) ABC, CBS; Fletcher, N. Y., Day, Seattle; 15,000
►KTVA (11) NBC, DuM; Alaska Radio-Tv Sls.; 16,000
Fairbanks†—
►KFAR-TV (2) NBC, ABC, CBS; Weed
►KTVF (11) DuM; Alaska Radio-Tv Sales; 3,000

HAWAII

Hilo†—
KHBC-TV (9) 1/19/55-Unknown (granted STA March 14)
Honolulu†—
►KGMB-TV (9) CBS; Free & Peters; 65,000
►KONA (11) NBC; NBC Spot Sls.; 70,000
►KULA-TV (4) ABC, DuM; Young; 71,203
Wailuku†—
KMAU (3) 1/19/55-Unknown (Granted STA April 8)

PUERTO RICO

Mayaguez†—
Radio Americas Corp. (5) 1/27/55-Unknown
San Juan†—
►WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
►WKAQ-TV (2) CBS; Inter-American; 65,000
Dept. of Education of Puerto Rico (*6) 2/2/55-Unknown

CANADA

Calgary, Alta.—
►CHCT-TV (2) CBC; All-Canada, Weed; 18,000
Edmonton, Alta.†—
►CFRN-TV (3) CBC; Radio Rep., Young; 18,000
Halifax, N. S.†—
►CBHT (3) CBC, CBS
Hamilton, Ont.—
►CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 344,848
Kingston, Ont.†—
►CKWS-TV (11) All-Canada, Weed; 35,000
Kitchener, Ont.—
►CKCO-TV (13) CBC; Hardy, Weed; 110,000
London, Ont.—
►CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 98,188
►CBFT (2) CBC French; CBC; 221,216
►CBMT (6) CBC; CBC; 221,216
Ottawa, Ont.—
►CBOT (4) CBC; CBC; 38,500
Peterborough, Ont.—
►CHEX-TV (12) CBC; All-Canada, Weed; 30,000
Port Arthur, Ont.—
►CFPA-TV (2) CBC; All-Canada, Weed; 6,374
Quebec City, Que.—
►CFCM-TV (4) CBC; Hardy, Weed; 30,000
Regina, Sask.†—
►CKCK-TV (2) CBC, CBS; All-Canada, Weed; 15,000
Rimouski, Que.†—
►CJBR-TV (3) CBC; Stovin, Young, 10,000
St. John, N. B.†—
►CHSJ-TV (4) CBC; All-Canada, Weed; 22,638
Saskatoon, Sask.†—
►CFQC-TV (8) CBC; Radio Rep., Young; 11,000
Sault Ste. Marie, Ont.†—
►CJIC-TV (2) CBS; CBC; Weed; 5,000
Sudbury, Ont.†—
►CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 16,016
Sydney, N. S.†—
►CJCB-TV (4) Weed; 17,426
Toronto, Ont.—
►CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
►CBUT (2) CBC; CBC; 30,000
Windsor, Ont. (Detroit, Mich.)—
►CKLW-TV (9) CBC, DuM; Young; 1,496,000
Winnipeg, Man.†—
►CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
►XEJ-TV (5) National Time Sales; 51,481
Tijuana† (San Diego)—
►XETV (6) Weed; 296,402

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help science unlock
the mystery of crippling MS
GIVE TO MULTIPLE SCLEROSIS
c/o LOCAL POSTMASTER
MS

UPCOMING

APRIL

April 25: Texas Assn. of Broadcasters meeting, Gunter Hotel, San Antonio.
April 28-29: Pennsylvania Assn. of Broadcasters meeting, Bedford Springs Hotel, Bedford.
April 30: Florida Chapter, American Women in Radio & Television, WJNO-TV West Palm Beach.

MAY

May 2: RAB Clinic, Chicago.
May 3: RAB Clinic, Peoria, Ill.
May 3-6: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.
May 4: RAB Clinic, Louisville, Ky.
May 5: RAB Clinic, Indianapolis, Ind.
May 5-8: American Women in Radio & Television Annual Convention, Drake Hotel, Chicago.
May 6: RAB Clinic, Fort Wayne, Ind.
May 16: RAB Clinic, Trenton, N. J.
May 16-17: *Chicago Tribune* Forum on Distribution and Advertising, WGN studio, Chicago.
May 17: RAB Clinic, Philadelphia.
May 18: RAB Clinic, Pittsburgh.
May 19: RAB Clinic, Buffalo, N. Y.
May 20: RAB Clinic, Syracuse, N. Y.
May 22: Radio Pioneers Banquet, Washington.
May 22-26: NARTB Convention, Shoreham and Sheraton-Park hotels, Washington.
May 23: Community Broadcasters Assn., Shoreham Hotel, Washington.
May 31: Deadline, Fund for the Republic Television Awards (script contest), New York.
May 31: RAB Clinic, St. Louis.

JUNE

June 1: RAB Clinic, Wichita, Kan.
June 2: RAB Clinic, Denver.
June 3: RAB Clinic, Salt Lake City.
June 5-8: Adv. Federation of America golden anniversary convention, Palmer House, Chicago.
June 5-8: Alpha Delta Sigma convention (adv. fraternity), Palmer House, Chicago.
June 6-8: National Community Tv Assn. convention, Park Sheraton Hotel, New York.
June 12-14: Iowa Broadcasters Assn., Crescent Beach Lodge, Lake Okaboji.
June 13: BMI Clinic, Turf Club, Twin Falls, Idaho.
June 13: RAB Clinic, New York.
June 14: BMI Clinic, Rainbow Hotel, Great Falls, Mont.
June 14: RAB Clinic, Hartford, Conn.
June 15: BMI Clinic, Hotel Utah, Salt Lake City.
June 15: RAB Clinic, Boston.
June 16: RAB Clinic, Manchester, N. H.
June 17: BMI Clinic, Hotel Denver, Glenwood Springs, Colo.
June 17: BMI Clinic, Edgewater Beach Hotel, Detroit Lakes, Minn.
June 17: RAB Clinic, Bangor, Me.
June 17-18: Colorado Broadcasters Assn. meeting, Denver Hotel, Glenwood Spring.
June 20-22: National Assn. of Tv & Radio Farm Directors meeting, Washington.
June 20-July 1: WSM-Peabody College Radio-Tv Workshop, Nashville, Tenn.
June 24-25: Virginia Assn. of Broadcasters, Eglside Hotel, Staunton.
June 26-29: Adv. Assn. of the West convention, Portland, Ore.
June 27-30: Western Assn. of Broadcasters (Canadian) convention, Jasper Park Lodge, Jasper, Alberta.
(RAB Clinics are scheduled through Nov. 18.)

JULY

July 11-31: Institute in Live & Filmed Tv, U. of Miami, Coral Gables, Fla.
July 18-29: WSM-Peabody Tv Workshop, Peabody College, Nashville, Tenn.

AUGUST

Aug. 1-9: Educational Television Workshop, Michigan State College, East Lansing.
Aug. 14:-Sept. 3: National Assn. of Educational Broadcasters television production workshop, State U. of Iowa, Iowa City.

SEPTEMBER

Sept. 12-14: CBS Radio Affiliates meeting, Detroit.
Sept. 12-16: National Assn. of Educational Broadcasters engineering workshop, Michigan State College, East Lansing.

OCTOBER

Oct. 3-5: National Electronics Conference, Sherman Hotel, Chicago.
Oct. 8: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.
Oct. 24-25: Electron devices group of IRE, Shoreham Hotel, Washington.

ON THE DOTTED LINE . . .



FOREMOST DAIRIES Co., Jacksonville, Fla., signs for 52-week sponsorship of *Foremost Cartoon Carnival* (formerly *Cartoon Carnival*) on WSAZ-TV Huntington, W. Va. At the signing are (l to r): Robert E. White, sales manager for WSAZ-TV; King Pedlar, vice president, Advertising Incorporated of Washington, D. C.; W. G. Widmyer, advertising and sales promotion manager, Southeastern Div., Foremost International Dairies, and Noah C. Maynard, district representative for Foremost Dairies, Ashland, Ky.



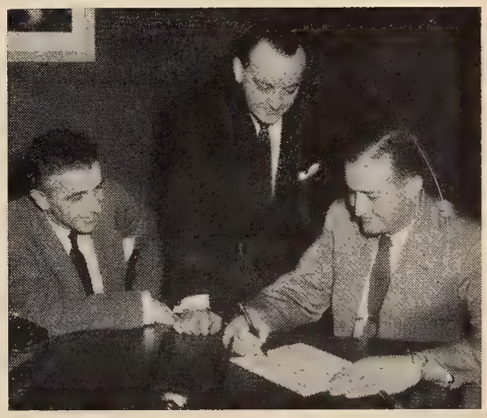
FIRESTONE BANK signs for its third consecutive year as co-sponsor of Cleveland Indian baseball games over WAKR Akron, Ohio, with play-by-play again to be handled by Jimmy Dudley and Ed Edwards. At the signing are (l to r): seated, E. A. Oberlin Jr. and Gilbert Neal, president and vice president, respectively, of Firestone Bank; standing, Ray Mendelsohn, WAKR account executive, and Fred Botzum, assistant treasurer of the bank.



H & H CHEVROLET, Cleveland, takes over sponsorship of *Road & Weather Reports* on WGAR there. L to r: seated, Jim Hoke and Bob Holtz of H & H Chevrolet; standing, Howard Senor, account man, Ohio Adv.; Bill George, WGAR sales representative, and Hal Morgan, staff announcer.



CONTRACT for 1,000 spot announcements on KGIL San Fernando, Calif., is signed by Julian Ganz, vice president and general manager, McMahan Furniture Stores, Los Angeles. Gene Morgan, station account executive, and Howard Gray, general manager of the San Fernando station, witness the signing.



BOB JONES (r), president of Skyland Motors of Denver (Ford dealers), signs a 52-week contract with ch. 9 KBTV (TV) there for the station's Thursday evening feature film show, to be called *Skyland Theatre*. Jim Brown (l), KBTV national sales manager, and Bill Michelson, KBTV newscaster and host of *Skyland Theatre*, look on.



CLEVELAND becomes the sixth market for Iron City beer sponsorship of MCA-TV's *The Guy Lombardo Show* with this contract for sponsorship on WEWS (TV) there. L to r: seated, Thomas J. MacWilliams, tv director, Smith, Taylor & Jenkins, Pittsburgh agency, and John H. Foley, WEWS local sales manager; standing, De Arv Barton, vice president, MCA; Jay S. Kerekes, WEWS salesman, and F. H. Lowther, Ohio district manager for Iron City.

BROADCASTING • TELECASTING *subscription order blank*

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.
I've checked service desired.

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Friendship

TO BE a friend of Arthur Godfrey—especially a hired friend—is not easy, but it is infinitely less turbulent than the process of becoming one of Mr. Godfrey's former friends.

With Mr. Godfrey, friendships do not wither away. They blow up, and the fragments splatter the front pages, not to mention the Ed Sullivan show.

What it takes to *remain* a friend of Mr. Godfrey is a subject for future research. (At the moment not enough old friends are left to provide an adequate sample.) We suspect, however, that it takes a rare talent of being able to amuse a large audience without being noticed. It is not a simple achievement for a performer to knock 'em so dead they forget the performer's identity, but that is the quality which appears to be essential in this case.

Whether it could be said that the Mariners, Marion Marlowe or Haleloke ever knocked 'em dead must be left to the critics, but certainly—in Mr. Godfrey's view at least—they did begin to leave impressions on the audience. People began to recognize them, a sure prelude to the end of friendship, a step toward the gossip columns and one-shot on *Toast of the Town.*

So much for the six singers who were discharged. The three writers who went with them constitute a more difficult challenge to analysis. Surely the world must have been surprised to learn that there *were* three writers on the staff, especially writers earning a reported $25,000 to $39,000 per year. What they have been writing all these years is the base point at which research into this phase of Godfrey friendship must start. But perhaps they were not hired to write. Surely it is worth at least $75,000 a year to add a literary luster to one's friendships.

Godfrey-style friendship is a subject that can keep the sociologists busy for a long time. Meanwhile, as a practical matter, we herewith submit a program idea to CBS-TV, without expectation of fee. Since Mr. Godfrey may not go on forever, there eventually may be a large hole to fill. What better vehicle than *Arthur Godfrey's Former Friends?* The cast already is assembled and rehearsed, and experienced writers are on hand.

Grim Study in Contrasts

THIS week a thousand observers, including members of Congress, government officials, and more than 100 news representatives, are in Las Vegas, Nev., for the biggest atomic demonstration in the series of tests conducted during the past five years. The test is being run by the Atomic Energy Commission, under the auspices of the Federal Civil Defense Administration, which has the insuperable task of indoctrinating an all too indifferent public on the horrors of atomic attack.

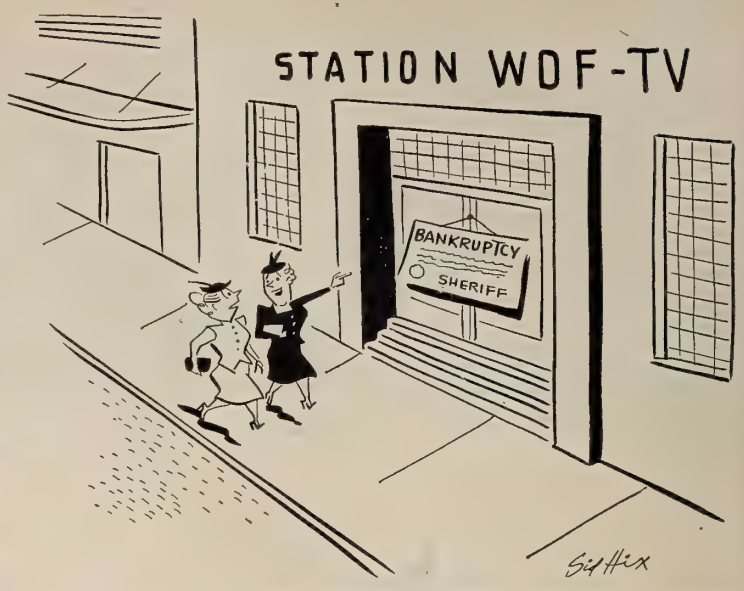
This week the governors of several Southern states were grappling with strike problems that have all but inundated their economy. Southern Bell had been struck for more than a month, while certain railroads had been affected through work stoppages.

There had been repeated acts of sabotage. In the telephone strike, cables had been cut, affecting not only radio and tv, but also news wires and teletype circuits. Because the AT&T companies are so efficiently operated, the troubles have been quickly located and corrected—so far.

The unions have every right to bargain and to strike. But to tamper with or destroy private property constitutes mischief that goes even beyond our statutes. An urgent call for medical attention is blocked. Or it could be a catastrophe affecting a city or an area. It could be the kind of atomic blast being simulated this week at Yucca Flats.

"Operation Cue," which CDA officials describe as "our cue for a renewed effort" is important to all in broadcasting because of the responsibility they carry as the nerve system in local defense. Conelrad, to alert the public, is the core and the control center. It is significant that Operation Cue embraces a model town, in the explosion area, which will be tested for durability. The town includes life-size, typical dwellings and commercial structures, a power station and a radio station, operating in the am band.

Last December, striking technicians at KPIX (TV) San Francisco sabotaged that station's equipment. We said then that all unions would suffer because of the overt acts of certain striking members of the National Assn. of Broadcast Employes & Technicians. We said then, too, that if the San Francisco mobsters got away with it, like action could be expected elsewhere.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Must be one of those closed circuits we hear so much about!"

The FCC has taken steps to discipline the offenders in San Francisco. While it may have no direct jurisdiction over the strikers in the South who are not licensed by it, the action it takes against the West Coast offenders should serve as a deterrent against unions everywhere in the vital field of communications.

Deep in the Heart of D. C.

TEXAS, which always does things in a big way, is having a meeting in Washington of broadcasters from its state in conjunction with the NARTB Convention during the week of May 23.

There are 49 state associations, including the territories. All probably will be represented at the convention. There are local, state and national problems affecting the freedom and welfare of broadcasting.

Why not meetings of all 49 organizations in Washington during convention week? Congress will be in session. Each state group could hold a breakfast session with its entire Congressional delegation as invited guests. There need not be a crisis. If one doesn't exist during the May 23 week, chances are one will crop up before the month is out. Moreover, by holding quick business sessions in conjunction with the convention, one meeting "in the field" might be eliminated.

Congressional interest in broadcasting was never greater. In both houses of Congress, inquiries, studies and investigations are scheduled. Any politician will talk about campaigning by television and radio at the drop of a free-time offer.

Eventually, the entire structure of the NARTB will undergo change toward a federation of associations. The NARTB itself is destined to become the policy group at the top, operating at the Washington official level. The state associations are just as certain to become the principal constituent bodies—the body politic of broadcasting.

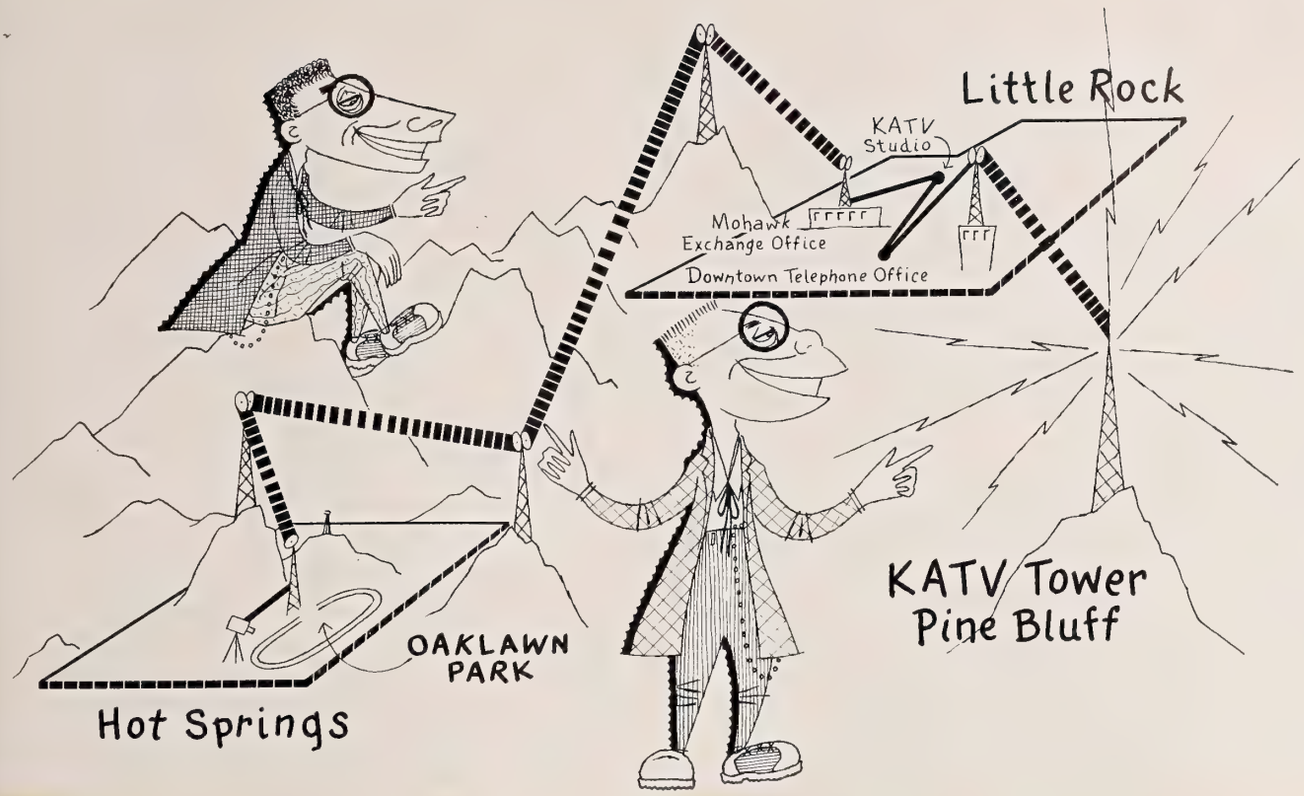
Now seems to be a good time to begin the indoctrination.

Screen Screenings

THE ENTRY of major motion picture companies into television production can, if properly managed, mean a wealth of desirable programming for tv. But, to repeat, it must be managed.

As long as their principal revenues come from theatres, movie makers are going to take every opportunity to exploit their theatrical films. Such exploitation, carried to excess on television, could seriously detract from program quality.

The point of all this is that television must not concede to movie makers its prerogatives of program management. It will be up to networks and stations to keep the free plugs to a logical minimum.



"Dig this CRAZY daisy chain!"

"This is no daisy chain, son . . . it's the microwave hookup created by Southwestern Bell-Arkansas, so KATV and the Chevrolet Dealers of Central Arkansas could put the races from Oaklawn Park in Hot Springs into thousands of Arkansas living rooms!"

"Man, what a layout! Southwestern Bell-Arkansas says that other than the transcontinental microwave system, the KATV hookup is the longest, and has the greatest number of links in the transmission!"

"That just goes to show you, son . . . KATV is running way ahead of the place horse in Arkansas!"

"Sing on Dad . . . you can take a chance on the nags at Oaklawn, but it's a sure bet that an advertiser on KATV is going to be a winner every time!"

Studios in Pine Bluff & Little Rock

KATV

CHANNEL 7

John H. Fugate, General Manager
620 Beech Street, Little Rock, Arkansas

For a *hot tip* on Arkansas see:
Bruce B. Compton
Nat'l Sales Manager

CBS TELEVISION NETWORK

For a *hot tip* on Arkansas see:
Avery-Knodel, Inc.
National Reps.

ABC TELEVISION NETWORK



"OK, You're First in Seattle—But What About Outside?"

We've got news for you. Pulse's new 15-county study of Western Washington shows Radio KING to be 23 percent stronger *outside*, than *inside* Seattle. Not bad...considering we're the highest rated station in the metropolitan market.

That's not all. KING hauled down an average daytime quarter-hour Pulse rating of 5.3 among the 533,300 radio families in the 15 surveyed counties. The second highest station got a 4.4 average rating, and the third station, a 4.1.

So much for the statistics. If you have a SRDS and a slide rule handy, you can compute our low cost per thousand.

We'd much rather talk about how we can move your merchandise. About how the KING personalities can put *extra sell* into your next campaign. Extra punch to set your sales force chirping.

There are 2,000,000 customers in 15 counties waiting to be sold. We've done it before. We'll do it for you.

50,000 Watts
ABC—Blair, Inc.

FIRST IN SEATTLE

Radio KING

Otto Brandt, Vice President and General Manager

MAY 2, 1955 35c PER COPY

BROADCASTING TELECASTING

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24TH year

THE NEWSWEEKLY OF RADIO AND TV

cost-per-thousand?

participations?



station breaks?

unduplicated circulation?

saturation campaign?

ratings vs. rates?

Say... whatever happened to programming?

Somehow, among the logarithms and sliderule wizardry . . under the mountain of rate cards, telescoping discounts and incompatible ratings—a *fundamental* about radio often gets lost. *Listeners tune in because they like a station's programs—and like 'em loud and clear.* In such a climate, advertising is more attentively received . . sales results more likely.

This uncomplicated psychology is one of several things that created the Quality Radio Group—a league of 36 prestige radio stations, each long-established, regionally dominant. Their power, community standing, and awareness of *quality* programming—these are vast assets to advertisers using the Quality Radio Group.

For the first time you can have nationwide coverage, reaching 90% of all U.S. radio homes, with only 36 prime stations. You get advantages of distinctive nighttime programming, choice of best local times, deep penetration of "outside" areas with minimum duplication of audience. *Yet your cost (including program and top talent) is less than for any other group of radio or TV stations—or any national magazine—with a comparable amount of coverage, audience, or acceptance.*

Interested? Then get yourself the facts from us right away!

the Quality radio group, inc.

designed for maximum coverage with minimum duplication—at lowest cost

509 Madison Avenue, New York 22—PLaza 1-0116



a rich nut to crack...

and the one tool that does it BEST!

You can crack a nut with a hammer. Or an ax or vise. But you don't. You use a nut cracker — the logical tool.

That's how it is with the Central South — a rich $2,713,371,000 market — more powerful in consumer spending power than the cities of Baltimore, Buffalo, Minneapolis, Cincinnati, or Houston.

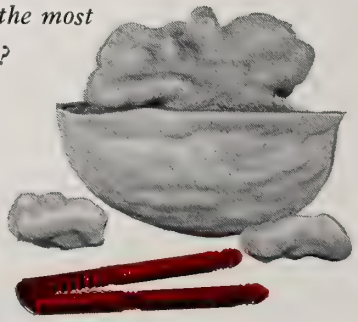
At first glance the Central South is an apparently tough market for the time buyer to reach and sell. It's a little known market composed largely of small towns.

If you attempt to cover it with a combination of another Nashville radio station plus small town stations or with a combination of a Nashville newspaper and small town papers, the cost is three to fifteen times as high as WSM rates. And TV viewers in this market represent less than half the buying power of the Central South.

There is only one tool that opens this rich market at a cost within the bounds of the sensible advertising budget. It is radio station WSM.

May we prove this to you? We would like to put into your hands a new brochure about the Central South entitled "The Mystery Market." It shows the relative costs of advertising in this market for all major media. We believe it contains facts and figures not found in the files of even the most experienced time buyers. May we send you a copy?

WSM
RADIO
BOB COOPER, Sales Manager



NASHVILLE • CLEAR CHANNEL • 50,000 WATTS • 650 K.C.

PULSE★

TELLS THE REAL LANSING STORY!



Lansing's listening preference for over 20 years and still number One-

WJIM
1240 kc.

AFFILIATED WITH
WJIM-TV ... Channel 6
NBC - CBS - ABC

Represented by Edward Petry

*PULSE for January 1955 *100% yardstick!*	SHARE OF RADIO AUDIENCE IN PERCENTAGE		
	WJIM	Station "B"	Station "C"
Monday thru Friday **7 am - 7 pm**	35	30	19
Monday thru Friday **7 am - 12 noon**	32	33	20
Monday thru Friday **12 noon - 6 pm**	36	29	19

WJIM's non-directional signal and great antenna height provide the greatest coverage in the rich Central Michigan market.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

a tip from the BIG TOP



WGAL·TV

LANCASTER, PA.

NBC • CBS • DuMont

It takes real showmanship, the best acts, to draw the biggest crowds under the Big Top. WGAL-TV follows the same principles in presenting the best programs to reach the largest audience—and that *SELLS* your product. This super-powered station's 316,000-watt signal sends your message from its mountaintop transmitter location to the vast *Channel 8 Mighty Market Place*. Yes, WGAL-TV is the one station that reaches this rich market with a population of over three million people who have more than $5¼ billion to spend. For peak sales results, *buy WGAL-TV*.

STEINMAN STATION • CLAIR McCOLLOUGH, PRES.

Representatives:

MEEKER TV, Inc.

NEW YORK LOS ANGELES CHICAGO SAN FRANCISCO

Channel 8 Mighty Market Place

Harrisburg, York, Lebanon, Reading, Hanover, Pottsville, Gettysburg, Hazleton, Chambersburg, Shamokin, Waynesboro, Mount Carmel, Frederick, Bloomsburg, Westminster, Lewisburg, Carlisle, Lewistown, Sunbury, Lock Haven, Martinsburg, Hagerstown

closed circuit®

SIGNIFICANT OMISSION • Man whom FCC Chairman George C. McConnaughey has drafted as his engineering aide turns out to be former trusted investigator for Sen. Joseph R. McCarthy. That fact was omitted from official biography released by Commission last week. He is Christian E. Rogers Jr., also lawyer and ex-broadcaster who served with Republican National Committee during 1948 campaign as assistant radio-tv director (story page 83).

B•T

WHILE on McCarthy staff from March to August 1953, investigator Rogers spent much of his time in FCC Secretary's office probing into Commission files and pending cases. He was detailed to FCC study at time Sen. McCarthy was incensed over Commission handling of plea by Hearst's WISN Milwaukee for educational ch. 10 there and at time when Senator was known to be interested in background of broadcaster - publisher Edward Lamb, whose WICU (TV) Erie, Pa., now is before Commission in license renewal hearing (story page 80).

B•T

NEVER AGAIN • Network executives supervising Operation Cue at Yucca Flats, Nev. (story page 78), took "never again" attitude after events of last week resulted in disrupting of schedules and immobilizing of top news personnel to await blast. Their view was that if there are future tests, they should be covered in regular news schedule and not as separate special event projects.

B•T

WHEREVER broadcasters congregate, question now is: "What about subscription tv?" In huddle at Las Vegas, Nev., last week, awaiting atomic maneuver Operation Cue, NBC President Sylvester L. (Pat) Weaver disagreed that "narrowcasting" was descriptive of toll plan. He called it: "Dollarcasting."

B•T

UHF COLOR? • Sen. Warren G. Magnuson gave some conferees uneasy moment last Monday at his private meeting with tv set manufacturers (see page 27) when he said one way to assure inclusion of uhf gear in receivers would be to confine color television to uhf band. Later he explained that was extremist view and only one of many which had been presented as solution to uhf problems.

B•T

EFFORT is being made by Senate's Magnuson committee to get network-tv inquiry "on the road" prior to Congressional adjournment this summer. Simultaneously, FCC, with its $80,000 special appropriation in its money belt, hopes to get its inside study underway with new personnel by July 1.

LETTER READERS • All during last week, team of three women were checking huge file of letters to FCC on subscription tv—keeping score, jotting down names and addresses. They identified themselves as hired by AAA Letter Service, Washington, to do job for unidentified client. The client, it turns out, is Peter R. Nehemkis Jr., Washington attorney, who admitted he was acting for Zenith Radio Corp.

B•T

WESTINGHOUSE Corp. (major appliances), through its agency, Fuller & Smith & Ross, Cleveland, will use 180 radio markets for saturation spot announcement campaign starting mid-May for 16 weeks.

B•T

LIGHT MAIL • Despite significance of subject, only seven members as of last Friday had written NARTB to comment on Television Board's anti - subscription television resolution [B•T, April 18]. Four writers opposed board's stand; three supported it.

B•T

GENERAL MILLS, through Tatham - Laird, has bought Tales of the Texas Rangers *for fall telecasting on CBS-TV in Saturday, 11:30 a.m. time slot. Direct purchase of program property was negotiated by GM with Stacy Keach, creator and producer of former NBC Radio version which starred Joel McCrea. GM, original sponsor of radio series, is surveying production companies to film series. New tv program will fill current* Captain Midnight *spot, co-sponsored by GM (Kix) and Wander Co. (Ovaltine), both Tatham-Laird accounts.*

B•T

NUMBER PLEASE • Taking advantage of presence of FCC Comr. Robert E. Lee in Las Vegas for Operation Cue last week (story, page 79), both broadcast and newspaper executives complained about operation of Southern Nevada Telephone Co., independent company which hasn't yet installed dial system. Delays on local calls run 20-30 minutes. Some visiting firemen covering A-bomb blast resorted to Western Union to get home offices to call them back. Mr. Lee said he would report complaints to FCC telephone staff.

B•T

"FANTASTIC" damage to mobile units and tv equipment at Yucca Flats reported by NBC-TV and CBS-TV by swirling desert sands whipped up by 80-mile gales. No estimate given, but technicians said all equipment would have to be taken apart, much of it condemned or replaced.

B•T

MADAME MERCHANDISER • FCC Comr. Frieda Hennock handled promotion of her belated dissent to FCC majority comments on television troubles with professional flair (see story page 27). Blanketing Capitol Hill early Friday with 1,000 copies which FCC duplicating staff worked four hours overtime to complete, she kept 600 more in reserve. She had begun telephoning major newspapers as early as Thursday to notify them of upcoming release which was dated Sunday. Her dissent came six weeks after FCC majority submitted its comments to Magnuson committee on Plotkin and Jones reports.

B•T

NEXT station to be acquired by Hearst Corp. will probably be uhf. Hearst already owns vhfs WBAL-TV Baltimore and WTVW (TV) Milwaukee, is applicant, through associated company, for contested ch. 4 Pittsburgh, has announced it intends to go for full station portfolio. Company is now negotiating with at least one uhf owner.

B•T

LIBEL RELIEF • Senate Communications Subcommittee headed by Sen. John O. Pastore (D-R.I.) plans target date within two or three weeks to begin hearings on several measures affecting communications, among them Sen. John M. Butler's bill to relieve broadcasters of liability for defamatory statements made on radio-tv by political candidates. Also to be considered is measure introduced by Senate Commerce Committee Chairman Magnuson to amend "protest" section of Communications Act.

B•T

NETWORKING of video tape recording—in full color—will be demonstrated within 10 days. Minnesota Mining & Mfg. Co., leading audio-video tape developer, and RCA have been working on tv tape research, are said to have practical system ready for showing. New York-St. Paul demonstration scheduled May 12 in connection with dedication of new MM&M plant.

B•T

DOUBLE TROUBLE • Although there were hints last week that FCC's license renewal probe of Edward Lamb's WICU (TV) Erie, Pa., may end soon if Mr. Lamb enters summary defense case, windup of six-month hearing may hit snag this week as participants are subpoenaed to appear at perjury trial of turnabout witness Mrs. Marie Natvig beginning Tuesday (story page 80). Even Examiner Sharfman was served.

B•T

NBC-TV, which is selling new hour-long Perry Como Show, *starting in fall in 20-minute segments, reportedly has sold all but one-half of one 20-minute portion. Warner-Lambert Co. (cosmetics and dentifrices) will sponsor one segment; Kleenex and Dormeyer Co. (appliances) share another 20-minute period, and Noxema one-half of final portion.*



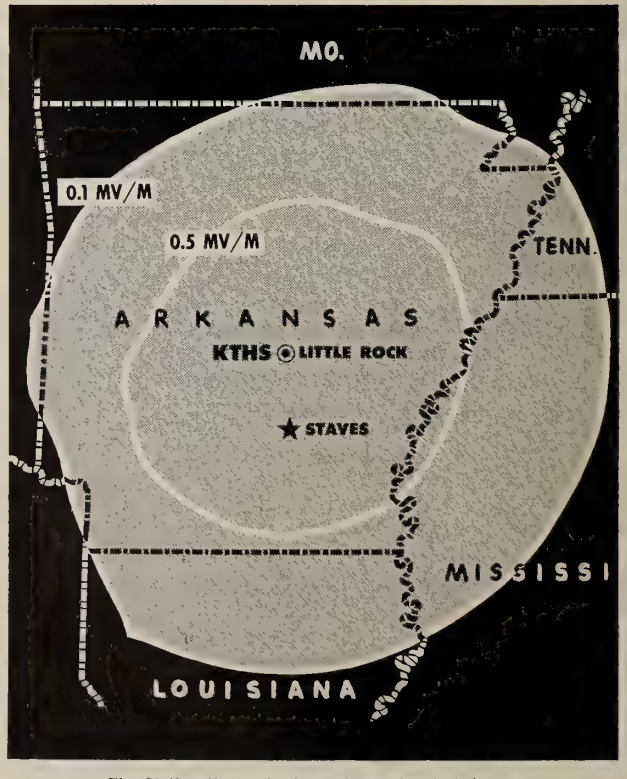
KTHS (LITTLE ROCK)

BARRELS AWAY AT *Staves*, TOO!

KTHS, Little Rock, is 50,000 watts—Basic CBS. It is listened to regularly by hundreds of thousands of people in towns and villages *far beyond the Little Rock Trading Area!*

Consider *Staves* (Ark.) for example. With only 167 persons, it's not much of a market in itself. But as one of *many* towns, villages and farms reached by KTHS, it *is* important. Actually, it would take about 21,000 Staves to equal the population in the KTHS interference-free daytime coverage area!

Let your Branham man give you all the big KTHS facts.



The Station KTHS daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President

B. G. Robertson, General Manager

at deadline

NBC Broadening Hunt For New Talent—Weaver

PLANS for ambitious "multi-million dollar" national-international talent development program by NBC in comedy, opera and other fields projected Friday by President Sylvester L. (Pat) Weaver. Network's comedy development project will be "broadened and expedited" as initial step, he reported, addressing capacity crowd at Chicago Executives Club luncheon.

Mr. Weaver said NBC is "exploring every conceivable source" for various types of talent and asserted tv can "sustain and broaden" excitement and public interest and serve advertisers only with "fresh ideas and formats." He said there is "still danger of television being compressed into a living room toy" for children. NBC is currently negotiating with Richard Rodgers and Oscar Hammerstein, Broadway collaborators, for original opera for tv.

Among projects "under consideration" Mr. Weaver cited: (1) utilization of periodically unused network cables for "audition" of local station talent and development of network shows with various origination points; (2) showcasing of radio programs with view toward eventual use of talent on video; (3) assistance to Broadway producers in casting of network plays; (4) provision of scholarships for outstanding dramatic school graduates.

Mr. Weaver expressed hope, in reply to query, that "the future form of radio will be discernible" within 10 years and predicted automation will bring new techniques in selling, with a vital role for color tv in moving goods.

Box Office Tv Sets Commercial Test Studio

BOX Office Tv Inc., New York, producer of industrial and business closed circuit tv, will open tv studio in New York in few weeks to test commercials for agency and clients, William P. Rosensohn, BOTV president, said Friday.

Mr. Rosensohn said negotiations have been underway for several months with leading advertising agencies. He claimed their reaction "has been most encouraging." It was understood that BOTV's commercial testing will be patterned after that used by J. Walter Thompson Co. in its New York in-shop tv commercial studio. BOTV's service, which will be supplementary to its industrial-business large-screen telecasts, will be available to limited number of subscribers on yearly contract basis, Mr. Rosensohn said. Box Office will offer fully-equipped studio, film channels, film and live tv cameras, editing equipment, lighting, scenery and BOTV technicians and specialists.

Anti-Bait Code Drawn

VOLUNTARY move by 13 radio and tv stations in Cincinnati area to curb bait-switch advertising announced Friday by George C. Young, president of Cincinnati Better Business Bureau and chairman of Bait Advertising Committee of National Assn. of Better Business Bureaus. Stations adopted standards for copy acceptance of all advertising offers involving salesman's visits to listeners' homes, he said, praising cooperation in effort to curb advertising abuses.

COLORED SETS

COLOR tv has arrived—that is, the color of the tv cabinet. Emerson Radio & Phonograph is introducing 17-inch table model (model 1102, at $139.95 list price) in choice of eight pastel colors: carnation pink, citron yellow, French grey, willow green, sky blue, sudan ebony, butternut blonde and mahogany finish. According to Michael Kory, Emerson's director of sales, pastel offering will permit matching of color motif of bedroom, children's room, playroom, dining room, den, porch, patio "as well as living room."

Quality Group to Add Weekend Daytime Hours

QUALITY Radio Group will add Saturday and Sunday daytime hours to full week nighttime coverage already offered advertisers, it was announced Friday after quarterly meeting of board in New York. Ward L. Quaal, QRG president, also announced that WGBS Miami, Fla., has been accepted as stockholder-member.

Group was shown new sales presentation by William B. Ryan, Quality's executive vice president, drawing optimistic picture of future of radio through QRG's plan. Board also approved organization plans and budget as submitted by Mr. Ryan.

In addition to Messrs. Quaal and Ryan, following attended meeting: W. Howard Summerville, WWL New Orleans and QRG vice president; Don Thornburgh, WCAU Philadelphia; Ralph Evans, WHO Des Moines; Chris J. Witting, Westinghouse Broadcasting Corp.; Frank P. Schreiber, WGN Chicago; C. T. Lucy, WRVA Richmond, and Frank Fogarty, WOW Omaha. Other board members (not present): John DeWitt, WSM Nashville; J. Leonard Reinsch, WSB Atlanta; Charles H. Crutchfield, WBT Charlotte, N. C., and James M. Gaines, WOAI San Antonio.

SECOND LOOK

WALL Street Journal ran optimistic radio story Friday which came almost month after its headlined "Radio Fading" article which provoked protests [B•T, April 4].

Last March, *Journal* ran lengthy article referring to sinking network radio revenues. Headline, however, encompassed all radio, did not spell out that article dealt with network radio only.

On Friday, *Journal* made amends. It ran column and half story on local station sales gains by staff radio-tv expert Joseph M. Guilfoyle. Story pointed up how stations are boosting local and national spot revenue through heavier and better audience and sales promotion, new programming ideas, merchandising and editorializing.

• BUSINESS BRIEFLY

POWDER PUFF • Lady Esther Face Powder will introduce its "whirled-in-lanolin" face powder with largest advertising expenditure that has been spent on any brand face powder in past 20 years, firm has announced. Campaign will consist of 13 weeks of saturation television spots in 21 major markets, in addition to magazine and newspaper campaigns. Biow-Beirn-Toigo, N. Y., is agency.

AIR FOR AERO • American Home Products Corp., N. Y. (Aero Shave), through Geyer Inc., N. Y., planning television spot announcement campaign in 20 markets, effective May 25. Contracts run through end of year.

SIMONIZ ADDING • Simoniz Co., Chicago, adding several markets to its current radio campaign, effective May 16, for 13 weeks. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

SWEETS AND LOWE • Joe Lowe Corp., N. Y. (frozen ice and ice cream confections), has bought participations on *Pinky Lee* show on NBC-TV, effective May 2 for 11 weeks. Firm will promote contest on show. Paris-Peart, N. Y., is agency.

GOING SOUTH • Pharma-Craft Corp., N. Y. (Fresh deodorant), adding number of southern markets to its radio spot announcement campaign effective May 2 for 13 weeks. J. W. Thompson, N. Y., is agency.

Justice Dept. Ad Suit Won't Stick, Link Says

GEORGE LINK Jr., general counsel for American Assn. of Advertising Agencies, said Friday that AAAA is certain that it will be absolved of any antitrust violations if and when Dept. of Justice files complaint against it and media associations for maintaining agency "recognition" system, including use of 15% commission to agencies (see early story page 31).

Mr. Link said proposed complaint is same as that tried by FTC in 1923-30 and subsequently dismissed. That complaint was against AAAA, American Newspaper Publishers Assn., Southern Newspaper Publishers Assn., Six-Point League and American Press Assn. He noted that after seven years of litigation and full argument before FTC, case was dismissed, government made no appeal and in effect found that AAAA's and others' operations did not violate antitrust laws. Since that time, he said, there have been no changes in law, although there have been some further interpretations. He noted that Justice Dept. had inspected AAAA files and those of "certain other leading advertising associations" for evidence of violations of antitrust laws by advertising industry. This search, he said, went back some 20 years. He said he had inspected government's proposed complaint at conference Thursday with Antitrust Division attorneys.



WBRE-TV Always Head of the Class

GREATEST COVERAGE!

The nations first Million Watt Station serves a 70-mile radius, comprising 17-counties (plus) in N. E. Pennsylvania with a population of over 2,000,000.

GREATEST AUDIENCE!

ARB and PULSE surveys show that WBRE-TV has an average weekly share of audience of over 40% and leads by 23% to 400% over the other stations!

One station . . . WBRE-TV . . . delivers the viewers in the key marketing areas of Wilkes-Barre, Scranton, Hazleton, Sunbury and Williamsport.

Verified Set Count of 250,000 as of April 1955

GREATEST ADVERTISING BUY!

Your Headley-Reed representative has these and many more facts to prove the consistent class leadership of WBRE-TV . . . he will be glad to show them to you.

WBRE-TV Ch. 28 Wilkes-Barre, Pa.

AN NBC BASIC BUY!

National Representative
The Headley-Reed Co.

at deadline

Clear Channel Stations Oppose Daytimers' Plea

CLEAR CHANNEL Broadcasting Service has filed opposition with FCC to 1954 Daytime Broadcasters Assn. petition asking that daytime stations be permitted to start broadcasting as early as 5 a.m. and to cease broadcasting as late as 7 p.m. local time, without regard to sunrise or sunset.

CCBS said this would cause interference not only to clear channel stations but also regionals and even other daytimers. It pointed out that at certain seasons sunrise is as late as 8 a.m. and sunset as early as 4:15 p.m. This means five hours and 45 minutes when daytimers would be operating during nighttime propagation conditions, depriving "untold numbers of citizens" of present, interference-free service, CCBS said. It said full engineering study should be made before any action by FCC on daytimers' request.

Luckman Says Congress Should Pay for Campaign

TO PREVENT television from making political campaigns even more expensive than that of 1952, which he called "most costly" in history, Charles Luckman, partner in architectural firm of Pereira & Luckman, urged that Congress allot each party $3 million (present legal limit of campaign funds) and outlaw all campaign contributions by persons or organizations. Move would also eliminate obligations of successful candidates to large contributors, former president of Lever Bros. told Women's Advertising Club of Washington in Friday noon address.

Lauding tv's potential educational, social and religious impact, Mr. Luckman said tv's greatest service to mankind could be in ending war. "Televising the frightful horrors of battle would result in mass revolt against those responsible for war," he declared. "Great as was the noise [at Hiroshima], the sound of the dropping bomb would have been infinitesimal as compared to the heartrending cry of anguish that would have risen up around the world if that event had been televised."

Vhf to Seek 400 Kw

IN MOVE to become tv powerhouse in Nation's Capital, ch. 7 WMAL-TV Washington is expected to file bid with FCC this week for signal boost and new directional antenna which will pour 400 kw effective radiated power in egg-shape pattern over metropolitan district. Erp now is 22 kw. If FCC acts promptly, WMAL-TV predicts conversion by mid-September. Standard Electronics has equipment pact.

Uhf Permit Given Up

PERMIT for ch. 21 KUSH (TV) San Diego will be surrendered, station advised FCC Friday after decision not to complete construction in market where two vhf outlets already are on air, ch. 8 KFMB-TV and ch. 10 KFSD-TV. Permittee is Elliott L. Cushman, publisher local *Shopping News*. Post-thaw deletions total 141 (112 uhf, 29 vhf).

COLOR RATES

AT&T Friday asked FCC to extend to Nov. 30 present experimental color tv rates for intercity connections. Present authority to charge experimental rates for color interconnections runs out May 31. AT&T instituted special color charges following FCC approval of compatible color standards early in 1954. It has asked for extensions periodically since then. Experimental color rates contain same charge as for black and white for mileage, but include special additional fees for terminal connections.

Pennsylvania Broadcasters Elect Connolly President

PENNSYLVANIA Assn. of Broadcasters Friday elected Joseph T. Connolly, WCAU Philadelphia, as president, succeeding David Bennett, WTPA (TV) Harrisburg, and passed resolutions asking negotiation with state athletic groups for "fair and equitable" fee for sports events, condemning bait-switch ads and double billing and opposing free political time (also see story page 50).

Other officers: first vice president, Thomas B. Price, WBVP Beaver Falls; second vice president, Roy E. Morgan, WILK-AM-TV Wilkes-Barre; secretary, J. Wright Mackey, WRAK Williamsport; treasurer, T. W. Metzger, WMRF Lewistown; district directors—Thompson K. Cassel, WATS Sayre; Philip B. Hirsch, WLEU Erie; Will Ketner, WVAM Altoona; Thomas E. Martin, WEEU Reading; directors at large—George Koehler, WFIL-AM-TV Philadelphia; Robert E. Trace, WMGW Meadville; Herbert Kendrick, WHGB Harrisburg; Leonard Kapner, WCAE Pittsburgh.

Subscription Television: Opposition and Debate

NEW York State American Legion Friday passed resolution against pay-tv on ground it would deprive "thousands" of disabled veterans in hospitals of free tv entertainment. Resolution asked national board of legion to urge FCC and Congress not to make ruling or pass legislation that would change "fundamental system of broadcasting and telecasting in the U. S. hitherto devoted to free entertainment, information, education and other programs."

At same time, NBC debate on pay-tv was scheduled for May 8, 4-4:30 EDT. Anti-subscription tv position will be made by theatre owner Alfred Starr, co-chairman of Organizations for Free Tv. Pro-subscription tv spokesman will be Zenith-appointed, but was not yet known.

UPCOMING

May 3-6: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.
May 5-8: American Women in Radio & Television, annual convention, Drake Hotel, Chicago.

PEOPLE

BROWN BOLTE and **EDWARD ESTY STOWELL,** with Benton & Bowles, N. Y., for 14 and 21 years, respectively, elected executive vice presidents.

JOHN BOYD and **GABRIEL ONDECK,** assistant creative directors, Compton Adv., N. Y., elected vice presidents.

NORMAN W. GLENN, vice president, Doherty, Clifford, Steers & Shenfield, N. Y., appointed director, radio-tv programs and production. Mr. Glenn also is in charge of broadcast planning. **RUSS AMBRUSTER,** same agency, promoted to senior radio-tv producer and **FRANK DENNIS** continues as vice president in charge of radio-tv commercial copy.

RICHARD A. MANCINI, vice president and art director, Lennen & Newell, N. Y., named senior vice president and administrative art director. **WILLIAM WEBER,** art director, same agency, named vice president.

DON ROSS, account executive, CBS Radio Spot Sales, S. F., named national sales manager, Columbia Pacific Radio Network, Hollywood.

VICTOR E. FORKER, sales development manager and account executive, Blair Tv, and **HENRY W. SIMMEN,** account executive, Weed & Co., both representative firms, N. Y., to WNEW New York as account executives.

DAVID LOWE appointed director of programs of WABD (TV) New York, Ted Cott, newly-named manager of DuMont's owned and operated stations division (see page 84), announced Friday, in move said to be "first step in developing WABD (TV) as an autonomous unit." Mr. Lowe, who has been with DuMont network for five years as producer-director, will report to WABD Station Manager George L. Baren-Bregge.

Webster-Chicago Corp. (tape recorders, record players, phonographs) Friday announced election of six new vice presidents: **EDWARD R. JOHNSON, H. R. LETZTER, WALTER HERMANN, H. D. VON JENEF, EDWARD J. MORITZ** and **CHARLES S. CASTLE.**

WAYNE A. LANGSTON, director-writer at Sarra Inc., Chicago, film production firm, to George Ryan Films Inc., Minneapolis, as vice president and general manager.

RICHARD P. HOLLAND resigns as executive vice president and treasurer of Harold Cabot & Co., Boston, effective today (Monday), to establish advertising consultant business in Boston.

BURROUGHS H. (BUCK) PRINCE and **MIKE ZEAMER** will serve as managing editor and entertainment producer, respectively, on *Monitor,* new NBC Radio weekend program service, starting June 12. Messrs. Prince and Zeamer have been associated with Jim Fleming, executive producer of *Monitor,* on NBC-TV's *Today* and NBC Radio's *Voices and Events.*

DICK KIMBALL assumes duties of production coordinator at KWK-TV St. Louis.

C. W. TAYLOR, acting manager, tube parts and machinery sales, Tube Div., RCA, appointed to newly-created post of manager, color kinescope marketing, RCA Tube Div.

BILL BARRON, publicist, Don Lee Broadcasting System, Hollywood, named public relations director of am-tv operations, succeeding **RODNEY (BUD) COULSON,** who moves to Disneyland Park, Anaheim, Calif. as publicist.

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*Reg. U. S. Patent Office

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TOPS AGAIN!



KTLA

Heads The Parade

THE spectacular Las Floristas Headdress Ball, with a "circus" motif for its colorful floral creations, was presented to Southern California viewers in its *full-color splendor* by KTLA in cooperation with Motorola Television in many communities.

This marked the first time in television history that an indoor remote color telecast was ever attempted on the West Coast.

Another in the long list of *firsts for KTLA!*

KTLA Channel 5 **LOS ANGELES**

Represented Nationally by PAUL H. RAYMER COMPANY





It's an Old American Custom

One of the most cherished of all American customs is honoring mom on "her" day. Though it be mother, ma, mum or maw – depending on her age and the region – the feeling's the same in all hearts. M is for the millions of things she gave us...

M, too, is for the millions of moms who provide a loyal day-in-and-day-out audience for local TV personalities in these major American markets. Their regular viewing has become another strong ingrained American habit. Moms have skyrocketed their favorite local TV personalities into the most powerful sales force in their own communities–by doing as they do, and as they say. We love 'em!

WSB-TV	**Atlanta**	**WATV**	**New York**
WBAL-TV	**Baltimore**	**WTAR-TV**	**Norfolk**
WFAA-TV	**Dallas**	**KMTV**	**Omaha**
KOA-TV	**Denver**	**WTVH-TV**	**Peoria**
WICU	**Erie**	**WENS**	**Pittsburgh**
KPRC-TV	**Houston**	**WOAI-TV**	**San Antonio**
WJIM-TV	**Lansing**	**KFMB-TV**	**San Diego**
KARK-TV	**Little Rock**	**KGO-TV**	**San Francisco**
KABC-TV	**Los Angeles**	***KTBS-TV**	**Shreveport**
WTVW	**Milwaukee**	**KREM-TV**	**Spokane**
KSTP-TV	**M'p'l's-St. Paul**	**KOTV**	**Tulsa**
WSM-TV	**Nashville**	**KEDD**	**Wichita**

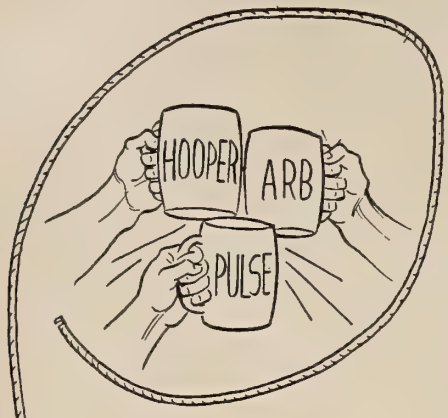
ABC Pacific Television Regional Network

**On air—Sept. 1st, 1955*

REPRESENTED BY

Edward Petry & Co., Inc.

New York • Chicago • Los Angeles • Detroit • St. Louis • San Francisco • Atlanta



Let's Splice the Main Brace*

If ever a toast was in order—now's the time, because as usual WTRF-TV shows a sweeping majority of viewers by all accepted standards of measurement. Whether you're a Pulse, Hooper or ARB man you'll find proof that WTRF-TV is the big favorite in the Wheeling-Steubenville market.

HOOPER — Latest Hooper shows "This Is Your Life"-48; Dinah Shore-43; Tennessee Ernie-23; Pinky Lee-32; George Goebel-52!

ARB — Results of the March ARB Survey were fabulous—and Hollingbery has the full story.

PULSE — The latest Telepulse ratings are now in—and again WTRF-TV scores a clean sweep!

No matter how you look at it (and apparently most everyone in the Wheeling-Steubenville market is looking at it) WTRF-TV is the television station to carry your message to the 304,778 television homes in this rich, important 2 billion dollar market. For availabilities call Hollingbery or Bob Ferguson, VP & General Manager, Wheeling 1177.

*Sailor Talk—"to take a drink"—especially after an important victory.

WTRF-TV Channel 7 316,000 watts

WHEELING, W. VA.
Equipped for network color

OPEN MIKE

Basketball Broadcasts

EDITOR:

Re the item headed "Sports Stations" [B•T, April 25], WFOB-AM-FM Fostoria, Ohio, may well be proud of its record of sports broadcasts of basketball games last season, but is wrong in the belief that it is the best record in the nation.

WDEV Waterbury, Vt., broadcast not only the A and B games, but also Class C, plus the A, B and C tournaments in the Green Mountain State, the New England Schoolboy tourney, the home games of Norwich Academy and part of the schedule of St. Michael's College, Middlebury College and the U. of Vermont. My assistant, Arch Chapman, and I traveled 4,500 miles through the snowy Vermont winter to do the games and missed nary a one . . .

Ted Powers, Sports Director
WDEV Waterbury, Vt.

Plane Time

EDITOR:

Congratulations to B•T for your excellent picture treatment of Bulova's latest product, punishment film [B•T, April 18]. We think the film dramatically tells how Bulova watches, mounted uncushioned on the outer parts of a jet plane, can receive and withstand sonic pounding.

Norman Gladney
Dir., Tv-Radio Sales Promotion
Bulova Watch Co., Flushing, N. Y.

The Carolinas

EDITOR:

Your recent feature on the Carolinas [B•T, March 21] made the region come alive almost as much as an actual visit—a tribute to Frank Beatty's vivid reporting. As a transplanted Carolinian who visits fairly regularly, I can testify to the surging feeling of confidence and expectancy one gets on seeing the building and activity going on in the two states.

These area pictures are basic information presented interestingly which, glory be, is a B•T habit that goes back a long time.

C. K. Carmichael
Benton & Bowles Inc., New York

EDITOR:

Forgive my belated appreciation for the outstanding market story on the Carolinas. We thought we had done a thorough job in analyzing this powerful area, but we must admit that we learned a lot from your excellent coverage and analysis. . . .

Charles E. Smith, Pres.
WTMA Charleston, S. C.

Self-Inflicted Wounds

EDITOR:

If radio station managers would only absorb some of the advice offered by Kevin Sweeney in "Radio: That Dip Isn't a Trend" [B•T, March 28] they might stop singing the blues and become reacquainted with the medium that, had it not been such a hardy one, would have been felled years ago by their frightened attempts at mass suicide and wholesale desertion. . . .

Before there is any chance at all of winning back former radio listeners and advertisers, radio is going to have to thin out some of the commercials from its early morning schedules, free itself of the faddish notion that talkative disc jockies are a sure cure for radio's ills, and convince itself once again that the nighttime hours should not be abandoned to television.

Anyone who, on a weak tv night, has turned to the radio in fond hope of finding something new, novel, and intriguing wastes very little time in hastening back to mediocre television—feeling almost as if he had walked into a room where a cold corpse was lying unattended. Although radio still likes to blame tv and the press for its troubles, the fact still remains that most of radio's wounds are self-inflicted.

Bill Bennett, Publicity Dir.
WKBZ Muskegon, Mich.

Beacom to Baer

EDITOR:

In your April 11 issue, under the heading CLOSED CIRCUIT, I noted you listed J. Patrick Beacom as owner of WVVW and WJPB-TV Fairmont, W. Va.

This is incorrect and I am curious to know where you got your information. The controlling interest, 75% of all stock, is owned by D. D. Baer.

Donn D. Baer, Pres.
WVVM and WJPB-TV
Fairmont, W. Va.

[EDITOR'S NOTE: B•T apologizes for the reporter who forgot that last December the FCC approved the transfer of a 75% interest in the Fairmont stations from Mr. Beacom to Mr. Baer for $72,500 (B•T, Dec. 20).]

Tv Map Updated

EDITOR:

Marge Scanlan gave me the new list of television stations to go with the map . . . We think it is an excellent idea. When I came in yesterday morning I found my secretary completely surrounded by black ink, white ink, black dots, the old listing, the new listing, and the Standard Rate book and before too long she had completely updated the map. From now on she'll be watching the new station list in B•T . . .

Linnea Nelson
Kudner Agency Inc., New York

[EDITOR'S NOTE: B•T has printed updated lists of tv stations in the U. S. and Canada on gummed paper, suitable for covering the earlier station lists on the TELECASTING maps.]

Powerful Sales Tool

EDITOR:

On many occasions, we use B•T as a powerful sales tool in addition to the industry news.

Several issues ago a story was featured on banking [B•T, March 28] and we had planned to use this story in preparation of winning an account . . . We were using this magazine to win one account and misplaced the issue. We badly need another copy of that issue with the story on the banking operation which used the early morning weather forecast. . . .

W. J. Isenhower, Com. Mgr.
WJOT Lake City, S. C.

Agencies Find Yearbook Helpful

EDITOR:

. . . The very comprehensive BROADCASTING YEARBOOK-MARKETBOOK for 1955 (is) a valuable reference book to have handy and B•T is to be complimented for this useful service . . .

In fact, I'd like to take this opportunity to say that the weekly copy of B•T is also kept at hand in my office and its thorough coverage of up-to-date developments in the business makes it one of the outstanding publications in its field—not to mention the time it saves me.

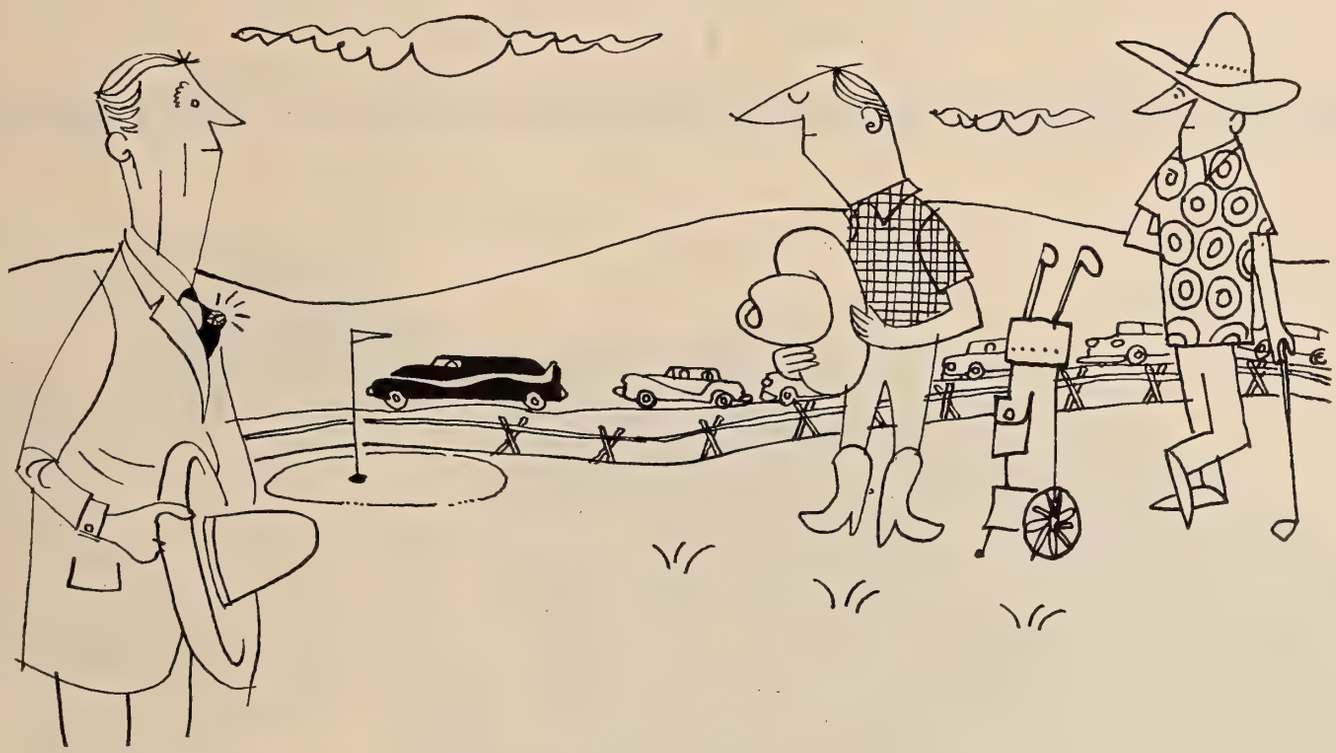
Nicholas E. Keesely
Senior V. P., Radio & Tv
Lennen & Newell Inc., New York

EDITOR:

. . . After looking through the YEARBOOK-

PARTING IS SUCH SWEET SORROW,

or let's keep sediment out of this



THE road to a cemetery passed a golf course near a tee at which a foursome was waiting its turn to drive. A funeral procession came by; one old member of the group rose, removed his sun visor, and stood with head bowed in devout attention until the hearse was out of sight.

"Mac, you old coot," said one of his opponents, "we been playing golf together for twenty years, and that's the first time I ever see you show such tender feeling."

Mac teed up and carefully took a stance. "I figure it ain't a bit too much. After all, next Tuesday would have been our Silver Anniversary."

★ ★ ★

Nominations are now open for a way in which that story can be twisted around to point out that the Amarillo area is first in the nation, again, in retail sales per household. Winner gets the original sun visor.



NBC and DuMONT AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

Whaddya mean buy



"Panorama Pacific"?

"Panorama Pacific" on the CBS Television Pacific Network *delivers 12½ times more viewing families per advertising dollar* than the nationwide network early-morning show on competing stations.*



*PANORAMA PACIFIC is broadcast from 7:00 to 9:00 am, Monday through Friday, on KNXT Los Angeles, KPIX San Francisco, and KFMB-TV San Diego. These three stations together deliver more than 90% of the entire California market. For details and documentation, call the CBS Television Pacific Network... represented by CBS Television Spot Sales.



The leading cities, those with a City National-Index well above average are:

Santa Ana, Cal.	123.0
Fort Lauderdale, Fla.	122.2
Colorado Springs, Colo.	118.7
Orlando, Fla.	118.2
Ventura, Cal.	116.5
Lubbock, Tex.	115.6
Greensboro, N. C.	113.7
Miami, Fla.	112.8
[illegible]	1955
Hempstead, L.I.	112.2

SALES MANAGEMENT, APRIL 1,

April set count: 80,868!

affiliated CBS Du Mont

KDUB-TV

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

OPEN MIKE

MARKETBOOK, I know that it is sure to get plenty of use . . .

Jim Ducey
Cunningham & Walsh Inc.
New York

EDITOR:

. . . You must know that it is a volume we use around here because we find it contains so many of the things we have to know so many times.

Elizabeth Black
Harry B. Cohen Advertising
New York

EDITOR:

. . . I expect to refer to it constantly as I have your previous issues over the years.

Elizabeth B. Powell
Geyer Advertising Inc.
New York

EDITOR:

. . . I appreciate . . . the many hours I'll save out of 1955 because of the handy research material it contains. Even though I have not been in this business too long, I have, nevertheless, learned to depend heavily and safely on the information contained in your publications. It would be quite a convenience if other fields of business could boast an informative and dependable trade publication such as B•T. . . .

Frank Lowe
Anderson & Cairns, New York

EDITOR:

. . . I will find this very useful and helpful in the future.

Martin C. Hansen
Compton Adv. Inc.
New York

Missionaries Do Too

EDITOR:

Both the BROADCASTING YEARBOOK and the TELECASTING YEARBOOK have proven invaluable aids in the work of our department and you should know that they are kept always within easy reaching distance of my desk. We refer constantly to the books as we work to place our radio program the *Laymen's Hour* and also in various community television projects.

Roy I. Madsen, Dir., Radio-Tv
American Baptist Convention Council on Missionary Cooperation

Handout to Congress

EDITOR:

I wish to express my sincere appreciation for a fine editorial in your April 18 issue entitled "The Lady and the Handout."

I would appreciate about a dozen copies of this editorial, if possible, to hand to my various congressional representatives in Washington.

Jim Hairgrove, Gen. Mgr.
KFRD Rosenberg, Tex.

Useful Articles

EDITOR:

Please advise if it is permissible to quote or reprint excerpts or entire articles from B•T for use in local station promotions, provided proper credits are given both the magazine and writers. We quite often see articles that would be helpful in our local promotions . . .

J. B. Shelton, President
WFMB (FM) Mayodan, N. C.

[EDITOR'S NOTE: B•T is glad to extend such permission, provided material is not quoted out of context and that credit is given.]

IN REVIEW

MR. CITIZEN

TO every man comes a moment of decision, a time when he can become a hero, risking his own life to help someone else, or when he can turn aside with a "it's none of my business" shrug or just stand there gaping and waiting for someone else to do something.

That is the basic premise of *Mr. Citizen,* which premiered April 20 on ABC-TV in the Wednesday, 8:30-9 p.m. period sponsored by Liggett & Myers Tobacco Co. for L&M filter cigarettes.

Each week, someone will be declared Mr. Citizen and awarded a trophy and a $1,000 U.S. Savings Bond on the program, following a dramatic presentation of his act of heroism enacted by a professional cast.

The new series got off to a good start with "Late for Supper," the story of bank clerk Don Gallagher, who left home last Dec. 17 with a Christmas shopping list from his wife, who missed his usual train in trying to get that shopping done and who therefore was in the station and on the spot when little Cathy Wheeler slipped through the space between the train and the platform and fell under the wheels of the standing train. While others stood and stared, Don tore off his coat and went down after the child. When he got home, he was greeted with: "Why are you late for dinner?" "Why didn't you complete the shopping?" and "What in the world happened to your shirt? I hope no one from the bank saw it dirty and torn like that."

Essentially a story of unplanned heroism, the program could easily have gone overboard with awed admiration. Instead, the fanfare was pretty much confined to the opening announcement. The drama itself was presented simply and humorously with many touches that made the characters believable—the pregnant wife's disinclination to take her tonic, the grandmother's insistence the family drive to town instead of taking the train, for example. Robert J. Shaw's script set the pattern and Edward Byron's production, Charles Tate's direction and the acting all combined to carry it out. Even Allyn Edwards' presentation of the Mr. Citizen award to the real Mr. Gallagher at the end of the program was handled without mawkishness, a process which a number of other tv programs could well emulate.

Production costs: Approximately $9,100.
Broadcast on ABC-TV, Wed., 8:30-9 p.m., sponsored by Liggett & Myers Tobacco Co. through Cunningham & Walsh.
Producer: Edward A. Byron; director: Charles Tate; assistant producer: Marx B. Loeb; editor: Peter McGovern.
Writers: Robert J. Shaw (who wrote the April 20 script) and Howard Rodman.
Set supervisor: James McNaughton; set designer: Maurice Gordon.
Host and narrator: Allyn Edwards.
Musical director: John Gart.
Featured players: Hal Holbrook, Nancy Kenyon, Beverly Lunsford, Elizabeth Lawrence, Kevin Loughlin, Jane Rose, Steve Thomas.

★ ★ ★

BOOKS

BASIC VACUUM TUBES AND THEIR USES, by John F. Rider and Henry Jacobowitz. John F. Rider Publisher Inc., 480 Canal St., New York 13, N. Y. 208 pp. $3 in paper; $4.50 in cloth.

WRITTEN for the general lay reader or elementary technical student, this book explains the theory and operation of basic types of vacuum tubes in simple language and with a minimum of mathematics.



ALICE HEINECKE

at the

AWRT

Chicago

May 5-8, 1955

representing

SESAC

The Best Music
In America

. . . . and an outstanding
Transcribed Library

Decision-makers with number one sellers are

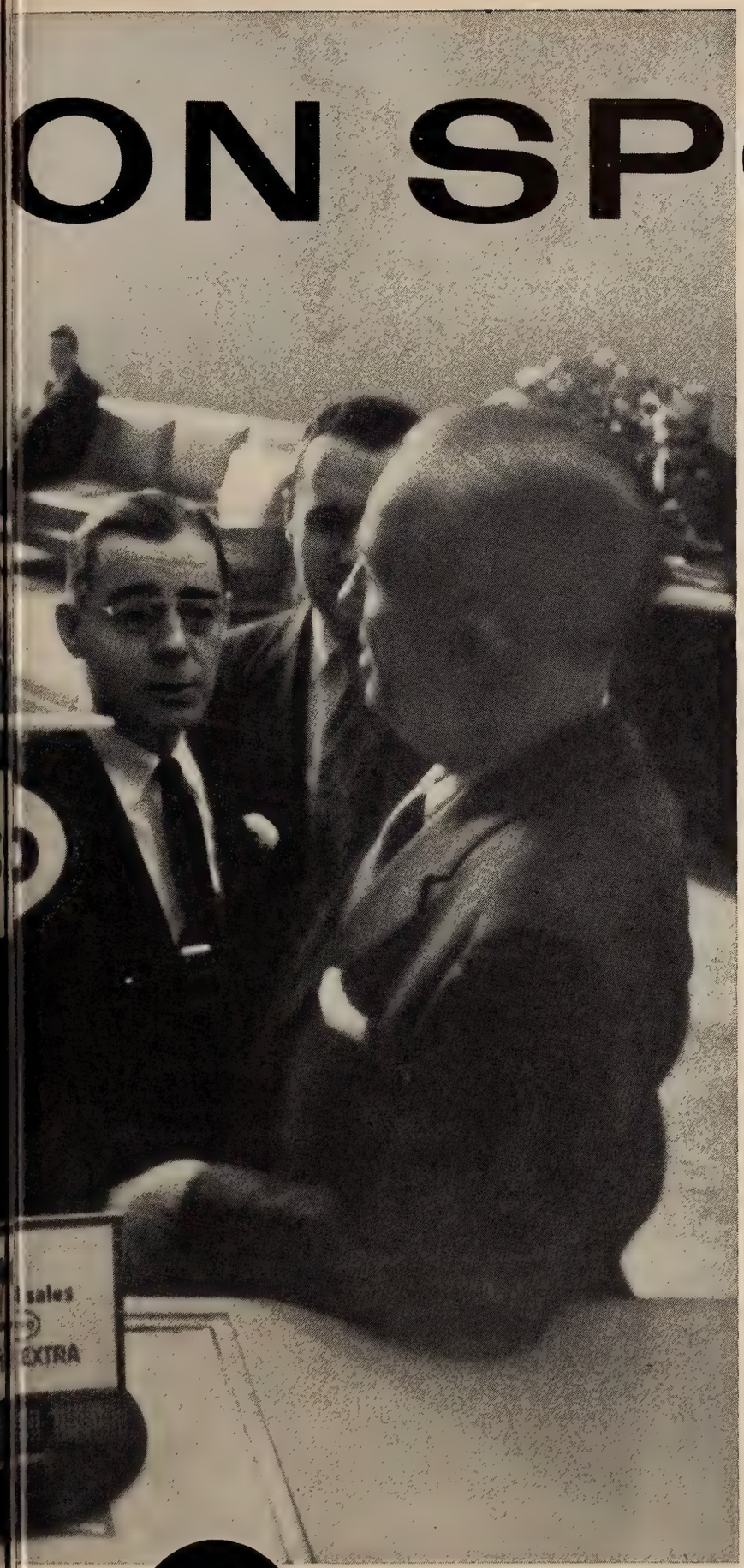
SOLD



left to right: **Robert M. Gray**—*Advertising and Sales Promotion Manager, Esso Standard Oil Co.* **Robert T. Howard**—*Radio Salesman, NBC Spot Sales.* **Robert H. Jones**—*V. Pres., Account Executive, Marschalk & Pratt.* **Vernon G. Carrier**—*Assistant Advertising and Sales Promotion Manager, Esso Standard Oil Co.* **George E. Pamental**—*TV Salesman, NBC Spot Sales.* **Wallace L. Rusher**—*Section Head, Radio and Television, Esso Standard Oil Co.* **Curt A. Peterson**—*V. Pres., Radio-TV Director, Marschalk & Pratt.*

Candid Photo by Robert Frank

ON SPOT



Esso and the Marschalk & Pratt Division of McCann-Erickson are Sold On Spot as a basic advertising medium!

Esso—first in sales in the area where its products are sold—was a pioneer in Spot broadcasting. This is "The Esso Reporter's" 20th year on the air—a testimonial to the value of Spot advertising. Spot Radio and TV's total flexibility allows Esso to:

Change Copy To Fit Weather! Esso gears sales messages to changing *local* driving conditions. They're on the air with a pitch for Spring change-overs the day the first robin hits town, and they sell anti-freeze hours before a cold snap comes.

Pre-select Audience! Esso's heavy schedule of news programs reaches predominantly male audiences—the people who buy most of the automotive products.

Sell To Drivers! Spot Radio does the extra job of reaching drivers while they are approaching Esso Service Stations.

These Spot advantages can help you sell *your* product, too. Ask your advertising agency or an NBC Spot Sales Representative.

More and more advertisers are Sold on Spot, because more of their customers are Sold on Spot . . . and some Spots are better than others.

representing **TELEVISION STATIONS:**

WNBK *Cleveland* **KPTV** *Portland, Ore.* **WAVE-TV** *Louisville*
WRGB *Schenectady-Albany-Troy* **KONA-TV** *Honolulu, Hawaii*
WRCA-TV *New York* **WNBQ** *Chicago* **KRCA** *Los Angeles*
KSD-TV *St. Louis* **WRC-TV** *Washington, D. C.*

representing **RADIO STATIONS:**

KSD *St. Louis* **WRC** *Washington, D. C.* **WTAM** *Cleveland*
WAVE *Louisville* **KGU** *Honolulu, Hawaii* **WRCA** *New York*
WMAQ *Chicago* **KNBC** *San Francisco*
and the **NBC Western Radio Network**

NBC **SPOT SALES**

30 Rockefeller Plaza, New York 20, N. Y.
Chicago Detroit Cleveland Washington San Francisco Los Angeles
Charlotte Atlanta* Dallas* *Bomar Lowrance Associates*



Never know just how far to go with success stories . . . had a whale of a good one with a local store but almost lost the account because the owner said opening our big trap made his competitors go after his customers.

However, such is not always the case. Take, for instance, J. S. Hewitt, executive vice president, for ANAHIST CO., INC. He writes:

"As you know, we here at Anahist, spend almost 100% of our budget for spot TV and radio advertising, and the effectiveness of this expenditure is best evidenced in your area by the 256% increase we have enjoyed since 1952.

"The pay off is results and we are happy to furnish you with this unsolicited testimonial."

Then, locally, there is the Biltmore Exterminating Company whose manager, R. M. Maples, wrote our "Uncle Ned" April 2, 1955:

"Although we have only one spot on TV per week, our business has tripled in the past two months. . . . We have the utmost confidence in the way you are handling our advertising, so please continue to use your judgement in the future as you have in the past."

If you got sales problems, see Katz for Radio, Avery-Knodel for TV. We'll do the job for you . . . won't tell, either, unless you give us permission.

Cobbs

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to WILLIAM EDWARD GOETZE



WILLIAM E. GOETZE is not at all dismayed by his new challenge of supervising overall operations of KFSD-AM-TV San Diego in his capacity as general manager—even though he never had worked previously on any radio or tv station. He contends that sound administration and an efficient and cooperative staff will overcome all obstacles—at a radio or a television station, an advertising agency, a bottling company, or what-have-you.

This reference to a bottling company is germane because it was at his family's bottling company in San Francisco that Mr. Goetze began absorbing his theories about sound administration about 16 years ago. A wartime stint in the U. S. Navy as a public relations officer and post-war background at his own advertising agency in San Francisco, where he acquired a grounding in radio and television and other media, prepared him for the latest niche in his career. He was named general manager of KFSD-AM-TV last Nov. 15.

William Edward Goetze was born in San Francisco on Oct. 12, 1918, and smilingly acknowledges that his family was waiting for him "to grow up" so that he could take over the J. W. Goetze Co., a small bottling firm. His father died when Bill was eight, and his mother, Mrs. Lena Goetze, wanted him to carry on in the family tradition. Following his junior year at Stanford U., he was deemed sufficiently "grown up" to assume the reins.

Shortly after Pearl Harbor, he enlisted in the Navy. For much of the time he was assigned to public relations work. He recalls as his most noteworthy contribution during this period his service to Admiral Nimitz at the time of the Japanese surrender aboard the *Missouri*. He was discharged as a lieutenant senior grade in 1946, and at the same time decided to open his own advertising agency.

He sold the bottling company upon his return to San Francisco and early in 1947 purchased Harry Elliott Adv. in that city. A short time later he was joined by a partner, Philip S. Boone, and the corporate name was changed to Elliott, Goetze & Boone.

From virtually a two-man operation, the agency flourished to the point that when Mr. Goetze sold out his interest last fall it employed 23 persons. It was during these seven and one-half years of agency work that Mr. Goetze gained a wholesome respect for radio and television.

He recalls that he was a fervid booster of spot "saturation" advertising in the San Francisco Bay Area at a time when it was not a general practice. In 1951, his agency spent about $15,000 a month for spot radio in the Bay Area on behalf of the local Pontiac Dealers.

In the early days of television, he recounted, his agency was among the first to jump into tv. On behalf of the Quality Bakers of America, Mr. Goetze said, he prepared, directed and produced tv commercials in 1949 and 1950, centering around the bakery's sponsorship of the Oakland Oaks baseball games.

Up to last fall, Mr. Goetze was content with cutting a swath in Bay Area agency circles, partnering a firm that had acquired a reputation for highly-effective campaigns on behalf of clients. Among the agency's clients on a regional basis have been Falstaff Brewing, Nash-Kelvinator, American Red Cross, Anglo-California National Bank and Quality Bakers of America. Mr. Goetze's industry had not gone unnoticed.

Unknown to him, his name was proposed as general manager of KFSD-AM-TV San Diego last fall, when the Fox, Wells Co. purchased the properties. He acknowledges he had no keen desire to leave San Francisco, but an exploratory trip to San Diego dispelled all misgivings. He accepted the position.

In the past four and a half months, the stations have undergone complete overhauling, according to Mr. Goetze. He has added substantially to the sales staffs of both stations and has revamped the programming substantially, in line with a philosophy that "personalities" on the outlets will pay off.

Mr. Goetze is unswerving on one point: the radio outlet and the tv station must be operated separately, with different staffs, and be competitive. For instance, the slogan at the radio station is "Help Stamp Out Tv."

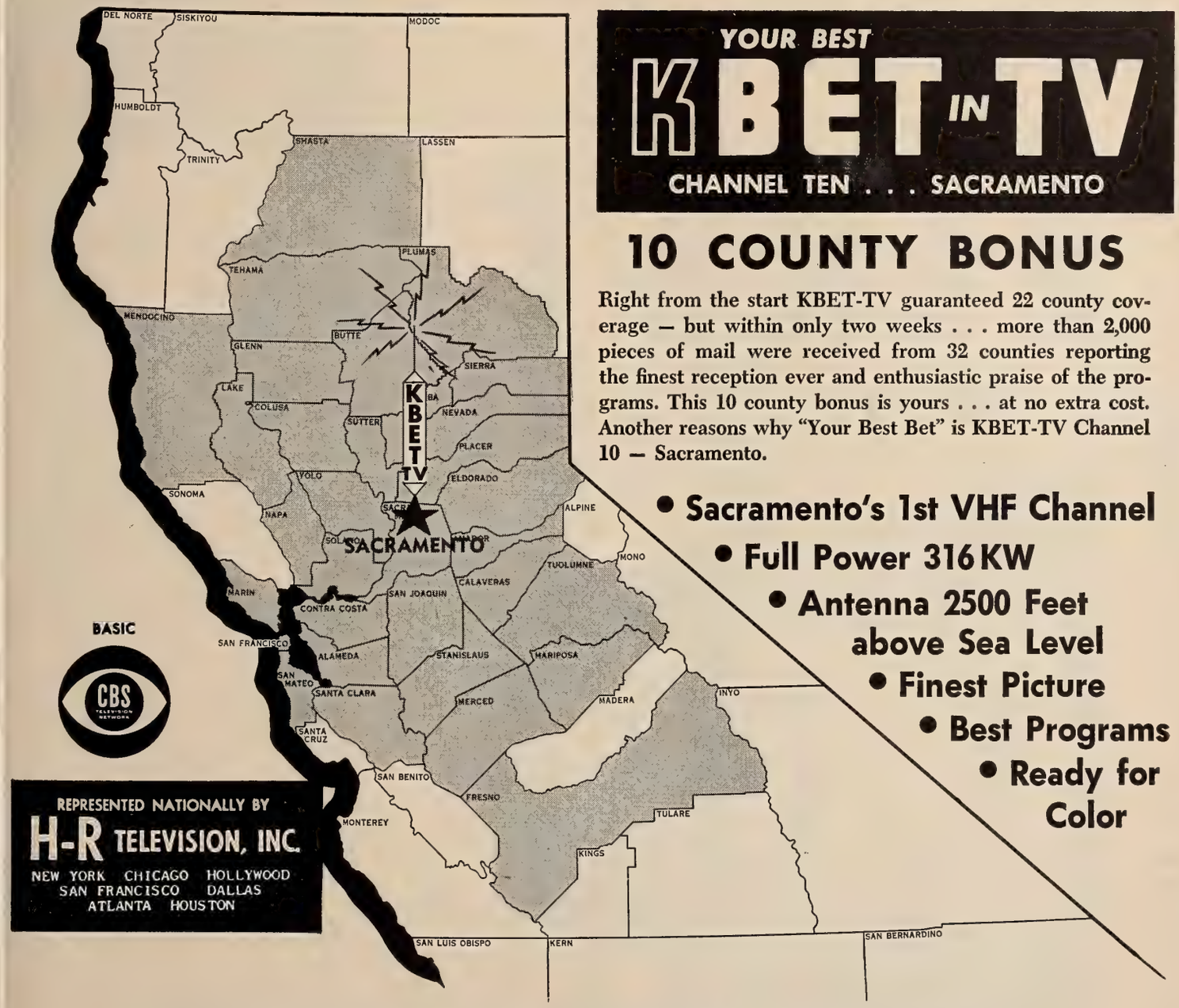
Mr. Goetze eyes the future with confidence. He expects both radio and tv billings to be higher this year than last year and offers some optimistic signposts. At KFSD-AM, billings in March were double those of February, Mr. Goetze reported, and the prospects are for a "substantial increase" in local billings that will more than offset any loss in national business.

The outlook for the tv outlet, according to Mr. Goetze, is "great." He pointed out that KFSD-TV (ch. 10) will have another "strong talking point" by the beginning of summer: it will go to maximum power of 316 kw, subject to FCC approval.

Mr. Goetze is a tireless joiner of organizations but admits that his present duties preclude active participation in these groups, as well as spending time on his favorite sports—golf and fishing. He belongs to the Bohemian Club and Press & Union League Club in San Francisco, the Konakai Club and the Public Relations Society of America, to mention a few.

Mr. Goetze lives with his wife, the former Mildred Fenton of New York, and their son, Gardner William, on Point Loma, overlooking the harbor.

32 ~~22~~ COUNTIES Report
Consistent, Clear Reception
During FIRST TWO WEEKS of Operation



BASIC CBS TELEVISION NETWORK

REPRESENTED NATIONALLY BY
H-R TELEVISION, INC.
NEW YORK CHICAGO HOLLYWOOD
SAN FRANCISCO DALLAS
ATLANTA HOUSTON

YOUR BEST
KBET IN TV
CHANNEL TEN . . . SACRAMENTO

10 COUNTY BONUS

Right from the start KBET-TV guaranteed 22 county coverage — but within only two weeks . . . more than 2,000 pieces of mail were received from 32 counties reporting the finest reception ever and enthusiastic praise of the programs. This 10 county bonus is yours . . . at no extra cost. Another reasons why "Your Best Bet" is KBET-TV Channel 10 — Sacramento.

- Sacramento's 1st VHF Channel
- Full Power 316 KW
- Antenna 2500 Feet above Sea Level
- Finest Picture
- Best Programs
- Ready for Color

YOU CAN'T FULLY COVER CALIFORNIA without KBET-TV -- Sacramento

Not only do you reach more than 300,000 TV Families — but also a market with an income of 53% ABOVE NATIONAL AVERAGE. SACRAMENTO alone . . . a dual capital . . . is headquarters of the state government, and a business center of a vast inland empire. Here is a market of more than two million people with TWICE the buying power of the city of Boston, TWICE the retail sales of the city of Pittsburgh . . . a growing market, increasing at the rate of 2,500 persons per month. For your TV dollars "Your Best Bet" is KBET-TV . . . Channel 10 . . . Sacramento.

FIRST
IN RADIO!



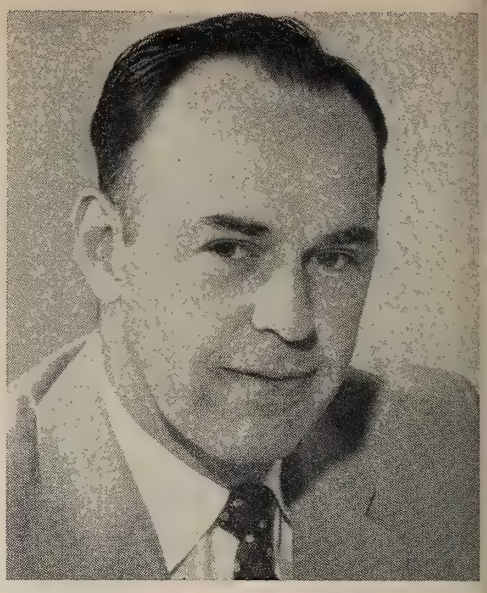
FIRST
IN TV!



in Wichita Falls
Texas!

CBS AND DuMONT
TELEVISION NETWORKS

Wichita Falls Television, Inc.



DAVID S. WILLIAMS

on all accounts

WITH MUCH of the burden of buying time for an agency that bills over $11 million annually in radio-tv, Geoffrey Wade Adv.'s David S. Williams tackles the task with a veteran's air that belies his 34 years.

As radio-tv time and space buyer at Wade's headquarters in Chicago's Kemper (Civic Opera) Bldg., Mr. Williams talks keenly and perceptively about his role in the highly-competitive media picture.

Mr. Williams is an eight-year veteran of an agency which handles something over $11 million a year in broadcast billings. Wade's chief radio-tv account is, of course, Miles Labs of Elkhart, Ind.

At the present time, Miles has an estimated $3 million tv spot campaign running on roughly 140 stations in about 110 markets at a rate of 700 announcements per week.

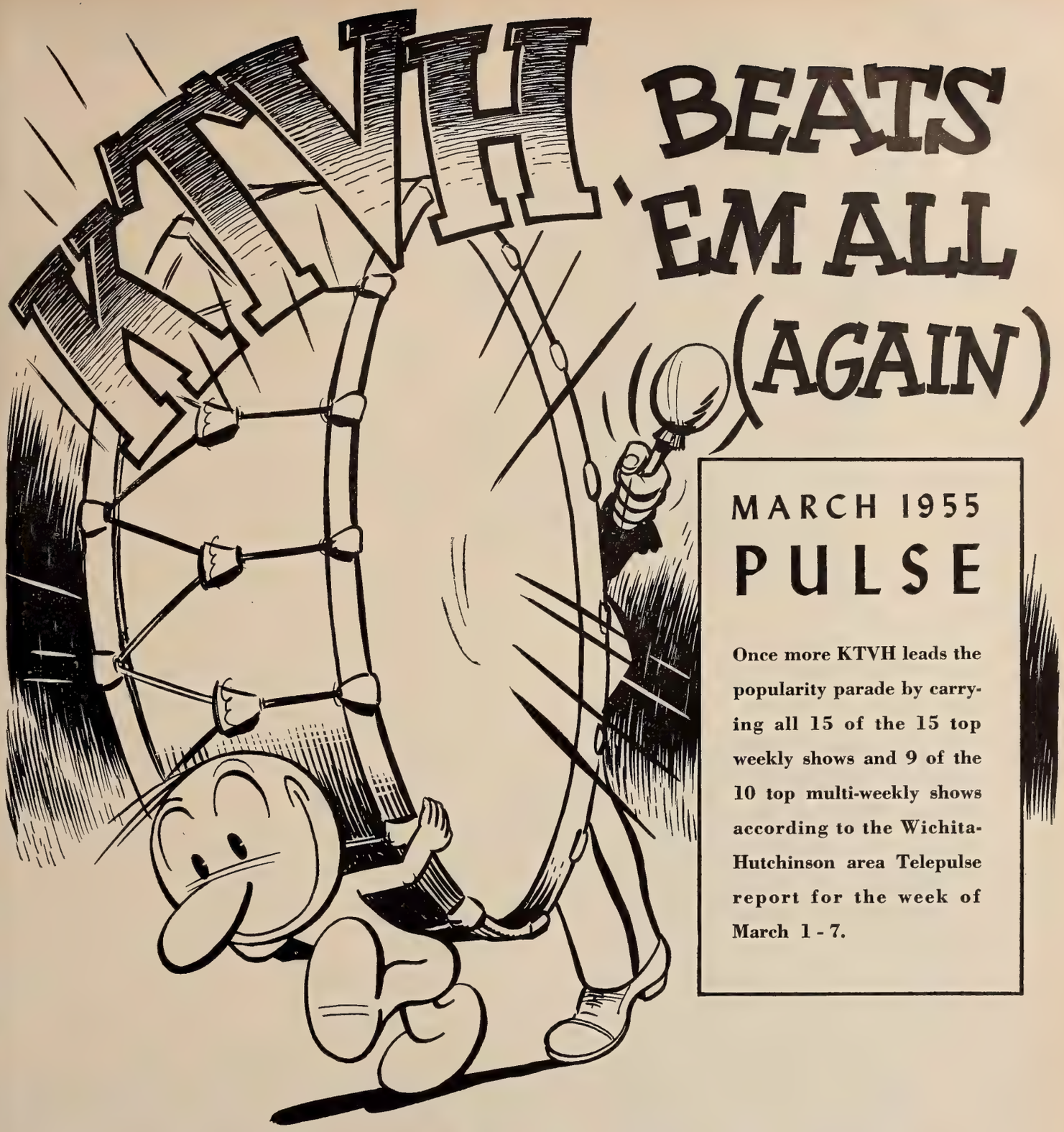
Mr. Williams is primarily a spot buyer on Miles and any other accounts which may become active from time to time. He joined the Wade agency in June 1947 as assistant to the time and space buyer on the theory that agency experience would prove more rounded and balanced than any other for a young man who majored in advertising at Northwestern U.

David Sidney Williams, who is a native Chicagoan (born June 4, 1920), attended Northwestern U. while working parttime at Wilson Sporting Goods. He graduated from Harrison High School and launched his business career in 1938 with the Wilson firm.

From 1942 to 1946 he served with the U. S. Navy aboard a destroyer in the South Pacific and later worked in public information for the Naval Air Corps in Cleveland. After service he joined Kellogg Supply Co. (a subsidiary of Western Electric Co.) in sales promotion. Then came the break with Geoffrey Wade Adv.

Miles is on network tv with participations in CBS-TV's Garry Moore and Robert Q. Lewis shows and NBC-TV's *Ding Dong School, Tennessee Ernie* and *World of Mr. Sweeney*. On network radio it has NBC's *Break the Bank, Just Plain Bill* and *News of the World*. Within the past year Miles has concentrated more heavily on tv but radio continues to derive its proportionate share of the agency's broadcast budget.

Mr. Williams married the former Helen Cronin. They have two boys, David, 7, and Craig, 1. For relaxation, Mr. Williams likes golf and woodworking. He belongs to the Chicago Federated Advertising Club.



BEATS 'EM ALL (AGAIN)

MARCH 1955 PULSE

Once more KTVH leads the popularity parade by carrying all 15 of the 15 top weekly shows and 9 of the 10 top multi-weekly shows according to the Wichita-Hutchinson area Telepulse report for the week of March 1 - 7.

"Windy" invites you to join the "Blue Ribbon" list of advertisers who are now taking advantage of KTVH's dominance of the TV audience in the rich mid-Kansas area. Do it—by contacting a KTVH representative, today!

KTVH
HUTCHINSON

VHF 240,000 WATTS
KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

CHANNEL 12
CBS BASIC-DUMONT
Represented Nationally by H-R Representatives, Inc.

More North Carolinians Listen to WPTF than to Any other Station*

* SOURCE: NIELSEN COVERAGE SERVICE



WPTF

680 KC
50,000 watts

NBC Affiliate
for RALEIGH-DURHAM
and Eastern North Carolina

North Carolina's Number One Salesman in the South's Number One State

R.H. MASON
General Manager

GUS YOUNGSTEADT
Sales Manager

National Representative **FREE & PETERS**

BROADCASTING TELECASTING

May 2, 1955 Vol. 48, No. 18

CONGRESS PUTS STEAM BEHIND RADIO, TV INVESTIGATIONS

- **Hennock assails FCC policy, network-vhf monopoly**
- **Setmakers advise tax relief to boost uhf**
- **Networks blast proposals for free campaign time**
- **FCC asks money for budget, industry investigation**
- **House committee gets tv monopoly probe request**

IF THERE ever were any convictions that the 84th would be a "do-nothing" Congress in matters affecting radio and television, they were rapidly being dispelled last week as broadcasters found themselves under the spotlights of what may turn out to be a three-ring circus of Washington investigations.

Senators and congressmen sensitively aware of the public's unabating interest in two of its main pastimes—tv viewing and radio listening—turned their attention toward these media in actions last week which had at least one thing in common: All were tuned in sharply to the American voter.

Last week's activity:

• The Senate Interstate & Foreign Commerce Committee, which is expected soon to announce the beginning of hearings for what is likely to be the toughest investigation ever made into radio and tv, last Friday received the last of preliminary reports it had requested in preparation for the hearings—the "separate views" of FCC Comr. Frieda B. Hennock. Comr. Hennock, in 68 typewritten pages, criticized suggestions by former committee counsel Harry Plotkin and Robert F. Jones for aiding uhf television, and the FCC majority's report on these suggestions.

• Earlier in the week, Chairman Warren G. Magnuson (D-Wash.) and his Senate Commerce Committee had met with television set manufacturers representing 90% of the nation's tv set production, in efforts to solve one of the main uhf problems—that of producing all-channel tv sets. The tv setmakers rejected a proposal that they agree to make only all-channel sets, but were in agreement that removal of the 10% federal excise tax (as presently proposed in Congress) would give them sufficient incentive to turn to uhf-vhf set production.

• In testimony to another Senate group last week, two network vice presidents testified on a subject close to congressional hearts—and pocketbooks: proposals to require broadcasters, by FCC mandate, to give free radio and tv time to presidential and congressional candidates. CBS Vice President Richard Salant and NBC Vice President Joseph V. Heffernan told a Senate Elections Subcommittee that such proposals would cause enormous losses, especially with the application of the "equal time" section of the Communications Act. Comr. Hennock, also testifying, repeated previous proposals advocating free time.

• Funds for the FCC's long-hoped-for study of the broadcasting industry appeared to be near possibility last week with announcement that a Senate Appropriations Subcommittee, headed by Sen. Magnuson, will hear the FCC Thursday on a House-passed bill giving the Commission $6,870,000 for fiscal 1956, with $80,000 earmarked for the proposed FCC study. Sen. Magnuson, it is said, is inclined to be receptive to the FCC's plea for the funds.

• A third investigation of the broadcasting industry—this time in the House—loomed as a possibility last week in the remarks of Chairman J. Percy Priest (D-Tenn.) of the House Interstate & Foreign Commerce Committee. Chairman Priest, commenting on a request by Rep. James Quigley (D-Pa.) that the committee investigate "monopoly in television," said his group may go into the "whole broad field" of radio and tv when it has disposed of legislation now before it.

HENNOCK DISSENTS

THE FCC's "dissenting" commissioner—to the surprise of no one—last week tossed into the Senate Commerce Committee's investigation of networks and uhf-vhf a 68-page production that not only disagreed with an earlier report by her FCC colleagues, but also belabored the majority and minority reports submitted in February by former committee counsel Harry Plotkin and Robert F. Jones.



Comr. Frieda B. Hennock, in lengthy and belated "separate views" which came six weeks after the FCC majority filed its report on the Plotkin and Jones recommendations, charged that the public is being deprived of 85% of tv, that "network monopoly controls and is strangling tv" and that "inaction" by FCC and the Congress is destroying uhf.

She called for a campaign to inform the public it is missing 85% of tv, for measures to make all-channel sets available, for FCC action "correcting the monopolistic scarcity" of network programming and for an "immediate, vigorous" congressional investigation of "monopoly" by networks.

The Hennock report was released Friday from the office of Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.).

Sen. Magnuson's office made it clear that he was following the same procedure with Comr. Hennock's remarks as he had with remarks made by the Commission majority. Her separate views, a statement said, will be given consideration along with the majority FCC view now being considered by the committee. The senator himself was in his home state on a business trip when the lady commissioner's lengthy report was submitted.

Comr. Hennock said the Plotkin, Jones and FCC reports "suggest delay and study instead of immediate remedial action," and that since she feels such immediate action by Congress is necessary, she is submitting separate views.

She said the public has been kept uninformed that the sets it has bought and is buying cannot tune into uhf, and that this set incompatibility, unless checked, will wreck uhf. She said Mr. Plotkin ignores the fact that a major reason for the "uhf debacle" is the "long line of decisions by the Commission preferring and advancing vhf over uhf"—starting, she said, with the 1952 Sixth Report & Order allocating channels.

She compared the "pattern . . . used to destroy . . . uhf" with that "used to stunt the development of fm—no sets, no network programming, no advertising."

Present disparities betwen uhf and vhf, which she said Mr. Plotkin imputes to technical difficulties, could be eliminated by appropriate FCC action and the production of suitable uhf transmitters by manufacturers, Comr. Hennock said.

She said Mr. Plotkin discards the idea of a change of all tv to uhf for "erroneous reasons based on inadequate data," and said the committee should "look very carefully into the necessity" for vhf channels by the military. She asked that the committee obtain both nationwide all-uhf and all-vhf allocation plans from the FCC for study.

Comr. Hennock called intermixture of uhf and vhf the "main fault" of the basic allocation plan and criticized Mr. Plotkin's "selective deintermixture" proposal as "inadequate" and "harmful," offering only "illusory" benefits to a few uhf stations. She called for a nationwide plan creating an equitable proportion of

uhf-only communities in large metropolitan areas and for a study of information showing the extent of intermixture.

She said the Jones report "marshals the facts showing the suppression of uhf, and deals with network practices, but suggests no effective remedies." She said Mr. Jones lays "too much stress" on operation of the natural laws of economics, whereas she feels the "barriers to uhf's success can and must be levelled by decisive action."

The FCC's majority report to the committee, Comr. Hennock said, "accurately diagnoses the existing situation when it states that the lack of uhf-vhf sets is critical and that the uhf crisis was precipitated in part by program limitations. However, it completely fails to prescribe any effective remedies for the illnesses it diagnoses, and prefers to let the passage of time take care of them."

She said that despite FCC's statement to the Potter subcommittee last year that intermixture puts uhf at a serious disadvantage, the majority, "after this lapse of time," can only "offer to *inquire* into the *feasibility* of *selective* deintermixture." She urged reduction of vhf power and antenna heights, and added:

"The Commission need not feel shackled by the Sixth Report & Order. Intermixture was an avowed error, so let it be remedied, even if a Seventh Report & Order is necessary." She said that before the FCC gets ready to act on a proposed "extensive investigation" on program distribution, "the demise of uhf will be a *fait accompli.*" She asked for immediate rule-making for "equitable distribution" of network programs to uhf and vhf stations alike.

She said the FCC's current proposal to investigate the entire broadcasting industry should be conducted by the Senate Commerce Committee instead, with "close cross-examination of all the important witnesses." She said a protracted FCC investigation would "spell out the doom of uhf."

She said that although the FCC's 1938-39 hearings found monopoly in radio broadcasting by networks, the Commission's Chain Broadcasting Regulations, announced in 1941 and upheld by the Supreme Court in 1943, have proved inadequate to insure "free competition in broadcasting." She asked that Congress put networks under FCC regulation.

The congressional investigation she recommends, Comr. Hennock said, should ask these questions: (1) Should networks be permitted to dominate and control tv? (2) Why is American business unable to procure advertising time on tv? (3) Should networks be allowed to own tv stations? (4) Should networks be allowed to produce and syndicate motion pictures? and (5) Additional matters such as subscription tv, intercity tv transmission service, impact of network practices on national spot business and extent of network control of talent.

SETMAKERS FAVOR TAX AID FOR UHF

SOME 35 representatives of about 20 television set manufacturing firms agreed almost unanimously last week in a closed session with the Senate Commerce Committee that elimination of the 10% excise tax on all-channel tv sets will remove the bottleneck caused in uhf broadcasting by lack of uhf set circulation.

These executives—in a two-hour discussion with Chairman Warren G. Magnuson (D-Wash.) and five other members of the committee—rejected as unworkable two other proposed solutions to the uhf problem posed by Sen. Magnuson: (1) legislation making illegal the shipment in interstate commerce of tv sets not capable of tuning in both vhf and uhf and (2) any kind of voluntary agreement among set manufacturers to produce all-channel sets only.

At a news conference after the meeting, Sen. Magnuson—who said the officials present represented about 90% of tv set production—said the manufacturers were "very sympathetic" to the uhf dilemma and some have "done a great deal" toward solving it.

But, he added, there are antitrust aspects in any agreement among manufacturers, and they should have sufficient incentive to make only all-channel sets. He said exemption of the 10% excise tax on all-channel sets would just about make up for the price it costs the manufacturer to add uhf tuning to a set.

The Treasury Dept., which fought a similar tax exemption proposal during the 83d Congress on grounds it would take away a large slice of government revenue, had no representative present at last week's meeting. A spokesman said the Treasury Dept. was not among those invited.

Asked whether he thought such a tax exemption proposal might get through the Senate, he said, "In the public interest we might sustain this." But, he said, any proposal to remove excise taxes opens up "a Pandora's Box" of evils. Everybody, he indicated, wants a tax law passed to his own benefit.

Rep. Frank Ikard (D-Tex.), a junior member of the House Ways & Means Committee, which handles tax matters, has introduced a bill (HR 4070) to exempt all-channel sets from the excise tax.

Sen. Magnuson said manufacturers did not stand to gain additional profits from such a tax exemption and that such a measure would be solely to stimulate the sales of all-channel sets.

Sen. Magnuson said Allen B. DuMont Labs and Hoffman Electronics Corp. had sold some all-channel sets at no extra cost. To a question asking why other tv set-makers had not followed suit, a committee spokesman explained that both firms sold the all-channel sets at lowered prices to reduce heavy tv set inventories.

Other senators present at last week's session were A. S. Mike Monroney (D-Okla.), Alan Bible (D-Nev.), Sam J. Ervin (D-N. C.), Andrew Schoeppel (R-Kan.) and Frederick Payne (R-Me.). Also present were Sidney Davis and Robert L'Heureux, majority and minority counsel, respectively, for the committee's current investigation; Nicholas Zapple, the committee's professional communications counsel, and former Sen. C. C. Dill, who as a Democratic senator from Washington helped create the old Federal Radio Commission and was author of the Communications Act of 1934. Mr. Dill is acting as a legislative consultant to the committee at Sen. Magnuson's request.

A proposal to remove the 10% excise tax on uhf sets was offered in the 83d Congress by former Sen. Edwin C. Johnson (D-Colo.) in an amendment to a catch-all tax bill (HR 6440) [B•T, May 17, 1954]. After a hearing on the proposal by the Senate Finance Committee, during which a Treasury Dept. official testified elimination of the tax would deprive the government of some $115 million yearly revenue, the Johnson proposal was changed to a $7 tax credit on each uhf set, which the Treasury Dept. estimated would result in a $50 million loss to the government [B•T, Aug. 2, 1954]. But the bill died on the Senate calendar anyway [B•T, Aug. 23, 1954].

Industry executives, all of whom were given a chance to present their viewpoints at the session last Monday, were:

J. E. Baudino and John Steen, Westinghouse Broadcasting Co.; Frank Freimann and Gerald M. Ungard, Magnavox Co.; Benjamin Abrams, Emerson Radio & Phonograph Corp.; Allen B. DuMont and Julian Freret, Allen B. DuMont Labs Inc.; James M. Skinner, Philco Corp.

I. Edelstein, Trav-Ler Radio Corp.; Paul H. Eckstein, Tv-Radio Div., Lion Mfg. Corp.; Frank Folsom, Robert A. Seidel and Robert L. Werner, RCA; Arthur L. Chapman and R. E. Anderson Jr., Sylvania Electric Products Inc.; L. I. Hartmeyer, Avco Mfg. Corp.; F. J. Ball, Crosley-Bendix Div., Avco Mfg. Corp.

Richard S. Salant and Seymour Mintz, CBS-Columbia; G. Slettolend, G. E. Gustafron and H. C. Bonfig, Zenith Radio Corp.; H. Leslie Hoffman, Hoffman Electronics Corp.; R. W. Durst, Hallicrafters Co.; John F. Gilbarte, Admiral Corp.; F. Leo Granger, Radio-Tv Div., Stromberg-Carlson Co.; L. G. Haggerty, Capehart-Farnsworth Co.; Robert Alexander, Wells-Gardner & Co.; G. Toye, General Electric Co.; Glen McDaniels and J. D. Secrest, RETMA.

NETWORKS TAKE STAND AGAINST FREE TIME

TWO network executives opposed free radio-tv time for political candidates and FCC Comr. Frieda Hennock reiterated support for free time in testimony last week before a Senate Elections Subcommittee.

The subcommittee headed by Sen. Thomas C. Hennings (D-Mo.), which has been holding hearings on a bill (S 636) to revise federal election control laws and raise the limits on campaign expenditures, heard:

1. **A scorching indictment of Sec. 315 of the Communications Act** (which requires broadcasters to give equal time to candidates of any and all parties) by CBS Inc. Vice President Richard Salant. Mr. Salant, who blamed the implications of Sec. 315 for CBS' reluctance to dole out more free time in the 1952 and 1954 election campaigns, said radio-tv networks and stations giving free time under the law might be forced to give away $30-$50 million worth of it during a presidential election year.

2. **Similar opposition against free time** to candidates by NBC Financial Vice President Joseph V. Heffernan, who made a counter-offer from NBC providing for advance reservation of political time on the network to reduce preemption costs and sale by NBC and its o&o stations of five-minute periods on a rotation-of-schedule basis and one-minute periods in some programs (see separate story, page 30).

3. **A renewed request by Comr. Hennock** that candidates be given free time on "the people's airwaves" and a proposal that Congress authorize a joint congressional and presidential committee to implement her plan. Comr. Hennock conceded the time costs might be shared by the public treasury if they should prove an "excessive burden" on radio and tv stations.

Rep. Stewart L. Udall (D-Ariz.), who has introduced a bill (HR 3139) in the House identical to S 636, also testified at the Tuesday session.

Mr. Salant said CBS Radio and CBS-TV time sales during the 1952 campaign were somewhat short of $1 million. He cited the networks' extensive pre-convention coverage, most of which he said was sustaining. Not only did CBS carry free the acceptance speeches by Gen. Dwight Eisenhower and Gov. Adlai

Stevenson, he said, but also those of the candidates of seven other parties. He described radio and tv post-convention coverage and political features by CBS.

He said paid broadcasts constituted only a fraction of total political coverage, adding, "We certainly do not profiteer—or even profit—from political campaigns." Most of the time bought by political parties already had been sold to other sponsors, he said, adding that CBS' 1952 political coverage resulted not in a profit, but a loss running into seven figures.

He said there had been a diminution of CBS' presentation of candidates after the presidential nominations "and we regret it." This phenomenon, he said, was caused by Sec. 315 of the Communications Act, which requires the broadcaster to treat each candidate "with mathematical and qualitative equality," both as to amount of time and general time period.

Sec. 315, he said, unquestionably "keeps us from covering political campaigns, and presenting candidates, as extensively and as intelligently as we would otherwise do."

Under the section, he said, a candidate seems to be anyone, who if nominated or elected, would accept, including write-ins.

He cited the case of one pre-convention candidate, Charles R. Schneider, who, he said, thought both the GOP and Democratic Party were "left wing." Mr. Schneider persisted in requests for free time, finally announcing for GOP presidential nomination by filing in two state primaries. "Mr. Schneider took us to court and the FCC (the court referred the case to the FCC as being under FCC jurisdiction). The FCC ruled that he was entitled to the protection of Sec. 315. . . ."

Such people, Mr. Salant said, need few qualifications and "a chance to speak to millions of people with no cost at all to themselves may well tempt a great many soap box orators and publicity seekers." As Mr. Schneider's "triumph" becomes recognized, Mr. Salant added, CBS will have to cut down on its pre-convention coverage: "One needs only a couple of dozen Mr. Schneiders for the air to be filled with nothing else." Accordingly, he said, CBS is very doubtful that its 1956 pre-convention coverage can be as complete as in 1952.

He cited 18 political parties with presidential candidates in 1952, which, under the "Alice-in-Wonderland of Sec. 315" could bring to ninefold the free time normally given to the two major parties.

Citing an instance of a half-hour a week of prime time for each of the 16 minor parties during the election campaign, he said broadcasting would not survive for long because the audience would stop tuning in persons they never heard of and in whom they had no interest. Once the audience is lost, he said, it is hard to "lure back to our place on the dial."

For the same reason, he said, CBS was forced to turn down what it felt to be a meritorious proposal for a modern day Lincoln-Douglas series of debates between the Republican and Democratic candidates.

FCC also has ruled that equivalent time must be given to an opponent when a candidate appears on panel shows such as *Meet the Press* or *Face the Nation*, he said.

The result of Sec. 315, he said, has been to provide not more but less, and less effective political coverage to the people and "it is at the roots of our policy of moving most cautiously and perhaps ungenerously in granting free time during political campaigns."

He said the current emphasis on free radio and tv time "is a tribute to the impact and force of these media and is a recognition that they are perhaps the best and most direct way by which candidates can present themselves and their views to the people." He added it would be "ironic to make radio and tv victims of their own success by singling them out for condemnation proceedings."



MR. SALANT MR. HEFFERNAN

He said there is no justification for free time in arguments that broadcasters use "the public's air" and have a "natural monopoly" of the available spectrum. Railroads and airlines also have natural monopolies and are licensed by the government, he said, and newspapers have second class mailing privileges. Yet no one asks that these groups furnish services free to candidates.

Mr. Salant said if CBS-TV were to give a half-hour of evening time weekly to each of 18 presidential candidates for the eight-week 1956 election campaign, it would cost the network and its affiliates $400,000 for each candidate or a total of $7.2 million. Similar losses would be felt in congressional campaigns over its o&o stations and state hookups, he said.

"Those who so blithely announce that all federal candidates are entitled to free time . . . are being profligate with other people's money, manpower and facilities," he said, adding that such a proposal would cost all radio and tv networks and stations $30-$50 million in every presidential election year and $7.5-$15 million each two years in between.

Limiting eligibility of parties and candidates would serve to "crystallize" the two-party system, he said, adding that all parties—including Democrats and Republicans—were small when they began. Federal subsidies in buying time, he said, would bring up the difficulties of how the money would be allocated and to whom. "We think it clear," he said, "that the commandeering proposal is so unfair and so unworkable and of such doubtful constitutionality that it should be rejected."

Mr. Heffernan said there would be about 42 million tv sets by the time of the 1956 presidential campaign and that 43.6 million (91% of all U. S. families) live within range of at least one tv station.

While there was only one paid political speech program in 1948 there were 34 in 1952, he said. He estimated a half-hour on 130 NBC-TV stations today costs $52,500. He said tv can reach a greater audience per dollar than any other medium except radio. Costs for a half-hour on the 53 basic NBC-TV stations would be about 3/10 of a cent for each person over 21 in 250,000 tv homes, he said. He cited NBC Radio rates and said 45 paid political programs were carried in 1952.

Mr. Heffernan, too, cited the profusion of political parties in objecting to free time proposals: "It is not comforting to consider the number of people and groups who would take advantage of a rule under which they could appear on a national television network, at no cost to them and for the same length of time as the two major candidates for President."

Such a plan also would place radio and tv at a competitive disadvantage with other media, he said.

Mr. Heffernan cited NBC networks' public service political programming during 1952 and said similar and probably additional programming would be aired in 1956.

Chairman Hennings, referring to the NBC proposals, told Mr. Heffernan he was "heartened to know" that NBC has "come forward now with a constructive suggestion and proposal which you are ready and willing to put into effect."

Comr. Hennock said that "in a democracy it is axiomatic that there is no more important service in the public interest to be rendered by licensees during the election period than to present the public with their political candidates and issues." Therefore, she said, tv and radio should be made available without cost on an equal basis to the candidates of the major political parties.

She said costs of radio and tv at election time are so great that "there is grave danger that the outcome of our elections will depend upon the war chests of the candidate and his party and not upon the intrinsic worth of their qualifications."

Comr. Hennock said there admittedly are difficulties in making free time available for candidates. "But this is a problem that must be faced", that the airways can be a means of improving or destroying "our democratic system," and that "it is up to the Congress to determine what that choice shall be."

She said if making such time available causes an "excessive burden" on radio and tv stations, "Then the cost should be shared by the public treasury." These burdens will not be too excessive, she believed, if arrangements for time are made in advance so as to avoid the cost of pre-empting sponsored programs.

She said S 636 should be amended to authorize creation of a joint congressional and presidential committee to recommend a program and legislation which can be put into effect before the 1956 campaigns.

Hennock for Hennock

Comr. Hennock said she spoke individually, and not for other members of the FCC, in her free time proposal. Asked by Sen. Carl T. Curtis (R-Neb.), only other subcommittee member present besides Chairman Hennings, why she felt radio and tv stations should give free time, she said because they are "in the public domain." This is evidenced, she said, in FCC's reservation of 252 educational tv channels.

Sen. Curtis asked if she thought the government owned the airwaves. "Yes," she said.

Sen. Curtis asked if she felt service stations should contribute free gasoline or if the owner of a meeting hall should contribute its use to a candidate's campaign. She replied that radio and tv are different, since they are licensed by the government.

The Nebraska Republican cited the instance of a "small tv station in a rural community, financed locally and not controlled by New York or LaSalle Street"—one, he said, which does not have its taxes or its salaries paid by

NBC TO RESERVE CAMPAIGN TIME

Tv network to sell five and one-minute periods during the '56 campaign. Larger blocks of time in prime broadcast periods also will be reserved for such sale.

OFFER was made by NBC last week to make available for sale both five-minute and one-minute time periods on its tv network for political broadcasts during the 1956 election campaigns. The network also proposed to reserve for political sale blocks of regular commercial time, normally half-hours, in the fall of 1956.

The proposals were made by Joseph V. Heffernan, NBC financial vice president, in a statement before a Senate Elections Subcommittee. Reviewing the background of the offer, Mr. Heffernan stated that during the 1952 presidential campaign, pre-emption costs in connection with political broadcasts on NBC-TV alone amounted to about $175,000.

Mr. Heffernan outlined a four-point program, which NBC believes will "serve the dual objectives of reducing costs and creating flexibility in the use of tv during political campaigns." In addition to the five and one-minute network time periods proposals, Mr. Heffernan said, NBC is prepared to withhold from sale to regular commercial sponsors "a reasonable number" of prime evening time periods during the fall of 1956, and also make available five and one-minute periods for sale for local political broadcasts on its five owned tv stations and five owned radio outlets.

Mr. Heffernan explained that the five-minute periods would be offered to candidates and parties on a rotating basis, with the network cutting short by five minutes its regular one-hour and half-hour programs. He said the one-minute announcement could be used on *Today*, *Tonight* and *Home* programs, enabling candidates to reach "a large cumulative audience at nominal cost."

Amplifying on the proposal to withhold certain time periods from regular commercial use for availability to political parties and candidates, Mr. Heffernan said:

"These time periods would normally be half hours, to carry the main speeches of presidential candidates. The principal objective here is to schedule the broadcasts early enough to avoid the costly pre-emption charges which would otherwise result."

He emphasized that NBC's proposals would be effective only if the network received advance cooperation from national committees. He said they must work out "immediately" with NBC the specific blocks of time they want reserved, and also must place "a firm order for the reserved time well in advance of November 1956—say by May 1955." The network, he added, will "balance the availability of these time periods among the various parties."

the government. On what basis, he asked, can I say you have to give me that property?

Comr. Hennock replied that no matter how much the station spends, it must show it is operating in the public interest.

Hypothesized Sen. Curtis: "My political party may feel it's in the public interest and we might require time, in the guise of 'public interest,' to send out our propaganda all over the country."

When Sen. Curtis asked if she thought free time should be made available in primary elections, she charged him with avoiding the "details," and talking in "generalities."

Sen. Curtis asked if newspapers ("which use mail service") should give free ad space or if trucks on highways ("highways belong to the people") should give their services free. Comr. Hennock replied that the senator was confusing public and private interests.

She said New York Gov. Averell Harriman, while campaigning for that office, was refused the opportunity to purchase evening tv time.

NBC Denies

(Later, NBC's Mr. Heffernan denied this was true and said his firm sold at least a half-hour of time to Mr. Harriman Nov. 1, 1954, and two half-hours, Oct. 2 and 16, to the New York State Democratic Committee, which, he said, could have been taken by Mr. Harriman.)

Asked by Sen. Curtis if she thought free time the "only solution," Comr. Hennock said that perhaps the government can "help purchase time."

Sen. Hennings said the subcommittee is "not prepared to say we should require stations, by edict, to give their time away."

Differing with Mr. Salant on the profits of political campaigning, Comr. Hennock said, "I was amazed to find more and more political time has become most profitable for stations."

She added: "I'm not here to have the licensees lose money," and added that perhaps the government should buy time and make it available on an equal basis.

TV MONOPOLY PROBE ASKED OF HOUSE UNIT

THE House Commerce Committee last week was asked by Rep. James M. Quigley (D-Pa.) to launch a "full scale investigation into the question of monopolies in television."

Chairman J. Percy Priest (D-Tenn.) said Thursday that, although he has not seen Rep. Quigley's proposal, his committee will conduct an investigation "if we can find that there's anything that needs investigating." Right now, Chairman Priest said, the committee has a lot of legislation that it is trying to get out of the way. "But we may go into the whole broad field" of radio and tv later, perhaps during the second congressional session, he indicated.

However, the Tennessee Democrat said, if Rep. Quigley's complaint is a question of monopoly only, that comes under the jurisdiction of the House Judiciary Committee.

Rep. Quigley referred a list of "five possible changes in practice" which he said had been suggested by Louis F. Appell Jr., president of WSBA and WSBA-TV (ch. 43) York, Pa. These proposals, Rep. Quigley said, merit "careful consideration."

The Pennsylvania Democrat said the FCC "has permitted hundreds of television broadcasting stations to come into being throughout this country on the grounds that they were necessary to place the tv industry on a truly competitive basis. However, there is some evidence that while the FCC has been giving lip service to the American ideal of competitive enterprise, it has been, at the same time, issuing decisions and regulations which make true competition difficult."

The suggested changes in practice, all of which have been proposed at various times to help the plight of uhf broadcasters, were:

1. Reduce vhf power in the "thickly populated" East.

2. Require location of transmitters "as close as possible" to cities where they are assigned.

3. Substitute uhf for vhf channels in areas where allocations are "overwhelmingly uhf (so-called selective de-intermixture)."

4. "Force networks to liberalize affiliation policies so that one station cannot monopolize two or more networks over a wide geographic area."

5. Remove the excise tax on all-channel tv sets.

WSBA-TV was one of four uhf permittees in York and Harrisburg who filed a joint statement with the Senate's Potter Communications Subcommittee last summer complaining that WGAL-TV Lancaster (ch. 8) was planning to send a strong vhf signal into York and Harrisburg.

FCC TO ASK FUNDS FOR BUDGET, PROBE

THE FCC goes before a Senate Appropriations subcommittee at 3:30 p.m. Thursday to testify in justification of a House-passed appropriations bill (HR 5240) which would give the Commission $6,870,000 for fiscal 1956, with $80,000 of it earmarked for an FCC study of the broadcasting industry.

And it's very likely the beefed-up FCC budget—representing a House increase of $170,000 over original recommendations of the President's Budget Bureau—may get by the Senate Independent Offices Appropriations Subcommittee.

The subcommittee is headed by Sen. Warren G. Magnuson (D-Wash.), who also is chairman of the Senate Commerce Committee, which has jurisdiction over the FCC and which is conducting an investigation of its own into networks and uhf-vhf problems.

Although the Washington Democrat may put some pretty close questioning to the FCC about just what that agency intends to do with the $80,000 proposed for the study, Sen. Magnuson is disposed to be generous with the Commission, a spokesman said, because he feels the Budget Bureau had had the FCC too long on a "bread and water" diet [B•T, April 4].

The balance of the $170,000 increase passed by the House would go to maintain the *status quo* of the FCC's staff (about 1,030) to continue work on the tv applications and other backlogs.

Other members of the Magnuson subcommittee are Democrats Lister Hill (Ala.), Allen Ellender (La.), A. Willis Robertson (Va.), Richard Russell (Ga.), John McClellan (Ark.) and Carl Hayden (Ariz.) (*ex officio*), and Republicans Everett Dirksen (Ill.), Leverett Saltonstall (Mass.), William Knowland (Calif.), Joseph McCarthy (Wis.) and Charles Potter (Mich.).

JUSTICE DEPT. THREATENS ANPA, AAAA ON ANTITRUST COUNT, INVITES PARLEY

Government complaint takes issue with publishers' and agency association's practice in establishing 'recognition list' of agencies and calling for 15% commission.

THE question of conferences between the Dept. of Justice and the American Newspaper Publishers Assn., American Assn. of Advertising Agencies (AAAA) and other media associations must be answered soon, following last week's announcement by Attorney General Herbert Brownell Jr. that a complaint against the ANPA's advertising agencies' recognition list and its proviso that agencies charge 15% commission was being drafted [CLOSED CIRCUIT, April 25].

The conferences are an attempt to resolve the situation before the Justice Dept. files its complaint.

At week's end, nothing had been heard by the NARTB. Speculation within the advertising and broadcast fields was that no complaint would be made against NARTB and that no invitation to meet with the Jusitce Dept. would be received.

In answer to a direct question regarding radio and tv, Attorney General Brownell said, "I'm not prepared to answer that as yet."

One report said that a "radio association" was among the organizations listed in the proposed complaint.

Other associations which are believed to be involved include Publishers Assn. of New York, Periodical Publishers Assn., Associated Business Papers and the Agricultural Publishers Assn.

Gist of the proposed Justice Dept. complaint is that publishers and the AAAA conspired to restrain trade unreasonably in advertising in establishing a "recognition" list of agencies, a provision of which requires the charge of 15% commission.

Disclosure of the government's threatened suit was made by Elisha Hanson, ANPA counsel, during Thursday's session of the ANPA convention in New York (see story, page 46). Mr. Brownell's statement was issued later that day in Washington.

Mr. Brownell's statement was as follows:

"About a year ago the Justice Dept. announced it was making a study to determine whether there was any antitrust violation in the plan under which certain publisher associations operate what is known as 'a recognition system.'

"The essence of that system is that the association established certain standards which must be met by an advertising agency before it can deal with the publishers who are members of the association.

"One requirement is that a compulsory 15% commission be maintained for the agency placing the advertising with some publication.

"Our study has been completed and publishing associations are being so notified.

"The ANPA last year asked for conferences under the procedure we have established where an antitrust suit is pending and we endeavor to settle it amicably by pre-filing conferences.

"The Department has agreed to have those conferences. We so agreed last year.

"They are now being notified that a complaint is contemplated, as our study indicates violation of the antitrust laws, and if they so desire, the conferences will now be held."

Mr. Hanson said:

"The ultimate result, if the government prevails in this proceeding, will be as effective a control over the operations of the press in this country as has been achieved elsewhere throughout the world in those unfortunate countries whose people in the last decades have been stripped of . . . individual liberty."

The Justice Dept.'s investigation has been a year in the making. Government investigators visited NARTB's Washington headquarters on one occasion during the last year.

Some five years ago, NARTB officials canvassed the possibility of a broadcast "recognition" plan, but this was dropped when it was learned that it might be considered a violation of the antitrust laws.

About 15 years ago, NARTB, in conjunction with the AAAA, developed a proposed standard contract form. This was submitted to the membership, but no requirement that it be used was incorporated. The radio form contains a clause calling for a 15% agency commission.

During the last year NARTB has worked up a standard contract form for video. This also contains a 15% clause. This again was a suggested form, with no requirement that it be used by telecasters.



A HEARTY mass handshake completes contract-signing ceremonies in Hollywood in which Quaker State Oil Refining Corp. of Calif., Los Angeles, through Kenyon & Eckhardt Inc. there, starts Mon.-Fri., 10-minute *Bill Brundige Sports* on 45 Don Lee Broadcasting System stations for 13 weeks from April 4. L to r: seated, Andrew J. Shidmantle, Quaker State president and general manager; Norman Boggs, Don Lee sales vice president; standing, Les Sholty, Los Angeles manager, Kenyon & Eckhardt Inc.; Mr. Brundige, Don Lee sportscaster, and Joseph Parsons, Don Lee account executive.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

May 4 (10-11 p.m.): *Best of Broadway,* "Broadway," Westinghouse Electric Co. through McCann-Erickson.

May 12 (8:30-9:30 p.m.): *Shower of Stars,* "High Pitch," Chrysler Corp. through McCann-Erickson.

NBC-TV

May 2 (8-9:30 p.m.): *Producers' Showcase,* "Darkness at Noon," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey Adv. Agency.

May 7 (9-10:30 p.m.): *Max Liebman Presents,* "Desert Song," Oldsmobile Div., General Motors through D. P. Brother & Co.

May 11 (9-10 p.m.): *Kraft Television Theatre,* "Judge Contain's Hotel," through J. Walter Thompson Co.

May 20 (7:30-7:45 p.m.): *Coke Time,* Coca-Cola Co. through D'Arcy Advertising Co. (commercials only in color).

May 22 (7:30-9 p.m.): *Max Liebman Presents,* Hazel Bishop Inc., through Raymond Spector Co., and Sunbeam Corp. through Perrin-Paus Co.

May 30 (8-9:30 p.m.): *Producers' Showcase,* "Petrified Forest," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey Adv. Agency.

[Note: This schedule will be corrected to press time of each issue of B•T.]

15-Minute Segment Scarcity Behind Regional Buying Wave

THE CONTINUING scarcity of quarter-hour evening segments on the radio and tv networks has started a growing movement of advertisers toward regional placement of their 15-minute offerings.

This week alone two major clients—General Tire & Rubber Co. and Oldsmobile Dealers of America—B•T learned, have reinforced the new pattern with General Tire adding 39 sta-

tions to its existing list while Oldsmobile bought a new schedule in more than 170 cities.

General Tire & Rubber Co. (for its dealers) is currently sponsoring Harry Wismer in a quarter-hour sports show in 35 markets, placed through D'Arcy Adv., New York. Effective yesterday (Sunday), the firm expanded its coverage for the program to 75 markets. The average contract runs for 26 weeks.

The Oldsmobile Dealers of America purchased the *Patti Page Show*, a 15-minute musical series to be presented in over 170 cities starting July 1.

The deal was negotiated for Miss Page by General Amusement Corp., through D. P. Brothers & Co., Detroit, advertising agency for Oldsmobile. The contract on each station will be for 52 weeks. Joseph Santley will produce and direct the program filmed in New York.

Another advertiser placing quarter-hour programs regionally is E. I. duPont de Nemours for its Zerone and Zerex, anti-freeze products, which signed Frank Leahy to star in a football forecast series to be on 15 stations starting in October. Norman Sper Jr. will produce the show. BBDO, New York, is the agency.

Nehi Corp., for its Royal Crown Cola, also through BBDO, placed a quarter-hour show featuring the Ames Brothers in more than 195 markets.

$8 Million Budget Set by Studebaker

A RECORD-BREAKING $8 million has been budgeted by the Studebaker Div. of Studebaker-Packard Corp., South Bend, Ind., for advertising during 1955, with television slated for a 20% slice, the company announced last week.

Television probably will be alloted $1.6-$1.75 million—somewhat more than the $1.4 million originally set aside last fall [B•T, Oct. 4, 1954], it was understood.

Studebaker is alternate-week sponsor with Packard Div. of *Tv Reader's Digest* on ABC-TV, Mon., 8-8:30 p.m. EDT, under a 26-week contract. Studebaker also plans to purchase spot radio for special dealer campaigns. Until last January it had carried programs on as many as 90 radio outlets and also sponsored participations.

The $8 million budget means an approximate 30% boost in product advertising for Studebaker, according to Frank W. Noble, its advertising manager, who announced the 1955 expenditures. The advertising increase is in line with Studebaker's "highly accelerated sales program," Mr. Noble observed.



FRANK LEAHY (r), former Notre Dame football coach, and C. K. Johnson, anti-freeze (Zerone, Zerex) advertising manager for E. I. duPont de Nemours, Wilmington, Del., discuss plans for the 15-minute series, *Frank Leahy and His Football Forecasts*, starting on 15 tv stations in October (see story at left).

Brioschi Sets Radio Drive In N. Y., N. J., Conn. Areas

IN OBSERVANCE of its 50th anniversary, A. Brioschi Co. (antacid crystals), Fairlawn, N. J., last week launched a six-week $50,000 radio advertising campaign designed to saturate the New York, Connecticut and New Jersey metropolitan areas. It was described as the company's "biggest advertising and promotion splurge in its history."

The company has purchased more than 600 one-minute announcements on New York stations including WRCA, WCBS, WINS, WMGM, WMCA, WOR, WNEW and WAAT Newark and WPAT Paterson, both New Jersey. Tying-in with the campaign will be personal appearances in areas where the Brioschi product is carried by such disc jockeys as Bob and Ray, Alan Freed, Ted Brown, Art Ford, Klavan and Finch and Bob Haymes.

"I think radio will deliver the biggest listening audience for us," Mark Brizzolara, vice president of Brioschi, declared. "Radio is still a foremost and important sale medium for national products and we believe in radio enough to spend a good part of our budget on this six-week test campaign."



A CHECK for $1,000 is awarded to KVTV (TV) Sioux City, Iowa, for taking first place in the Lone-Ranger-General Mills National Merchandising Contest. Don D. Sullivan (3d from l), advertising director of KVTV and WNAX Yankton, S. D., accepts the check on behalf of the station from A. G. (Mickey) Ireland, General Mills territory jobber representative. Taking part in the presentation are (l to r): Joe S. Anderson, GM Sioux City retail representative; Don H. Beedle, KVTV promotion director; Messrs. Sullivan and Ireland; Robert B. Donovan, KVTV sales service manager, and Robert R. Tincher, vice president and general manager of Cowles Broadcasting Co., KVTV-WNAX licensee.

'DSS' Devises Formula For Local-National Ad Link

"IN MOST retail advertising, there is a large gap between national and local advertising," according to the March issue of *Department Store Studies*, a continuing analysis of radio advertising for retailers with reports on retail radio campaigns in test markets. "There is no link between what national advertisers are doing in their advertising efforts and what is done at the local level by those stores that carry these nationally advertised brands."

A formula which *DSS* devised for stores and reports to be working successfully is described as follows:

"We get commercial copy made up by the local retailer. We send this, in our test cases, to the national advertising agencies carrying the accounts of the manfuacturers whose products are being locally advertised. These national advertising agencies have the local copy recorded by their national advertising announcers. Thus all copy starts out with the announcer identifying himself. He then delivers the commercial which mentions the local store. He endorses the store, suggests that listeners visit the store, do all their buying at the store, and then specifically plugs the specific item.

"This is a rather round-about way of getting copy on the air," *DSS* admits, but says that it appeals to the advertising agencies and also "places the radio stations in closer contact with the agencies and is generally profitable for them."

New York Court Enjoins Freezer Plan Advertising

INJUNCTION was issued last week by New York Supreme Court Justice William S. Hecht Jr. restraining National Food Clubs Inc. from "indulging in advertising practices which mislead or confuse the public."

This action came after New York State Attorney General Jacob K. Javits, with the consent of National Food Clubs, had filed the injunction in Supreme Court on April 22. According to Mr. Javits, the company conducted an extensive advertising campaign, primarily on radio and television, to induce the public to become members of the food club through purchase of freezers and food. In the advertising, he said, the prospect was led to believe the freezer would be a gift, but actually it cost between $500 and $1,000. Mr. Javits said his office has been investigating the food plan industry for the past nine months.

National Food Clubs issued a statement, stressing that it signed the stipulation voluntarily and the stipulation "is not to be considered an admission of any wrong doing or unethical practices in the operation or maintenance of our business."

Hugh R. Jackson, president of the Better Business Bureau of New York City, applauded the action of Mr. Javits, and said that "the practices of this company and some other food plan operators have certainly been misleading to the public and injurious to public confidence in all advertising."

Kelley Joins Adcraft Agency

F. J. KELLEY has announced his resignation as executive vice president and general manager of WTSP St. Petersburg, Fla. He had purchased a 50% interest in the Adcraft Advertising Agency, 531 South Water St., Corpus Christi, Tex., where he will be in charge of radio-tv. Jack Olson succeeds Mr. Kelley at WTSP. Mr. Olson is also comptroller of the *St. Petersburg Times*, owned by Nelson Poynter, majority stockholder of WTSP.

. . . and April, 1955, was the 29th consecutive month during which more people watched WTOP-TV than any other television station in Washington.*

WTOP-TV
at Broadcast House
Washington, D. C.



Represented Nationally by CBS-TV Spot Sales

***Telepulse: Dec., 1952—Apr., 1955**

FACT not fancy



KOMO TV

covers

SEATTLE

and

WESTERN WASHINGTON

The contours shown here are the result of *actual* field strength measurements completed July 12, 1954. The signal strength map is based on data compiled by Professor H. M. Swarm of the Department of Electrical Engineering at the University of Washington and resident professional engineer licensed by the State of Washington.

This coverage together with the preferred low channel, maximum power, the Northwest's most talented and versatile personnel and the greatest network affiliation means consistently better advertising results. And that's FACT . . . not fancy.

FACT Coverage of a market area of 1,816,441 people—71% of Washington State's total.

FACT Coverage of a market area with over 3 billion dollars of effective buying income—68% of Washington State's total.

FACT Coverage of a market area where almost 2 billion dollars in retail sales are made annually—67% of Wash. State's total.

FACT Coverage of a bonus market in Canada and Oregon that totals an additional 583,367 people.

CHANNEL 4
KOMO TV

NBC FOR SEATTLE AND WESTERN WASHINGTON

Call your Hollingbery man for availabilities

LATEST RATINGS

NIELSEN

TOP RADIO PROGRAMS
Two Weeks Ending March 26

Rank	Program	Homes (000)
Evening, Once-a-Week		
	(Average for all Programs)	(1,238)
1.	Lux Radio Theatre (CBS)	3,073
2.	People Are Funny (Toni) (CBS)	2,935
3.	Jack Benny Show (CBS)	2,889
4.	Amos 'n' Andy (Studebaker-Packard) (CBS)	2,752
5.	Amos 'n' Andy (CBS Columbia) (CBS)	2,706
6.	Dragnet (NBC)	2,522
7.	You Bet Your Life (NBC)	2,431
8.	People Are Funny (Mars) (CBS)	2,155
9.	FBI in Peace and War (CBS)	2,064
10.	Our Miss Brooks (Amer. Home) (CBS)	1,972
Evening, Multi-Weekly		
	(Average for all Programs)	(917)
1.	News of the World (NBC)	1,880
2.	One Man's Family (NBC)	1,789
3.	Great Gildersleeve (NBC)	1,559
Weekday (Average for all Programs)		(1,605)
1.	Helen Trent (Amer. Home) (CBS)	2,476
2.	Helen Trent (Participating) (CBS)	2,339
3.	Our Gal, Sunday (Participating) (CBS)	2,247
4.	Ma Perkins (CBS)	2,247
5.	Arthur Godfrey (Kellogg) (CBS)	2,247
6.	Arthur Godfrey (Campana) (CBS)	2,201
7.	Our Gal, Sunday (Amer. Home) (CBS)	2,201
8.	Aunt Jenny (CBS)	2,201
9.	Guiding Light (CBS)	2,201
10.	Young Dr. Malone (CBS)	2,155
Day, Sunday		
	(Average for all Programs)	(504)
1.	Adventures of Rin Tin Tin (MBS)	1,146
2.	Galen Drake (Sun. 8:55) (CBS)	1,055
3.	Sunday Gatherin, (CBS)	963
Day, Saturday		
	(Average for all Programs)	(871)
1.	Gunsmoke (CBS)	2,064
2.	Robert Q. Lewis (H. Curtis) (CBS)	1,513
3.	Robert Q. Lewis (Milner) (CBS)	1,284

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PULSE

Top 20 Once a Week Tv Shows

	Rating Mar.	Feb.
Jackie Gleason (CBS)	45.4	41.9
Producer's Showcase (NBC)	44.1	
Toast of the Town (CBS)	41.8	39.5
Dragnet (NBC)	40.2	40.4
Groucho Marx (NBC)	40.0	38.6
George Gobel (NBC)	34.7	29.6
Bob Hope (NBC)	33.3	31.5
Disneyland (ABC)	31.7	29.5
Robert Montgomery (NBC)	30.9	
Two for the Money (CBS)	30.9	28.5
Jack Benny (CBS)	30.8	30.0
Ford Theatre (NBC)	29.6	29.2
Our Miss Brooks (CBS)	28.7	29.0
Fireside Theatre (NBC)	28.6	27.7
What's My Line? (CBS)	27.9	27.8
I've Got a Secret (CBS)	27.7	26.6
Lux Video Theatre (NBC)	27.7	
Life of Riley (NBC)	27.6	
I Love Lucy (CBS)	27.4	38.9
Your Hit Parade (NBC)	27.4	

Top 10 Multi-Weekly Tv Shows

	Rating Mar.	Feb.
Howdy Doody (NBC)	16.1	16.5
News Caravan (NBC)	16.1	15.0
Dinah Shore (NBC)	15.7	14.8
Eddie Fisher (NBC)	15.3	13.9
Perry Como (CBS)	14.3	15.5
Pinky Lee (NBC)	14.3	13.7
Search for Tomorrow (CBS)	13.7	13.3
Arthur Godfrey (CBS)	12.9	13.3
Guiding Light (CBS)	12.9	12.3
CBS News (CBS)	12.8	13.5
Love of Life (CBS)	12.8	

Three Sign With ABC-TV For 'Warner Bros.' Series

SIGNING of three national advertisers as sponsors of *Warner Bros. Presents,* due to start on ABC-TV Sept. 13, 7:30-8:30 p.m., was announced last week by Robert E. Kintner, president of ABC. The advertisers are: Liggett & Myers Tobacco Co., through Cunningham & Walsh Inc.; General Electric Co., through Maxon Inc. and Young & Rubicam, and Monsanto Chemical Co., through Needham, Louis & Brorby Inc. and Gardner Adv. Co.

Liggett & Myers has signed for one half-hour each week for Chesterfield and L&M cigarettes. GE will sponsor one half-hour alternate weeks for radio-tv sets and small appliances. Alternating with GE will be Monsanto for chemicals and plastics and the company's detergent, All.

The program series will be based on three motion pictures—"Kings Row," "Casablanca" and "Cheyenne." Each episode will be a complete story, however. Each of the three stories will be filmed especially for tv and will feature new stars. Production will be under the direction of Jack Warner, vice president of Warner Bros. Pictures Inc.

Advertising Council Honors Belding, Eller at Dinner

TESTIMONIAL DINNER will be held Thursday for Don Belding, chairman of the executive committee, Foote, Cone & Belding, and Russell Z. Eller, advertising manager, Sunkist Growers, by The Advertising Council at the California Club in Los Angeles, the Council is annnouncing today (Monday). Messrs. Belding and Eller will be honored for their contributions to the forest fire prevention campaign which has been active 13 years, according to Allan M. Wilson, acting president of the council.

Chairman of the dinner committee is Charles S. Jones, president of the Richfield Oil Co. Principal speaker will be Richard E. McArdle, chief of the Forest Service (Agriculture Dept.). The public service campaign is conducted for the Forest Service and for the Assn. of State Foresters by the council.

Mr. Eller had served as volunteer coordinator of the "Smokey Bear" campaign and Foote, Cone & Belding has created all advertising materials since the project was begun in early 1942. It's estimated that more than $60 million worth of broadcast time and advertising space have been contributed to the fire prevention program.

Peale Changeover to Radio Draws Favorable Comments

DOESKIN PRODUCTS Inc., which has switched from television to radio (sponsoring Dr. Norman Vincent Peale on NBC Radio), last Wednesday reported in a national sales meeting held on closed circuit (25-minute hookup of NBC stations which carry the Peale show), that the changeover has elicited "a literally phenomenal response."

Dr. Peale, NBC Executive Vice President Robert Sarnoff, Doeskin President Emanuel Katz, and the company's director of sales, Grant P. Stinchfield, and merchandising manager, Ray Marcus, took part in the meeting.

Mr. Katz said since the first day Doeskin has sponsored Dr. Peale (April 4) the company has been the subject of many news items in the daily press and in business papers on both the switch back from tv to radio and on the first commercial network radio sponsorship of a Protestant minister. Posters announcing the move have been distributed in newsstands, drug stores, groceries and supermarkets, as well as radio stations. More mail was received by Dr. Peale in 21 days of April than for the total days of February and March, he continued.

Dr. Peale told the salesmen that positive thinking about both the product they sell and their own ability are basic in salesmanship.

Anderson & Cairns Moves to Larger Office

ANDERSON & CAIRNS, New York, announced that due to "the need for more efficient operating space because of substantial growth in the new business," the agency, effective yesterday (Sunday), moved into new quarters at 130 E. 59th Street.

The agency will occupy an entire floor. The radio and television department features physically expandable space. One of the conference rooms is so situated that it can become, when needed, an integrated part of the radio-tv department. This was accomplished by placing the department's workroom next to the major conference room so that films and slides may be shown through a cut in the wall without having to move the equipment from one room to another.

ARB's 'A-to-Z' Study Out

COMPLETION of its "Abilene-to-Zanesville" study of the television audience in 140 medium-to-small markets [B•T, March 7] and the compilation of the case histories of those markets has been announced by the American Research Bureau. The report is now being offered to agencies, stations, networks and sponsors.

James Seiler, director of the ARB, said the report has been enthusiastically received and a similar, annual survey is being planned.

Bavarian on WKRC-TV

BAVARIAN Brewing Co. of Covington, Ky., has signed a 52-week contract with WKRC-TV Cincinnati to sponsor a half-hour film series titled *Promise Playhouse* (Monday through Friday, 10:30 to 11 p.m.), it has been announced by David G. Taft, executive vice president of Radio Cincinnati Inc., WKRC-TV licensee. Bavarian agency is Peck-Heekin Advertising Agency.

SPOT NEW BUSINESS

Sinclair Refining Co., N. Y., planning purchase of local radio-tv spot announcements and programs as part of campaign introducing new Power-X gasoline. Agency: Morey, Humm & Johnstone, N. Y.

Resolute Paper Products Corp., N. Y., preparing four-week tv spot saturation campaign test for Resolute wax paper in South Carolina area only, starting May 7. Results will determine future tv expansion. Agency: Ettinger Adv. Agency, N. Y.

General Aniline & Film Corp., N. Y., for Ansco Photo Div., Binghamton, N. Y., buying about 40 radio and half-dozen tv markets for spot schedule for Ansco film beginning on varied dates in late April and early May for 13 weeks. Agency: Biow-Beirn-Toigo, N. Y.

Harian Publications (books, travel), Green Lawn, N. Y., which had successful radio campaign in major markets this year, planning to expand mail order campaign in secondary radio markets using many as possible; few tv markets also will be tested. Agency: Paul Minor Assoc., N. Y.

STAKE YOUR CLAIM

IN NEW

RCA *Thesaurus*

20 PLATINUM YEARS OF THESAURUS SERVICE
1935
RCA Thesaurus
PLATINUM ANNIVERSARY
1955

Platinum Anniversary money-yielding features



THE GRANTLAND RICE STORY—*from The Tumult and The Shouting* . . . 15 minute, once a week broadcast with famous sportscaster Jimmy Powers and big name "sports world" guests such as Bobby Jones, Walter Hagen, Ty Cobb and Gene Tunney. Fully recorded.



DO-IT-YOURSELF. . . Cash in on your local share of the 6 billion dollar do-it-yourself business with this new Thesaurus "Do-it-Yourself" 15 minute show. Three times per week.

RCA

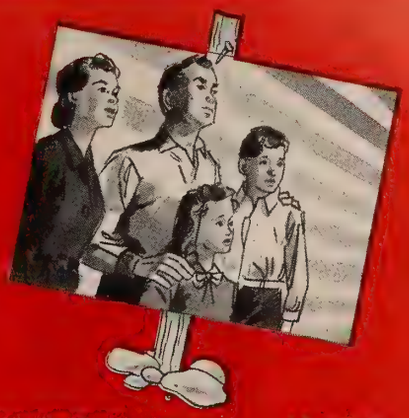
RECORDED PROGRAM SERVICES

RADIO CORPORATION OF AMERICA • RCA VICTOR RECORD DIVISION

TMKS. ® © RCA



THE FRANK LUTHER FUN SHOW . . . Frank Luther, nationally popular entertainer, brings enjoyment to children from 6 to 96 . . . fully recorded with songs—many created specially for this show, plus jokes, limericks, "mail-pulling" ideas and guest stars.



GREAT DAYS WE HONOR . . . 15 minute, fully recorded show for 39 important holidays during the year. 10 Catholic holidays, 10 Jewish, 10 Protestant and 9 Patriotic holidays. Ideal for institutional type advertisers. Ray Middleton, Henry Hull, other well known personalities.

It's our Platinum Anniversary . . . we're 20 years old, and to celebrate we're adding 8 new sponsor-selling, platinum-studded features to our service.

For the past 20 years our Library Service has been growing bigger, better, and more profitable for our subscribers. The broad range of 25 different shows, complete continuity service, sponsor-selling recorded sell-effects, voice tracks, sales clinching brochures, new big local time selling merchandising plan, other *selling* aids, and 52 new releases each and every month . . . all this gives RCA Thesaurus subscribers the most profitable program service in the industry. For example, due to tremendous success of two of our shows, we are increasing the popular Freddy Martin and Sammy Kaye programs from 3 broadcasts a week to 5.

Stake your claim to the lion's share of your local advertisers' dollars by using the one Library Service that's king of them all! Write, wire or call, *today* your nearest Recorded Program Services office.



SHOP AT THE STORE WITH THE MIKE ON THE DOOR . . . a great new local radio time selling merchandising plan. Builds sales and listeners.



PRESENTING THE STATESMEN QUARTET . . . A popular, talented group brings favorite gospel type singing to your listeners. ½ hour, once a week.



CONCERT ON THE MALL . . . This rich, lush sounding band plays everything . . . from "South Pacific" medleys and traditional marches to symphonic and popular types of music. ½ hour, once a week.



WEEKEND SHOPPERS' SPECIAL . . . This new show was designed to give stations a program with strong appeal to sponsors who want to sell to weekend shoppers. Ideal for participations. Once a week, 30 minutes.

630 Fifth Avenue, New York 20, N. Y. — JUdson 2-5011
522 Forsyth Building, Atlanta 3, Ga. — LAmar 7703
1016 N. Sycamore Ave., Hollywood 38, Cal. — HOllywood 4-5171
445 N. Lake Shore Drive, Chicago 11, Ill. — WHitehall 4-3530
1907 McKinney Avenue, Dallas 1, Tex. — Riverside 1371

SPOT RENEWALS

San Francisco Brewing Co. (Burgermeister Beer), S. F, purchases national radio-tv rights to all 1955 Los Angeles Rams and San Francisco 49ers professional football games for third consecutive year. Possible co-sponsorships have not yet been negotiated. Agency: BBDO, S. F.

NETWORK NEW BUSINESS

Gillette Safety Razor Co., Boston, will sponsor on CBS Radio and CBS-TV Kentucky Derby (5:15-5:45 p.m. EDT) May 7; Preakness Stakes (5:30-6 p.m. EDT) May 28, and Belmont Stakes, (4:30-5 p.m. EDT) June 11. Agency: Maxon Inc., N. Y.

Cook Chemical Co., Kansas City, to sponsor *Cecil Brown and the Real News of the Morning* on MBS (Mon.-Fri., 9:30-9:35 a.m. EDT), starting May 2. Agency: Emil Mogul Co., Chicago.

Pacific Mutual Life Insurance Co., L. A., enters radio for first time with *Virgil Pinkley and the News* (Mon.-Fri., 6:30-6:45 p.m. PDT) on 19 Don Lee Broadcasting System stations in California for 52 weeks from today (Mon.). Agency: Foote, Cone & Belding, L. A.

Johnson & Johnson (baby products), New Brunswick, N. J., will sponsor participations on NBC-TV shows *Ding Dong School, Tennessee Ernie Ford* and *Pinky Lee,* starting early this month. Agency: Young & Rubicam, N. Y.

AGENCY APPOINTMENTS

Southern Reddi-Wip Inc. (Texas franchise of Reddi-Wip Inc., whipping cream, St. Louis) appoints Evans & Assoc., Fort Worth, Tex., for special tv advertising operation. Plans call for intensive tv schedule in all Texas markets, built around seasonal promotional themes.

Southern Airways, Atlanta, appoints Day, Harris, Mower & Weinstein Inc., same city. Radio will be used in heavy spring and summer advertising.

Virginia Electric & Power Co., Richmond, Va., appoints Cargill & Wilson, Inc., same city. Radio-tv will be used.

American Mutual Liability Insurance Co., Boston, has named Compton Adv., N. Y.

AGENCY RESIGNATION

Weill & Eby Inc., Buffalo, N. Y., has resigned account of Fox Haven Frozen Foods Ltd., Chippewa, Ont.

A&A PEOPLE

Edward J. O'Malley, formerly with McCall Corp. (publications), N. Y., appointed vice president and account executive, Schram Adv. Co., Chicago.

Warren Kratky, media director and plans board member, Gardner Adv. Co., St. Louis, elected vice president and will head newly-created marketing department.



MR. KRATKY

Robert Blend, administrative art director, and **William Zerweck,** production manager, William H. Weintraub & Co., N. Y., named vice presidents.

John F. Singleton, spacebuyer, Tatham-Laird Inc., Chicago, appointed media supervisor.

T. A. Doyle, Biow-Beirn-Toigo, N. Y., named associate media director.

John R. Hurley, formerly account suervisor, Manning Public Relations Firm, N. Y., appointed public relations manager, BBDO, Detroit.

Peter C. Poss, former assistant advertising manager, Timken Roller Bearing Co., Canton, Ohio, appointed media director, Wellman, Buschman & Hines Inc., Cleveland.



MR. POSS

John J. Signor, advertising and promotion manager, KYW Philadelphia, to Arndt, Preston, Chapin, Lamb & Keen, same city, as account manager.

Robert R. Roy appointed account executive, Ross Roy Inc., Detroit.

G. Kenneth Adams to Courtland D. Ferguson Inc., Washington, as account executive.

Hal Taft, local sales staff, KBTV (TV) Denver, to George Cherry Adv. Agency, same city, as account executive, effective today (Mon.).

Harvey J. Bressler, formerly sales and advertising director, United Mills Corp., Mount Gilead, N. C., to Lewin, Williams & Saylor, N. Y., as account executive.

George Allen, radio-tv director, Guild, Bascom & Bonfigli Inc., Hollywood, adds duties as program director.

Thomas D. Wharton, news editor, public relations dept., Western Electric, N. Y., to Hege, Middleton & Neal Adv., Greensboro, N. C., as public relations director.



MR. WHARTON

Burton R. Durkee, formerly account supervisor, Maxon Inc., Detroit, appointed advertising and merchandising director, Chrysler Div., Chrysler Corp., same city.

Harry Roggenburg, formerly marketing professor, Rutgers U., New Brunswick, N. J., to Advertest Research, same city, as associate director; **Munro Kagno,** formerly with psychological and statistical depts., New York U., N. Y., to Advertest as project director.

Weston B. Emmart, Benton & Bowles, N. Y., to Kudner Agency, same city, as tv art director.

Charles Miller, formerly with Cecil & Presbrey, N. Y., to Emil Mogul Co., same city, as associate art director.

Chandler Davis, mathematics teacher, U. of Michigan, Ann Arbor, to research dept., Kenyon & Eckhardt, N. Y., in newly-created position, experimental research director; **Eric Marder,** International Research Assoc., N. Y., to K&E research dept. as account research director.

Edward Groenboom, media and research director, Critchfield & Co., Chicago, retires May 15 after 44 years with agency.

Donald B. Kenyon appointed media, research, copy and merchandising consultant, John Duffy Co., Cleveland.

Paul I. Mahler, former sales promotion director, WERE Cleveland, to McCann-Erickson, same city, as promotion writer.

Bill Hyer to radio-tv dept., Foote, Cone & Belding, Chicago; **James Sanders** and **Jane Zimmerman** to copywriting staff.

George A. Tychsen, Schwimmer & Scott, Chicago, to radio-tv dept., N. W. Ayer & Son, N. Y., as copywriter.

William E. Palmer, former account executive and merchandising director, Benton & Bowles, N. Y., to merchandising dept., William Esty Co., N. Y.

Bernard Kuby to copy staff, Campbell-Mithun Inc., Minneapolis.

Morris E. Jacobs, president, Bozell & Jacobs Inc., Omaha, elected director, Omaha & Council Bluffs Street Railway Co.

AGENCY SHORTS

Jordan-Lewis Co., Suite 1103, 39 Broadway, N. Y., established by Ira L. Joachim, former advertising manager, **London Records Inc.,** N. Y.

Donlee Agency, Box 51, Pompton Lakes, N. J., established, specializing in publicity and sales promotion for organizations in New Jersey-New York areas. First agreement was made with Eastern Cowboys Assn. to promote 34 rodeos in 1955 to be held at Upper Saddle River, N. J. Radio-tv will be used.

Fred M. Randall Co., Detroit, moves to new and larger quarters, 10th floor, Book Bldg., Washington Blvd.

William Esty Co., N. Y., elected to American Assn. of Adv. Agencies.

Boland Assoc., S. F., forms Boland Assoc. Ltd., Honolulu, with offices at 1060 Bishop St. Foreman Thompson, former advertising, manager, TPA Aloha Airlines, Honolulu, president of new firm, with Walter Boland, vice president; John Ebner, treasurer; A. William Barlow, secretary, and P. K. Macker and Barry W. Boland, directors.

Larry Raymond Co., L. A., elected to American Assn. of Adv. Agencies.

Takes Space in 'Time'

A FULL-PAGE ad in the May 2d issue of *Time* magazine has been purchased by KLZ-AM-TV Denver "to tell at least part of the story of Denver to the world." The ad, considered a precedent-setter, ran in black-and-white, which according to *Time* rates costs $9,045.

Headlined "Get a Headstart on Your Future in Denver," the ad contains a brief message by Hugh B. Terry, KLZ-AM-TV president and general manager, and illustrations of the many facets that make Denver an attractive place for a "real opportunity" and "satisfying life."

Aladdin Broadcasting Corp., KLZ-AM-TV licensee, is owned by LTF Broadcasting Corp., a subsidiary of *Time* magazine.

the ABC affiliates in America's 13th market



NTA Spends $1 Million For Tv Film Rights

Firm to distribute 40 films still in theatrical release. President also reports expansion of office space.

IN A MOVE said to represent the company's "largest single package investment of the year," National Telefilm Assoc. Inc., New York, has spent $1 million for tv distribution rights to 40 feature films.

In releasing details of the purchase last week, Ely Landau, NTA president, said the new films are still in theatrical release. The company, he said, has acquired from Alexander Korda-Elia Lopert such motion pictures as "The Tales of Hoffman," "The Captain's Paradise," "Breaking Through the Sound Barrier" and "The Great Gilbert and Sullivan" and from J. Arthur Rank such films as "Highly Dangerous," "Valley of the Eagle" and "Dark Moon," among others.

In syndicated films, Mr. Landau said, NTA has obtained distribution rights to a new half-hour tv film series, *Police Call,* based on the



OLIVER A. UNGER (l), executive vice president of National Telefilm Assoc., agrees to a $500,000 deal with Elia Lopert (seated) and Sir Alexander Korda for seven-year tv distribution rights to Korda-Lopert films. The agreement is half of NTA's $1 million investment in tv rights.

files of international police forces, and to *The New Adventures of China Smith,* half-hour series starring Dan Duryea.

In line with an expansion program at the company, Mr. Landau last week also announced that NTA is moving its offices in New York, Chicago and Hollywood to larger quarters.

He reported that NTA has signed a 10-year lease for 5,000 sq. ft. of office space in the 60 W. 55th St. building in New York, which it will occupy starting June 1, and also a long-term lease on a seven-room suite in the Michigan-Ohio Bldg. in Chicago. Mr. Landau said the company recently completed its move on the West Coast to larger quarters at 8732 Sunset Blvd., Hollywood.

Guild Opens in Minneapolis

GUILD FILMS Co., New York, has established a new office in Minneapolis at North West Bank Bldg., room 517, with Marv Lowe as account executive in charge. Guild now has 17 regional offices in addition to New York headquarters.

Storyboard on Film

ADVERTISING AGENCIES are being given a chance to look before they leap into production of film commercials through a new service announced last week by Empire Film Productions Corp., New York, the film subsidiary of Empire Broadcasting Corp., transcription firm.

The company has introduced a "projected storyboard" service which amounts to a full dress rehearsal on film for a commercial in what Empire describes as "an intermediate step between the advertising agency storyboard and the finished production." By using the new service an agency may present and demonstrate a commercial to a client at the same time it auditions talent, pre-tests the spot and clears up production problems.

Restraining Order Granted Ziv Tv, Author Philbrick

TEMPORARY restraining order was granted last Tuesday in Los Angeles Superior Court to prevent further exhibition of a theatrical film titled "I Led Two Lives." The order followed filing of a suit by Ziv Television Programs and author Herbert A. Philbrick charging use of the title constitutes a wrongful and unlawful appropriation of *I Led Three Lives,* Ziv's syndicated half-hour tv film series based on Mr. Philbrick's book.

The suit, naming Harry Farros, Roy Reid, George Weiss and George Weiss Productions as defendants, claims that Mr. Weiss and/or his company produced a theatrical film based on the sex transformation of a human being and exhibited it in theatres throughout the country under the title of either "I Changed My Sex" or "Glen or Glenda" until five or six months ago.

At that time, according to the suit, Mr. Farros acquired western states distribution and exploitation rights and appointed Mr. Reid his Los Angeles area agent. When the feature film was exhibited theatrically in the Los Angeles area from on or about April 1 to about April 14, the action charges the title was changed to "I Led Two Lives."

Plaintiffs ask for an accounting of receipts when feature was shown under the "I Led Two Lives" title; $250,000 damages; temporary restraining order; preliminary injunction pending trial, and a decree making such injunction permanent and preventing further release of the feature under the "I Led Two Lives" title.

Autry, Rogers Film Sales Reach $3 Million, MCA Says

SALES on the package of 123 Gene Autry and Roy Rogers feature films have reached the $3 million mark in three weeks of syndication, it was announced last week by Wynn Nathan, vice president in charge of sales for the Film Syndication Div. of MCA-TV.

The figure covers sale of the package to the four General Teleradio Inc. stations in New York, Los Angeles, Boston and Memphis and to stations in an unspecified number of markets. Mr. Nathan noted that these sales had been achieved in advance of an extensive advertising campaign scheduled to start May 2.

Mr. Nathan also announced that the sale of the package has been turned over to Lou Friedland, vice president in charge of the Station Program Sales Div. of MCA-TV.

Screen Gems to Release 'Bengal Lancers,' 'Circus'

TWO NEW half-hour tv film series, *Tales of the Bengal Lancers* and *Circus Boy,* will be produced for Screen Gems release during the 1955-56 season, it was announced today (Monday) by Ralph M. Cohn, vice president and general manager of the television subsidiary of Columbia Pictures Corp.

With the addition of these two series, Mr. Cohn said, Screen Gems will have 10 series in production at the Columbia studios and Corrigan's Ranch in California.

FILM SALES

Screen Gems Inc., N. Y., has sold *Father Knows Best,* half-hour tv film series, to Canadian Broadcasting Corp. for showing in Canada, said to be third American-produced tv series purchased by CBC; others are *Dragnet* and *I Love Lucy.*

Award Television Corp., N. Y., has reported *Jimmy Demaret* tv film show dealing with golf has been sold to 32 stations in U. S. and Canada. Award, which produces and distributes 15-minute show, has filmed 13 episodes and has additional 26 under production.

FILM DISTRIBUTION

Cinepix Inc., N. Y., has acquired for tv distribution 13 Buster Keaton half-hour shows; *Alice in Wonderland* hour-long feature; 13 British feature films, and 52 half-hour western films featuring Ken Maynard, Hoot Gibson, Tex Ritter, George O'Brien and Tom Tyler.

FILM PEOPLE

Bill Lawrence, west coast radio-tv-motion picture producer-director associated with comedian Bob Hope, to NBC Film Div., N. Y., as programs and production manager.

Jim Campbell, Reela Films Inc., Miami, promoted to sales manager.

Edward Buzzell, motion picture-tv director, signed by Screen Gems Inc., Hollywood, as producer-director, upcoming *You Can't Take It With You* half-hour film series; **William D. Russell** signed by SG to direct new *Father Knows Best* half-hour film series, starting Aug. 31 on NBC-TV for Scott Paper Co., Chester, Pa.

Theodore R. Lazarus, account executive, Donahue & Coe, N. Y., to George Blake Enterprises Inc. (industrial and tv film producers), N. Y., in executive capacity.

Solly Baiano, manager, casting dept., Warner Bros., Burbank, Calif., to firm's tv subsidiary, Sunset Productions, in same capacity.

Norman Land, Ziv Television Programs Inc., N. Y., appointed account executive, Ziv's International Div., headquartering in N. Y.

Guy Vaughn, formerly salesman, Ziv Television Programs Inc., N. Y., to eastern sales staff, NBC Film Div., same city.

George Yonan, formerly with Bolling Co. (radio-tv station representatives), Chicago, to tv sales dept., Filmack Studios, same city.

Ed Nofziger, cartoonist, Walt Disney Productions, Burbank, Calif., to United Productions of America, same city, as storyman.

Haan Tyler, west coast sales representative, Guild Films, Hollywood, to Tom J. Corradine & Assoc., same city, as agency representative.

REPETITION GETS RESULTS!

and WCOP's cost per thousand permits the highest frequency of impression in Greater Boston.



Persistency pays. And smart advertisers know that it takes frequency of impression to open a market's pocketbooks.

In the compact Greater Boston market, WCOP's one-minute saturation plan provides the incredibly low cost per thousand of just 19¢. Thus in America's second most concentrated market, WCOP provides more frequency of impression and MORE RESULTS per dollar than any other Boston station.

Ask your station or WEED representative for the fact-revealing story "HOW TO SELL THE CREAM MARKET OF NEW ENGLAND."

Sets per dollar delivered in Greater Boston by Boston stations, on minute package basis:

WCOP	**5,262**
Station B	3,333
Station C	2,176
Station D	1,867
Station E	1,785
Station F	1,470

"Repetition Builds Reputation"

WCOP BOSTON

5,000 watts on 1150

AIMS

NOW *these feature pictures*

GENE A



for the first time on television....

UTRY

Hand-picked, top budget, hour-long (53 min., 20 sec.) Republic Pictures Corporation feature films starring Gene Autry and a cast of top supporting players.

56

hour-long features

are immediately available for local, regional or national sponsorship from

MCA TV

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS

Film Syndication

WIRE, PHONE OR WRITE YOUR NEAREST MCA-TV OFFICE TODAY

BEVERLY HILLS: 9370 Santa Monica Blvd., CRestview 6-2001

ATLANTA • BOSTON • BUFFALO • CHICAGO • CINCINNATI • CLEVELAND • DALLAS • DETROIT • HOUSTON • INDIANAPOLIS • KANSAS CITY, MO. • MINNEAPOLIS • NEW ORLEANS
NEW YORK • PHILADELPHIA • PITTSBURGH • ROANOKE • ST. LOUIS • SALT LAKE CITY • SAN FRANCISCO • SEATTLE • TORONTO • LONDON • PARIS

NOW *these feature pictures*

ROY RO



never before on television.....

GERS

These hour-long (53 min., 20 sec.) Republic Pictures Corporation high budget productions star Roy Rogers and feature a well-known supporting cast.

67

hour-long features

are immediately available for local, regional or national sponsorship from

MCA TV

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS

Film Syndication

WIRE, PHONE OR WRITE YOUR NEAREST MCA-TV OFFICE TODAY

BEVERLY HILLS: 9370 Santa Monica Blvd., CRestview 6-2001

ATLANTA • BOSTON • BUFFALO • CHICAGO • CINCINNATI • CLEVELAND • DALLAS • DETROIT • HOUSTON • INDIANAPOLIS • KANSAS CITY, MO. • MINNEAPOLIS • NEW ORLEANS
NEW YORK • PHILADELPHIA • PITTSBURGH • ROANOKE • ST. LOUIS • SALT LAKE CITY • SAN FRANCISCO • SEATTLE • TORONTO • LONDON • PARIS

PUBLISHERS MOUNT CAMPAIGN TO REGAIN MONEY LOST TO TV

Newspaper association, facing government antitrust action, notes loss in share of total advertising. Medical, toilet goods, cigarette accounts are singled out for special attention.

ALTHOUGH the threat of television competition did not provoke the rambunctious comment of recent years, the 1955 convention of the American Newspaper Publishers Assn. produced an outline for a campaign to woo back into newspapers certain classifications of advertisers that have invested heavily in tv.

The most noteworthy development aside from this projected newspaper "battle" on tv expenditures was a statement issued by the ANPA last Thursday on the final day of its three-day meeting at the Waldorf-Astoria Hotel. The statement notified the 1,286 delegates that the Dept. of Justice is expected to initiate shortly an antitrust suit against ANPA, charging it with having conspired not only with other trade association groups but with its own members, constituting violations of certain sections of the Sherman Act (see story page 31).

The strategy formulated to re-capture advertising lost to tv was outlined by Harold S. Barnes, director of ANPA's Bureau of Advertising. He told publishers that while newspapers' local volume of advertising has nearly tripled in the last 10 years, total advertising has gained at a similar rate. The newspapers' share of total advertising, he noted, "actually has dropped a little."

Singling out televison as the sharpest competitor in the past decade, Mr. Barnes revealed that the bureau has developed "a new weapon against tv," but he did not spell out specifics. He declared:

"We're convinced that the same number of dollars most advertisers are spending in television will do a better job in newspapers. We're showing tv advertisers what those dollars will buy in newspapers. And how much those dollars will buy in newspapers is making their eyes pop!"

The bureau, he said, is stepping up its sales work on "loss classifications" to other media, principally tv. Products listed by Mr. Barnes as receiving special attention from the bureau staff are medical and toilet good items and cigarettes.

Campaigns Planned

Other classifications on which the bureau will concentrate, Mr. Barnes said, are new cars, gas and oils, airlines, air conditioning and insurance. He pointed out that newspapers have been gaining in each of these groups but contended they are prone to "more intensive effort, and they're getting it."

He advocated that newspapers sell the "basic values" of the medium, and explained this by saying that newspapers are "the most nearly indispensable medium of mass communication . . . and offer the advertiser the opportunity to reach the maximum number of prospects in any market at any given time."

He voiced the belief that the bureau's program already is "paying off," citing the national linage results for the first quarter of 1955 compiled by Media Records Inc. Total first quarter linage was reported by Media Records to be 8.1% ahead of 1954, amounting to $187,603,217.

The bureau also released to the convention media records of national advertising expenditures in newspapers for 1954, showing total figure at $594,120,000, said to be the second highest national newspaper total on record. This total was reported to be 1.2% below 1953's all-time high of $601,224,000.

Breakdown compiled by Media Records showed the following percentage gain or loss in 1954 as against 1953: agriculture (minus 10.4), alcoholic beverages (plus 6.4), amusements (plus 14.6), confections (plus 25.9), educational (plus 13.1), groceries (minus 2.8), hotel and resorts (plus 3.1), housing equipment and supplies (plus 0.2), industrial (minus 4.7), insurance (plus 28.6), jewelry and silverware (plus 5.8), medical (minus 2.9), miscellaneous (minus 11.1), professional and service (minus 4.4), publications (minus 2.6), public utilities (plus 9.7), radio and telvision (minus 36.7), sporting goods (plus 36.3), tobacco (minus 17.1), toilet goods (minus 13.7), transportation (plus 5.0), wearing apparel (plus 6.8), automotive (plus 7.9).

New High Not Reached

Richard L. Jones, vice chairman of the board of directors of the Bureau of Advertising and president of the Tulsa Newspaper Printing Corp., made reference to the decline in national advertising, pointing out it was the first time in nine straight years that an all-time high had not been achieved. He used this frame of reference to justify the bureau's $1.6 million budget for 1955 adding that newspapers must not relax their efforts in the face of tv, radio and magazine competition.

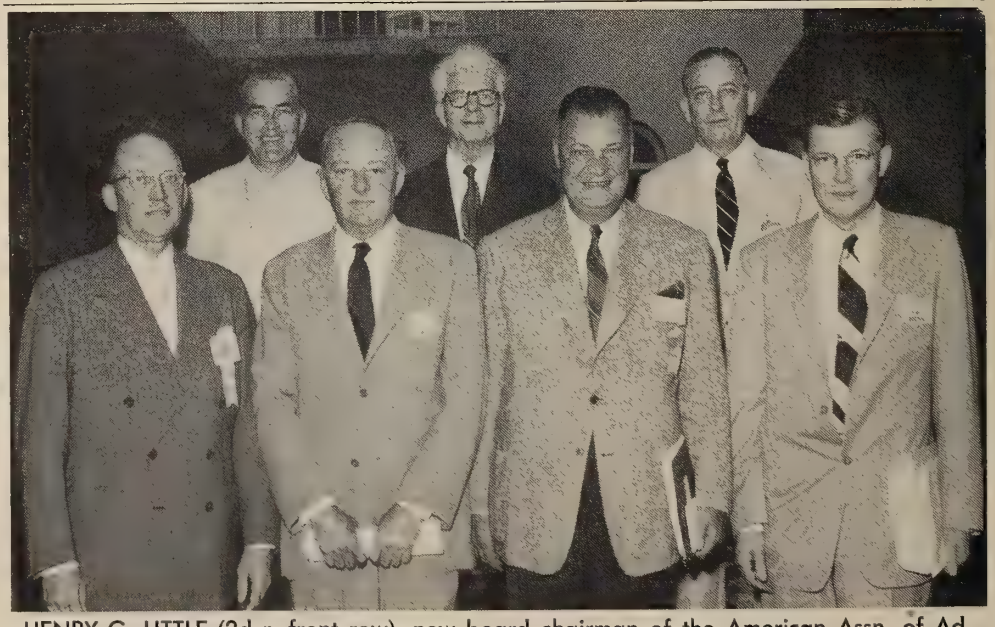
"The brand new Television Bureau of Advertising," Mr. Jones pointed out, "is rolling steadily towards its announced goal of $1 million a year annual budget—a budget, incidentally, far bigger than those competitive organizations, the Radio Advertising Bureau and the Magazine Advertising Bureau, have ever achieved. The tv bureau's announced goal is to get more dollars out of newspapers at the local station level. Meanwhile, contrary to what one might expect, the Radio Advertising Bureau is far from moribund, but more active than ever before."

The opening remarks to the convention by Richard W. Slocum, *Philadelphia Bulletin* and president of ANPA, stressed the need for cultivating young readers in this era of television. He said that studies indicated no lessening of time spent in newspaper reading since the advent of tv, but noted they showed that newspaper circulations "are not keeping pace with population growth and that the number of newspapers per household has been gradually declining, even though total circulations have increased."

This condition, Mr. Slocum said, may be traceable in part to the habits of young people. He recommended a continuing program, directed to children, "in the art of reading with increased speed and greater satisfaction."

The question of children's reading habits and tv was discussed at a meeting of medium-sized newspapers (10-50,000 circulation). William T. Burgess of the *La Crosse* (Wis.) *Tribune* and *Leader Press* suggested that newspapers publish more feature stories with special appeal to children because of tv and its possible adverse effects on children's reading habits. This notion was challenged by Edward J. Hughes of the *Port Chester* (N. Y.) *Item*, Mr. Hughes contending that children are becoming more selective in their tv program fare, do more reading and are more interested in current events than some "ivory-tower" adults realize.

The middle-circulation group of newspapers also heard reactions of various publishers with reference to reporting television news and programs. Many reported that both news and "preview" features of television entertainment stimulated reader interest. Many said that sports programs on tv have helped to increase circulation, attributing this rise to interest on the part of the tv viewer to read the



HENRY G. LITTLE (2d r, front row), new board chairman of the American Assn. of Advertising Agencies, stands with new AAAA officers elected at the association's 37th annual meeting, held at the Boca Raton Club in Florida. L to r: front, Frederic R. Gamble, who was re-elected president; Vice Chairman Robert D. Holbrook, board chairman of Compton Adv., New York; Mr. Little, president and board chairman of Campbell-Ewald, Detroit; Secretary-Treasurer J. Paul Hoag, president and treasurer, Hoag & Provandie, Boston; back row, Director-at-Large Davis Danforth, executive vice president, BBDO; AAAA General Counselor George Link Jr., McKercher & Link, New York, and Director-at-Large George C. Reeves, vice president, J. Walter Thompson, New York.

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

KTVX BOOSTS POWER TO 316,000 WATTS SHARPENS RECEPTION IN FOUR STATES

When television station KTVX, Muskogee-Tulsa, Okla., "threw the switch" on its new General Electric 50 KW transmitter last November 30, it became one of the nation's most powerful VHF stations—and, by far, the most powerful in eastern Oklahoma, according to station executives who add the following:

"Viewers in fringe area cities such as Fort Smith, Ark., Fayetteville, Ark., Noel, Mo., Caney and Independence, Kans.; and Perry, Ponca City, Miami, Talihina and Ada, Okla., called to report vastly improved reception. Hundreds of calls were received from Tulsa area viewers—in the City Grade coverage circle—saying reception was much sharper. Similar reports were contained in thousands of cards and letters which followed the boost to maximum power.

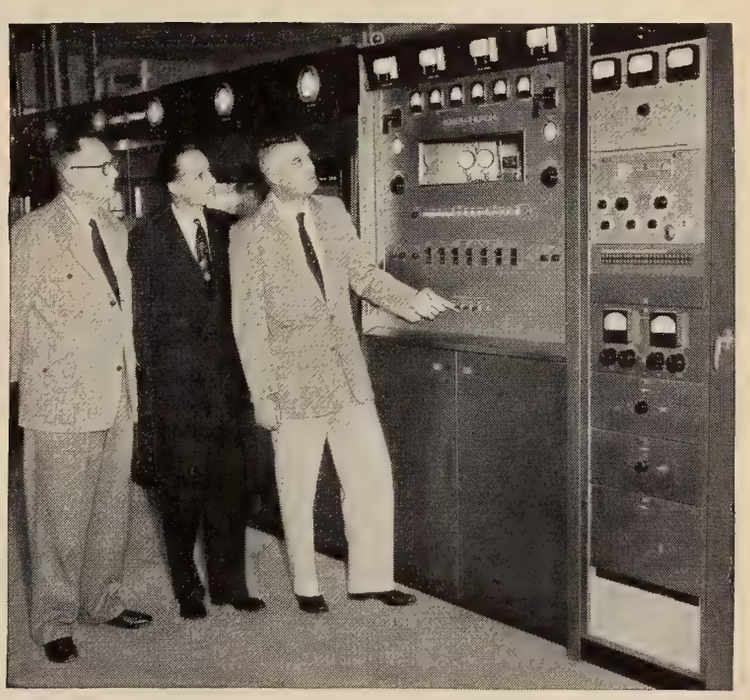
"The power increase carried the Channel 8 video signal to more than a million people in thirty-one counties of eastern Oklahoma, southern Kansas, western Arkansas and southwest Missouri.

"The event also climaxed a series of 'firsts' for the 316,000-watt television station, which is General Electric equipped from stem to stern."

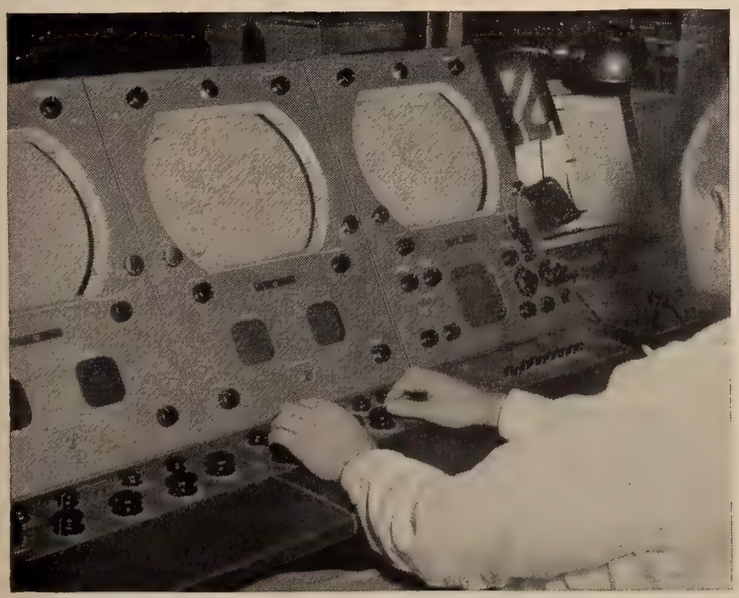
The new television transmitter, most powerful yet produced by General Electric, is one of the first of this model to be installed in the Southwest. There are numerous other G-E '50' installations including flagship stations of one major television network.

"Actual installation of the 50 KW transmitter was something of a record in itself.

"The KTVX transmitter building and the 650-foot tower—topped by its 12-bay high-gain General Electric antenna—is located atop Concharty Mountain, midway between Muskogee, Oklahoma, and Tulsa, metropolis of Eastern Oklahoma.



Inspecting the controls of the new General Electric 50 KW transmitter of Station KTVX, Channel 8, in the site atop Concharty mountain: James C. Leake, left, Executive Vice President of the Tulsa Broadcasting Co.; L. A. Blust, Jr., Vice President-General Manager, center, and Robert E. Snider, Director of Engineering.



Station KTVX engineer is shown operating the General Electric studio monitor controls in the studios at Muskogee, Oklahoma.

"Chief Engineer Louis Brown, with transmitter engineers Gene Silkey, Howard Hamilton and others, working day and night under the direction of Robert E. Snider, engineering supervisor for the Tulsa Broadcasting Company, had the new transmitter wired and 'checked out' within nine days after it was delivered on the mountain.

"Within three hours after the last tube was installed in the transmitter on the morning of November 30, KTVX 'hit the air' commercially with its full impact—316,000 watts—and stayed on!

"Almost immediately after the switch was thrown, long distance phone calls and telegrams from over the Channel 8 area began besieging the KTVX studios in Muskogee and general offices in Tulsa.

"KTVX is owned and operated by the Tulsa Broadcasting Company, headed by John T. Griffin, President. It is affiliated with and carries the top shows of the ABC and DuMont television networks, offers top quality feature movies and serial films and does an outstanding job on local programming schedules."

GENERAL ELECTRIC



MASSACHUSETTS Governor Christian A. Herter sends official greetings from the commonwealth to the national convention of the American Women in Radio & Television meeting at the Drake Hotel, Chicago, May 5-8, via Heloise Parker Broeg, WEEI Boston, president of the New England AWRT chapter. Other AWRT members expecting to attend the convention are (standing l to r): Mildred Bailey, WCOP Boston; Priscilla Dunn, WBZ Boston; Eleanor Bateman, Poultry & Egg National Board; Claire Crawford, WORL Boston; Mildred Carlson, WBZ Boston; Carolyn Whitaker, WHDH Boston; Dorothy Fuller, WBET Brockton, Mass., and Emma Maurice Tighe, consultant. AWRT is planning the following convention for April 1956 in Boston.

newspaper the next day for the analysis of the newspaper sports writer.

There was one sidelight to the convention that provided a chuckle for publishers in view of their concern toward television. The work of the ANPA Research Institute at Easton, Pa., was to have been brought to the convention via closed circuit by RCA, but reception of the program broke down and could not be presented. Mr. Slocum commented that "it is disappointing that we have to call it off, but RCA has demonstrated that the printed word is still the most effective means of communication."

The statement on the expected antitrust suit against ANPA was read to the convention by Alisha Hanson, general counsel of ANPA. A spokesman later said ANPA expects to be served with a complaint within the next few weeks.

"The action," Mr. Hanson said, "will be based upon two charges: first, that beginning in about the year 1917, the ANPA in concert with the American Assn. of Advertising Agencies, the Publishers Assn. of New York City, the Periodical Publishers Assn., the Associated Business Papers and the Agricultural Publishers Assn., and second, over the same period of time the ANPA in concert with its own members, has been and is now engaged in a conspiracy in violation of Section 1 of the Sherman Antitrust Act, unreasonably to restrain trade in advertising."

Mr. Hanson asserted that ANPA intends to meet this issue "head on," and said:

"The Antitrust Division is making this association and its members the 'guinea pig' in its efforts to amend the Sherman Act through judicial decision rather than through legislative enactment . . . it should be met head on, not for your selfish interest, but for the preservation of the right of the people of the United States to receive and impart information from such a control by government as is now proposed."

In this connection, the convention delegates unanimously adopted a resolution expressing confidence in the ANPA for its work in the past and for steps it may take in the future.

ANPA officers re-elected for another one-year term are: Mr. Slocum, president; William Dwight, *Holyoke* (Mass.) *Transcript-Telegram,* vice president, and Walter J. Blackburn, *London* (Ont.) *Free Press,* secretary. D. Tennant Bryan, *Richmond* (Va.) *News-Leader* and *Times Dispatch,* was elected treasurer, replacing William L. Fanning, Westchester County Publishers, White Plains, N. Y., who requested that his name be withdrawn from nomination this year.

33 More Firms to Exhibit At Engineering Conference

THE NARTB last week announced the names of an additional 33 exhibitors who will participate in the association's 33d annual convention and ninth annual Broadcasting Engineering Conference, to be held in Washington's Shoreham and Sheraton-Park Hotels, May 22-26. The total exhibitors now stand at 107 [B•T, April 11].

The 33 are:

Heavy equipment manufacturers: Collin's Radio Co., Dresser-Ideco Co., Foto-Video Labs., Gates Radio Co., Graybar Electric Co., Motorola and Vandivere Labs.

Film companies: Atlas Television Corp., Cheryl T-V Corp. and Langlois Filmusic Inc.

Transcription companies: Magne-Tronics Inc. and Muzak Corp.

Research, news services: Community Club Services Inc., A. C. Nielsen, C. E. Hooper Inc., American Research Bureau and The Pulse.

Station representatives: The Bolling Co., The Branham Co., Henry I. Christal Co., Harrington, Righter & Parsons Inc., Venard, Rintoul & McConnell Inc. and Grant Webb.

Special projects exhibitors: Boy Scouts of America, Crusade for Freedom (American Heritage Foundation), National Conference of Christians & Jews and United States Committee for UN Day.

Public service organizations: Army and Air National Guard, National Citizen's Committee for Educational Television, U. S. Air Force Recruiting, U. S. Army Recruiting, U. S. Navy Recruiting and U. S. Savings Bonds.

TELEVISION DAY PLANS ANNOUNCED

Program of the special event, set for May 25 during the NARTB convention in Washington, features looks into tv's ten-year history and its future.

FURTHER details on the agenda for Television Day (May 25) during the annual NARTB convention in Washington, May 22-26, were announced last Thursday by Clair R. McCollough, WGAL-TV Lancaster, Pa., co-chairman of the convention committee.

Mr. McCollough, who will serve as chairman of the Management Conference on Television Day, which will be on the theme of tv's tenth anniversary, will open the morning session with a review of the FCC's historic statement of May 21, 1945, announcing the allocation of tv channels. Problems of the decade and a look at the future will also be afforded by Mr. McCollough.

Dr. Allen B. DuMont, of DuMont Labs and the DuMont Television Network, will then discuss "The First Years" of television, particularly in the realm of invention.

Next segment of the program, "Management and Growth," will trace the development of the industry. Harold Hough, director of WBAP-TV Fort Worth, Tex., ABC President Robert E. Kintner and John E. Fetzer, Fetzer Stations, will participate in this portion.

Concluding morning segment will feature Sylvester L. (Pat) Weaver Jr., NBC president, and Dr. Frank Stanton, CBS president, on the topic "Television 1955-1965," a look into the medium's potential.

Afternoon of Television Day will be programmed by Television Bureau of Advertising. Norman (Pete) Cash, TvB director of station relations, will discuss the membership and finances of the Bureau. Richard Moore, KTTV (TV) Los Angeles and co-chairman of TvB, will describe the objectives and future course of TvB.

TvB President Oliver E. Treyz will tell of the work being done and techniques used to get tv's advertising story before sponsors and agencies.

Internat'l Advertising Assn. Plans Seventh Annual Meeting

SPEAKERS for the 7th International Advertising Convention, scheduled for May 5 at Hotel Plaza, New York, under sponsorship of International Advertising Assn., were announced last week by Shirley Woodell, vice president of J. Walter Thompson Co., New York. Miss Woodell is president of the association and chairman of the convention.

Among agency executives who will address the convention are: Paul Kruming, president of National Export Adv. Service Inc.; Arthur Kron, executive vice president and treasurer, Gotham Adv.; Marion Harper, president, McCann-Erickson, and Arno Johnson, vice president-director of research, J. Walter Thompson.

A number of advertisers also will speak at the meeting: Ben Donaldson, director of institutional advertising, Ford Motor Co.; William L. Cunliff, president, Standard Brands International; Carl Linscheid, export manager, Fairbanks-Morse & Co., and Radcliffe Romeyn, vice president, Philco International Corp. At a luncheon, Carlos Davila, secretary general of the Organization of American States, will speak on "Understanding—The Basis of Advertising and Trade Between the Americas."

the profitable direction is UP

You'll get wider TV coverage, a clearer signal, and better competitive position with a higher tower by IDECO

There's more cash in wider TV coverage, but you'll have to stretch for it with a taller antenna tower . . . a dependable tower that will reach way up to help broaden your sales area and add to your bank balance. When you choose that money-making higher tower, remember this . . . no other tower manufacturer today can match IDECO's experience in *tall* tower design and construction.

Here's experience you can see, and depend on:

1 **IDECO** has built over 40% of the country's TV towers over 1000 feet tall . . . *twice as many* as the second company's total . . . *more* than all the other companies combined.*

2 **IDECO** pioneered tall TV towers, in 1950 built the TV industry's *first* tower over 1000 feet tall.

3 **IDECO** has built the tallest TV tower in the world . . . KWTV's 1572-foot structure in Oklahoma City.

Yet . . . there has never been a single IDECO TV tower failure

*TOWER HEIGHT DATA FROM TV FACTBOOK, SPRING 1955 EDITION

No matter what direction your plans take . . . a higher TV tower for wider coverage and greater competitive advantages, or a tower of any height for your new TV station . . . let IDECO's experience, reputation and engineering "know-how" put you on the road to a successful, profitable operation. *Get the full picture* and all the facts . . . write now to IDECO, or contact your nearest RCA Broadcast Equipment representative.



DRESSER-IDECO COMPANY

One of the Dresser Industries • Columbus 8, Ohio

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

IDECO

Visit Ideco at the Shoreham . . . NARTB, May 22-26

Tall or short . . . for TV, Microwave, AM, FM . . . IDECO Tower "know-how" keeps you on the air

THREE APPOINTED TO TV CODE BOARD

NARTB also announces Shafto selection to succeed Fetzer as chairman of Review Board.

APPOINTMENT of three new members of NARTB's Tv Code Review Board was announced yesterday (Sunday) by Harold E. Fellows, NARTB president. They will take office after the NARTB convention May 22-26 in Washington.

They are Mrs. Hugh McClung, KHSL-TV Chico, Calif.; Richard A. Borel, WBNS-TV Columbus, Ohio, and Roger W. Clipp, WFIL-TV Philadelphia.

They replace retiring members John E. Fetzer, WKZO-TV Kalamazoo, Mich., chairman; J. Leonard Reinsch, WSB-TV Atlanta, vice chairman, and Mrs. A. Scott Bullitt, KING-TV Seattle.

Chairman of the board, replacing Mr. Fetzer, will be G. Richard Shafto, WIS-TV Columbia, S. C., a board member. Replacing



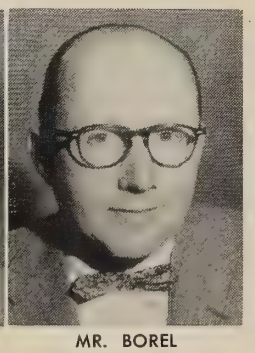
MR. SHAFTO



MRS. McCLUNG



MR. CLIPP



MR. BOREL

Mr. Reinsch as vice chairman will be William B. Quarton, WMT-TV Cedar Rapids, Iowa, remaining board member. Mr. Fetzer will continue on the board for a year in an *ex officio* capacity.

The new designate members have been invited to attend the board's next meeting tomorrow (Tuesday) and Wednesday in Washington to acquaint themselves with policies and procedures.

Messrs. Fetzer and Reinsch, members of the group since it began March 1, 1952, are retiring under NARTB's tenure-of-office limitation.

NARTB Tv Code Review Board Meets Tuesday, Wednesday

QUARTERLY meeting of the Television Code Review Board of NARTB will take place Tuesday and Wednesday in Washington, John E. Fetzer, WKZO-TV Kalamazoo, Mich., and chairman of the Code Board, has announced.

The agenda includes: (1) a review of the Senate Juvenile Delinquency Subcommittee hearings held April 6 and 7 [B•T, April 11]; (2) a study of the result of the recently expanded monitoring program including a special survey of children's programs; (3) further consideration of how to stimulate Code recognition in films at the production level, and (4) a review of "pitchmen" and "bait" advertising practices.

Kimble Directs RAB Local Sales, Service

APPOINTMENT of R. David Kimble, director of local promotion, Radio Advertising Bureau, New York, to the newly-created position of director of local sales and service at RAB, was announced last week by Kevin Sweeney, RAB president. James Baker, who has been with RAB's local promotion department for four months, has been named assistant director of local sales and service. Both appointments are effective May 15.



MR. KIMBLE

Four main projects will be handled by the new department, Mr. Sweeney said. It will expand the sales committee presentation plan under which all RAB member stations in a city jointly assist an RAB executive in presentations to local advertisers. The department will develop campaigns for the new local radio advertisers resulting from these sales committee presentations.

A third asignment covers the supervision of RAB's sales clinics now conducted twice a year for RAB member stations. The department also will increase solicitation of chain store business at the national level.

Mr. Sweeney said that while the new department will be responsible for local sales and service, other members of RAB's executive staff will continue to participate in these activities. Preparation of local-level sales tools will continue under the local promotion department which still reports to Mr. Sweeney through Warren Boorom, assistant director of local promotion.

Fund for Republic Opens $29,000 Tv Script Contest

FUND FOR THE REPUBLIC last week announced details of a television script competition, under which the Fund will award 19 prizes totaling $29,000. Prizes will be awarded for the best original scripts in two categories: one-hour dramas and half-hour documentaries.

The top prize in each category is $5,000. Competition is open to established writers as well as to those who have not gained national recognition in the tv medium. Subject matter should "concern any broad concept or specific aspect of those principles of freedom guaranteed in the Declaration of Independence and the Constitution."

Deadline for the submission of scripts is May 31. Other details may be obtained by writing the Fund for the Republic, 1 E. 54th St., New York 22, N. Y.

Katz Signs With TvB

FIFTH station representative was signed last week to membership in Television Bureau of Advertising. Newest addition is Katz Agency Inc. A fortnight ago, TvB announced that Free & Peters had joined [B•T, April 25].

PAB MEET HEARS FELLOWS, DOERFER

NARTB president tells Pennsylvania Assn. of Broadcasters state associations should work with national group in defense of rights and correcting wrongs within the industry.

SOME 140 broadcasters and their wives attended the Pennsylvania Assn. of Broadcasters meeting Thursday and Friday at Bedford Springs' Bedford Springs Hotel, with the first day's sessions featuring NARTB President Harold Fellows in a luncheon talk, FCC Comr. John C. Doerfer in a dinner address and Station Representative Assn.'s Tom Flanagan on an afternoon panel.

Roy E. Morgan, WILK-AM-TV Wilkes-Barre, opened the two-day meeting, which featured a group of panels based on the key word, "payoff."

Mr. Fellows reminded the PAB that state associations should work in harmony with the national group not only in defense of rights but in correcting wrongs within the industry. Describing state associations as the "bulwark against any perilous intrusion into the rights of people," the NARTB president congratulated broadcasters for being unwilling to "sit back and accept the pain of government fiat, but rather determined to combine your talents and energies for the preservation of our liberties."

Discussing the NARTB Television Code, Mr. Fellows pointed out that Congress, FCC and civic and religious leaders have recognized and praised this voluntary effort of the broadcasters. By encouraging subscription to the Code, state associations contribute to their own improvement, he said, adding that the same is true for the NARTB Standards of Practice for Radio.

Urging positive public relations by state associations, Mr. Fellows stated that development of unfair legislation is less likely if the public knows the truth about the industry and its objectives.

Comr. Doerfer, who took as his subject Sec. 315 of the Communications Act (on equal time and terms for political candidates), said the section would continue to bother broadcasters, even if they settled everything else (also see story, page 27).

He viewed with dismay the prospect of giving free time to the presidential candidates of the two major parties, since the broadcaster also would be faced with "equal time" requests from the numerous fringe, splinter and other parties.

He did not see how stations could be forced to give free time to candidates for federal offices and not be required to give time also to candidates for the "scores" of local offices. All offices are local anyway, he said, except the presidency and vice presidency. He said he didn't see how broadcasters could afford it.

He thought Sec. 315 would have to be repealed and replaced by a "rule of reasonableness," with the prime responsibility placed on the broadcaster to operate on his own terms of fair play and to perform in the public interest.

In his talk, Mr. Flanagan charged networks with "encroachment into national spot business." Brunt of his criticism was directed toward NBC Radio's *Monitor* weekend plan, which will be introduced by the network June 12.

Asserting that "only the stations can repel this encroachment," Mr. Flanagan said of the *Monitor* concept:

". . . They will give you an extremely low

HONG KONG GAZETTE

AS NEW AS TOMORROW MORNING'S HEADLINES...



THE NEW ADVENTURES of CHINA SMITH

STARRING DAN DURYEA

As timely as today's dramatic international events... as hot as a firecracker ... as tense as the Far East situation exploding into a possible World War III ... here is the most exciting, shot-on-location show you can put on the air.

26 *up-to-the-minute, ALL NEW, half-hour episodes ... combined with the original 26, give you 52 half-hours of top-quality, top-rated programming...* always "rated" among the "Top 3" *in every market shown. Available FIRST RUN... all markets!* Audition Prints upon request.

Call Your NTA Man Today! He's Only Minutes Away!

National Telefilm Associates, INC.

NTA **625 Madison Avenue, New York 22, N. Y. · PLaza 5-8200**



GOING PLACES? . . . Then include KSL Radio and the Salt Lake Market, where over a **million** spend more than a **billion.**

Fact is, the million and a quarter people who live in this Mountain West Market annually spend enough to top such cities as Washington, D.C., San Francisco, Boston and Baltimore in retail sales.

And *only* KSL Radio covers this market completely.

CBS Radio Spot Sales have the full KSL story: market, coverage, costs, audience and ratings.

KSL *Radio . . . Salt Lake City, Utah*

**Sources on request.*

return for your time; they will take away from you some national spot advertisers now under contract, to the extent that when you accept *Monitor* you will lose the flavor of your local programming, and while you may save some program costs, you will lose more of your profitable volume."

The "payoff" panels on various phases of broadcasting:

1. "The Program Approach That Gives Us the Biggest Payoff"—moderator, Will Kettner, WVAM Altoona; Winslow Porter, WHYL Carlisle; Gene Chambers, WHOL Allentown; Gordon Davis, KYW Philadelphia.

2. "Local News—How to Make It Pay Off for You"—moderator, Milton J. Bergstein, WMAJ State College; George E. Joy, WRAK Williamsport; Charles M. Erhard Jr., WPME Punxsutawney; Otis Morse, WSBA-AM-TV York; George Clinton, WBLK Clarksburg, W. Va.

3. "Making Public Service Programs Pay Off"—moderator, Charles R. DuVal, WESA Charleroi, and these panelists introduced by Bill Thomas, WCPA Clearfield, immediate past PAB president; Cecil Woodland, WQAN Scranton, and Earl Strine, WCHA Chambersburg.

Management Sessions

4. "Shortcuts in Management That Can Pay Off in Your Operation"—chairman, Herbert J. Kendrick, WHGB Harrisburg; Ralph L. Price, WPPA Pottsville; Francis H. Brinkley, WVPO Stroudsburg; Lowell Williams, WNOW-AM-TV York.

5. "There's a Payoff in Knowing All Sides of the Story"—chairman, Les Rawlins, KDKA Pittsburgh; John W. Purves, N. W. Ayer & Son, New York; SRA's Mr. Flanagan; Leonard Kapner, WCAE Pittsburgh; Raymond S. Green, WFLN (FM) Philadelphia.

6. "The Payoff Will Be in How Our Industry Solves These Problems"—chairman, P. H. Cunningham, WGET Gettysburg; George Koehler, WFIL-AM-TV Philadelphia, ratings; Richard F. Lewis, WAYZ Waynesboro, standards of operations; Thomas Martin, WEEU-AM-TV Reading, rate structure; Stewart Phillips, WARD Johnstown, public service; Ralf Brent, WIP Philadelphia, merchandising.

RCA was host for cocktails Thursday, with Les Rawlins, KDKA Pittsburgh, in charge of entertainment.



NEW MEMBER of Television Bureau of Advertising is Free & Peters Inc., station representatives. Lloyd Griffin (l), Free & Peters vice president, and Pete Cash, TvB's director of station relations, finalize the agreement.



HAROLD FELLOWS

HOW NARTB STANDS AT CONVENTION EVE

WITH the 1955 convention of the National Assn. of Radio & Television Broadcasters only three weeks away, B•T invited NARTB President Harold E. Fellows to sit down with a group of its editors for an informal discussion of the status of the broadcasting industry, the progress it has made in the past year and the problems it faces in the year ahead. The word-for-word report of this B•T interview, transcribed from the taped record, appears herewith.

Q: Mr. Fellows, with the annual NARTB convention just ahead, what do you believe to be the most important question facing the broadcasting industry?

A: One major issue the broadcasters face now is subscription television. As you know, the tv board of NARTB has taken the stand that subscription television, or pay-as-you-see television, as it's getting to be so commonly known, should not in any manner encroach upon our existing free system of television throughout this country [B•T, April 18].

In other words, pay-as-you-see or subscription television should not occupy any part of the regular daily program fare which people for many years now have been getting and expect to get free of charge.

Q: In view of this opposition to pay-as-you-see tv . . .

A: Just a minute. Let's get this straight right at the outset. On the basic subject of subscription television, whether it's good or bad, the board took no stand. That decision is up to the American public, not to NARTB nor even to the nation's television broadcasters. What the board did do was to say that whether subscription tv is good or bad, whether it is desired or undesired by the American public, is something that should be determined by subscription television's starting on an entirely different basis than in any fashion moving in on our present existing system of free television.

Q: You mean different to the extent of being on different frequencies—in a different part of the spectrum than the channels now assigned to tv?

A: I mean using some other method than the frequencies which are now allotted to, and are being used by, the present American system of free broadcasting. It may well be that the answer is land lines. That has been tried and is already in existence in connection with some of the community antenna deals through the country. It may be in that direction. Or it may be that there is some part of the spectrum where they could experiment with it.

Q: Excuse me, but isn't that the very thing the pay-as-you-see people don't want? They want to use the existing sets.

A: That's a very provocative observation. You mean, in other words, that they want to exist and make money by moving in on what is now free.

Q: One plan that has been suggested is to buy time at straight rates from existing commercial television stations for their programs, which they in turn will sell to the viewing public.

A: To me, that is contrary to the entire philosophy upon which our system is based. We do not operate television stations in this nation to sell the privilege of looking at those television programs. If that's what they're going to do, it's certainly not in keeping with the basic philosophy upon which a whole great industry has been built.

We have 36 million television sets in this country that people have paid billions of dollars for, with the understanding that they were not going to have to pay anything once it gets into their homes. We have an established system which has been developed and I don't believe that the industry should harbor the idea of permitting encroachment except by demand of the American citizenry.

Q: I gather that you and your board, then, do not agree with the contention of many of the advocates of pay-see television that this additional revenue is necessary for the salvation of television, that advertising alone will not support it.

A: Oh, our board and our members—a majority of our members—have concluded long since that advertising in the present form will support the type of television throughout this country that is sought under the terms of the act of the original regulations. But we are not at this point arguing, and I'm not intending to argue basically whether or not there should be subscription television. I am attempting and want to constantly maintain the position of the board, that that is another issue. The issue that they have declared themselves on is just this, which I will repeat again, that there shall not be subscription or pay-as-you-see television to any degree at the expense of our present system, any encroachment on or moving in on our present system.

Q: What about those stations which a couple of years ago were very eager for subscription tv to come along and rescue them from a really tough economic situation?

A: Let me put it this way and report the opinion I have overheard of some broadcasters who have gone very deeply into this subject. They do not believe that the benefits, if there are to be

FELLOWS BELIEVES

- **Subscription tv is a major problem.**
- **Community antenna systems are another.**
- **Annual conventions not place for dogfights.**
- **Major disputes should have own meetings.**
- **NARTB tent can hold all broadcasters.**
- **But only as individuals, not as segments.**
- **Unity is needed to lick legislative threats.**
- **NARTB's job: to preserve free broadcasting.**

benefits—incomewise—from subscription or pay-see television will reach these little markets, these smaller television stations, for years and years to come, because the economics of the thing is just dumbfounding.

These broadcasters say that the costs of erecting an entire system of pay-as-you-see television in a minor market are just too large, the promise of return just too small, to make it at all feasible to install it in a small market. I'm sure that contrary views will be expressed at the hearing.

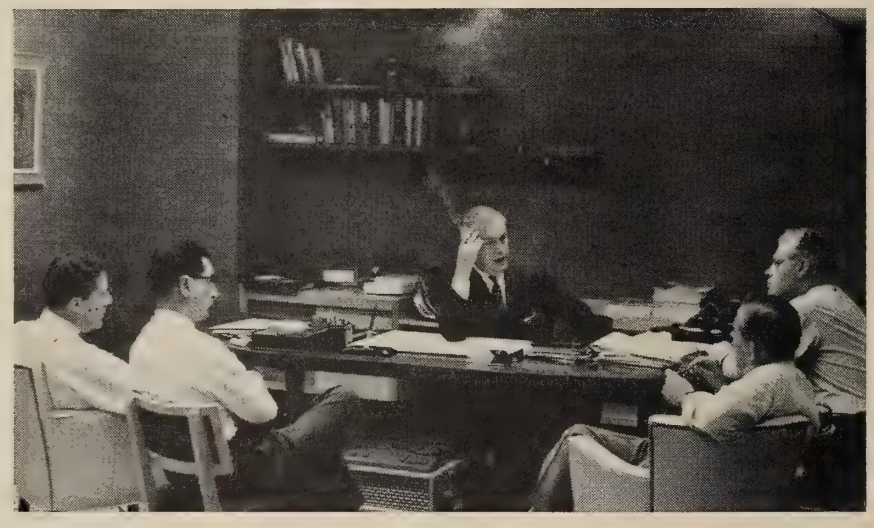
In their minds—and I'm still quoting broadcasters who have studied it—if such a venture were started at the present time, what would finally accrue would be that almost overnight the business of the pay-as-you-see or subscription television would be on a common carrier basis.

Q: It seems we have two subjects here. One has to do with the attempt by the subscription television people to move in on the present broadcast facilities. The Tv Board of NARTB is against that, but it has taken no stand on the subject of subscription television per se. Is that right?

A: Yes. On the basic subject of subscription television it has taken no stand.

Q: Would you object if the Commission took one tv channel, say ch. 83, and gave it to subscription tv?

A: We'd object to any channel being taken from free television. I think the existing allocations have been established for the purpose of seeing to it that the public under the Communications Act gets a national form of competitive television free of charge in their homes. I think we have a bounden duty to object to and to protest any encroachment upon that conception.



THE ANSWER interviewee Fellows gives to a B•T editor's question is recorded by the tape machine at lower center. Facing him across the desk are (l to r): senior editor Bruce Robertson, associate editor Earl B. Abrams, senior editor J. Frank Beatty, managing editor Edwin H. James.

Q: So the principle that underlies NARTB's objection is that the American system of broadcasting does not include the concept of paying for viewing a tv program. Well, the pay-see proponents I've talked to claim that this just happened and there's nothing organically in either the system or the law that required it to grow that way. In the beginning, some people thought that there would be charges to listeners.

A: Are you talking about 30-odd years ago?

Q: Yes, sir. This is what is known as legislative history.

A: Don't forget that tradition plays a pretty important part in these things, too, and that 35 years or so of establishing a free system of broadcasting in the country displaces rather effectively the legislative arguments of 35 years ago. I think that this would be particularly true if you look at it from the opinion of the average American citizen.

Q: Commander McDonald [president of Zenith Radio Corp., petitioner for subscription tv] has accused the board of being dominated by the big station owners and networks. Have you anything to say about that?

A: I'm very glad to answer that one. Our television board of directors is constituted of 15 men. Four of them are the appointed directors of the four television networks. The other 11 are democratically elected by the broadcasters of this nation. Now, four out of 15 is not domination in any way, shape or manner. I must comment on one other item which I noted in the release, which I presume was Comdr. McDonald's, referring to the networks plus eight great stations which they own. There is no representation of those stations on the television board of directors except as the single votes of those eight stations may have had something to do with electing some of the other 11 men.

Q: Do you anticipate that the board will take any further action with respect to subscription tv?

A: Of course, you understand my position as president of the Association. It's my job to carry out the policies established by the board. The policy of the board with respect to subscription television has been set forth clearly. Whether any further discussions within the board will take place depends on the board members themselves.

Q: What about community television?

A: You mean community antenna systems? Well, I think we have a very severe problem there. We are in the process of forming a committee to investigate certain phases of community antenna operations, particularly the issue of property rights, but there's one thing that must be said:

Final decision in a lot of these matters is made, and should be made, by the American citizen. No broadcaster, whatever his frame of mind might be, has a basic right to stand up and say there shouldn't be subscription television, there shouldn't be community antennas.

Some of them feel that way; some of them feel that there very well should be. Maybe community antennas are the answer to a lot of small markets—not even markets, villages, communities, — which couldn't, by the economics of the thing, get television service in any other way. If it is an addition to, and an expansion of, our basic television service to the citizens of America, there shouldn't be an American who could stand up and say there never shall be any community antennas. Even if he wanted to say that, it's a little bit late now, because it's well on its way.

If the community antenna systems move over into the field of just grabbing anything out of the air that they want to, and there are claims that they have already done so in many cases, without prior arrangement or agreement or negotiation with the source of that program supply, then something is out of hand in this country. There is no recognition of a man's property rights; there is no proper, agreed-upon function of this facility, however big or however small it may be. You can see the necessary protection to a thriving enterprise go out the window and everything scattered, awry, and no head nor tail to the whole darn thing.

Q: Why haven't steps been taken like those in Philadelphia a few years ago, when some theatres were going to pick up and rebroadcast a prize fight and Gillette and NBC and the station all got together and got an injunction preventing that?

A: Well, now you're talking about theatres in metropolitan markets. You're talking about a situation where the theatre for a two-buck admission would be competing with television in the

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home. That's not true so far as most of the community antennas are concerned. Now that it is becoming true in many cases, the issue arises.

We have a situation in broadcasting where, let's say, we have a given franchise, license, allocation, to a station whose tower and transmitter are in or near a major market. The contours are such that within the area allocated to this person in the first place he's got what we all know as white spots. Despite the fact that he's supposed to reach there, he doesn't. He may reach miles beyond there, but he doesn't reach there.

Q: . . . behind that mountain?

A: Yes, behind that mountain. Now, if somebody wants to put up a community antenna system there, there are many, many cases where the broadcaster would be tickled to death.

He's perfectly willing that this fellow shall have a community antenna system and gladly clears because the service that's being given is within that which is his right.

To my way of thinking, the problem comes when someone wants to pick up that same station and serve a community which lies well beyond the original boundaries for which that license was picked up, and then the question comes whether or not by so doing he encroaches on another existing television facility or on an allocation that has been made so that somebody may want to go in there. That's an issue. That's where the problem lies. There are a great many problems in connection with the thing.

There's bound to be a solution. I've said this over and over again. Just about everybody in this country is going to get some sort of television service in some manner. Now, maybe it's community antennas, maybe it's an untended bump on the mountain that nobody goes near. Call it a satellite, call it a booster, whatever it might be. But there's some way, 'ere long, as the poet says, for just about everybody to get something.

There's no trouble with the basic concept of community antennas at all. It's that if they get to a point where they start to run away with the ball and encroach upon other people's rights—legal rights, economic rights—then that's just unfair. They shouldn't do that.

RADIO IS STRONGER

Q: Is the radio industry as strong now as it was when you first joined the Association?

A: I think the radio industry as an industry is philosophically stronger. I think it has come to know itself and achieve a common purpose for the most part, and I think that as an industry it's stronger and more aware that it's got to fight competitively for its existence, wherever it is. I think it's less dis-unified and disinterested than it used to be. I think common problems have brought it a little closer together.

Q: Does that show up in the economics of radio?

A: I think it does. I think that if the majority of stations in this country had continued with the same degree of fear that most of them seemed to take on when television really became a threat, and they hadn't got stronger in their own minds and they hadn't come to greater points of unity in their own thinking, that then the radio income in this country wouldn't be more than 70% of what it is.

Q: How are radio time sales this year compared to last year?

A: The best knowledge that I have of radio time sales this year, on overall, if you mean network, national spot and local, all put together, is that they're slightly down again this year. But even so, there are a number of broadcasters who feel that this unification of purpose and this attitude about their own business is spreading and spreading and spreading and in 1956 there's going to be a marked increase in the strength and the income of the radio industry.

Q: In all types of time sales?

A: No. They have, generally speaking, a lot of confidence in the solution of the network problem. But this angle of income to the stations I think is a very interesting one. As you go around the country and you find the radio stations that are worried, you find they pretty much fall into two categories.

There are the stations who are so large, or so prominent and so popular that they derive a great amount of their income from the network sources. They were to some degree above the business of local selling. Their station operations were not geared to it. They didn't know the techniques of local selling. They hadn't been in the field all those long years to find out what it was you did for the local advertiser and how you did it, or to make their facilities properly available to the advertisers, to set them up in different periods under different circumstances, so that they had a selling argument for the local advertiser.

Their rates, traditionally and fundamentally, were way beyond the reach of the local advertiser, basically because they covered a population much of which was not necessary to the advertiser that was involved. Those are the stations that have not bounced back from severe network reductions and decreases. I'm speaking of stations whose income individually, from all sources, has been quite important to the overall annual picture of how much money is taken in.

Now, at the lesser market level, where stations from the very beginning have had to sell local advertisers in order to survive and make an honest-to-gosh profit, those fellows knew how to get out there and dig. They thought they'd been digging for lo! these 10, 15 or 20 years. But all of a sudden they, too, got a little bit scared about this thing, about this monster television, and they doubled their efforts.

You have many stations, particularly in the so-called smaller and medium markets, who had the best year last year that they've ever had in their entire careers.

When you add them all together, what the stations get from the networks, what they've been able to sell national spot, and what they've been able to sell locally, then you have something like a 5% decrease last year. Maybe you'll get it again this year.

But the fallacy in this whole thing is that this doesn't mean that all radio stations are in a bad way. A very appreciable percentage of them are doing better than they ever did, and pretty much demonstrating the fact that radio is not by any means dead but under the proper circumstances, and given the proper fight, it can go farther than it's ever gone before.

Q: What's the hottest subject on the convention agenda?

A: I don't believe there will be any hot subjects which will permeate the convention as such. And I don't think there should be. I don't think the annual convention of the radio and television broadcasters of America is the proper platform to air differences of opinion and have dogfights. I think it's the proper place for people to hear leading opinions on the part of American leaders, for leading broadcasters themselves to engage in observations on "what can bring us a better future," "what we're pointing toward," even to bring out some of our shortcomings when necessary.

Last year's convention came awfully near being a rout, with the development of the vicious uhf-vhf situation. It just about came to a point where the thing was thrown into an open dogfight. Now, you don't go to a convention for that purpose. If you do, you're all wrong. The thing is all whipped up in the corridor and the cocktail lounges, and all the things that go with it, and people go back and say they didn't get anything out of the convention.

Well, of course they didn't get anything out of the convention. They weren't spending their time in the rooms where we've attempted and beaten our brains out, the broadcasters as well as NARTB, to provide something meaty and something worthwhile for their coming there.

We have some broadcasters who in my opinion are terribly mis-

in the best family tradition

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guided. Any man who will say, "I'll bust up that convention. Wait till I get up there." For what? Self-embellishment, self-recognition, or what?

Q: If subscription television is potentially such a major trouble spot, is it on the convention program?

A: If your membership demands it, you can't keep it out of the convention. You can keep it out of your agenda, but if I should feel that a majority of the membership demands it, then. . . .

Q: Can an issue as far-reaching and of such profound potential importance to this business possibly be ignored at a major convention of broadcasters, at least to the extent of discussing it?

A: You mean as far as the agenda is concerned?

Q: Yes.

A: It depends on what you think a convention is for. I don't think that a convention is the logical place to thrash out differences of opinion. I think if the issue is of that magnitude and the difference of opinion is so great that the noes and the yeses are of consequence on either side, then it's important enough to call a special meeting for that very purpose.

Q: Were these questionnaires sent only to NARTB members?

A: No, to the entire industry.

Q: So the percentage figures you're quoting apply to all radio and television stations in the U. S.?

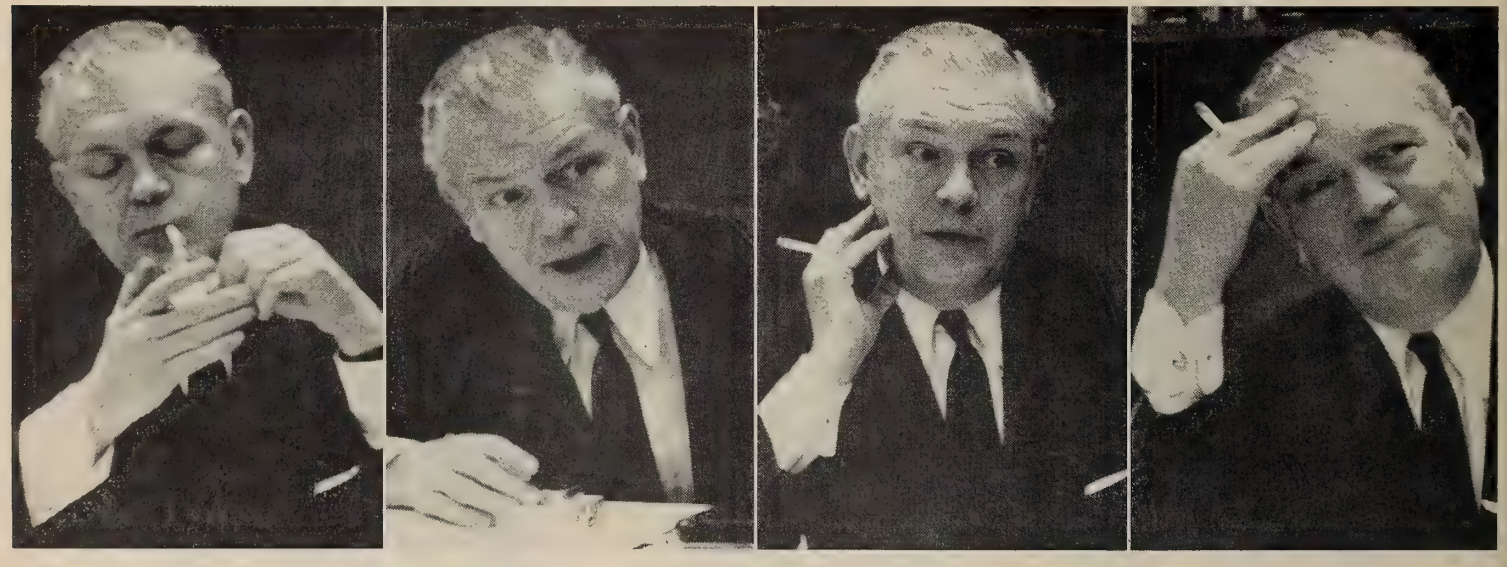
A: That's right. I don't believe that there has ever before been such a show of willingness on the part of the overall industry to cooperate and go along with NARTB like that, not even NAB in the old days.

Q: Didn't NAB, about six or seven years ago, have about 2,000 members? How does it compare today?

A: As I recall it, there were about 2,000 stations on the air then and we had in the neighborhood of 1,400 members, am and fm. In 1951, there were approximately 930 members; the membership had gone into a slide while the number of stations was still increasing. Then it started to build again. As of two minutes ago it was 1,547 am and fm stations and 265 tv stations.

Q: How about the number of state associations?

A: Five years ago, I believe, there were under 20. Today there are 46, all but Delaware and Wyoming.



THE ANNUAL CONVENTION: IT'S NO PLACE FOR DOGFIGHTS

Q: Let's turn around and look back for a moment. What do you consider the biggest single accomplishment of NARTB in the past year, since the 1954 convention?

A: Definitely, the action that we took and the organizing we did in obtaining from the entire industry the actual down-to-earth facts on beer advertising. It's without precedent in our association work.

Q: Do you think that if the bill banning beer advertising on the air gets to a serious point, this survey would be very effective?

A: I do, indeed. But I think there's a deeper significance than that—the fact that the industry for the first time was encouraged to gather its own information and have it accepted by Congress and by the legislative branch of the Government and by the Commission itself.

Q: What percentage of stations responded to that questionnaire?

A: The overall percentage of both radio and television combined was just under 80%. The usable questionnaires were approximately 72%, because we had to delete a lot of them for want of what we felt was complete enough information. But about 80% responded. In television, it was much higher than that. It was 90-odd%, well up to 100%.

Q: Are they on the way?

A: Well, Wyoming seems to be on the way. There's no disposition in Delaware yet, but that's because it has such a small radio and television station population. Perhaps Delaware should combine with somebody else. Maryland and the District of Columbia are already combined.

Q: How does the state association program fit into your legislative activity?

A: It dovetails. I firmly believe that the two go together—48 strong state associations working closely with a much bigger and stronger national organization than we've ever had. Only then can we be covered. It's got to be covered at both levels. Every day it becomes more and more apparent that a good share of our legislative trouble starts at the state level. Without organization, legislation can come up to one minute of twelve and these fellows don't even know that it's going on, let alone know how to oppose it, or to favor it, if it's good. Why, we had an instance the other day of an appeal for help on a very basic and vital problem some two hours before it was to come up for hearings at the state legislature.

Q: How does the state association situation, in which the associations themselves have actually enjoyed an autonomy or an



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individuality which is not directly associated with the NARTB, fit in with your district structure? Particularly in reference to your new reduced schedule of field meetings.

A: There is no immediate significance in our going into a regional operation, with regional conferences instead of district meetings. But I should be quick to comment that it can easily lead, gradually, toward a far greater emphasis on the state activities, and lessened emphasis on so-called district activities. I think it's inevitable that that could happen.

The real reason for going into regional conferences now is that the district meetings—so-called—have been outmoded for ages. It just doesn't make any sense, travelling a whole body of people around the country to try to get into these specific districts where you can't possibly hope to get, in the smaller districts, more than a handful of management people. To me it has been definitely proven that we should have bigger, more important affairs throughout the country once a year, where we can get 200 or 300 broadcasters to attend a regional conference. That is the important thing at this stage of the game.

Q: Do you think that maybe the concept this trend is leading toward might be a federation in which you had a national organization with state associations or others exercising considerable autonomy but still in connection with, connected to, in some way, NARTB headquarters in Washington?

A: I'm not prepared to say, frankly, but I don't think we should decide until we've seen how these regional conferences come out. There are a lot of unsolved problems. One problem is: Could we find a way to have state association meetings in connection with those conferences? Perhaps we could. I don't know. Another problem is: Do certain states fall together to such a degree that it makes sense to preserve a structure?

You know, in these regional conferences we have still preserved the district structure. The regions are combinations of existing districts. When they are terribly big they can combine two and in some cases they embrace three districts. We've got a lot of experimenting to do, after all the years that we've been going on the other basis. I don't think we want to just strike out and say "Gosh, we shouldn't do this," or "We shouldn't do that."

Q: Are you trying to give the broadcasters anything different at the meetings?

A: That's exactly what we're going to try to do. We're going to try to make the meetings bigger and more important than they have been before.

Q: Sort of junior conventions?

A: Precisely. Junior conventions, three-day affairs, planned very much as the convention in Washington is being planned. We'll have a three-day conference which devotes one day to radio, one day to television and has one day in the middle, in this case.

You can see how that fits the pattern that we seem to have solidly established, with radio and television both under the same roof for all these purposes except sales promotion, so that a man, if he's not interested in television, can come for the first two days. Or the fellow who's interested solely in television can come for the last two days. Unless he wants both radio and television, he won't have to involve himself for three days.

SATELLITES FOR THE ORBIT

Q: In connection with this, a survey we conducted showed a general desire among broadcasters for fewer meetings. Would you say there was any likelihood, with this new system of regional conferences which you're staging, that the satellite meetings of the industry, the BMI clinics, the RAB sales meetings, might eventually gravitate in that same orbit, so that they would take place coincidentally?

A: If we reduce to eight meetings a year in the fall, and they grow more and more toward a tendency to combine all these others in a two-day or three-day meeting, there is a very good possibility that you could basically get this thing down to where you've got two major series of meetings a year which concern broadcasters. The ones that we do at the regional conference level would involve top management and top ownership.

The other meetings would be, if the word isn't wrong, a potpourri of several of these things brought together which would engage the program department, the sales department, the station managers to some degree. Then there is the possibility, and an interesting one, that one of the networks is considering seriously, of following the regional conference set-up for their affiliate meetings.

Q: Has there been any indication from people connected with these other organizations of any sympathy toward that aim?

A: Yes, and not only an indication. I mean BMI this year. I think I'm correct in saying the majority of their meetings are being held in connection with state meetings. That's already established.

I don't know what direction TvB is going to take because they're so new that they're not well enough along, but I know from discussions that there is definitely a sympathy toward that. Now, following along the philosophy that we've all been trying to develop in the last two or three years, again it just doesn't make sense to have these fellows chasing all over the country at different times of the year, and being away from their business.

There's a very definite tendency established so far as RAB is concerned. They are now working on a plan whereby they go into individual markets; they do not assemble people from areas even as large as statewide areas. If they continue with that plan, so that they go from market to market rather than from state to state or district to district or region to region, I assume that they would not come under this heading at all because they are not dragging people away from their natural locale at all. They're going to them. But with the exception of RAB and their present plan of operation I think that sympathies are entirely toward the combining of these state meetings and these various other groups.

Q: Does NARTB find itself in sympathy with that plan? You have no objections to the clustering of satellite meetings around your own group.

A: Definitely not.

Q: Do you have any other objectives that you're working toward?

A: Sure. We're working toward a much larger and stronger association which will represent a far greater majority of the industry, both in radio and television, until we've got a status and a respect that the Association has never heretofore enjoyed. That's what we're working toward.

Q: You mean through membership?

A: Through membership and through our activities.

Q: There was a little problem in fitting radio and television into one association. Has that been accomplished?

A: I don't think it's fair for me to try to answer that. I believe it's been accomplished. I don't think that we have seen the day when no one will disagree with that; I think it's very deep-rooted in some people's opinions. But I think the very fact that most of that came from the radio side of the picture, and the very fact that in the last four years we've gone from 930 am members up to 1,223 today, is about the best and quickest proof that you have of that.

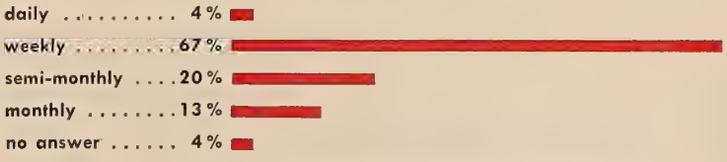
Q: I seem to recall that at one time there was talk of the clear channels versus the independent non-network-affiliated stations; there was fm; there was tv; now you've got community,



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(Here, of course, is a resounding vote for **BROADCASTING-TELECASTING** . . . the ONLY 100% radio-television *weekly* in America.)

moral: The man with something to sell goes where his best customers are most likely to be.

* This is only one of several revealing facts established by Ross Federal Research Corporation's recent *"Readership and Preference Study of Radio & Television Trade Publications."* If you don't have a copy, you should. Write to Broadcasting-Telecasting, 1735 DeSales Street, Washington 6, D.C.

daytime stations and so on—all under one tent. Do you think you're going to be able to live like that?

A: We have them under the tent as individuals, not as segments. For some time now, you will recall that we have stayed out of those individual fights, if you want to call them that, or promotions. We know of the combined effort which the daytime broadcasters are undertaking, and we're not unsympathetic with their going about their business, or with the clear channel advocates going about their business, but we steadfastly refuse to be directly responsible for their activities.

We say that we must deal with that which represents the entire industry. Or, in some major cases which we've been discussing today, so nearly the entire industry that we know it's the thing for everybody involved, and then of course, we must undertake what we're about, no matter what the extreme reaction may be.

Q: Do you provide a place for those people to get together during the convention?

A: Indeed we do, as many of them as there are. We try to cooperate in every way, such matters as opportunities for them to meet, or any fundamental advice, we do that for them. But they get no policy representation.

Q: If you went back to a board structure along those lines, with representatives from clear channels, from medium stations, from small stations, what then?

A: I'm afraid that it would bring individuals into being partisan to the point that it would mean eternal tension, with the segments always, or at least part of the time, furthering their own cause. I'm not sure that such a division, or election of directors that way would serve the general cause at all.

I do think that there is a great merit in seeing to it that every broadcaster has equitable representation on the board. However it's accomplished, I believe in that, and I do feel that the small broadcasters of this nation are far less disturbed about the activities of NARTB than they used to be in the old years, the years you're talking about, when they wanted to break away and form an independent program.

We have every reason to be just as interested in the 250-watter in some valley in California as we have in a major-market, big, high-powered station. They are all broadcasters, and it's the unity of broadcasters that we must achieve if we're going to lick legislation which keeps coming in faster and faster and harder and harder. An extra buck isn't going to do the job.

ENOUGH ALL-INDUSTRY PROBLEMS

Q: In other words, you think there are enough problems confronting all broadcasters to be solved, without getting into the individual fights of this faction against that.

A: That's absolutely correct.

Q: At one time NAB did radio sales promotion. And then it was separated, and TvB was set up separate from RAB. Is there any thought in your mind that NARTB might ever again encompass promotion, sales, advertising?

A: No.

Q: Never?

A: No. I'm thoroughly in agreement with the disassociation from the sales and sales promotion side of both the radio and the television business from the business of NARTB. The answer is, of course, that in the area of selling, radio and television have got to be just as competitive with each other as radio is with newspapers, or television is with newspapers.

Q: What about programming? Do you see a need for some sort of centralized agency which could be somewhat of a programming counterpart of the sales organizations, RAB and TvB?

A: I think we have always been logically and justifiably responsible for program philosophies. NAB down through the years has made not one, but two or three attempts to set up a specific programming clearing house, passing along from the fellow in southern California to the fellow in northern Maine a particular manner in which he was able to corral some new sponsors because of a new program technique. But NAB was never able to do it successfully. There seems to have been from the very beginning, a secretive, competitive attitude on the part of the broadcaster. If he did well with something, that, by golly, belonged to him. That was his idea and he just wasn't going to let go of it. A lot of them would get up and make public announcements; they said, oh, yes, they'd go along with something like this, but anytime anyone has started to set up a clearing house, it never has seemed to succeed.

Now, I'm not at all sure. I don't think it can be done next month or possibly next year, but I'm not at all sure but what we're growing toward it—the very increase of unity, the philosophical unity that I tried to bring out a little while ago, may well mean that ultimately we'll work toward that, both in radio and television.

Q: What about the BMI clinics, where broadcasters exchange program ideas? Aren't they getting into the area you've been discussing?

A: Well, there are some broadcasters who feel that this gets into work which NARTB should be doing, and there are others who feel that it's excellent to have it done the way it is, with BMI going out and creating a session that program directors and announcers and anyone else can go to simply on a nearby basis. They feel that we would not be able to provide this sort of meeting except by a far greater expenditure of money than we now have allotted or have available for such purposes.

Heaven knows that there is the program need that you are talking about. There always was the program need. At the particular time that BMI started, it was just a ball in an open field. It's mighty good that somebody took it, and I mean BMI, and ran with it toward the right goal.

Q: Would you say that the radio and televison Codes have done a good job?

A: I believe that they've both done excellent jobs.

Q: Can you cite specific accomplishments for either?

A: Well, if we cite specific accomplishments, if we get down to specific programs being corrected, we will be talking in violation of the overall philosophy of the operations of the Code.

Q: Could it be stated in generalities, not with respect to program A on station B?

A: Oh, I think the program standards of both our radio stations and our television stations throughout the country, if you take them *en masse,* have been set at a higher level than they ever would have been without any such voluntary moves.

Q: You mean things would have been worse if we didn't have Codes?

A: Much worse. I know that the Standards of Practice of radio has not corrected all radio stations, and I know the Television Code has not as yet corrected all television stations. But I think the general demeanor of radio and television in this nation is a far more responsible demeanor than it would have been without those two documents. We have people to attest to that, such as Commissioners who publicly state what they believe self-regulation has done.

Q: May I bring up the bait-and-switch problem? This problem has existed in many cities and it's been a matter of rather serious concern to Better Business Bureaus throughout the country. Yet we find in New York City a number of big television stations and a number of radio stations directly involved in this rather disagreeable situation. Can you tell us whether any sort of corrective measures were attempted

Congratulations!



BMI extends congratulations to all who had a hand in the creation and production of the distinguished programs honored with awards from Ohio State University's Institute for Education by Radio and Television, April 12, 1955.

The IERT AWARDS bring to attention the general excellence of broadcasting in the public service. Such recognition also serves to further and stimulate the creation of consistently fine educational radio and TV programs.

ABC-TV	WBGO	American Forum	National Advisory Council on School Broadcasting, Canada
CBC	WCBS-TV	American Medical Assoc.	National Orchestra Assoc., Inc.
CBC-TV	WEVD	Army Signal Corps	New York City Public Schools
CBS	WFBE	British Columbia Dept. of Education	New York Times Youth Forum
CBS-TV	WHA	Center for Mass Communications, Columbia University	Ontario Dept. of Education
CFAC	WHA-TV	Communications Center, University of North Carolina	Princeton University
KBPS	WHAM	Council of Jewish Federation and Welfare Funds	Radio & TV Broadcasting Service, Univ. of Alabama
KETC	WKAR-TV	Departments of Education of Saskatchewan and Alberta	Smith, Kline and French
KNX	WMCA	Dept. of Speech, Univ. of Michigan	Standard Oil Co. of California
KNXT	WNYE	Iowa Joint Committee on Education Television	St. Louis Educational TV Commission
KPIX	WOI	Iowa Medical Society	Univ. of California
KUSD	WOI-TV	Jules Power Productions, Inc.	Univ. of California at Los Angeles
NBC	WRCA AM-FM	Junior League of Pittsburgh	Univ. of Kentucky Broadcasting Service
NBC-TV	WRCA-TV	Junior League of Toronto	Univ. of Michigan Broadcasting Service
WABD	WSUI	Lowell Institute of Cooperative Broadcasting Council	Univ. of Nebraska TV
WABE	WTVS	Manitoba Dept. of Education	Univ. of Southern California
WBAA	WUOM	McCann-Erickson & Standard Oil Co. of Ohio	Univ. of the State of New York
		Minnesota School of the Air	Walt Disney Productions
		Motion Pictures for Television, Inc.	Washington University
			Wisconsin State Broadcasting Service
			WUOM Radio Guild, Univ. of Michigan

BMI is grateful to IERT and proud of *First Award* (Class 5, Dealing With Basic Freedoms)

"THE AMERICAN STORY — Nathaniel Bacon"*

Broadcast over a number of radio stations from scripts prepared by Broadcast Music, Inc.

THE CITATION: For an effective presentation of the principles of freedom embodied in the American Revolution and the contribution of one patriot to this cause. Using a fine radio-dramatic style, the belief in human freedom that motivated Nathaniel Bacon is ably portrayed. The use of authentic material supplied by recognized historians adds to the picture of American ideas and ideals that the program encourages.

* One of a continuing series of radio programs prepared by BMI in association with the Society of American Historians and outstanding authorities on American history.

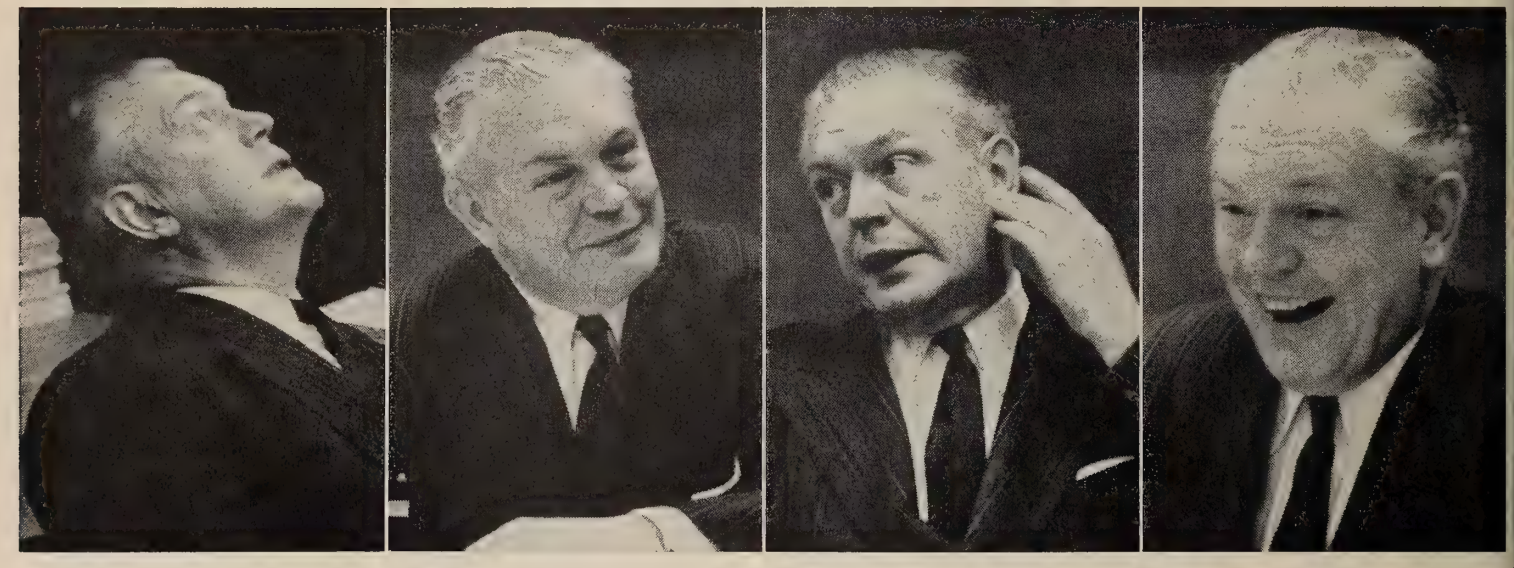
BROADCAST MUSIC, INC.
589 Fifth Ave., New York 17, N. Y.

by the NARTB, or the Code authority in the case of television, with respect to bait-switch advertising in New York City in advance of the federal grand jury investigation?

A: Not specifically in New York City, but in all cities where there are Television Code members or radio members, because the NARTB and its Standards of Practice and Tv Code have long encompassed the business of bait advertising.

Q: Then would it be fair to say that it was impossible to obtain compliance from some four or five television stations and possibly 15 or so radio stations in New York City in connection with bait-and-switch advertising and the radio and television Codes?

A: I think it's fair to say that there are very, very few television or radio stations who are members of NARTB who have been violating those Codes. They should not violate them in any way, shape or manner. The Television Code and the Standards of Practice have been directed toward that.



THE CODES: THEY'VE BOTH DONE EXCELLENT JOBS

Q: But they are violating them. One of them has been mentioned specifically in one of the indictments.

A: I should not like to direct my remarks to any single station—but rather to the issue. I know the history of this thing from both sides. I was a member of the board of directors of the Better Business Bureau of Boston for many years and was directly engaged in this same sort of thing, particularly so far as the radio medium and the beginning of the television medium were concerned. I know that we brought about a disposition on the part of both radio and television broadcasters to make sure that they were not carrying anything that can legitimately be called bait advertising.

Now, I am quite in sympathy with doing away with all bait advertising, because in almost every instance, in my book, it's fraudulent advertising. It goes that far. But there is a danger involved which I'm afraid extreme applications of this issue can lead to. That is that too many of these people are including in what they call bait advertising another thing that is a fundamental and traditional procedure in the matter of selling merchandise throughout the United States of America. Many of these cases find the sincere and enthusiastic efforts of the Better Business Bureau pointed toward instances of your entering a perfectly good store—and I mean a *good* store—because you saw an advertisement in a newspaper for a sidetable for $29 and before you left the fellow had shown you one at $59 and sold you. Those things have been used as an example of bait advertising.

Q: You mean the loss-leader type?

A: That's right. Now that is the traditional operation of a major department store or specialty shop throughout this country. They have a few dozen pairs of slacks and they tell you in the newspapers or over the air that if you'll come in early tomorrow morning you'll be pretty sure to get one of these several dozen pairs of slacks that they have on sale at $1.89. Well, you get there at 11 o'clock and you find that they have long since been cleared out. Now, isn't it perfectly righteous and just that they'd attempt to sell you some that they've got at $2.89?

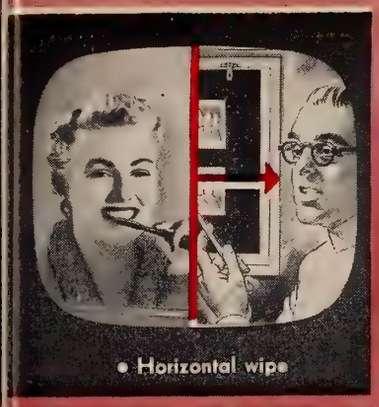
One of the things that we face is that this so-called Better Business move gets a little out of hand sometimes. When it directs itself specifically to bait advertising—and I say again that real bait advertising is mostly fraudulent advertising—and gets enthusiastic about this thing to the point that it goes to all ends, you've got what appeared about a year ago in *Reader's Digest*. There was an article which said that the bait advertising take of the radio stations of this country for the previous year was $550 million. Actually, the total take of the radio industry that year was $330 million. So I challenged the publisher of *Reader's Digest* and he calmly wrote back that he got his statistics from the Better Business Bureaus of America.

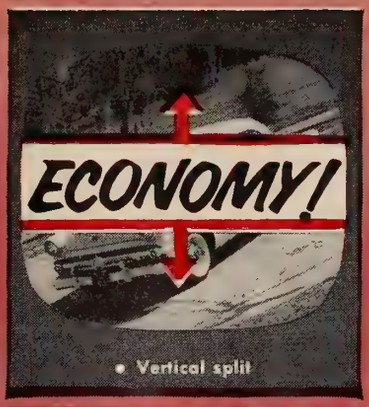
Q: Getting back to the question of fraudulent advertising on a member tv station, has NARTB taken back the Seal of Approval from any station?

A: I'm very happy and proud to say that we haven't had to take back a Seal from any television station in this country in three years of Code operation.

Q: Have you disciplined them?

A: Oh, yes. Over and over and time and time again, if you want to use the word "discipline," although that is almost beyond what happens. We go after every single complaint or criticism, we sit down very quietly with the broadcaster and with the complainants involved. The stations and the networks have corrected the thing that brought about the criticism and the complaint. They have corrected it in some instances before it even reached the Television Code Review Board. After it has reached the Television Code Review Board and they sit in judgment on it and agree among themselves, particularly with regard to borderline cases, that it is a


• Horizontal wipe



• Vertical split

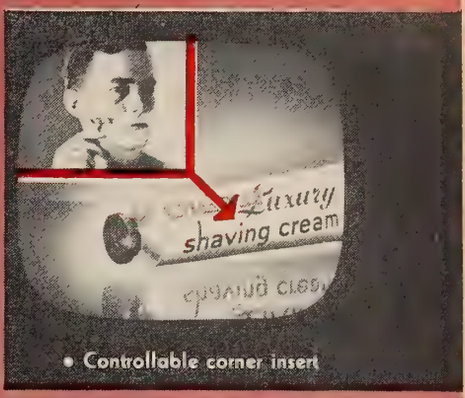

• Vertical wipe


• Vertical wedge wipe


• Diagonal wipe

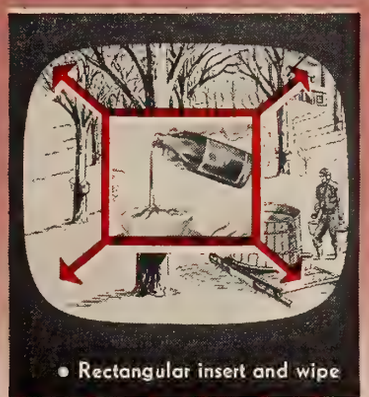

• Horizontal split


• Diamond insert and wipe

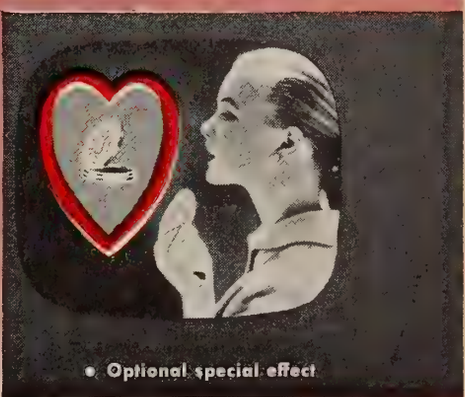


• Controllable corner insert


• Horizontal wedge wipe


• Rectangular insert and wipe


• Controllable corner insert

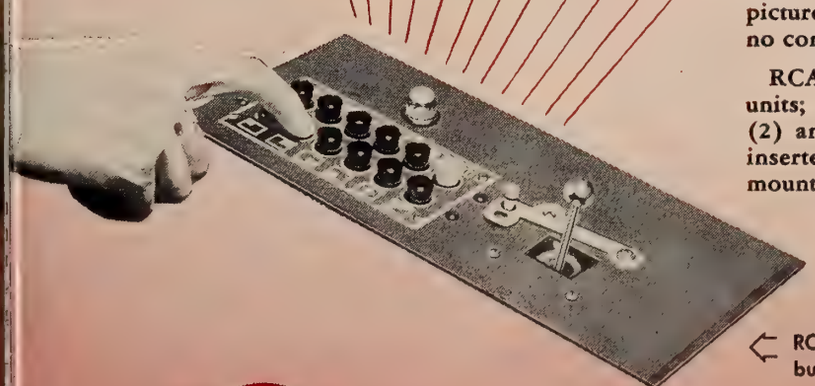

• Optional special effect

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RCA's Special Effects Equipment consists of just two separate units; (1) a TG-15A control panel (shown left) and generator, (2) and a TA-15A amplifier. The Special Effects Panel can be inserted in any RCA Console housing. The other units can be mounted in your video racks. Installation couldn't be easier.

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RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION **CAMDEN, N. J.**

violation of the Code, then the word goes back and the decision goes back. Now, there's the whole essence of this operation.

Q: What happens when the decision goes back?

A: We get agreement from them that they're going to discontinue it. We're not through until we have a declaration.

Q: But after the declaration from the station, do you still follow it up?

A: We're monitoring all the time. We're checking all the time throughout the country. Specifically we're checking on matters like that.

Q: There's been a lot of talk recently about juvenile delinquency and how the broadcasters, particularly in television, are driving our children into paths of crime and corruption. What about that?

A: I think I can make you a very rational speech on that subject by now. It seems there's a difference of opinion among authorities throughout the country. I must give you the negative side first, so that I don't get caught in the criticism which the chairman of the Senate Juvenile Delinquency Subcommittee directed at me the other day on the stand. Psychologists don't agree. Some eminent psychologists claim that television is a terrible, ravaging thing which is destroying the very backbone, mental backbone, of the children of the nation. And equally eminent authorities who seem to have gone into it pretty deeply give the studied and public opinion that there is no real basis for accusing television as being anywhere near a major factor in the business of juvenile delinquency.

We have been doing a lot of work to encourage programming, particularly from television stations, which is directed toward the business of helping solve the juvenile delinquency problem at the local level. Nearly all of the shows that emanate from the networks and most of the film shows are definitely following the philosophy and the stated conditions of the Television Code, that there are morals involved, that the entire show must teach a lesson, must be pointed toward certain things.

It's pretty unrealistic to assume that you shall not have any so-called violence on the air. The thing that a lot of people overlook is the difference between aggressiveness and violence. I'm afraid that in too many minor opinions all aggressiveness becomes violence. You can reason this thing all night long, if you want to, but I'm convinced, and I think a majority of people are convinced, that there is no major source of juvenile delinquency in a television set.

Q: Here's another burning issue—the matter of awards. When is NARTB going to set up to endorse the proper awards?

A: NARTB consistently turns down the business of making awards. We believe in awards, but we don't think that they should be made to the members by an association which is composed of members. We think that some outside body with proper strength and authority and ability should make such awards, that the association as such should not make the awards.

Q: That position is a little changed from the one advanced, I think it was the winter of '49 at Hot Springs, for an Oscar idea. There was an academy sort of setup all worked out and there was some temporary enthusiasm for it.

A: But it boiled down and died pretty fast, didn't it?

Q: But NARTB does give an award. Doesn't it give an award to a single individual for outstanding industry service?

A: Oh, the Keynote award. Well, there's nothing competitive about that. It's purely honorary. But I don't believe we should be deciding which radio station, or television station, or network did the best job—the members telling each other who did the best job. I mean it should be an outside body, with proper purpose in mind and ability to judge objectively.

Q: What do you think about Comr. Frieda Hennock's proposal that free time be given to political candidates?

A: If we have to give free time to candidates, then, to avoid discrimination, we'd have to give it to all of our other customers and then where would we be? And don't think that the word "discrimination" isn't pertinent. It was not so long ago that the FCC amended its rules on political broadcasting to prohibit stations from setting special "political rates," higher than their regular rates. If we have to charge politicians exactly the same rates as regular advertisers, then it ought to work the other way as well.

Q: Seriously, what are candidates to do? They have to use radio and tv if they want to get elected and the way it costs, isn't there some truth in the charge that this condition is giving a big advantage to the man or the party with the most money to spend?

A: I think that by maintaining the same rates for political advertising as for regular commercial business, the broadcasters are doing more for candidates than the other media, which charge special rates that are sometimes double or triple the regular rate. Call it a compromise, if you will. I do think broadcasters have met the challenge of selling time to political candidates by living up to that.

The stations throughout the country to the best of my knowledge have long since made a real effort to make available to any candidate as much time as they sell to the other candidates. Then comes one of the moot questions: how much time can a fellow buy? I don't think you and I can settle that, but I don't believe that anyone should deny one man the privilege of buying more than one five-minute period because the fellow that's running for dog-catcher hasn't enough money or can't get enough support to do that. We cannot change the traditional political operations of this nation overnight, if we can change them at all, and I don't think that should be our responsibility.

Q: One of the big problems in connection with political broadcasting has always been the state libel laws conflicting with the FCC rulings. Now, how is the fight to cure that progressing?

GET PROTECTION BACK HOME

A: The fight to cure that is a rather interesting one. Actually, in the matter of federal legislation and states' right, the safest position for any broadcaster to be in is to have state libel laws which protect him. If he depends upon a federal piece of legislation, he may feel secure and at home, but he's still subject to challenge. His greatest safety is in a state libel law. For several years now we have been attempting to work, particularly where there's a good state association, to get satisfactory libel laws, protective libel laws, into the state legislation which give the fellow running a radio station the same break that other media get.

Q: What's your score on that?

A: Oh, our score's good now. The other day another state came in and made it 33. So you can see there's been an awful lot of progress along those lines. For a great many years there was an amazing situation. The broadcasters looked at their state libel laws, which were almost entirely written long before the advent of radio, and inasmuch as the libel laws didn't mention radio, they thought they were basking under a protective umbrella that could never reach out and hurt them. A pretty innocent and, I would say, rather silly conclusion to draw, and it took a little education to show them that there's no protection under the law unless it specifically gives you protection as it's written or phrased.

Q: What is the basic function of NARTB?

A: Its basic function is to make all radio and all television in America bigger and better and stronger.

Q: . . . and to protect the privately operated stations?

A: Particularly to protect and preserve the American system as we know it now, on a free enterprise basis, with free television and radio throughout the country.

B•T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

May 1955

Total Stations on Air: 428
Total Cities With Tv Stations: 281
Total Sets in Use: 35,385,000

HOW TO READ THIS LISTING:

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date.

Channel number is in parentheses, followed by national network affiliations and sales representatives and estimated sets in coverage area.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Total U. S. sets in use is B•T estimate.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
WAIQ (*2) 3/9/55-Unknown

BIRMINGHAM—
►WABT (13) NBC, ABC, DuM; Blair; 318,000; N
►WBRC-TV (6) CBS, DuM; Katz; 318,000; N
WJLN-TV (48) 12/10/52-Unknown
WBIQ (*10) 10/13/54-Summer '55

DECATUR†—
►WMSL-TV (23) CBS, NBC; Walker; 26,250

DOTHAN†—
►WTVY (9) CBS; Young

MOBILE—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 101,100
WKAB-TV (48) See footnote
WKRG-TV Inc. (5) Young; 3/23/55-Sept. '55

MONTGOMERY—
►WCOV-TV (20) ABC, CBS, DuM; Raymer; 63,500
►WSFA-TV (12) NBC, ABC; Katz; 65,467

MUNFORD†—
►WTIQ (*7)

SELMA†—
WSLA (8) 2/24/54-Unknown

ARIZONA

MESA (PHOENIX)—
►KVAR (12) NBC, DuM; Raymer; 120,610; N

PHOENIX—
►KOOL-TV (10) Hollingbery; 120,610; N
►KPHO-TV (5) CBS, DuM; Katz; 120,610; N
►KTVK (3) ABC; Weed; 142,179

TUCSON—
►KOPO-TV (13) CBS, DuM; Hollingbery; 38,605
►KVOA-TV (4) ABC, NBC; Raymer; 38,605
Tucson Tv Co. (9) 4/19/55-Unknown

YUMA†—
►KIVA (11) NBC, DuM; Grant; 26,282

ARKANSAS

EL DORADO†—
KRBB (10) 2/24/54-Unknown

FORT SMITH—
►KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 27,500
KNAC-TV (5) Rambeau; 6/3/54-Unknown

JONESBORO†—
KBTM-TV (8) 1/12/55-Unknown

LITTLE ROCK—
►KARK-TV (4) NBC, DuM; Petry; 101,067
►KATV (7) (See Pine Bluff)
KTHV (11) Branham; 11/4/54-Sept. '55

PINE BLUFF†—
►KATV (7) ABC, CBS; Avery-Knodel; 91,389; N

TEXARKANA—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

BAKERSFIELD—
►KBAK-TV (29) ABC, DuM; Weed; 90,000
►KERO-TV (10) CBS, NBC; Hollingbery; 146,398; N

BERKELEY (SAN FRANCISCO)—
►KQED (*9)

CHICO—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 60,801

CORONA†—
KCOA (52), 9/16/53-Unknown

EUREKA†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 20,000

FRESNO—
►KJEO (47) ABC, CBS, DuM; Branham; 156,035; N
►KMJ-TV (24) CBS, NBC; Raymer; 153,662; N
KARM. The George Harm Station (12) Bolling; Initial Decision 8/31/54
KBID-TV (53) See footnote

LOS ANGELES—
►KABC-TV (7) ABC; Petry; 2,058,196
►KCOP (13) Weed; 2,058,196
►KHJ-TV (9) DuM; H-R; 2,058,196
►KNXT (2) CBS; CBS Spot Sls.; 2,058,196; N, LS, LF, LL
►KRCA (4) NBC; NBC Spot Sls.; 2,058,196; N, LS, LF, LL
►KTLA (5) Raymer; 2,058,196; N, LS, LF, LL
►KTTV (11) Blair; 2,058,196; LS
KBIC-TV (22) 2/10/52-Unknown

MODESTO†—
KTRB-TV (14) 2/17/54-Unknown

SACRAMENTO—
►KBET-TV (10) CBS, ABC; H-R
►KCCC-TV (40) ABC, NBC; Weed; 162,125
KBIE-TV (46) 6/26/53-Unknown
KCRA-TV (3) 4/13/55-9/1/55

SALINAS (MONTEREY)—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 98,600

SAN DIEGO—
►KFMB-TV (8) ABC, CBS; Petry; 290,000; N
►KFSD-TV (10) NBC; Katz; 285,533; N
KUSH (21) 12/23/53-Unknown

SAN FRANCISCO—
►KGO-TV (7) ABC; Petry; 1,079,450
►KPIX (5) CBS; Katz; 1,079,450; N
►KRON-TV (4) NBC; Free & Peters; 1,079,450; N, LS, LF
►KSAN-TV (32) Stars National; 210,000
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)

SAN JOSE†—
KNTV (11) 4/15/54-Unknown

SAN LUIS OBISPO†—
►KVEC-TV (6) ABC, CBS, DuM; Grant; 85,371

SANTA BARBARA—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 464,192

STOCKTON†—
►KOVR (13) DuM; Blair; 1,078,200
►KTVU (36) NBC; Hollingbery; 120,000

TULARE (FRESNO)—
►KVVG (27) DuM; Forjoe; 150,000

VISALIA†—
KAKI (43) 10/6/54-Unknown

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COLORADO

COLORADO SPRINGS—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 57,204
►KRDO-TV (13) NBC; 40,000

DENVER—
►KBTV (9) ABC; Free & Peters; 289,251
►KFEL-TV (2) DuM; Hoag-Blair, Blair Tv; 289,251; LS, LF
►KLZ-TV (7) CBS; Katz; 289,251; N
►KOA-TV (4) NBC; Petry; 289,251; N
KRMA-TV (*6) 7/1/53-Unknown

GRAND JUNCTION†—
►KFXJ-TV (5) NBC, ABC, CBS, DuM; Holman; 9,600

PUEBLO—
►KCSJ-TV (5) NBC; Avery-Knodel; 52,649

CONNECTICUT

BRIDGEPORT—
►WICC-TV (43) ABC, DuM; Young; 72,340
WCBE (*71) 1/29/53-Unknown

HARTFORD—
►WGTH-TV (18) ABC, DuM; H-R; 291,299
WCHF (*24) 1/29/53-Unknown

NEW BRITAIN—
►WKNB-TV (30) CBS; Bolling; 284,169; N

NEW HAVEN†—
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 948,702; N
WELI-TV (59) H-R; 6/24/53-Unknown

NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown

NORWICH†—
WCNE (*63) 1/29/53-Unknown

STAMFORD†—
WSTF (27) 5/27/53-Unknown

WATERBURY—
►WATR-TV (53) ABC; Stuart; 190,320

DELAWARE

WILMINGTON—
►WDEL-TV (12) NBC, DuM; Meeker; 2,051,000; N, LS, LF

DISTRICT OF COLUMBIA

WASHINGTON—
►WMAL-TV (7) ABC; Katz; 600,000
►WRC-TV (4) NBC; NBC Spot Sls.; 731,581; N, LS, LF
►WTOP-TV (9) CBS; CBS Spot Sls.; 681,600; N
►WTTG (5) DuM; H-R; 648,000
WETV (20) 10/21/54-Unknown
WOOK-TV (50) 2/24/54-Unknown

FLORIDA

CLEARWATER†—
WPGT (32) 12/2/53-Unknown

DAYTONA BEACH†—
WMFJ-TV (2) McGillvra; 7/8/54-7/1/55

FORT LAUDERDALE—
►WITV (17) ABC; H-R; 176,000 (also Miami)

FORT MYERS†—
►WINK-TV (11) ABC, CBS; McGillvra; 12,405

FORT PIERCE†—
Gene T. Dyer (19) 4/19/55-Unknown

JACKSONVILLE—
►WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600; N
►WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 418,772; N
WOBS-TV (30) Stars National; 8/12/53-Fall '55
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55

MIAMI—
►WGBS-TV (23) NBC; Katz; N
►WTVJ (4) CBS; Free & Peters; 307,600; N
►WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown
WTHS-TV (*2) 11/12/53-Unknown
Biscayne Tv Corp. (7) Initial Decision 1/17/55

MIAMI BEACH†—
WKAT Inc. (10) 3/30/55-Unknown

ORLANDO—
►WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 80,000; N

PANAMA CITY—
►WJDM (7) ABC, CBS, NBC, DuM; Hollingbery; 25,750



Ever monitor your TV spot when it looked like this?

On WHIO-TV, your film show or film commercial is sharp and clear every time!

Now, WHIO-TV has the very latest and finest film camera equipment* to give you "live" picture quality. Here's your assurance that all the time and money spent in your carefully planned and produced films will be transmitted with sharpness and clarity. This brand new equipment is just part of the new facilities in WHIO-TV's two million dollar radio-television center. Call George P. Hollingbery for complete information on WHIO-TV, now on the air with the sharpest pictures ever shown.

**Installation of new RCA Vidicon cameras has just been completed and the film cameras are now in operation.*

B·T TELESTATUS

PENSACOLA†—
► WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 92,500
► WPFA (15) 32,500

ST. PETERSBURG—
► WSUN-TV (38) ABC, DuM; Weed; 145,000

TAMPA—
► WFLA-TV (8) NBC; Blair; 185,000
► WTVT (13) CBS; Avery-Knodel; 185,000

WEST PALM BEACH—
► WEAT-TV (12) ABC; Walker; 231,000
► WIRK-TV (21) Weed; 47,609
► WJNO-TV (5) NBC, CBS, DuM; Venard; 262,500

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000

ATLANTA—
► WAGA-TV (5) CBS, DuM; Katz; 456,190; N
► WLWA (11) ABC, DuM; Crosley Sls.; 465,000
► WQXI-TV (36) 25,226
► WSB-TV (2) NBC; Petry; 484,725; N, LS, LF

AUGUSTA—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 133,521; N
► WRDW-TV (12) CBS; Headley-Reed; 138,688

COLUMBUS—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 89,401
► WRBL-TV (4) CBS, ABC; Hollingbery; 169,894; N

MACON—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 96,284; N
► WNEX-TV (47) NBC; Branham; 54,742

ROME†—
► WROM-TV (9) McGillvra; 164,940

SAVANNAH—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 63,401
WSAV-TV (3) 1/26/55-Unknown

THOMASVILLE†—
WCTV (6) 12/23/53-Spring '55

IDAHO

BOISE†—
► KBOI-TV (2) CBS, DuM; Free & Peters; 44,735; LS, LF
► KIDO-TV (7) ABC, NBC; Blair; 41,900

IDAHO FALLS†—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 36,115

LEWISTON†—
KLEW-TV (3) 2/9/55-Unknown

TWIN FALLS†—
KLIX-TV (11) ABC; 3/19/53-Unknown (granted STA 4/19/55)

ILLINOIS

BLOOMINGTON—
► WBLN (15) McGillvra; 113,242

CHAMPAIGN—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000; N

CHICAGO—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,877,600; N
► WBKB (7) ABC; Blair; 2,226,000
► WGN-TV (9) DuM; Hollingbery; 2,080,000
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000; N, LS, LF
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000

DECATUR—
► WTVP (17) ABC, DuM; Bolling; 160,000

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000

PEORIA—
► WEEK-TV (43) NBC, DuM; Headley-Reed; 231,056; N
► WTVH-TV (19) CBS, ABC; Petry; 231,056; N
WIRL Tv Co. (8) Initial Decision 11/5/54

QUINCY† (HANNIBAL, MO.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 150,000; N
► KHQA-TV (7) See Hannibal, Mo.

ROCKFORD—
► WREX-TV (13) ABC, CBS; H-R; 256,600
► WTVO (39) NBC, DuM; Weed; 100,000

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 295,201; N

SPRINGFIELD—
► WICS (20) ABC, NBC, DuM; Young; 103,580
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

URBANA†—
WILL-TV (*12) 11/4/53-Unknown

INDIANA

ANDERSON†—
WCBC-TV (61) 2/2/55-5/1/55

BLOOMINGTON—
► WTTV (4) NBC, DuM; Meeker; 632,097 (also Indianapolis); N

ELKHART†—
► WSJV (52) ABC, NBC, DuM; H-R; 208,139; LS

EVANSVILLE—
► WFIE (62) ABC, NBC, DuM; Venard; 94,315
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54

FORT WAYNE—
► WKJG-TV (33) NBC, DuM; Raymer; 132,547; N
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

INDIANAPOLIS—
► WFBM-TV (6) ABC, CBS, NBC; Katz; 662,000; N
► WISH-TV (8) ABC, CBS, DuM; Bolling; 550,020; N
► WTTV (4) See Bloomington

LAFAYETTE†—
► WFAM-TV (59) CBS, DuM; Rambeau; 66,500

MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 107,250; N

NOTRE DAME (SOUTH BEND)†—
WNDU-TV (46) NBC; Meeker; 8/12/54-7/15/55

PRINCETON†—
WRAY-TV (52) See footnote

SOUTH BEND—
► WSBT-TV (34) CBS, DuM; Raymer; 206,473; N

TERRE HAUTE—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 154,000; N

WATERLOO (FORT WAYNE)—
► WINT (15) ABC, CBS; H-R; 133,478; N

IOWA

AMES—
► WOI-TV (5) ABC, CBS, DuM; Weed; 315,600; N

CEDAR RAPIDS—
► KCRG-TV (9) ABC, DuM; Venard; 116,000
► WMT-TV (2) CBS; Katz; 266,100; N

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Free & Peters; 295,165; N

DES MOINES—
► WHO-TV (13) NBC; Free & Peters; 302,000; N
KGTV (17) See footnote
KRNT-TV (8) 3/23/55-8/1/55

FORT DODGE—
► KQTV (21) NBC, DuM, CBS; Pearson; 36,812; N

MASON CITY—
► KGLO-TV (3) CBS, DuM; Weed; 135,932

SIOUX CITY—
► KTIV (4) NBC, ABC, DuM; Hollingbery; 152,835; N
► KVTV (9) ABC, CBS; Katz; 152,835; N

WATERLOO—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 162,159

KANSAS

GREAT BEND†—
► KCKT (2) NBC; Bolling; 126,258

HUTCHINSON (WICHITA)—
► KTVH (12) CBS, DuM; H-R; 199,012; N
► KAKE-TV (10) See Wichita
► KEDD (16) See Wichita

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

PITTSBURG—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 94,984

TOPEKA—
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 443,262; N

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Hollingbery; 195,110; N
► KEDD (16) NBC; Petry; 148,356
► KTVH (12) See Hutchinson
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

ASHLAND†—
WPTV (59) Petry; 8/14/52-Unknown

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Meeker; 82,897; N

New Tv Station

THE following tv station is the newest to start regular programming:

KFDM-TV Beaumont, Tex. (ch. 6), April 24.

LEXINGTON†—
► WLEX-TV (18) NBC, ABC, DuM; Forjoe
WLAP-TV (27) 12/3/53-Unknown

LOUISVILLE—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls. 460,360; N
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N
WKLO-TV (21) See footnote
WQXL-TV (41) Forjoe; 1/15/53-Unknown

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

LOUISIANA

ALEXANDRIA†—
► KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 107,600

BATON ROUGE—
► WAFB-TV (28) ABC, CBS, DuM; Young; 80,000
► WBRZ (2) NBC, ABC; Hollingbery

LAFAYETTE†—
KLFY-TV (10) 9/16/53-7/1/55

LAKE CHARLES†—
► KPLC-TV (7) ABC, NBC; Weed; 66,000
► KTAG (25) CBS, DuM; Young; 57,420

MONROE—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 209,500; N

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 319,834; N, LF, LL
► WJMR-TV (61) ABC, CBS, DuM; Bolling; 121,840
WCKG (26) Gill-Perna; 4/2/53-Unknown

SHREVEPORT—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 80,250
Shreveport Tv Co. (12) Initial Decision 6/7/54 (ch. 12 at present operated by Interim Tv Corp.)
KTBS-TV (3) 2/16/55-9/3/55

MAINE

BANGOR—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 96,500; N
► WTWO (2) CBS; Venard

LEWISTON—
WLAM-TV (17) See footnote

POLAND SPRING—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933

PORTLAND—
► WCSH-TV (6) NBC, DuM; Weed; 164,343; N
► WGAN-TV (13) ABC, CBS; Avery-Knodel; N
WPMT (53) See footnote

MARYLAND

BALTIMORE—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 602,840
► WBAL-TV (11) NBC; Petry; 602,840; N, LS, LF, LL
► WMAR-TV (2) CBS; Katz; 602,840; N, LS, LF
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

CUMBERLAND†—
WTBO-TV (17) 11/12/53-Unknown

SALISBURY†—
► WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 50,710

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Free & Peters; 1,300,264; N, LS, LF
► WGBH-TV (*2)
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,300,264; N
WJDW (44) 8/12/53-Unknown

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)†—
► WTAO-TV (56) ABC, DuM; Everett-McKinney; 195,000

PITTSFIELD—
► WMGT (19) DuM; Walker; 169,015

SPRINGFIELD—
► WHYN-TV (55) CBS, DuM; Branham; 176,000
► WWLP (61) ABC, NBC; Hollingbery; 176,000; N

WORCESTER—
► WWOR-TV (14) ABC, DuM; Raymer; 94,710
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) DuM; Everett-McKinney; 25,000
WUOM-TV (*26) 11/4/53-Unknown

BATTLE CREEK—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown

BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 312,555; N

CADILLAC†—
► WWTV (13) ABC, CBS, DuM; Weed; 281,711

EVENING

COMPARATIVE TV NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		Lehn & Fink The Sunday Lucy Show		Johns Manville alt. Sunday Pan Amer. Meet the Press L
6:15				
6:30		Electric Companies Alt. Wks. Prudential You Are There		Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Campbell Soup Lassie		Toni Frawley Corp. (alt.) People Are Funny
7:15				
7:30	Pepsi-Cola Playhouse	Am. Tobacco Prvt Sectry. (alt. wks.) Jack Benny		Reynolds Mr. Peepers L
7:45				
8:00	Key to the Ages	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Comedy Hour L 7:30-9 p.m. (1 wk. of 4) M. Liebman Presents H. Bishop Sunbeam L
8:15				
8:30	President's Press Conference			
8:45				
9:00	Amer. Razor Bayuk Winchell	Gen. Elect. G E Theatre F		Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30	The Stork Club L	Bristol-Myers Stage 7	Serutan Life Begins at 80	
9:45				
10:00	Dodge Break the Bank L	P. Lorillard Appointment with Adventure		P&G Loretta Young Show F
10:15				
10:30		Jules Montenier alt. wks. Remington Rand What's My Line L		R J. Reynolds Bob Cummings Show F
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*			
7:15	Tide Water Oil Daly–News			Toni Co. Tony Martin Show L
7:30	Ralston Purina Name's the Same L	Amer. Home Prod.-News		Plymouth (3) Camel (1) Caravan L
7:45		Ligg. & Mys. Perry Como L		
8:00	Studebaker Packard Tv Readers Digest	Carnation (alt.) Goodrich Burns & Allen L		Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4)
8:15				
8:30	Firestone Voice of Firestone L	Lever-Lipton Godfrey's Talent Scouts L		RCA Amer. Chicle Speidel Caesar's Hour
8:45				
9:00	*Focus* F	Philip Morris alt. wks. P&G I Love Lucy F		Dow Chemical Medic F
9:15				
9:30	Boxing From Eastern Parkway and Neutral Corner L	General Foods December Bride L	Co-op Monday Night Fights Chris. Schenkel	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00		Westinghouse Studio One L		
10:15				
10:30			Co-op At Ringside	
10:45				
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*			
7:15	*John Daly News*			
7:30	DuPont Cavalcade of America	American Tobacco News L		Dinah Shore Chevrolet L
7:45		Gold Seal Jo Stafford L		Camel News Caravan L
8:00	No Net. Service	CBS-Columbia (alt. wks.) Gen. Mills Life with Father		Buick Berle Show (20 shows)
8:15				
8:30	Florida Citrus Twenty Questions L	Int. Hrvstr. alt. wks. Nabisco Halls of Ivy F	H. J. Heinz Co. Studio 57	M. Raye H. Bishop (10 shows) Bob Hope (6) Gen. Fds. TBA—3
8:45				
9:00	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. alt. wks. Pharmctcls. Meet Millie L		P&G Fireside Theatre F
9:15				
9:30	U.S. Steel United States Steel Hour alt. weeks	S.C. Johnson alt. wks. Pet Milk Red Skelton L		Armstrong's Circle Theatre L
9:45	Elgin The Elgin Hour			
10:00		Nash-Kelvinator alt. wks. Revlon Danger Ends 5/25		Truth or Consequence P. Lorillard L
10:15				
10:30	Exquisite Form-Quality Goods (alt. wks.) Stop the Music	Alcoa See It Now		It's a Great Life Chrysler Corp. L
10:45				
11:00				
11:15 PM				

WED

	ABC	CBS
6:00 PM		
6:15		
6:30		
6:45		
7:00	*Kukla, Fran and Ollie*	
7:15	Tide Water Oil Daly–News	
7:30	American Motors American Dairy Derby Foods Disneyland	Bendix D Avco Mf News
7:45		Ligg. & M Perry Co L
8:00		Toni
8:15		Godfrey & His Friends
8:30	Liggett-Myers Mr. Citizen	Frigidai (alt. wks Pillsbur
8:45		
9:00	Remington Rand-Knomark Mfg. (Alt. wks.) Masquerade Party	Colgate The Millionai
9:15		
9:30	Sheaffer Pen Co., Admiral Corp. (alt. wks.) Who Said That?	R. J. Reynold I've Go A Secre L
9:45		
10:00	President's Press Conference F	Pabst Sal Blue Ribl Bouts Ends 5/
10:15		
10:30		SFM Ins. Red Barbe Corner Ends 5/
10:45		
11:00		Longine Chronosc
11:15 PM		

DAYTIME

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00		*Lamp Unto My Feet*		
10:15				
10:30		*Look Up and Live*		
10:45				
11:00				
11:15				
11:30				
11:45				
12:00 N		*Winky Dink and You*		Capt. Hartz & His Pets Hartz Mtn. Prods. L
12:15 PM				No Network Service
12:30	Faith for Today	Quaker Oats Contest Carnival L		Youth Wants to Know L
12:45				
1:00				No Network Service
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM		The Morning Show M-F 7-9 a.m. Participating Sponsors		
9:15				
9:30				
9:45				
10:00		Garry Moore Show and Arthur Godfrey Time (See Footnotes For New Time Schedule)		Ding Dong School L (See Footnote)
10:15				
10:30				Borden Co. Way of the World L
10:45				*Sheilah Graham Show* L
11:00				
11:15		Colgate-Palmolive M-F 11:30-12 N Strike It Rich L		Participating Sponsors Home L
11:30				
11:45		Gen. Mills (MWF) Toni Co. (TuTh) Valiant Lady		
12:00 N		Amer. Home Products Love of Life		*Tennessee Ernie Ford* L
12:15 PM		P&G Search for Tomorrow		
12:30		P&G Guiding Light		Feather Your Nest Colgate-Palmolive L
12:45		Gen. Foods The Inner Flame		
1:00		P&G Road of Life		
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				Pinky Lee Show L
10:15				
10:30	Brown Shoe Smilin' Ed's Gang			Paul Winchell Show Tootsie Rolls L
10:45				
11:00		Winky Dink and You		Funny Boners L
11:15				
11:30		Wander Co. (alt. wks.) Gen. Mills Captain Midnight F		Kraft Foods Tom Corbett Space Cadet L
11:45				
12:00 N				Mr. Wizard L
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00		Gen. Mills The Lone Ranger F		
1:15				

	ABC
1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	*College Press Conferen* L
4:45	
5:00	Kellogg C (5-5:30)
5:15	Mars In (5:30-6)
5:30	Dixie Cup Co (alt. wks Super Cir L
5:45 PM	

EVENING

THURSDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*			
7:15	*John Daly News*			
7:30	General Mills Lone Ranger F	American Tobacco News		Dinah Shore Chevrolet L
7:45		Gen. Electric Jane Froman		Camel News Caravan L
8:00	Soldier Parade L	General Electric Ray Milland Show F		DeSoto-Plymouth Groucho Marx F
8:15				
8:30	Chevrolet T-Men in Action	Chrysler Motors Climax—Shower of Stars L		Borden Justice L
8:45	Brillo Star Tonight			
9:00				Chesterfield Dragnet F
9:15	Pond's Extract Pond's Theatre	Singer Sew'g. alt. wks. Brstl. Myrs. Four Star Playhouse		
9:30		Philip Morris (alt. wks.) Revlon Public Defender F		Ford Theatre F
9:45		CBS-Columbia (alt. wks.) Gen. Mills Willy		
10:00				Lever Bros. Lux Video Theatre L
10:15				
10:30				
10:45				
11:00				
11:15 PM				

FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*			
7:15	Tide Water Oil Daly-News			
7:30	National Biscuit Co. Rin Tin Tin F	Pharmaceuticals-News		Coca-Cola Eddie Fisher L
7:45		Ligg. & Mys. Perry Como L		Camel News Caravan L
8:00	Lambert Hotpoint (alt.) Ozzie & Harriet F	General Foods Mama		Red Buttons 3 of 4 J. Carson 1 of 4 Pontiac L
8:15				
8:30	Lehn & Fink Ray Bolger L	R. J. Reynolds alt. wks. P&G Topper F		Gulf—Life of Riley F
8:45	Mogen David Wines Dollar a Second			
9:00		Schlitz Playhouse of Stars F		Simoniz & Amer. C&C Big Story F
9:15	Sterling Drug The Vise			
9:30		General Foods Sanka Our Miss Brooks F		Campbell Dear Phoebe F
9:45				
10:00		Brown & Williamson (alt. wks.) P&G The Line-Up	Emerson Drug Lentheric Chance of Lifetime	Gillette Cavalcade of Sports L
10:15		American Oil, Hamm Brewing (alt. wks.) Noxzema Person to Person	Western Union Teleg. Co. (alt. wks.) Down You Go	
10:30		Longines Chronoscope		Jan Murray Time L
10:45				
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Tomorrow* L-S	Wrigley Gene Autry Show		
7:15				
7:30	*The Big Picture* F	Sylvania Beat the Clock L		Swift & Co. Swift's Show Wagon L
7:45				
8:00	*The Dotty Mack Show*	Schick P&G Nestle Jackie Gleason (co-sponsorship) L		Pillsbury-Green Giant Mickey Rooney Show F
8:15				
8:30				Toni Co. So This Is Hollywood L
8:45				
9:00		P. Lorillard Two for the Money L		I. Coca Show Griffin, SOS Lewis Howe J&J L (1 wk. of 4) 9-10:30 P.M. Liebman Oldsmobile
9:15	Ozark Jubilee L			
9:30		P&G My Favorite Husband		Texaco Star Theatre J. Durante L (alt.) O'Connor F
9:45				
10:00	Compass F	Helene Curtis Inc. Professional Father		Geo. Gobel Show Armour (alt.) Pet Milk L
10:15				
10:30		Anheuser-Busch Damon Runyon Theatre		Am. Tobacco Warner Hudnut Your Hit Parade L
10:45				
11:00				
11:15 PM				

DAYTIME

SUNDAY

	CBS	DuMONT	NBC
			No Network Service
			Frontiers of Faith L
	Let's Take a Trip		*American Forum* L
	Now and Then		*Background* L & F
	Face the Nation		Quaker Oats Zoo Parade L
	The American Week		Hall Bros. Hall of Fame L
	Adventure		Heinz Capt. Gallant of the Foreign Legion F

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
		P&G Welcome Travelers		
		Robert Q. Lewis (See Footnote)	All About Baby (See Footnote)	
		Art Linkletter's House Party (See Footnote) 2:30-3 pm		
		Colgate Big Payoff MWF Sus. Tu, Th		Ted Mack Matinee L
		Bob Crosby (See Footnotes)		*The Greatest Gift* L
		P&G The Brighter Day		P&G L Concerning Miss Marlowe
		Am. Home Pr. Secret Storm 4:15-30		*Hawkins Falls* L
		P&G On Your Account 4:30-5		First Love Jergens Co. L
		Gen. Mills Barker Bill's Cartoons W&F 5-5:15		Frnch. Mstc World of Mr Sweeney L
				Modern Romances Col.-Pal. L
				Pinky Lee Show L
				Howdy Doody (See Footnote)

SATURDAY

	ABC	CBS	DuMONT	NBC
		Lever Bros. Uncle Johnny Coons		
		Falstaff Brewing and Co-op Baseball Game of the Week		
		Kentucky Derby 5:15-45 May 7 only Preakness Stakes 5:30-6 May 28 only Belmont Stakes 4:30-5 June 11 only Gillette Safety Razor Co.		

Explanation: Programs in italics, sustaining; Time, EDT; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

CBS—Garry Moore M.—Thu. 10-10:30 a.m., Fri. 10-11:30 a.m.
10-10:15 Mon. Bristol Myers, Tue. Alka-Seltzer, Wed. Simoniz, Thu. Masland, Fri. Swift All Sweet.
10:15-30 Mon. Comstock alt. wks. A. E. Staley, Tue. Kellogg, Wed. Best Foods, Thu. Toni alt. wks. Chun King, Fri.
10:30-45 Fri. Yardley.
10:45-11 Fri. Converted Rice.
11-11:15 Fri. Borden.
11:15-30 Fri.—Swift.

Arthur Godfrey
10:30-45 a.m. Mon.—Minnesota Mining Mfg. Wed.—Corn Prod. Tu. & Th. Frigidaire.
10:45-11 a.m. M. & W.—Bristol Myers. Tu. & Th.—Kellogg.
11-11:15 a.m. M. & W.—Lever Bros. Tu. & Th.—Toni.
11:15-30 a.m. M.-Th.—Pillsbury.

Robert Q. Lewis—2-2:15 p.m., Tue. Alka-Seltzer, Wed. Corn Prod., Thu. S. C. Johnson.
2:15-30 p.m. Tue. Helene Curtis, Wed., Thu. & Fri. General Mills.

House Party
2:30-45 M., W., Fri. Lever Bros., Tu.-Th. Kellogg
2:15-3 p.m. M.-Thu. Pillsbury, Fri. Hawaiian Pineapple Co.

Bob Crosby—3:30-45 p.m. Tue. Toni, Thu. Swanson, Fri. S.O.S. alt. wks. only.
3:45-4 p.m., M., W., Fri.—General Mills. Thu.—American Dairy.

DuMont—Libby, McNeill & Libby (Thurs. 2-2:15 p.m. only), Swift & Co. (Fri. 2-2:15 p.m. only).

NBC—Howdy Doody Mon.-Fri. 5:30-6 p.m.,—Campbell Soup Co., Colgate-Palmolive Co., Continental Baking Co., International Shoe Co., Kellogg Co., Luden's Inc., Standard Brands Inc., Welch Grape Juice Co.
Ding Dong School — Mon.-Fri. 10-10:30 a.m. Colgate Palmolive Co., General Mills Inc., Gerber Products Co., International Shoe Co. Manhattan Soap Co., Procter & Gamble Co. Wander Co.

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B·T TELESTATUS

DETROIT—
► WJBK-TV (2) CBS; Katz; 1,553,277; N
► WWJ-TV (4) NBC; Hollingbery; 1,530,000; N
► WXYZ-TV (7) ABC; Blair; 1,469,000
► CKLW-TV (9) DuM; Young; 1,496,000. See Windsor, Ont.
WBID-TV (50) 11/19/53-Unknown
WTVS (*56) 7/14/54-Fall '55

EAST LANSING†—
► WKAR-TV (*60)

FLINT—
WJRT (12) 5/12/54-Summer '55

GRAND RAPIDS—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 519,379; N
WMCN (23) 9/2/54-Unknown

KALAMAZOO—
► WKZO-TV (3) CBS, ABC, DuM; Avery-Knodel; 573,831; N

LANSING—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 57,130
► WJIM-TV (6) NBC, CBS, ABC; Petry; 430,000; N

MARQUETTE†—
WAGE-TV (6) 4/7/54-Unknown

MUSKEGON†—
WTVM (35) 12/23/52-Unknown

SAGINAW (BAY CITY, MIDLAND)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000; N

TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 40,475

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Headley-Reed; 54,515

DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 105,000
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote

HIBBING†—
KHTV (10) 1/13/54-Unknown

MINNEAPOLIS (ST. PAUL)—
► KEYD-TV (9) DuM; H-R; 580,000
►WCCO-TV (4) CBS; Free & Peters; 575,400; N, LS, LF, LL
► WTCN-TV (11) ABC; Blair; 573,300

ROCHESTER—
► KROC-TV (10) NBC; Meeker; 95,833

ST. PAUL (MINNEAPOLIS)—
► KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF

MISSISSIPPI

BILOXI†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)

COLUMBUS†—
WCBI-TV (4) McGillvra; 7/28/54-7/1/55

JACKSON—
► WJTV (25) CBS, DuM; Katz; 72,401; N
► WLBT (3) NBC; Hollingbery; 122,765; N
► WSLI-TV (12) ABC; Weed; 117,000

MERIDIAN—
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 60,000
WCOC-TV (30) See footnote

TUPELO†—
WTWV (9) 12/8/54-Fall '55

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS; Headley-Reed; 115,200

CLAYTON†—
KFUO-TV (30) 2/5/53-Unknown

COLUMBIA—
► KOMU-TV (8) NBC, ABC, DuM; H-R; 63,295

FESTUS†—
KACY (14) See footnote

HANNIBAL (QUINCY, ILL.)—
► KHQA-TV (7) CBS, DuM; Weed; 156,450; N
► WGEM-TV (10) See Quincy, Ill.

JEFFERSON CITY†—
► KRCG (13) CBS; Hoag-Blair, Blair-Tv

JOPLIN—
► KSWM-TV (12) CBS; Venard; 87,500; N

KANSAS CITY—
► KCMO-TV (5) ABC; DuM; Katz; 483,376; N
► KMBC-TV (9) CBS; Free & Peters; 483,376; N, LS, LF, LL
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 489,535; N, LS, LF

KIRKSVILLE†—
KTVO (3) 12/16/53-Unknown

ST. JOSEPH—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 135,445

ST. LOUIS—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 773,922; N, LS, LF
► KWK-TV (4) CBS; Katz; 725,000; N
► KTVI (36) ABC, CBS, DuM; Radio-Tv Reps.; 317,200
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus

SEDALIA†—
► KDRO-TV (6) Pearson; 57,000

SPRINGFIELD†—
► KTTS-TV (10) CBS, DuM; Weed; 65,987; N
► KYTV (3) NBC, ABC; Hollingbery; 77,410; N

MONTANA

BILLINGS†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 20,000

BUTTE†—
► KXLF-TV (6) ABC; No estimate given
KOPR-TV (4) See footnote

GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, DuM; Hoag-Blair, Blair-Tv; 21,000

MISSOULA†—
► KGVO-TV (13) ABC, CBS, DuM; Gill-Perna; 19,250

NEBRASKA

HASTINGS†—
The Seaton Publishing Co. (5) 2/11/55-Unknown

KEARNEY (HOLDREGE)—
► KHOL-TV (13) ABC, CBS, NBC, DuM; Meeker; 66,124

LINCOLN—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 124,513
► KUON-TV (*12) 79,487

OMAHA—
► KMTV (3) ABC, CBS, DuM; Petry; 302,935; N
► WOW-TV (6) NBC, DuM; Blair; 302,935; N
Herald Corp. (7) Initial Decision 4/6/55

SCOTTSBLUFF†—
KSTF (10) 8/18/54-6/1/55 (granted STA 4/20/55)

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC; Pearson; 28,000

LAS VEGAS—
► KLAS-TV (8) CBS, ABC, DuM; Weed; 21,244
► KLRJ-TV (2) See Henderson

RENO—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 17,250
Nevada Telecasting Corp. (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown

MANCHESTER—
► WMUR-TV (9) ABC, DuM; Weed; 381,338

MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote

ATLANTIC CITY—
WFPG-TV (46) See footnote
WOCN (52) 1/8/53-Unknown

CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown

NEWARK (NEW YORK CITY)—
► WATV (13) Petry; 4,290,000

NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KOAT-TV (7) ABC, DuM; Hollingbery; 53,496
► KOB-TV (4) NBC; Branham; 56,810
► KGGM-TV (13) CBS; Weed; 55,630

ROSWELL†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 27,917

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WROW-TV (41) ABC, CBS; Bolling; 165,000
WPTR-TV (23) 6/10/53-Unknown
WTRI (35) See footnote
WTVZ (*17) 7/24/52-Unknown

BINGHAMTON—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 325,680; N
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

BUFFALO—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 457,829 (plus 473,727 Canadian coverage); N, LS, LF, LL
► WBUF-TV (17) ABC; H-R; 170,000
► WGR-TV (2) NBC, ABC, DuM; Headley-Reed; 460,616 (plus 431,550 Canadian coverage); N
WTVF (*23) 7/24/52-Unknown

CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 60,960

ELMIRA—
WTVE (24) See footnote

ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

LAKE PLACID† (PLATTSBURG)—
► WIRI (5) DuM; McGillvra; 83,330

NEW YORK—
► WABC-TV (7) ABC; Weed; 4,290,000
► WABD (5) DuM; Avery-Knodel; 4,290,000; LS, LF
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,290,000; N, LS, LF, LL
► WOR-TV (9) WOR-TV Sls.; 4,290,000
► WPIX (11) Free & Peters; 4,290,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,290,000; N, LS, LF, LL
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown

POUGHKEEPSIE—
► WKNY-TV (21) ABC, CBS, NBC, DuM; Meeker; 28,500

ROCHESTER—
► WHAM-TV (5) NBC, ABC, DuM; Hollingbery; 305,000 (plus 50,000 Canadian coverage); N, LS, LF
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 285,690; N
► WVET-TV (10) ABC, CBS; Bolling; 285,690; N
WCBF-TV (15) 6/10/53-Unknown
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown

SCHENECTADY (ALBANY, TROY)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls., 428,800; N

SYRACUSE—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 361,220; N
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 361,220; N, LS, LF
WHTV (*43) 9/18/52-Unknown

UTICA—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 161,000; N

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 36,500
► WLOS-TV (13) ABC, DuM; Venard; 314,130

CHAPEL HILL†—
► WUNC-TV (*4) 377,350

CHARLOTTE—
► WBTV (3) CBS. ABC, NBC, DuM; CBS Spot Sls.; 485,935; N, LS, LF
WQMC (36) See footnote

DURHAM—
► WTVD (11) ABC, NBC; Headley-Reed; 224,520

FAYETTEVILLE†—
WFLB-TV (18) CBS, NBC; 4/13/54-8/1/55

GASTONIA†—
WTVX (48) 4/7/54-Unknown

GREENSBORO—
► WFMY-TV (2) CBS, ABC, DuM; Harrington, Righter & Parsons; 315,642; N, LS, LF

GREENVILLE—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 102,770

NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown

RALEIGH—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 124,440; N
Capitol Bcstg. Co. (5) Initial Decision 4/19/55

WASHINGTON†—
WITN (7) NBC; 10/27/54-Sept. '55

WILMINGTON†—
► WMFD-TV (6) ABC, NBC; Weed; 50,003
WTHT (3) 2/17/54-Unknown

WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 269,320; N
► WTOB-TV (26) ABC, DuM; H-R; 89,054

NORTH DAKOTA

BISMARCK†—
► KFYR-TV (5) CBS, ABC, NBC, DuM; Hoag-Blair, Blair-Tv; 27,750

FARGO†—
► WDAY-TV (6) ABC, NBC; Free & Peters; 67,250

GRAND FORKS†—
KNOX-TV (10) 3/10/54-Unknown

MINOT—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 28,000

VALLEY CITY—
► KXJB-TV (4) CBS, DuM; Weed; 78,000; N, LS, LF

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066

ASHTABULA†—
► WICA-TV (15) 116,285

CANTON†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

CINCINNATI—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140; N
► WKRC-TV (12) CBS; Katz; 662,236; N
► WLWT (5) NBC; WLW Sls.; 525,000; N
WQXN-TV (54) Forjoe; 5/14/53-Unknown

CLEVELAND—
► WEWS (5) ABC, DuM; Branham; 1,084,810; N, LS, LF
► WNBK (3) NBC; NBC Spot Sls.; 1,164,000; N, LS, LF
► WXEL (8) CBS; Katz; 1,089,000
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

COLUMBUS—
► WBNS-TV (10) CBS; Blair; 446,175; N
► WLWC (4) NBC; WLW Sls.; 350,800; N
► WTVN-TV (6) ABC, DuM; Katz; 381,451
WOSU-TV (*34) 4/22/53-Unknown

DAYTON—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330; N
► WLWD (2) ABC, NBC; WLW Sls.; 331,000; N
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC, DuM; H-R; 76,211

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,074,415
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC, DuM; Katz; 372,980; N, LS
WTOH-TV (79) 10/20/54-Unknown

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 149,000; N
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 148,588; N

ZANESVILLE—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000; N

OKLAHOMA

ADA—
► KTEN (10) ABC; Venard; 180,000; N

ARDMORE†—
KVSO-TV (12) 5/12/54-Unknown

ENID—
► KGEO-TV (5) ABC; Pearson; 174,780

LAWTON†—
► KSWO-TV (7) DuM; Pearson; 64,680

MUSKOGEE†—
► KTVX (8) ABC, DuM; Avery-Knodel; 248,750; N

OKLAHOMA CITY—
► KTVQ (25) ABC; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 315,000; N
► WKY-TV (4) ABC, NBC; Katz; 331,442; N, LS, LF, LL
KETA (*13) 12/2/53-Unknown
KMPT (19) See footnote

TULSA—
► KOTV (6) CBS; Petry; 248,650; N
► KVOO-TV (2) NBC; Blair; 248,000
KOED-TV (*11) 7/21/54-Unknown
KCEB (23) See footnote
KSPG (17) 2/4/54-Unknown

OREGON

EUGENE—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 54,000

KLAMATH FALLS†—
KFJI-TV (2) Grant; 12/2/54-Summer '55

MEDFORD—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 27,100

PORTLAND—
► KLOR (12) ABC; Hollingbery; 276,100
► KOIN-TV (6) ABC, CBS; CBS Spot Sls.; 287,400; N
► KPTV (27) NBC; NBC Spot Sls.; 252,453; N
North Pacific Tv Inc. (8) Initial Decision 6/16/54

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WFMZ-TV (67) See footnote
WQCY (39) Weed; 8/12/53-Unknown

ALTOONA—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 496,528; N

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N

EASTON—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915

ERIE—
► WICU (12) ABC, NBC, DuM; Petry; 218,500; N
► WSEE (35) CBS, DuM; Avery-Knodel; 61,670; N

HARRISBURG—
► WCMB-TV (27) Forjoe; N
► WHP-TV (55) CBS; Bolling; 193,002
► WTPA (71) ABC, NBC; Headley-Reed; 193,002; N

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 868,224; N, LS, LF

LANCASTER—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 823,448; N, LS, LF
WWLA (21) 5/7/53-Unknown

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,904,946; N
► WFIL-TV (6) ABC, DuM; Blair; 2,043,972; N, LS, LF
► WPTZ (3) NBC; Free & Peters; 2,035,222

PITTSBURGH—
► KDKA-TV (2) ABC, CBS, NBC, DuM; Free & Peters; 1,134,110; N
► WENS (16) ABC, CBS, NBC; Petry; 475,000
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
WKJF-TV (53) See footnote

READING—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,370

SCRANTON—
► WARM-TV (16) ABC; Hollingbery; 200,000
► WGBI-TV (22) CBS; Blair; 245,000
► WTVU (73) Everett-McKinney; 250,000

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 250,000; N
► WILK-TV (34) ABC, DuM; Avery-Knodel; 254,000; N

WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Fall '55

YORK—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 97,000

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,404,002; N
► WNET (16) ABC; Raymer; 93,600
► WPRO-TV (12) CBS; Blair

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) CBS; Headley-Reed; 127,550; N

CAMDEN†—
WACA-TV (15) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) ABC, CBS; Free & Peters; 183,677; N
► WUSN-TV (2) NBC; H-R; 174,602

COLUMBIA—
► WCOS-TV (25) ABC; Headley-Reed; 77,600
► WIS-TV (10) NBC, DuM; Free & Peters; 162,508
► WNOK-TV (67) CBS; Raymer; 80,000

FLORENCE—
► WBTW (8) CBS, NBC, ABC, DuM; CBS Spot Sls.; 119,470

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 329,777; N
► WGVL (23) ABC, DuM; H-R; 113,000

SPARTANBURG†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Unknown

SOUTH DAKOTA

FLORENCE†—
KDLO-TV (3) 4/6/55-Unknown

RAPID CITY†—
KOTA-TV (3) 12/8/54-6/1/55

SIOUX FALLS—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 115,796

TENNESSEE

CHATTANOOGA—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 137,275
Mountain City Tv Inc. (3) Initial Decision 7/5/54

JACKSON†—
► WDXI-TV (7) CBS; Burn-Smith; 85,445

JOHNSON CITY—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360

KNOXVILLE—
► WATE (6) ABC, NBC; Avery-Knodel; 180,750; N
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 101,890; N
WBIR-TV (10) Initial Decision 1/5/55

MEMPHIS—
► WHBQ-TV (13) CBS; Blair; 349,034
► WMCT (5) ABC, NBC, DuM; Branham; 349,034; N
WREC Bcstg. Service (3) Initial Decision 8/27/54

NASHVILLE—
► WSIX-TV (8) ABC, DuM; Hollingbery; 237,924
► WSM-TV (4) NBC, DuM; Petry, 237,924; N

OLD HICKORY (NASHVILLE)—
► WLAC-TV (5) CBS; Katz; 241,723; N, LF, LS

TEXAS

ABILENE†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 43,620

AMARILLO—
► KFDA-TV (10) ABC, CBS; H-R; 70,867.
► KGNC-TV (4) NBC, DuM; Katz; 70,867.

AUSTIN—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 115,573; N

BEAUMONT†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000; N, LL, LF, LS
► KFDM-TV (6) CBS, ABC; Free & Peters

BIG SPRING†—
KBST-TV (4) CBS; Pearson; 7/22/54-July '55

CORPUS CHRISTI†—
► KVDO-TV (22) NBC, ABC, CBS, DuM; Young, Brown; 40,850
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
K-SIX Tv Inc. (10) Initial Decision 1/20/55

DALLAS—
► KRLD-TV (4) CBS; Branham; 471,489; N
► WFAA-TV (8) ABC, NBC, DuM; Petry; 471,489; N
KLIF-TV (29) 2/12/53-Unknown

EL PASO—
► KROD-TV (4) ABC, CBS, DuM; Branham; 68,947
► KTSM-TV (9) NBC; Hollingbery; 68,382
KOKE (13) Forjoe; 3/18/54-Unknown

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Free & Peters; 460,000; N, LL, LF, LS
KFJZ-TV (11) H-R; 9/17/54-Aug. '55

GALVESTON—
► KGUL-TV (11) CBS; CBS Spot Sls.; 378,000

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 50,168

HOUSTON—
► KPRC-TV (2) NBC, Petry; 404,500; N
► KTRK (13) ABC, DuM; Blair; 404,500; N, LF, LS
► KUHT (*8) 350,000
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown

LONGVIEW†—
► KTVE (32) Forjoe; 48,000

LUBBOCK†—
► KCBD-TV (11) ABC, NBC; Raymer; 80,868; N
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 80,868; N

LUFKIN†—
KTRE-TV (9) NBC; Venard; 11/17/54-7/1/55 (Station will receive NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

MIDLAND—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 39,250

ODESSA†—
Odessa Tv Co. (7) Initial Decision 11/18/54

SAN ANGELO—
► KTXL-TV (8) CBS; Venard; 41,198

SAN ANTONIO—
► KENS-TV (5) ABC, CBS, DuM; Free & Peters; 250,976; N
► WOAI-TV (4) ABC, NBC, DuM; Petry; 250,976; N
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-Unknown

SWEETWATER†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

TEMPLE—
► KCEN-TV (6) NBC; Hollingbery; 117,109; N

TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 127,390

TYLER†—
► KLTV (7) ABC, CBS, NBC, DuM; Pearson; 90,107
KETX (19) See footnote

WACO—
► KANG-TV (34) CBS, ABC; Raymer; 47,755
► KWTX-TV (10) Pearson

WESLACO† (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Raymer; 48,215

B·T TELESTATUS

WICHITA FALLS—
► KFDX-TV (3) ABC, NBC; Raymer; 88,430; N
► KWFT-TV (6) CBS, DuM; Hoag-Blair, Blair-Tv; 89,750; N

UTAH

SALT LAKE CITY—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 174,100; N
► KTVT (4) NBC; Katz; 174,100; N
► KUTV (2) ABC; Hollingbery; 181,500

VERMONT

MONTPELIER—
► WMVT (3) ABC, CBS, NBC; Weed; 130,827

VIRGINIA

BRISTOL†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON (NORFOLK)—
► WVEC-TV (15) NBC, DuM; Avery-Knodel; 135,000; N

HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 109,684

LYNCHBURG—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 225,000; N

NEWPORT NEWS—
► WACH-TV (33) Walker

NORFOLK—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 356,492; N
► WVEC-TV (15) See Hampton
WTOV-TV (27) See footnote
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54

PETERSBURG†—
WVAA (8) NBC; 9/29/54-Summer '55

RICHMOND—
► WTVR (6) NBC; Blair; 488,265; N, LF, LS
Richmond Tv Corp. (12) Initial Decision 2/21/55
WOTV (29) 12/2/53-Unknown

ROANOKE—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 333,665; N
WDBJ-TV (7) 3/31/55-Unknown

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS, DuM; Forjoe; 173,153

PASCO†—
► KEPR-TV (19) 50,621 (satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
► KING-TV (5) ABC; Blair; 429,500; N, LF, LS
► KOMO-TV (4) NBC; Hollingbery; 429,500; N
► KCTS (*9)
KCTL (20) 4/7/54-Unknown
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
► KHQ-TV (6) NBC; Katz; 120,140; N, LF, LS
► KREM-TV (2) ABC; Petry; 107,171; N, LS, LF
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 114,702

TACOMA (SEATTLE)—
► KTVW (13) Young; 429,500
► KTNT-TV (11) CBS, DuM; Weed; 429,500; N

VANCOUVER†—
KVAN-TV (21) Bolling 9/25/53-Unknown

YAKIMA—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 50,621
Chinook Tv Co. (23) 3/30/55-Unknown

WEST VIRGINIA

BLUEFIELD†—
WHIS-TV (6) Katz; 10/29/54-Unknown

CHARLESTON—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584; N, LF, LS
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Fall '55

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
► WSAZ-TV (3) NBC, ABC; Katz; 525,265; N, LF, LS
WHTN-TV (13) 9/2/54-Summer '55

OAK HILL (BECKLEY)†—
► WOAY-TV (4) ABC; Pearson; 262,840

PARKERSBURG—
► WTAP (15) ABC, NBC, DuM; Forjoe; 35,802

WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 306,500; N
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000

GREEN BAY—
► WBAY-TV (2) ABC, CBS, DuM; Weed; 235,000
WFRV-TV (5) ABC, DuM; Headley-Reed; 3/10/54-5/1/55
► WMBV-TV (11) See Marinette

LA CROSSE—
► WKBT (8) NBC, CBS, ABC, DuM; Raymer; 86,816

MADISON—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 103,000; N
► WMTV (33) ABC, NBC, DuM; Bolling; 75,000
Badger Television Co. (3) Initial Decision 7/31/54

MARINETTE† (GREEN BAY)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000

MILWAUKEE—
► WXIX (19) CBS; CBS Spot Sls.; 393,255; N
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 770,439; N, LL, LF, LS
► WTVW (12) ABC, DuM; Petry; N, LL, LF, LS
WCAN-TV (25) See footnote

SUPERIOR† (DULUTH, MINN.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 101,200
► KDAL-TV (3) See Duluth, Minn.

WAUSAU—
► WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 59,200

WYOMING

CHEYENNE†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, CBS; Fletcher, N. Y., Day, Seattle; 15,000
► KTVA (11) NBC, DuM; Alaska Radio-Tv Sls.; 16,000

FAIRBANKS†—
► KFAR-TV (2) NBC, ABC, CBS; Weed
► KTVF (11) DuM; Alaska Radio-Tv Sales; 3,000

HAWAII

HILO†—
KHBC-TV (9) 1/19/55-Unknown (granted STA March 14)

HONOLULU†—
► KGMB-TV (9) CBS; Free & Peters; 65,000
► KONA (11) NBC; NBC Spot Sls.; 70,000
► KULA-TV (4) ABC, DuM; Young; 71,203

WAULUKU†—
KMAU (3) 1/19/55-Unknown (Granted STA April 8)

PUERTO RICO

MAYAGUEZ†—
Radio Americas Corp. (5) 1/27/55-Unknown

SAN JUAN†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
► WKAQ-TV (2) CBS; Inter-American; 65,000
Dept. of Education of Puerto Rico (*6) 2/2/55-Unknown

CANADA

CALGARY, ALTA.—
► CHCT-TV (2) CBC; All-Canada, Weed; 18,000

EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Radio Rep., Young; 18,000

HALIFAX, N. S.†—
► CBHT (3) CBC, CBS

HAMILTON, ONT.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 344,848

KINGSTON, ONT.†—
► CKWS-TV (11) All-Canada, Weed; 35,000

KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Weed; 110,000

LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 98,188
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216

OTTAWA, ONT.—
► CBOT (4) CBC; CBC; 38,500

PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC; All-Canada, Weed; 30,000

PORT ARTHUR, ONT.—
► CFPA-TV (2) CBC; All-Canada, Weed; 6,374

QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Weed; 30,000

REGINA, SASK.†—
► CKCK-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 18,000

RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC; Stovin, Young, 10,000

ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 22,638

SASKATOON, SASK.†—
► CFQC-TV (8) CBC; Radio Rep., Young; 11,000

SAULT STE. MARIE, ONT.†—
► CJIC-TV (2) CBS; CBC; Weed; 5,000

SUDBURY, ONT.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 16,016

SYDNEY, N. S.†—
► CJCB-TV (4) Weed; 17,426

TORONTO, ONT.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000

VANCOUVER, B. C.†—
► CBUT (2) CBC; CBC; 30,000

WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC, DuM; Young; 1,496,000

WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Time Sales; 51,481

TIJUANA† (SAN DIEGO)—
► XETV (6) Weed; 296,402

The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WLAM-TV Lewiston, Me.; WPMT (TV) Portland, Me.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KMPT (TV) Oklahoma City; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WTOV-TV Norfolk, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee.

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* *TV Hooperatings, Nov., 1954 for South Bend-Mishawaka, Ind.*

* *Pulse, Jan., 1955 for the 4 Northern Indiana Counties of St. Joseph, Elkhart, Marshall and Kosciusko.*

A BIG MARKET... A PROSPEROUS MARKET

The primary coverage area of WSBT-TV embraces a prosperous 9-county market in Northern Indiana and Southern Michigan. The following income and sales figures show clearly the sales potential of this great market:

Effective Buying Income . . $1,102,341,000. Food Sales . . $186,045,000.
Total Retail Sales . . . . . $818,681,000. Drug Sales . . . $23,270,000.

Source: Sales Management Survey of Buying Power, 1954.

WSBT-TV CHANNEL 34 — SOUTH BEND, IND. CBS Du Mont

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— PROGRAM SERVICES —

AP Radio-Tv Membership Gains 112, Now Totals 1,376

DOMESTIC membership among newspapers and broadcasters is at a new record level, the Associated Press reported last week. Totals are 1,744 newspapers and 1,376 radio and tv stations. A net gain of 112 radio-tv members was cited for 1954.

These figures were contained in an annual report by Frank J. Starzel, AP's general manager, to AP members who were in New York last week at their annual meeting.

Also submitted was an AP report which attributed "outstanding" coverage of news stories during the past year in large measure to member newspapers and radio stations which had supplied "the facts, the photos or the ideas."

Since the time radio has shared in the cost of cooperative newsgathering, it was noted, the total AP effort has grown as radio membership has increased. There are now more than 350 radio members in cities or towns which have either no newspapers or no newspaper members.

McLean Re-elected To AP Presidency

ROBERT McLEAN, publisher of *The Philadelphia* (Pa.) *Bulletin* (WCAU-AM-FM-TV), was re-elected president of the Associated Press last week by the board of directors meeting in New York. Other officers are: Norman Chandler, *Los Angeles Times* (KTTV[TV]), first vice president; Clarence B. Hanson Jr., *Birmingham* (Ala.) *Sunday News* (WAPI, WAFM [FM]) and WABT [TV]), second vice president; Lloyd Stratton, assistant general manager, AP, secretary, and Robert Booth, AP treasurer, treasurer.

Re-elected to the executive committee are: Mr. McLean; Benjamin M. McKelway, *Washington* (D. C.) *Star* (WMAL-AM-FM-TV); Paul Miller, *Rochester* (N. Y.) *Democrat & Chronicle* (WHEC-AM-TV); Robert B. Choate, *Boston* (Mass.) *Herald & Sunday Herald* (WHDH-AM-FM); Harry F. Byrd Jr., *Winchester* (Va.) *Evening Star*, and John S. Knight, *Chicago Daily News* (WIND-AM-FM).

Directors who were re-elected at meeting are: Mr. McKelway; John R. Reitemeyer, *Hartford* (Conn.) *Courant*; Nathaniel R. Howard, *Cleveland News*; Richard W. Clarke, *New York Daily News* (WPIX [TV]); W. H. Cowles, *Spokane* (Wash.) *Spokesman-Review* (KHQ-AM-TV), and Raymond L. Spankler, *Redwood City* (Calif.) *Tribune*.

UP Radio Stations in U. S. Number 1,510; Tv now 144

NUMBER of U. S. radio stations served directly by United Press increased to 1,510 during 1954 and the number of tv stations totaled 144, it was reported last week by John J. Madigan, radio news manager, at UP's annual meeting in New York.

Mr. Madigan said many state news reports had been enlarged in keeping in line with "a steady trend" toward the broadcasting of more regional and state news. More news features were added to the service during the year, according to Mr. Madigan, including a one-hour Sunday program of a wide range of news topics and a thrice-weekly script covering the recording film.

William C. Payette, UP television manager, claimed United Press Movietone News had delivered more daily newsfilm to more tv stations throughout the world in 1954 than any other tv news service anywhere. He said more than 20

tv stations in the U. S. had joined UPMT during the year and foreign clients included the Swiss, Italian and Argentine tv networks.

UPMT has expanded its facilities for film editing and processing in Paris to meet the growing list of clients in Europe, according to Mr. Payette. In order to serve clients in Latin America, Europe and Japan, he said, UPMT maintains an active file of more than 1,000 freelance photographers to supplement the coverage of staff cameramen.

International News Service Reports 205 New Clients

IN A RECORD gain last year, the International News Service added 205 new clients, for a total of 3,000 outlets now being served, according to Seymour Berkson, INS general manager. Mr. Berkson reported these figures Tuesday in presenting the company's annual report at a meeting of INS news and business executives held in connection with the American Newspaper Publishers Assn. convention in New York.

Radio and tv stations are included in the clients served by INS. Mr. Berkson noted that new business signed included 74 newspapers, 36 radio stations, and 22 special service clients. In addition, INS-Telenews newsfilm, facsimile and subsidiary services for tv now reach a total of 113 tv outlets, he said.

In the report, Mr. Berkson also pointed out INS' inauguration, last August, of voice-and-photo transmission via its facsimile "network." He said "Sound-on-Fax ushered in a new era of simultaneous transmissions of news photos and actual voice recordings on tape of news personalities photographed."

NEVADA ATOM BLAST IS DURABILITY TEST OF AM STATION OPERATION IN EMERGENCY

Experimental 250-watter KOZDM located less than a mile from the detonation point, in 'Terror Town.' Postponements of blast upset network schedules and increase costs of pooled broadcasts.

WOULD a broadcasting station operating within a mile or so of an atom bomb burst be knocked into kingdom come, tower and all? Or would the typical station be able to withstand the fury of the nuclear blast and perform its national emergency function of keeping the public informed?

Those were among the questions to be answered if, as and when the results of the thrice postponed Operation Cue at Yucca Flats, Nev., become known.

Originally scheduled for early Tuesday morning Pacific Daylight Time, the 40 kiloton atomic explosion was postponed first until Wednesday, then Thursday morning and then again until Saturday by inclement weather and danger of fallouts. Results of this largest civil defense test ever staged, however, were not to be made known until some 24 hours after the blast, and after radioactivity had subsided to the point of making inspection of the site possible.

Of key interest is the fate of the 250-watt station KOZDM, less than a mile from the detonation and part of "Terror Town," the typical man-made community comprising domiciles, public utilities, communications systems, automobiles and trailers, and radio and tv receiving sets and antennas.

Officials in charge of the station project would not predict the outcome of the test, arranged under auspices of the Federal Civil Defense Agency (FCDA) with the cooperation of members of the Radio-Electronics-Television Mfrs. Assn. (RETMA). But engineering observers predicted that the ferocious nuclear blast, equivalent to 40,000 tons of TNT and of three million degrees heat, would knock the station out and all but shatter its transmitting gear. They thought the nearby Stainless Inc. antenna would withstand the blast, however, and that the one-story concrete building would not be demolished.

The results won't be known until the day after the blast.

The pre-blast experiences—for the broadcasters covering the event—were forbidding. Winds with velocities up to 80 miles an hour churned up the desert, temporarily knocking out microwave relays and literally throwing sand in the gears of the delicate television and related equipment.

The postponements also played ned with network schedules. Original estimates of about $65,000 for the pooled broadcasts were raised to in excess of $100,000, with $10,000 in overhead, exclusive of program costs, estimated for each day of delay.

While civil defense officials estimated that Operation Cue would cost about $3 million, seasoned observers held that the overall man-



Here's Toledo

home of WSPD

where client service is a reality...

Based on their knowledge of station activity, 62 leading advertisers, 102 top agency executives, and leading film distributors and film producers, rated WSPD in the top ten stations, in the recent BILLBOARD MAGAZINE's 17th annual promotion competition.

- Best job of audience promotion for TV film programs (markets 200,000-500,000—6th in nation)
- Best job of sales promotion for TV film programs (markets 200,000-500,000—7th in nation)

Your advertising campaign is assured of this same fine support on WSPD radio and television, for 34 years the voice of Northwestern Ohio.

WSPD RADIO TELEVISION TOLEDO, OHIO

Represented Nationally by KATZ

Storer Broadcasting Company

TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

euver involving troops and aircraft as well as some 1,800 observers, newsmen, technicians and scientists, and high brass of this and foreign governments, would run at least $15 million—assuming the atomic device is detonated. There were more than 400 representatives of news media, of whom more than 100 represented radio and tv. It was the first full dress test scheduled open to news coverage in two years.

By learning the effects of the blast on the am station and related electronic installations, manufacturers and engineers thus would procure data to design stations and buildings capable of withstanding the effects of nuclear explosions in this atomic era. Because am radio is the control center under civil defense blueprints, the test was regarded as of paramount importance. It was to mark the first practical experiment involving Conelrad, since KOZDM is assigned on 1240 kc, one of the two channels used for all participating stations in the emergency control plan, with all others to be silenced for the emergency's duration.

A half-dozen broadcasters found themselves assigned to forward trench positions or in Army tanks at zero hour. They were Dave Garroway, NBC-*Today;* Fred Deiterick, CBS-TV; Dallas Townsend, CBS Radio; Robert D. Swezey, WDSU-AM-TV New Orleans, and Lynn Thomas, KWRO Coquille, Ore., all assigned to trench positions about 3,100 yards away from the blast tower, and Rex S. Bowen, KOY Phoenix, and Bill Grove, KFBC-AM-TV Cheyenne, Wyo., assigned to Army tanks about the same distance from the site.

The project, under auspices of the RETMA and FCDA, was supervised by Raymond H. Williamson, General Electric Co., as project officer. Assistant project officer was John E. Young, of RCA, Camden.

It was explained that information on the effects of a nuclear explosion on typical civilian communications equipment is of importance to civil defense, and that insufficient data is available for proper evaluation. The results of Operation Cue, therefore, would provide an answer to the post-disaster repair problems with which communications personnel may have to cope and give some idea of the circumstances under which equipment would be affected.

Typical Station Donated

The 250-watt standard broadcast station, contributed by RCA Victor, was housed in a one-story concrete block structure regarded as typical of a local station. Using the call assigned it by the FCC—KOZDM—it was located 4,700 feet (less than a mile) from the blast site. Operating on 1240 kc, one of the two Conelrad frequencies, the station was fully-equipped. In addition, there were a number of types of communications transmitters and receivers housed in an adjacent structure, plus the three antenna installations, and a typical suburban telephone switchboard.

The station equipment included the RCA transmitter, a consolette for combination operator-announcer, standard turntable and tape-recording equipment. It fed a 150 foot two-guyed, base-insulated antenna supplied by Stainless Inc., through 250 feet of coaxial cable buried about 6 inches in the ground.

The station was scheduled to operate on D-Day on a continuous basis, and go off one-minute before Z hour. An automatic timer would put it back on the air four-minutes after the open shot—if the station was still capable of transmiting.

Mr. Young estimated that the installation, from transmitter house to antenna, represented an investment of $10,000. RCA's portion probably cost about $6,000, he said.

The non-standard broadcasting mobile and fixed radio communications equipment was housed in an adjacent building. In addition several kinds of radio and tv antennas were installed near the buildings on the test line. The automatic telephone switchboard was supplied by Northern Electric Co., at a cost of about $6,000. A 60-watt low band mobile transmitter, typical of the kind used for civil defense purposes, was supplied by General Electric Co., at an estimated $1,000 cost. Motorola had installed a mobile taxi-calling service transmitter in the adjacent building, and RCA had two mobile transmitters in the structure. In addition, mobile communications equipment was housed in vehicles at various distances from the blast site.

Receivers, both radio and tv, installed in the various dwellings in the area included RCA, GE, Hallicrafters, Admiral and the new transistor "Regency."

For the military and Civil Defense communications operations, some 300 different frequencies were used in the test area—practically all microwaves. CD used seven radio-equipped cars, along with 24 walkie-talkie units to travel the testing ground in jeeps.

RADIO-TV CONCENTRATES ON YUCCA FLATS BLAST

Nine-hop tv relay to Los Angeles set up to carry the explosion picture to the outside world. More than 100 radio-tv representatives handle one of the year's biggest news stories.

MORE than 100 representatives of radio and television covered Operation Cue at Yucca Flats, Nev., last week.

Whereas the previous atomic blasts in 1952 and 1953 covered by radio and television entailed almost insuperable technical efforts, CBS-TV and NBC-TV decided this year to use the microwave relays of AT&T to Los Angeles, for their network feeds. The special event broadcasts were pooled, with the costs split.

For Operation Cue, the networks and AT&T had six weeks in which to complete and test their installations. In 1952 only 16 days were available, and the near impossible was achieved by Klaus Landsberg, vice president and general manager of KTLA (TV) Los Angeles, who planned and engineered the microwave relay to Los Angeles. In 1953, the broadcast media had 22 days in which to plan.

No accurate figures were available on network costs for coverage of Operation Cue. Early estimates, before the many costly postponements, varied from $65,000 to $100,000. In addition there were the regular programming costs of network news shows originated at Yucca Flats beginning on April 24.

NBC, in addition to its special events, originated *Today, Home* and *Meet the Press* for tv from the Nevada site. Radio programs originated included *World News Roundup* and *News of the World.* ABC Radio joined CBS and NBC in radio coverage in setting up a series of three special broadcasts for D-Day.

In addition to its pooled tv coverage and special tv news programming, CBS scheduled three of its top radio news shows daily beginning Sunday, April 24. John F. Day, director of CBS, was in charge with Paul Levitan, production manager for CBS News and Public Affairs, as producer. NBC's team was headed by Barry Wood, director of special events. On hand for the shot was President S. L. (Pat) Weaver.

Robert D. Swezey, vice president-general manager of WDSU-AM-TV, and special correspondent for the stations, drew the assignment as independent radio-tv observer in the trenches with the troops, 3,100 yards from the detonation tower. Dave Garroway, (NBC-*Today*) was to be pool network observer at this post, less than two miles from the blast. A live camera was put in the trench position, too.

Despite the time for advance planning, network technicians and producers found themselves working around the clock to prepare for the big blast. Brisk winds, usual at the testing grounds, whipped up the gravel-like desert and impeded preparations. One NBC worker—63-year-old Earl Curtis, manager of station operations in Hollywood, died at the site Sunday, April 24, of a heart seizure (see story, page 80).

Industry Viewers

Following is the official list of accredited radio-tv personnel (other than network and AT&T technicians) at the Nevada tests:

Allan, John H., NBC, Los Angeles; Alley, Dexter P., NBC-TV, Los Angeles; Arthurs, H. M., WRFD Worthington, Ohio; Baldwin, Bill C., KSO Des Moines; Baribault, Phillip L., CBS, Los Angeles; Barnes, Legene S., NBC, Los Angeles; Bartolini, Julian A., NBC, Washington; Beck, John Frederick, CBS, Los Angeles; Beiswenger, Thom P., WAKR-TV Akron; Berk, Philip E., KOMU-TV Columbia, Mo.; Bernard, Fred, WERE Cleveland, Ohio; Boden, Richard Gael, KSL-TV Salt Lake City; Bohen, Lee H., CBS, Los Angeles; Bowen, Rex S., KOY Phoenix, Ariz.; Brown, Carleton D., WTVL Waterville, Me.; Bungaard, Ernest, WCCO Minneapolis; Cheverton, Richard E., WMT Cedar Rapids, Iowa; Conklin, Edwin, ABC, Los Angeles; Collingwood, Chas. C., CBS, New York; Compton, Richard H., KEYD Minneapolis; Cooper, Ernest M., KCRT Trinidad, Colo.; Couzzi, Mike J., CBS, Los Angeles; Cronkite, Walter L., CBS, New York; Curtis, Earl M., NBC, Los Angeles;

Damon, James G., KRCA Los Angeles; Day, John F., CBS, New York; Dennison, Terry, KPHO-TV Phoenix, Ariz.; Desoria, Charles, CBS-TV, Los Angeles; Dieterich, Fred G., CBS-TV, Los Angeles; Dormont, Geo. I., CBS, Hollywood; Dow, Ralph, KENO Las Vegas, Nev.; Downs, Hugh M., NBC-TV, New York; Foster, R. D., KWTO Springfield, Mo.; Frank, P. B., WTVN Columbus, Ohio; Fry, Leon, NBC-TV, Los Angeles; Garred, Robert, ABC, Los Angeles; Garroway, Dave, NBC-TV, New York; Giuffre, Gus, KRAM Las Vegas, Nev.; Gobble, John R., KID-TV Idaho Falls, Idaho; Goodman, Jack J., KDYL-KTVT (TV) Salt Lake City, Utah; Green, Gerald, NBC-TV, Los Angeles; Grove, Wm. C., KFBC-TV Cheyenne, Wyo.;

Hadley, Wm. H., KATV-TV Little Rock, Ark.; Hageman, Harold L., WADC Akron, Ohio; Handley, Drew R., CBS, Los Angeles; Harris, G. E., KMTV (TV) Omaha, Neb.; Hart, James P., KLAS Las Vegas, Nev.; Hart, Robt. A., KTRH Houston; Heyborne, Robt. L., KSUB Cedar City, Utah; Hinkel, Roy Niel, NBC-TV, Los Angeles; Higbee, Arthur L., KSUB Cedar City, Utah; Holch, Arthur, NBC-TV, New York; Holcomb, Grant, CBS-TV, San Francisco; Holloway, Elmer W., NBC, Hollywood; Horton, Donald Kirk, KFSG Los Angeles; Ivory, Thomas M., KLAS Las Vegas, Nev.; Jarlson, Alan E., KENO Las Vegas, Nev.; Kelly, Lennon, KTRI Sioux City, Iowa; Kew, Kenneth E., KGLO Mason City, Iowa; Kunkle, George, NBC-TV, Los Angeles;

Larson, Geo. B., KDYL-KTVT (TV) Salt Lake City; Leppert, John D., NBC-TV, Los Angeles; Levitan, Paul C., CBS-TV, New York;

Lee at Yucca Flats

OFFICIAL observer for the FCC at the Yucca Flats, Nev., blast site last week was FCC Comr. Robert E. Lee, the Commission's defense officer. He arrived Saturday, April 23. His primary interest was in what was officially called "Civil Effects Test Project 35.2," the communications equipment test, including a complete 250 w am radio station, actually operating on a Conelrad channel (1240 kc). He planned to submit a report on the results to the FCC.

Linkroum, Richard L., NBC-TV, New York; Long, Chester S., WBNS-TV Columbus, Ohio; Mann, Theodore G., NBC-TV, Los Angeles; Marshall, Sylvan Mitchell, NBC, Washington; Matlock, Stanton F., WKRC Cincinnati; Merryman, Philip, WICC Bridgeport, Conn.; Meyers, Jon, ABC, Los Angeles; Mills, Jack, KSIB Creston, Iowa; Minifie, James M., Canadian Broadcasting Co.; Mitchell, David F., KGON West Linn, Ore.; Montgomery, Roy C., NBC-TV, Los Angeles; Murphy, Jack, KPHO-TV Phoenix, Ariz.; McCall, Francis C., NBC-TV, New York; McClintock, Gordon Glenn, NBC, Los Angeles; McCormick, Stephen J., NBC Washington;

Northshield, Robt. J., CBS, New York; Otte, George, ABC, Los Angeles; Pursel, Wm. Loyd A., KLAS Las Vegas, Nev.; Quinn, Frank, KDEF Albuquerque, N. M.; Reynolds, Wm. A., NBC-TV, Los Angeles; Salerno, Samuel, KRAM Las Vegas, Nev.; Sanders, Ernest C., WOC Davenport, Iowa; Schneider, Rich. N., NBC, New York; Schwieder, Arthur W., KID-AM-TV Idaho Falls, Idaho; Shea, John F., NBC-TV, Los Angeles; Shelley, John DeWane, WHO Des Moines; Sigety, Katharine Snell, NBC-TV, New York; Swayze, John Cameron, NBC-TV, New York; Swezey, Robt. D., WDSU New Orleans; Switzer, Theo., NBC, Los Angeles;

Taishoff, Sol, B•T, Washington; Thomas, Lynn, KWRO Coquille, Ore.; Thompson, John H., NBC, Los Angeles; Thiriot, Richard V., KSL-TV Salt Lake City; Townsend, Dallas S., CBS New York; Uebelhart, James W., WSPD-TV Toledo, O.; Uhrhammer, Gerald Howard, KEYD-TV Minneapolis; Vandercook, John W., ABC-TV New York; Ward, Granville P., KTTS Springfield, Mo.; Watson, James Caughey, CBS-TV Los Angeles; Whitman, Howard, NBC New York; Widhoff, Gene, NBC-TV Los Angeles; Willis, Douglas, British Broadcasting Corp., Washington; Wilson, Sam, WHK-TV Cleveland, Ohio; Wood, Barry, NBC-TV New York; Young, Fred, KRAM Las Vegas, Nev.; Zelman, Sam, CBS, KNXT (TV) Los Angeles, Calif.

Technicians Spend 2½ Months Readying for 'Operation Cue'

PROBLEMS facing radio-tv in covering the A-bomb blast at Yucca Flats proved to be a real technical challenge to the crews that spent two and one-half months in readying for the event.

An important piece of equipment used was a Minicam camera—a seven pound tv camera whose picture tube and overall size are one-tenth that of the average tv camera—which was in a civil defense trench. Audio and phone lines ran from the trench where 30 observers were waiting, at Media Hill six miles away.

At the time of the blast a split-screen ar-

THE BUFFALO EVENING NEWS STATION

CBS BASIC

WBEN-TV

CHANNEL 4

WBEN-TV LEADS THE WAY

1st on the air . . . 1st in know how . . . 1st in experience. WBEN-TV, Buffalo's favorite station, is also 1st in Niagara Falls, Olean, Jamestown, Lockport and other Western New York communities. WBEN-TV has high penetration in Toronto and Southern Ontario. Trained and experienced personnel of Buffalo's 1st station are equipped to interpret and handle your advertising needs. . . .

Get the WBEN-TV Story from HARRINGTON, RIGHTER & PARSONS, INC.

THE MOST POWERFUL RADIO AND TELEVISION COVERAGE IN THIS REGION

a DOUBLE Ringer... in the Detroit Area!



CKLW radio covers a 15,000,000 population in 5 important states. The lowest cost major station buy in the Detroit area.

CKLW-TV penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets.

800 kc. Radio
50,000 Watts
National Rep.
Adam J. Young, Jr., Inc.

CKLW

Channel 9
325,000 Watts
J. E. Campeau, Pres.
Guardian Bldg., Detroit

rangement was to show a mushroom from Media Hill and a closeup from the forward trench via Minicam which will then pan the rising cloud. NBC's four-camera mobile unit, set up less than a mile from the center of the explosion, also was ready to provide closeup coverage. Mobile microwave transmitters were to send pictures to Media Hill.

Technicians hoped to get a picture of the fireball a fraction of a second after it occurred with the aid of an automatic shutter device. Usually the fireball appears only as a tremendous flash of light.

The fireball, when it is new, is from 100 to 200 times as bright as the sun but within thousandths of a second it fades to the same brillance as the sun. The Minicam camera is designed to operate under such radical and swiftly-changing light conditions.

NBC's Curtis Dies in Nevada

EARL CURTIS, 63, manager of staging operations for NBC Hollywood, died suddenly Sunday, April 24, while working with his crew at Yucca Flats, Nev., in preparation for Operation Cue. Mr. Curtis had complained of gastritis at about noon Sunday and suffered a heart attack en route to Camp Desert Rock, the Army installation, and died 2½ hours later.

Mr. Curtis is survived by his widow, a daughter, Madeline, and a son-in-law, Bud Herron, also employed at NBC Hollywood.

FCC Approval Asked For WLOL Purchase

APPLICATION was filed last week seeking FCC approval to the $300,000 purchase of WLOL Minneapolis by the B. R. F. Corp. from Ralph L. Atlass [CLOSED CIRCUIT, April 25].

The B.R.F. Corp. comprises N. L. Bentson, Edmund Ruben and Joe Floyd, each owning one third. The same interests own ch. 11 KELO-AM-TV Sioux Falls, S. D., and hold a ch. 3 grant for Florence, S. D. Mr. Bentson sold WMIN-AM-FM St. Paul to William F. Johns and family last fall for $75,000 [B•T, Oct. 4, 1954]. This station is now WMNS-AM-FM. Mr. Bentson also sold WMIN-TV St. Paul to Harry M. Bitner-controlled Consolidated Television & Radio Broadcasters Inc. for $1,235,000 earlier this year [B•T, Jan. 31]. This was part of the Bitner purchase of WTCN-AM-TV Minneapolis and of WMIN-TV for $3,135,000. WTCN-TV and WMIN-TV shared ch. 11 in the Twin Cities. This transaction was approved early last month [B•T, April 4]. Mr. Bentson and his family also own 10% interest in WRFW Eau Claire, Wis.

Mr. Atlass is president and general manager of WIND-AM-TV Chicago. He and his family are stockholders in the WIND stations.

Multiplex Rule Stayed

EFFECTIVE date of FCC's new rules allowing fm stations to air functional music programs and other subsidiary program services via multiplex and simplex operation [B•T, March 28] was stayed by the Commission last week for 30 days at the request of WWDC-FM Washington. Rules were to have become effective today (Monday). WWDC-FM, as well as WPEN-FM Philadelphia and WHOM-FM New York, have asked the Commission to reconsider and modify portions of the rules which would curtail present functional music operations on a simplex basis during certain hours.

LAMB DEFENDS BOOK ON RUSSIA, REPEATS DENIALS OF RED TIES

Broadcaster says competitors have instigated attacks against him, says his writings have been misinterpreted. His counsel charges 'bookburning.' Sen Kefauver swears to his loyalty.

EDWARD LAMB vigorously defended his controversial 1934 book, *Planned Economy in Soviet Russia,* before FCC Examiner Herbert Sharfman last week as other witnesses, including Sen. Estes Kefauver (D-Tenn.), attested his loyalty and anti-communist record. Mr. Lamb called the probe of his early writings a threat to freedom of broadcasting and the press.

In hearing since last September, the case involves license renewal of Mr. Lamb's WICU (TV) Erie, Pa., where he also publishes the *Erie Dispatch.* Issues include whether Mr. Lamb falsely told the Commission he never had Red ties. He repeatedly has denied the charge of misrepresentation and denied ever having communist affiliations.

From the witness chair Tuesday, Mr. Lamb contended that "the most severe and violent attacks on me and my writings have occurred from my business competitors." He claimed that "the publishers of the *Erie Times* dug up, magnified and distorted these statements. . . . They had a series of some 14 articles and those articles were sent to every member of Congress." He added, "They are the basis of libel action pending."

The WICU owner further charged, "This was also helped along, this misrepresentation, abuse and distortion, by Isadore and Samuel Horowitz, the publishers of the *Mansfield* [Ohio] *News Journal* with whom I competed for a radio station. This was all gone into at Horowitz' instigation by FCC and I was given that license and he was denied the license.

"But the reports persist and the attempts to misrepresent my statements persist and were magnified, of course, when there was a change of political administration in Washington and on the Commission," Mr. Lamb said.

Joseph Kittner, assistant chief of the FCC Broadcast Bureau and now principal Commission counsel in the WICU renewal case, questioned Mr. Lamb in detail about his book, written after a visit to Russia. Mr. Kittner said some passages, particularly in the concluding pages, are liable to multiple interpretation. Because of this, he said, he felt the author should be given the opportunity to clarify them.

In particular dispute, Mr. Kittner indicated, was the language "which says if we are to have a planned economy, the workers, the farmers and the militia men must organize together to assume title to the means of production."

Recalling the acute depression of the early 1930's—the "paradox of plenty"—and the need for economic planning, Mr. Lamb noted the planned economy which did develop under the New Deal and which continues to develop in many areas of public life today.

Mr. Lamb emphasized, "I said repeatedly throughout the book that the study of conditions in Soviet Russia was in no way to be a model for the United States or any other country." Quoting from his book, "On page 13 I said, 'The study of Russia's successes and failures in planning are instructive, but not determinative, of the successes of similar efforts if adopted elsewhere. . . . It is to be observed that blind recommendations for adoption by America of Russian methods is as silly as it is short-sighted. Russia, today, is no Utopia.'"

During early argument among counsel over Mr. Kittner's inquiry about Mr. Lamb's book, WICU attorney Russell Morton Brown claimed the proceeding to be "the kind of thing they had in Nazi Germany when they burned books . . . the kind of thing that the Japanese became so famous for under their thought control program."

Later, Mr. Lamb observed that his examination by Mr. Kittner, "extensive as it has been, has nevertheless been carried on in a fair, proper and considerate way." Several days earlier Mr. Brown had noted that the FCC attorneys, under Mr. Kittner's direction of the case, have conducted themselves "in a most exemplary manner."

Mr. Brown questioned Mr. Lamb Wednesday about various awards and citations which his radio, tv and newspaper interests have received, including a 1949 commendation from FBI chief J. Edgar Hoover for the aid of the *Erie Dispatch* in focusing public attention on forces which would undermine our constitutional way of life. These plus numerous anti-communist editorials by Mr. Lamb were entered into the record.

Also presented was a 1947 letter from Arnold Johnson, Ohio leader of the Communist Party, complaining that Mr. Lamb's WTOD Toledo was "hostile" and requesting time to answer the attacks. Asked if such time was ever afforded the Communist Party, Mr. Lamb replied, "It was not."

Mr. Lamb recalled discussing the role of radio and tv in church affairs with Pope Pius XII in a private interview at the Vatican in 1950 and pointed out that his WTVN (TV) Columbus, Ohio, was the first tv station in the U. S. to televise a Mass other than Christmas Eve. He cited Roman Catholic, Protestant and

Sharfman Subpoenaed

FCC EXAMINER Herbert Sharfman, presiding officer in the Commission's Edward Lamb case (see story this page), was served with a subpoena last week by defense counsel for Mrs. Marie Natvig, ordering his appearance at Mrs. Natvig's perjury trial Tuesday in Washington.

Mrs. Natvig is the turnabout witness in the Lamb hearing whose perjury case will be heard before U. S. District Court Judge Alexander Holtzoff. The trial was postponed a fortnight ago from April 25 to May 3 [B•T, April 25]. Examiner Sharfman was served Wednesday afternoon during a recess in the Lamb hearing.

Mrs. Natvig originally testified before Examiner Sharfman that Mr. Lamb was linked with communist causes and later she recanted and charged she had been coerced to so testify by Walter Powell, former chief FCC counsel in that proceeding and now on the legal staff of NARTB. The perjury indictment hinged on the coercion charge. Counsel for Mrs. Natvig also has ordered subpoena for Mr. Powell; his former secretary at FCC, Phyllis Segal, as well as FCC attorney Arthur Schissel. Justice Dept. has subpoenaed FCC representatives, including Joseph Kittner, assistant chief of the Broadcast Bureau, now head counsel in the Lamb hearing.

Jewish commendations given his radio and tv stations for religious programming efforts.

As for his sale of WTVN in 1953 to the family of the late Sen. Robert Taft (R-Ohio), whom he described as "Mr. Republican," Mr. Lamb noted the FCC approval came "shortly after the change of administration" and that "the transfer of that station went through this Commission, I believe, with a new speed record."

Mr. Brown, stating FCC found Mr. Lamb "qualified" for the purposes of the WTVN sale to the Taft family, noted the Commission "immediately after" refused to renew the license for WICU. He considered this "pertinent and significant" despite objection by Commission counsel.

On Thursday, Sen. Kefauver told Examiner Sharfman he has never heard Mr. Lamb "say anything that would lead me in any way at all to doubt his loyalty or embrace any belief that would make him unfit to be a broadcaster."

Describing Mr. Lamb as a "valuable citizen," Mr. Kefauver said he met the broadcaster-publisher more than three years ago and felt he knows him quite well and knows his "general attitude toward our country." He felt Mr. Lamb may have made mistakes, but noted if anyone looks back 25 years and recalls early mistakes "you would not paint too pretty a picture about any of us."

Lowell Baldwin, long-time friend of Mr. Lamb and one of his first legal clients, testified Mr. Lamb "never had a good word for communists" and "damned the Communist Party within any labor organization."

Indicating he was a Republican and opposed to communism, Mr. Baldwin said he would not have appeared and testified if he had any idea Mr. Lamb had communist sympathies. Recalling Mr. Lamb's legal defense of labor groups in the 1930s, Mr. Baldwin said Mr. Lamb wanted people to know that when he defended them "he wasn't part of them" but was "doing it for a legal fee."

The witness, who said he owns a dry cleaning plant at Maumee, Ohio, testified that when formation of a labor union at the plant was being considered in 1939, Mr. Lamb advised him to "be careful there were no connections with the Communist Party."

Sam Sponseller, CIO field representative, recalled contacts with Mr. Lamb in the mid-1930s when the latter was union counsel during a strike at the Libby-Owens Ford plant. Mr. Sponseller said Mr. Lamb would not tolerate communist interference with the way he handled legal matters. He said he never heard Mr. Lamb say anything good about the Communist Party or its strike tactics.

WAIM-TV, WGVL (TV) Protest WSPA-TV Move

THREAT that protests by WAIM-TV Anderson and WGVL (TV) Greenville against the move of ch. 7 WSPA-TV Spartanburg, all South Carolina, might wind up in court for the fourth time was made last week after a three-day FCC hearing in Washington.

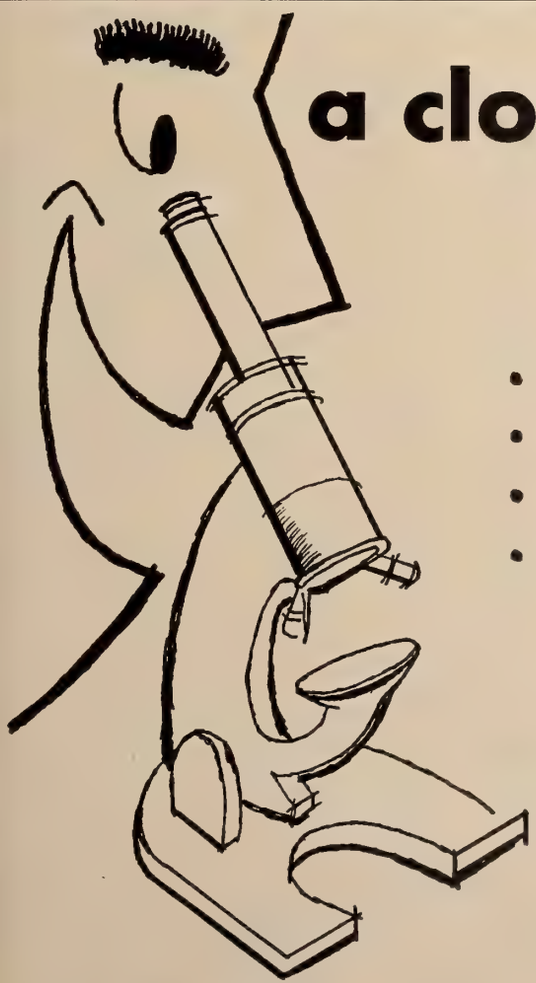
The warning was sounded by former Sen. Scott W. Lucas (D-Ill.), counsel for WAIM-TV, after FCC Chief Hearing Examiner James D. Cunningham denied a request for a subpoena of WSPA-TV books and records.

At issue is the correctness of the Commission's 1954 grant to WSPA-TV to move its transmitter site from Hogback Mt. to Paris Mt. The latter is six miles from Greenville. Protestants ch. 23 WGVL and ch. 40 WAIM-TV charge that the move was dictated by WSPA-TV's desire to secure a CBS affiliation. At the Hogback Mt. site, they claim, WSPA-TV coverage would overlap with that of CBS-affiliated WBTV (TV) Charlotte, N. C. They also claim that the move would make WSPA-TV a Greenville station.

Move to Paris Mt. was justified by Walter J. Brown, president of WSPA-TV, on the ground that he ran into difficulty in building on Hogback Mt. He said that CBS officials called his attention to the overlap with WBTV.

Ben K. McKinnion, ABC-affiliated WGVL's vice president and general manager, told of losses his station had been sustaining since he lost his NBC affiliation to ch. 4 WFBC-TV Greenville. A March 31, 1955, balance sheet showed total assets of $204,361, of which $23,517 were current assets. Current liabilities totaled $47,158, with notes payable $41,325, and contracts payable $98,819. Losses to June 30, 1953, were $10,935, by June 30, 1954, $120,048, and by March 31, 1955, $64,668.

Glen P. Warnock, general manager of CBS-affiliated WAIM-TV, showed 1954 revenue of $56,844, and January-March 1955 revenue of $10,808. Network revenue reached a high of $323.24 in February, 1954, Mr. Warnock's report showed, sank to zero by midyear, with 81¢ reported for November 1954, and zero again thereafter. WAIM-TV lost $44,895 in 1954, Mr. Warnock reported, and $7,949 for the first quarter of this year.



a close look at facts...

WTHI-TV Channel 10 is the ONLY station with complete coverage of the Greater

WABASH VALLEY

- One of the Mid-west's most prosperous industrial and agricultural markets
- $714,500,000 Retail Sales in year '53-'54
- Blanketed ONLY by WTHI-TV's 316,000 watt signal
- 227,000 Homes *(147,000 TV homes)*

118,000 UNDUPLICATED WTHI-CBS TV HOMES!

TERRE HAUTE, IND.

316,000 Watts

WTHI-TV

Represented nationally by:
The Bolling Co. New York & Chicago

HARRIMAN SIGNS N. Y. LIBEL BILL

NEW YORK STATE broadcasters now are shielded from damages resulting from defamatory remarks made over their stations during political broadcasts by qualified political candidates.

A bill affording stations such immunity, passed by the state legislature in late March, was signed April 23 by Gov. Averell Harriman.

The new law, which became effective with the signing, frees station operators and their employes from liability for any defamatory statement by any legally qualified political candidate whose broadcast remarks may not (under FCC rules) be censored by the stations.

Under the new state law, however, broadcasters before and after each political broadcast must carry an announcement saying the speech is not censorable under FCC regulations and that the remarks do not necessarily reflect the views of the station, its ownership or its management.

The new law accomplishes the first major project of the newly-formed New York State Assn. of Radio & Television Broadcasters which urged adoption of the bill and worked for its passage.

Connecticut Passes Law To Protect Broadcasters

BILL to relieve Connecticut broadcasters from damages in suits resulting from libelous matter broadcast over their facilities was signed into law on April 19 by Gov. Abraham Ribicoff.

The bill was introduced into the Connecticut General Assembly under the sponsorship of the Connecticut Broadcasters Assn., who campaigned for its pasage until it was written into law.

The new statute, which became effective with the signing, is not restricted to broadcasts by candidates of political parties; it is a protection against liability for remarks made by any person not an employe of the station.

The statute reads as follows:

"The owner, licensee or operator of a visual or sound radio broadcasting station or network of stations, or the agents or employes of any such owner, licensee or operator of such a station or network of stations, shall not be liable for any damages for any defamatory statement uttered over the facilities of such station or network by or on behalf of a candidate for public office or by any other person; but this act shall not apply to any such owner, licensee, operator, agent or employe who wilfully, knowingly and with intent to defame, participates in such broadcasts."



GOV. RIBICOFF signs into law the bill which relieves Connecticut broadcasters of damages in libel suits resulting from matter broadcast over their facilities. Witnessing the signing are officers of the Connecticut Broadcasters Assn. L to r: Eric Hatch, WBIS Bristol, director and legislative chairman; William J. O'Brien Jr., WCNX Middletown, director; J. Maxim Ryder, WBRY Waterbury, president.

It's Back On Now

IN last week's story concerning de-intermixture petitions [B•T, April 25], WACH-TV Newport News, Va., was erroneously reported as having ceased operation in September 1954. WACH-TV, on ch. 33, suspended operation in March of last year, resumed in September 1954, and has been operating regularly since then.

Davis Asked by House Unit Where He Got Wiretrap Info

SIDNEY DAVIS, New York attorney who is acting as majority counsel for the Senate Commerce Committee's current investigation of the networks and uhf-vhf problems, last week found himself before a House Judiciary subcommittee, which wanted to know where he got information in New York about wiretapping, a subject the subcommittee has been examining.

Mr. Davis was called to testify Thursday after the House group got curious about a statement in a book authored by U. S. Supreme Court Justice William O. Douglas, who had said New York courts issued orders for 58,000 police wiretaps in 1952. His source, Justice Douglas informed the subcommittee, was Mr. Davis. A Brooklyn district attorney had challenged the figures, saying only 480 wiretap orders were issued over the whole state.

Mr. Davis told the subcommittee Thursday he performed an "investigation" for Justice Douglas in 1952, taking one or two days to question six to 10 "reliable" people—police officials, lawyers and clerks of courts—but he couldn't remember their names.

This brought a comment from Rep. Hugh Scott (R-Pa.) that Mr. Davis either had a poor memory or was not being candid with the congressmen and, thus, might not be qualified to serve on a Senate committee. Chairman Emanuel Celler (D-N. Y.), however, thought this was being a little rough on Mr. Davis who, after all, he said, was not on trial.

Panic Prevention Film

HOW panic can be prevented in time of emergency is dramatically presented in a tv film produced as a public service by the Institute of Life Insurance, in cooperation with the Federal Civil Defense Administration. Previewed Tuesday in Washington, *To Live Tomorrow* includes an introduction by President Eisenhower. It will soon be made available by FCDA for showing on tv or at public meetings. The film runs 13½ minutes, will be available in both 36mm and 16mm. It was produced at Capitol Films Studios in Washington.

PAY-SEE COMMENTS SOAR TO 5,000 MARK

AS THE greatest outpouring of letters to the FCC on a single subject in that agency's 21 years of existence mounted to the 5,000 level, the first full-scale public debate on pay-as-you-see tv before a nationwide audience was scheduled to be seen and heard over CBS-TV yesterday (Sunday) from 5:15 to 6 p.m. EDT.

The CBS debate had this lineup:

For subscription tv: W. Theodore Pierson, Washington attorney, counsel for Zenith; Ralph Bellamy, actor and president of Actor's Equity; Elfred Beck, ch. 23 KCEB (TV) Tulsa (which ceased operating some months ago). At the end of last week, Mr. Beck asked CBS to permit Benedict P. Cottone, Washington attorney for KCEB and former FCC general counsel, to substitute in his place.

Against subscription tv: Victor Sholis, ch. 11 WHAS-TV Louisville; Leon P. Gorman, ch. 5 WABI-TV Bangor, Me., and Sherwood Dodge, Foote, Cone & Belding advertising agency.

On the horizon was a similar presentation of the now-raging controversial pay-tv subject by NBC. The date and participants have not been announced.

The 5,000 missives addressed to the FCC—some via senators and congressmen—are packed in seven, tightly-laced docket volumes. Two of the volumes contain more than 500 postal cards. The letter writers in the last two weeks are heavily in favor of subscription tv.

A predominant proportion of the letters are from the Midwest.

Some are obviously in answer to a request by Zenith to its radio-tv dealers and distributors to "write to the FCC." Others are in the form of pre-printed postal cards, the first heavy influx of which came, oddly enough, from Asheville and Greensboro, N. C.

One form card opposing subscription tv urges a boycott of Zenith products. This discovery prompted Comdr. E. F. McDonald Jr., Zenith president, to write to the Commission advising it of this "vicious and unfair tactic." Mr. McDonald said he would advise the FCC further when he had run down the author of this opposition campaign.

The card, ironically, was addressed to Zenith Radio Corp., Chicago.

Aside from the numerical support it is engendering for subscription tv, Zenith has enlisted the following on its side:

Gene O'Fallon, KFEL-TV Denver; Bernard Jacobsen, KROS Rock Island, Ill.; Wallace Biggs, manager, Wyoming Press Assn.; William Dodge Lewis, former chief editor, John C. Winston Co., Philadelphia; Joseph E. Otis Jr., president, Dodge Manufacturing Corp.; H. J. Higgins, Chicago, salesman, *Collier's Magazine;* Harry Bubeck, program manager, production, Leo Burnett Co., Chicago; Roland E. Fenz, radio-tv director, Kansas State Teachers College; Gloria Swanson, actress; George A. Kuyper, Chicago Symphony orchestra manager; John Reed Kilpatrick, president, Madison Square Garden Corp.; William G. Erickson, midwest advertising manager, *Life Magazine;* Charles C. Radow, Radow Advertising Agency, Columbus, Ohio; Nell C. Moffit, secretary to Roscoe Page, executive vice president, Kraft Foods Co., Chicago; Hans J. Morgenthau, professor of political science, U. of Chicago; Leonard J. Raymond, Dickie-Raymond Advertising, and Frazier E. Nounnan, Allied Public Relations Assoc., Chicago.

Two major allies came into the Zenith camp last week when the National Small Business

Men's Assn. and the Chicago City Council advised the FCC that they favored pay tv.

DeWitt Emery, president of NSBMA, said he was writing to set at rest the idea that small business was against subscription tv. He asked: "What is the FCC waiting for?" The question, he said, is not whether pay tv should be approved, but how soon.

The Chicago City Council resolution expressed the hope that subscription tv would provide additional employment in the Chicago area.

Earlier last week, Mr. Pierson and Marcus Cohn, counsel for the anti-pay-tv Organizations for Free Tv, debated pay-as-you-see tv before a luncheon meeting of the Federal Communications Bar Assn., made up of legal practitioners before the FCC.

Mr. Pierson castigated the NARTB Tv board for its resolution opposing the use of broadcast channels for fee tv [B•T, April 11], emphasized that the pay proposal was to permit broadcasters to charge for some programs, not all, and asked that the idea be allowed to prove itself in the marketplace. If evils show up, Mr. Pierson said, the FCC can move in to correct it. If necessary, Mr. Pierson said, Zenith would accept a limitation of 15 to 20 hours a week for the broadcasting of subscription tv.

Mr. Cohn claimed that the fallacy in the pay tv proponents' position is that it would not supplement existing free tv, but would pre-empt free tv. Mr. Cohn said that in one Zenith promotion piece, it was held out that there might be advertising in the subscription tv program.

Rogers Takes Engineering Post With McConnaughey

APPOINTMENT of onetime broadcaster Christian E. Rogers Jr. as his engineering assistant, effective today (Monday), was announced last week by FCC Chairman George C. McConnaughey. Mr. Rogers has been special assistant to the assistant director for telecommunications of the Office of Defense Mobilization.



MR. ROGERS

In 1947-48, he was assistant director of radio-tv for the Republican National Committee.

Mr. Rogers began his career as engineer-announcer with WJBO Baton Rouge, La., in 1935 and three years later was appointed general manager of KALB Alexandria, La. From 1941-42 he was radio business manager of the AP Radio Div. for Texas, Louisiana and Mississippi.

Mr. Rogers obtained his B.S. degree in physics from Louisiana State U. in 1938 and completed graduate courses in electronics and uhf techniques at Harvard U. and Massachusetts Institute of Technology in 1942-43 while on duty in the Navy. He received his LL.B. from Georgetown U. Law School in 1951.

Entering Navy duty in 1942, he served in both the Pacific and European theatres and rose from lieutenant (j.g.) to commander. After he worked with the Republican National Committee in the 1948 campaign, Mr. Rogers was an electronics consultant in Washington.

Recalled to active service in 1950, he spent two years as assistant head of the Electronics Design Branch of the Navy's Bureau of Aeronautics. In 1952 he joined the Washington law firm of Mechlin, Marshall & Smith as an associate member and in 1954 went to ODM.

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The Graybar Specialist serving your area knows the problems of AM and TV broadcasting. Consult him for technical assistance in station construction, expansion and selection of equipment. He'll be glad to work with you or your consulting engineers. You'll find his long experience and first hand knowledge of all phases of radio and television invaluable in planning your facilities. Check the listing for his name, location and 'phone.

Graybar can supply over 100,000 electrical items. Complete price and catalog service on any electrical need is always available from a nearby Graybar office. *Graybar Electric Company, Inc., Executive Offices: Graybar Building, 420 Lexington Avenue, New York 17, New York.*

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CINCINNATI
L. T. England, Main 0600
CLEVELAND
A. C. Schwager, Henderson 2-2500
DALLAS
T. R. Gale, Randolph 6452
DETROIT
E. W. Stone, Townsend 8-5550
HOUSTON
R. T. Asbury, Atwood 4571
JACKSONVILLE
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LOS ANGELES
R. B. Thompson, Angelus 3-7282
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NEW YORK
R. W. Griffiths, Exeter 2-2000
OMAHA
L. J. O'Connell, Webster 7676
PHILADELPHIA
D. M. Antrim, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
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WASHINGTON, D. C.
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Everything Electrical to keep you on the air...

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IN OVER 120 PRINCIPAL CITIES

ABC-TV REVEALS '55-'56 BILLINGS

Network's 'five year plan' shows progress as gross billings for three series total more than gross billings for all of 1953. Thirteen new advertisers added and 14 renewals firm for the fall.

ABC-TV BELIEVES that by next fall it will be near achieving the competitive stature among the ranking tv networks that it has had as a goal since early 1953.

Already, ABC-TV has made strides in billings for the 1955-56 season, or the third year in the original "five year plan" upon which the network embarked upon merger with United Paramount in February 1953.

ABC-TV in three program series alone, *Mickey Mouse Club, Disneyland* and *Warner Bros. Presents,* has business on the books representing more than $21 million gross billings. This is more than the total ABC-TV gross billings in 1953 [B•T, April 25].

The network as of this week has signed at least 13 new advertisers to its next season's roster and expects even more to come into the fold. In addition it has 14 fall renewals.

In anticipation of building its program structure along the lines of diversification, the network announced Wednesday that Bishop Fulton J. Sheen's highly-rated *Life Is Worth Living* program would shift from DuMont to ABC-TV next October (see story this page).

Network officials are certain that ABC-TV has made the progress it has in the past two years because of new programs. They cite an investment of some $70 million in program and talent commitments. Program commitments of $35 million have been made with Walt Disney Enterprises alone.

ABC-TV also can show an increase in station clearances which, it was understood, have boosted the average network program's coverage.

According to Publishers Information Bureau figures ABC-TV gross time billings, which were at the $18 million level in 1952, jumped 64% in 1953 to a little over $21 million and by last year topped $34.7 million, or an increase over the preceding year of about 41%.

Profit Almost Doubled

The financial evidence also has been accruing at the parent company's offices for the past few months. Estimated net operating profit of American Broadcasting-Paramount Theatres Inc. for the first quarter of this year almost doubled the same quarter of last year—from $1,039,000 to $1,917,000, according to AB-PT [B•T, April 25].

Among the new advertisers are Monsanto Chemical Co., Pharmaceutical Inc., Sheaffer Pen, Liggett & Myers, General Electric and the eight advertisers that have signed up for the *Mickey Mouse Club,* which begins in the fall.

Monsanto Chemical, General Electric and Liggett & Myers will share sponsorship of the *Warner Bros. Presents* series on Tuesdays. Pharmaceutical Inc. replaces Remington Rand as co-sponsor for *Masquerade Party* along with Esquire Boot Polish which has renewed, in a new time period, Saturday, 9-10 p.m. *Ozark Jubilee* in turn will move up from its present period, 9-10 p.m., to 8-9 p.m. on Saturdays. Agency for Pharmaceutical is Edward Kletter Assoc. Emil Mogul Inc. services Esquire Boot Polish.

Sheaffer Pen will co-sponsor *Penny to a Million,* Wednesdays, 9:30-10 p.m., along with Brown & Williamson Tobacco Corp. (Raleigh cigarettes), which has renewed the show for next season, effective May 4. The program succeeds *Who Said That?* Sheaffer Pen is handled by Russel M. Seeds, Chicago, and Brown & Williamson's agency is Ted Bates Inc.

The eight advertisers signed for the *Mickey Mouse Club* which reportedly will share a cost of $20 million for the five-days-a-week hour-long strip, 5-6 p.m., are: American Dairy Assn., Carnation Co., Mars Inc., Welch Grape Juice Co., General Mills, Campbell Soup Co., Bristol-Myers and Armour & Co. In addition, the station identifications before the program are understood to be signed for 52-week firm contracts.

The network, in addition to Brown & Williamson, already has lined up the following renewals: Nabisco, General Mills, Sterling Drug, Dodge, Tidewater Oil Assn., Miles Labs, American Dairy Assn., Derby Foods, American Motors and Elgin.

National Biscuit Co. (Nabisco), which has been entertaining other network offers for its *Rin Tin Tin* series, has decided to renew on ABC-TV, Fridays, 7:30-8 p.m. Kenyon & Eckhardt, New York, is the agency.

General Mills Sticks

General Mills also had been offered other network periods for its *Lone Ranger,* Thursdays, 7:30-8 p.m., but has decided to remain with ABC-TV. Sterling Drug has renewed *The Vise,* Fridays, 9:30-10:30 p.m.

Dodge Cars, Detroit, through Grant Adv., New York and Chicago, is said to be spending more than $5 million for time and talent with its renewal of *The Danny Thomas Show,* Tuesdays, 9-9:30 p.m. The advertiser will sponsor Lawrence Welk and his orchestra during the summer season in the same period.

Tidewater Oil Assn. and Miles Labs will sponsor *John Daly and the News* five times weekly, 7:15-30 p.m. American Dairy Assn., Derby Foods and American Motors all have renewed sponsorship of *Disneyland,* Wednesdays, 7:30-8:30 p.m., for the next season.

Elgin Watch Co. is about to renew its alternate week sponsorship of *Elgin Hour,* Tuesdays, 9:30-10:30 p.m.

'Life Is Worth Living' Moves to ABC Radio, Tv

BISHOP Fulton J. Sheen's *Life Is Worth Living* will begin on ABC Radio and ABC-TV in October, it was announced last week. On ABC-TV, the program probably will be in the Thursday, 8-8:30 p.m. period, following *The Lone Ranger.* The show ended on DuMont last Tuesday.

Details of the switch from DuMnot to ABC were disclosed at a news conference held Wednesday in New York by ABC President Robert E. Kintner.

Admiral Corp., holder of first option on the program and the program's sponsor on DuMont, is being offered full sponsorship by ABC.

In Chicago a spokesman for Admiral said the set manufacturer is continuing negotiations, through its agency, Erwin, Wasey & Co., for the Bishop Sheen series this fall. Discussions have been underway for some time, he noted, adding that Admiral is "definitely interested" in resuming sponsorship of *Life Is Worth Living.*

Admiral has sponsored the program for the past three seasons, picking it up in 1952, a year after it started on the DuMont Tv Network. Admiral additionally sponsored a radio series on MBS during the 1953-54 season.



BISHOP Fulton J. Sheen's new series next fall over ABC Radio and Television is discussed by the prelate with Robert E. Kintner (l), ABC president, and Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc.

Reportedly Admiral Corp. contributed about $416,000 to charity for the Bishop's appearance for 26 weeks on DuMont. This does not include payment for time. Mr. Kintner and Sol A. Rosenblatt, attorney representing the society, told the conference that ABC's payment term of the charity for the Bishop Sheen program was "substantial." Mr. Rosenblatt said the program was changing networks because financial arrangements were larger and coverage better.

Mr. Kintner said the program will be offered on the basis of 117 tv stations, most of them live. The program will be on for 39 weeks in the season (compared to 26 on DuMont) with 26 live and 13 filmed repeats.

Mr. Kintner, who did not divulge contract terms, noted that the contract was on a long-term basis.

COTT APPOINTED TO DUMONT POST

APPOINTMENT of Ted Cott to the broadcasting division of the Allen B. DuMont Labs as general manager of DuMont's two owned and operated stations—WABD (TV) New York and WTTG (TV) Washington — was announced last week by Ted Bergmann, division director [CLOSED CIRCUIT, April 25].



MR. COTT

Mr. Cott resigned March 1 as vice president of NBC and operating head of its radio network [AT DEADLINE, Feb. 28]. He joined NBC in March 1950 as general manager of NBC-owned WNBC-AM-FM and WNBT (TV), both New York (now WRCA-AM-FM-TV New York). He was elected a vice president in March 1952 and was appointed operating vice president of the radio network in July 1953.

From 1942 until 1950 Mr. Cott was vice president in charge of operations and programs of WNEW New York. He began his broadcasting career as chief announcer and dramatic director of New York City-owned WNYC.

MBS SET TO UNVEIL SHOW, SALES IDEAS

Final programming concepts not yet fully resolved, but plans are that more flexible schedule will be announced during affiliates meeting at NARTB convention.

MBS PLANS to unveil a "different concept" in its radio operation, stressing changes in programming as well as sales policy, at a meeting of its affiliates during the NARTB convention in Washington.

Robert Monroe, newly-appointed vice president in charge of programming of MBS and WOR New York [B•T, April 25], currently is working out the new program.

While details have not been divulged, the new "concept" is said to encompass:

- More active participation by affiliates in the network's programming.
- A program pattern that will permit the network to "handle any advertiser."
- Programming in segments that will permit the network and stations greater flexibility.

Questioned about the new project, Mr. Monroe said that "quite a number of methods and concepts" are involved in the contemplated changes. As yet, however, a final programming structure has not been resolved.

Involved also are such related problems as advertiser and station acceptance. Of the former, Mr. Monroe said that the network has had "some expression of interest" from advertisers. As for stations, Mr. Monroe felt that the new concept will be "attractive enough" to affiliates and that relationships with the network will be "improved" from both the network and station viewpoints.

Mr. Monroe succeeded B. J. Hauser, who assumed supervision of MBS' Development Div. He joined Mutual and WOR after having served as president of his own firm, Robert Monroe Productions, where he created several network radio and television properties, including *Nightmare, Story Time* and *Take a Number.* His experience in radio production spreads over a 20-year span.

Programs, Talent Assembled By NBC Radio for 'Monitor'

PROGRAM plans and talent for NBC Radio's *Monitor,* the new weekend service the network will introduce June 12, were being assembled last week.

By Thursday, NBC Radio over a period of a week had announced that Dave Garroway, *Today*; Jane and Goodman Ace (formerly a radio team on *Easy Aces*), and Red Barber, sportscaster, have been selected as "communicators"—each to preside over four-hour segments.

The comedy team of Bob and Ray (Bob Elliott and Ray Goulding) will serve as "critics-at-large." The team formerly was on NBC from 1951 to 1954 and currently appears weekdays on WINS New York.

NBC Radio also announced that one of the programs that will be heard on *Monitor* is *New World.* It will have a flexible format and variety of theme, and will be produced in cooperation with the U. of Chicago, replacing that institution's *Roundtable.* The program will occupy one of the largest blocks on *Monitor.*

Jolliffe to CBS Radio

RICHARD W. JOLLIFFE joins CBS Radio's network sales department, effective today (Monday), Dudley Faust, CBS Radio network sales manager, announced last week. Mr. Jolliffe's assignment is contacting agencies and clients in the Los Angeles area, as well as serving as an account executive. He was assistant general sales manager for KNX Los Angeles and the Columbia Pacific Radio Network since last October. He joined that department last May after having served as Pacific Coast sales service manager for CBS Radio and CPRN.

WSAZ Joins NBC Radio

AFFILIATION with NBC Radio, effective May 1, was announced last week by WSAZ Huntington, W. Va.

KRNT-TV Signs With CBS

KRNT-TV Des Moines will join CBS-TV as a basic, interconnected affiliate, effective Aug. 1, it was announced last week by Herbert V. Akerburg, CBS-TV vice president in charge of station relations.



To err is human, but...

Everybody makes mistakes at one time or another, of course. But there's one mistake that's easily avoided—the mistake of using the word 'Vaseline' alone.

'Vaseline' is *not* a synonym for petroleum jelly, but is the *brand* identifying an entire line of products.

So whenever you use the word 'Vaseline,' please put it together with the specific product it designates, such as 'Vaseline' Petroleum Jelly . . . 'Vaseline' Hair Tonic . . . 'Vaseline' Lip-Ice Pomade. Thanks a lot!

CHESEBROUGH MANUFACTURING CO., CONS'D



STATIONS

Keys New Sales Head Of WMAQ-WNBQ (TV)

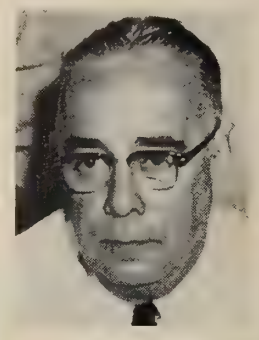
PROMOTION of John M. Keys from manager of advertising, promotion and merchandising to sales director of WMAQ-WNBQ (TV) Chicago was announced Friday by Jules Herbuveaux, general manager of the NBC o&o outlets.

Mr. Keys, a veteran of the NBC Chicago staff for 16 years, succeeds Charles Dresser, who moves over to network tv sales as account executive, it was simultaneously announced by Edward Hitz, vice president in charge of tv network sales for NBC Central Div.

Both appointments are effective immediately. No successor was announced for Mr. Keys.

Puerto Rico Tv Festival Attended by Americans

REPRESENTATIVES of American advertising agencies, television and export trade publications last Friday were scheduled to fly to Puerto Rico to attend the three-day Puerto Rican Tv Festival, April 29 through May 1, sponsored by WAPA-TV San Juan. Jose Ramon Quinones, president of WAPA-TV, said the festival marked the completion of the station's expansion program which includes new buildings, new studios, offices and transmitter tower.



MR. QUINONES

The station is the Puerto Rican affiliate of ABC-TV, NBC-TV and DuMont. A. M. Martinez, executive vice president of Caribbean Networks Inc., which represents WAPA-TV in New York, said more than 75,000 homes in Puerto Rico have tv sets. Approximately 6,300 new sets are purchased each month, he said.

The U. S. group includes: Richard W. Battan, vice president of Robert Otto & Co.; Arthur L. Grimes, associate director of McCann-Erickson Inc.; Daniel C. Kaufherr, vice president of Irwin Vladimir & Co.; Robert F. Kendall, vice president of Gotham Adv. Service; Paul R. Kruming, president of National Export Adv. Service; Joseph L. Palmer, president of Foreign Advertising & Service Bureau; Harold E. Weinholtz, international division of Young & Rubicam, and Shirley F. Woodell, vice president of J. Walter Thompson Co.

Harry Weaver Buys WHAN; Sinyard Purchases WSTN

SALES of WHAN Charleston, S. C., and WSTN St. Augustine, Fla., were reported last week, subject to FCC approval.

WHAN was sold for $49,500 by Charleston Broadcasting Co. to Harry C. Weaver, associated in the ownership of WGAP Maryville and WOKE Oak Ridge, both Tennessee.

WSTN was sold for $38,950 by St. Augustine Broadcasting Co. to James D. Sinyard, part owner of WATH Athens, Ohio. Mr. Sinyard reportedly plans to dispose of his interest in WATH when the sale is consummated.

Both transactions were handled by Paul H. Chapman, station broker, Atlanta.



PURCHASE of WMAK Nashville, Tenn., from Frank W. Mayborn and Frank M. Farris by Howard D. Steere, Emil J. Popke Jr. and J. D. Berkey, is agreed to by the principals following FCC approval of the transfer. L to r: seated, Mr. Steere, president of Steere Broadcastng Corp. (WKMI Kalamazoo, Mich.) and new president of Volunteer State Broadcasting (WMAK); Mr. Mayborn, ex-president and former majority stockholder of Volunteer; standing, L. Watkins, attorney for Mr. Mayborn and former Volunteer secretary; Mr. Popke, new vice president and general manager; Mr. Berkey, new secretary-treasurer, and Mr. Farris, former co-owner.

KGLM Sold for $30,000

SALE of daytimer KGLM Chehalis, Wash. (1 kw on 1420 kc) by Glenn McCormick and associates to Donald F. Whitman, *Centralia* (Wash.) *Daily Chronicle* and Harold Singleton for $30,000 was announced last week. Mr. Whitman, 61% owner, will manage the station. The newspaper will own 25% and Mr. Singleton, 14%. Mr. Whitman is from Oswego, Ore., and Mr. Singleton is a Chehalis businessman. Mr. McCormick also owns KSLM-AM-TV Salem, Ore. Transaction was handled by Blackburn-Hamilton, station brokers.

Dunlap to WTAO-AM-TV

WALLIE DUNLAP, vice president in charge of programming and director of television operations of WICC-TV Bridgeport, Conn., has resigned to accept the post of general manager of WTAO-AM-TV Cambridge, Mass. His resignation is effective May 14. Prior to joining the Bridgeport Broadcasting Co. and WICC-TV in 1947, Mr. Dunlap was associated with WOR New York.

WCAU-TV Boosts Rates

GENERAL increase in rates, effective May 1, was announced last week by WCAU-TV Philadelphia. The new rates, amounting to a 25% increase in Class AA time, is reported to be consistent with the growth of television in the Philadelphia area.

The basic hourly rate in Class AA time is $3,000; half-hour rate, $1,800, and an announcement, $600. Class A hour is $2,000; half-hour, $1,200, and announcement, $400.

Blair-Tv Appoints Hemm

APPOINTMENT of Robert A. Hemm as an account executive in the New York office of Blair-Tv, national television station representatives, was announced last week by William H. Weldon, Blair-Tv president.

For the past two years, Mr. Hemm has been with A. H. Kuch, New York, publishers' representative for the *Detroit News* and Booth Newspapers.

Heywood to Promotion Post With CBS Radio Spot Sales

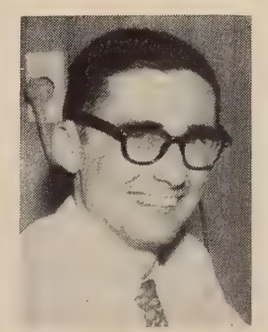
ELEVATION of Fred Heywood, formerly director of sales promotion and merchandising for CBS-owned KMOX St. Louis, to manager of sales promotion for CBS Radio Spot Sales was announced last week by Henry R. Flynn, general sales manager of the unit. Mr. Heywood succeeds Sherril W. Taylor, who recently was named co-director of sales promotion and advertising for CBS Radio [B•T, April 25].

WTCN-AM-TV Names Katz

APPOINTMENT of the Katz Agency Inc., New York, as national representative for WTCN-AM-TV Minneapolis-St. Paul was announced last week by the stations. The outlets are owned by Consolidated Tv & Radio Broadcasters Inc., which recently purchased them along with WMIN-TV Minneapolis. WTCN-TV and WMIN-TV, which formerly shared time on ch. 11, are now a fulltime operation as WTCN-TV. Miller C. Robertson, previously assistant general manager of WTCN-TV, is now general manager for both radio and tv.

STATION PEOPLE

Art Stober, director, WFIL-TV Philadelphia, appointed operations manager, WITV (TV) Fort Lauderdale, Fla.



MR. STOBER

Robert W. Sparks, first vice president, Bowery Savings Bank, N. Y., named director and vice president, Queen City Broadcasting Co. (KIRO Seattle, ch. 7 initial decision there.)

Vic O'Brien appointed commercial manager, WISR Butler, Pa.

James Canavan appointed promotion director, WJAR-TV Providence, R. I.

MANUFACTURING

STROMBERG-CARLSON, GEN. DYNAMICS MERGE

No changes in management are contemplated. Stromberg-Carlson will function as a division of General Dynamics

MERGER of Stromberg-Carlson Co., Rochester, N. Y., with General Dynamics Corp., New York, was voted by the members of both boards of directors last Monday. The merger is subject to the approval of the stockholders of both corporations, who will vote on the decision on June 28, according to John Jay Hopkins, chairman of the board and president of General Dynamics.

Mr. Hopkins said that holders of common stock of Stromberg-Carlson would receive one share of General Dynamics stock for each share of Stromberg-Carlson.

In addition to manufacturing communications and electronic equipment, Stromberg-Carlson also is licensee of WHAM-AM-TV and WHFM (FM) Rochester. Transfer of licenses of the stations would be subject to FCC approval.

No changes in management of either corporation are contemplated as a result of the merger, Mr. Hopkins said. Stromberg-Carlson will retain its name. It will, however, operate within General Dynamics as the Stromberg-Carlson Div. Robert C. Tait, Stromberg-Carlson president, will continue in that capacity and also will become a senior vice president of General Dynamics, which makes submarines, electric motors, generators and aircraft. General Dynamics, with three divisions and a Canadian subsidiary, employs approximately 55,000 people. About 5,200 persons are employed by Stromberg-Carlson at its three Rochester plants.

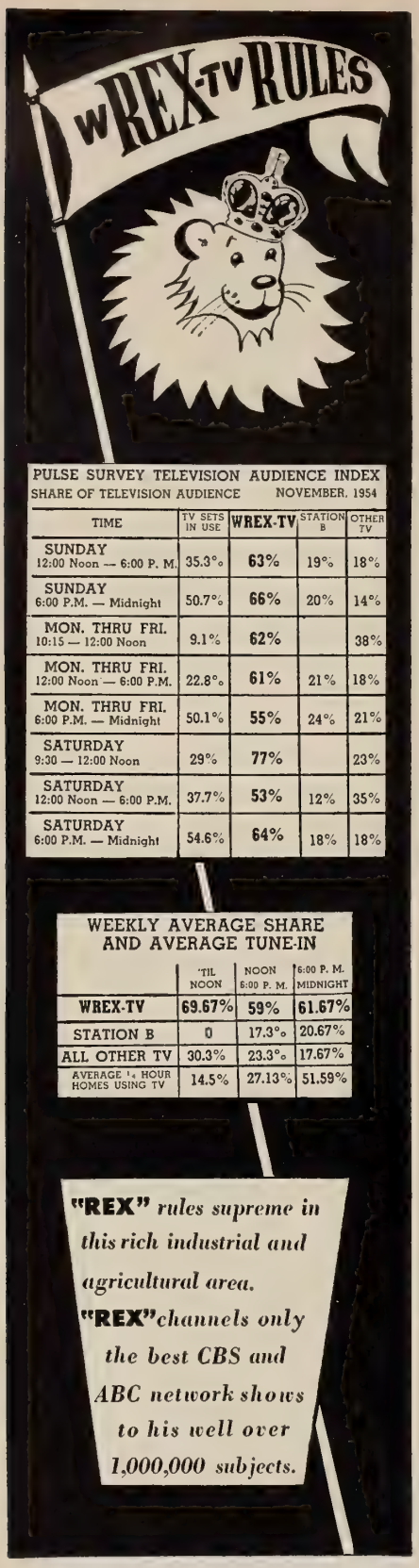
In the merger agreement the preferred stock of Stromberg-Carlson will be called for redemption prior to the merger. Shares of preferred stock are convertible into 1.4 shares of common stock of Stromberg-Carlson and common stock received on conversion would receive shares of common stock of Dynamics share for share.

Following the merger, Mr. Hopkins said that "Stromberg-Carlson's civilian commercial business, particularly its telephone, radio-television and sound equipment production would constitute a sound source of diversification for Dynamics." Mr. Tait said the merger would mean an expansion in the Stromberg-Carlson operation. New electronic and communications products for civilian and government use will be developed and manufactured in the company's Rochester plants, he said.

Westinghouse Sales Down $40 Million in Quarter

WESTINGHOUSE Electric Corp. reported last week that sales billed for the first quarter of 1955 declined to $367,705,000 from $406,537,000 in the corresponding period of 1954. Net income for the 1955 quarter was $12,782,000, equal to $.75 per common share, compared with $26,286,000, equal to $1.61 a share last year.

Gwilym A. Price, Westinghouse president, explained the decline in sales and net income by saying that backlogs for apparatus and industrial equipment began to fall in 1953 and continued to fall through most of 1954. He added that the trend of declining orders was reversed late in 1954 and early 1955, and said it is expected that sales billed in 1955 will approach the 1954 record high, although earnings "likely will be somewhat lower."



WREX-TV

"FIT FOR A KING"

ROCKFORD ILLINOIS

CHANNEL 13

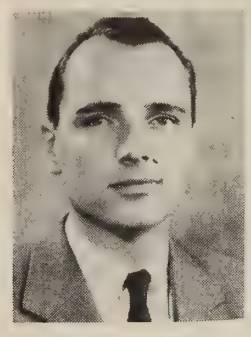
J. M. BAISCH, General Mgr.

Represented by H-R TELEVISION, INC.

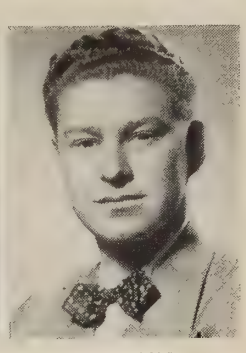
Chromatic Vice Presidents: Cooley, Dressler, Patterson

ELECTION of A. Crawford Cooley, Robert Dressler and Howard R. Patterson as vice presidents of Chromatic Television Labs Inc. was announced last week by Richard Hodgson, president.

Chromatic, a 50%-owned affiliate of Paramount Pictures Corp., is a research and development organization whose main commercial program is the development of the "Lawrence Tube," a single-gun color tv picture tube. Chromatic reportedly is developing a color set that could retail at less than $500 [B•T, April 11].



MR. COOLEY



MR. DRESSLER



MR. PATTERSON

The three newly-elected vice presidents continue to serve in the capacities each has held for several years. Mr. Dressler continues as director of research and development, East Coast Development Lab, New York; Mr. Patterson as general manager of the West Coast Development Lab, Emeryville, Calif., and Mr. Cooley as business manager of the west coast operation.

Sylvania Sales, Income Increase in First Quarter

SYLVANIA Electric Products Inc.'s net income for this year's first quarter shot to new highs. Total of $3,247,655 for the quarter—higher than any previous first quarter and second highest for any quarter in Sylvania's history—was 53% above the like period of 1954.

Also reported by Don G. Mitchell, Sylvania's board chairman and president, at a shareowners' annual meeting last week: Sales for the first quarter hit $73,979,627, 10% higher than the corresponding period last year and Sylvania's second highest first quarter in sales.

Multiplexing Equipment Announced by Halstead

DELIVERY of multiplex equipment for fm stations by mid-summer was announced last week by Gordon B. Halstead, general manager of Multiplex Services Corp., 25 Vanderbilt Ave., New York 17, with orders for delivery to be taken by the firm at its demonstration exhibit at the NARTB convention in Washington May 22-26.

Mr. Halstead told B•T that Gates Radio Co., Quincy, Ill., will manufacture the transmitter components for multiplex broadcasting while receiver units and adaptors will be produced by Browning Labs Inc., Winchester, Mass. Mr. Halstead pointed out that his firm will have available at the NARTB convention full information on the economic possibilities of multiplex and functional music fm operation, as well as the technical aspects. Multiplex Services will provide technicians for installation of its station equipment, he said, and also will train Gates engineers for this work.

The basic station equipment will provide for the principal broadcast program plus one sub-carrier multiplex program, Mr. Halstead explained, with provisions for later addition of a second sub-carrier multiplex service. He predicted broad new income potentials for fm stations through multiplex services newly authorized by FCC [B•T, March 28].

Mr. Halstead is the brother of William S. Halstead, president of Multiplex Services, who was among the original petitioners to FCC in 1950 seeking approval of the new system of fm broadcasting.

Losses Overcome Profits For DuMont's First Quarter

ALLEN B. DUMONT Labs announced last week that the company showed a net loss of $27,000 for the first quarter of this year because broadcasting losses exceeded manufacturing profits of $700,000.

DuMont said that "loss-elimination action, which is scheduled to be fully effective before the end of the year, produced savings of $228,000 during the first 12 weeks of 1955 over the same period last year for the DuMont Television Network."

A spokesman said this was a reference to a reduction in all network costs during the period, consisting mainly of cuts in personnel and elimination of certain programming. He added that the allusion to further savings meant cost reductions to be achieved through the use of the new Electronicam system developed by DuMont, under which time costs would be largely eliminated through reliance on filmed programming [B•T, April 18].

The company's first quarter statement showed that sales amounted to $15,989,000 as against $19,770,000 for the 1954 period. Net loss was $27,000 as compared with a net profit of $508,000 for the corresponding quarter last year.

Bell Announces New Recorder, Stepped-up Tape Production

A NEW LINE of products, headed by a new high-fidelity tape recorder has been announced by Bell Sound Systems, Columbus, Ohio, subsidiary of Thompson Products Inc. of Cleveland.

The newly-designed hi-fi tape recorder features three-speed control and is designated RT-75. Other features, according to Bell, are: simplified control system and automatic equalization from one speed to another; large-sized speaker, 6 in. x 9 in. oval; fast rewind mechanism (70 seconds for a seven-inch reel—1,200 ft.) and fast forward (90 seconds), and a safety interlock device which prevents accidental erasure.

Within six months a major part of Bell's effort will be devoted to tape devices, the company said.

Color Tv Concept Debunked by Baker

DR. W. R. G. BAKER, vice president and general manager of the General Electric Co.'s Electronic Div., last week disputed an industry belief that a color tv receiver priced at $500 is the key to the mass market for color. He also said it will be three years before a million color sets are sold annually.

Dr. Baker said in a talk before the Massachusetts Institute of Technology Club in New York, that he had two reasons for challenging this "widely-accepted figure": (1) the mass market is not one market but has levels of price classes each of which can be penetrated only by a certain price level, and (2) these price levels will change as the color market penetrates into the lower income groups and eventually the premium that buyers will be willing to pay for color will decrease.

On this basis, Dr. Baker asserted, sales in volume of more than one-half million sets a year will not be reached until 1957 and the rate of one million or more color sets a year will not be attained until 1958. He said that if there is sufficient color programming on the air at that time, color set sales may be in excess of five million a year in 1960 and thereafter.

Dr. Baker, who headed the National Television System Committee, which proposed the technical standards for color tv, stressed that his market forecast was based on as yet unsolved technological problems. He listed the principal one as the color tv tube.

"We still do not have a color tube that, together with necessary associated circuitry, can be produced in quantity for a color tv receiver to be marketed at a price the consumer is willing to pay," Dr. Baker said.

"The only color tube available on the market today, the shadow mask tube, has two elements in its favor: it works and is available at a price. Its cost and the difficulty in mass producing it are distinct disadvantages."

Dr. Baker declared that he recognizes the existence of a "class" market that is comprised of those who want to be the first to have something new and are willing to pay almost any price. He feels that this "class" market can be reached if and when a set can be marketed at a premium of about 40% above the price of the highest-priced monochrome receiver. This, he said, would provide a color set averaging about $600 list price. He claimed that a tube costing $100 "could just begin to open up this 'class' market."

Dr. Baker expressed "complete optimism" with respect to the future of monochrome television. The market for black-and-white tv, he said, appears favorable for the next 10 years and should not drop off to the point where it would place the industry in a hardship position.

The two factors cited by Dr. Baker as contributing to the future stability of black-and-white tv are "the ever-increasing replacement market" and the increasing number of households with two tv sets.

Muntz Seeks Reorganization

MUNTZ Tv Inc., Chicago tv set manufacturing firm which has been operating under trusteeship since last summer, has submitted reorganization papers to the Federal District Court in Chicago. The papers cover Muntz Tv and two subsidiaries. Creditors and federal and state governments would receive payments for debts under the proposed plan. Creditors are claiming about $4 million in payments and the governments over $1.6 million, it was reported. Muntz went into bankruptcy in March 1954.

All 3-Speeds without Adapters

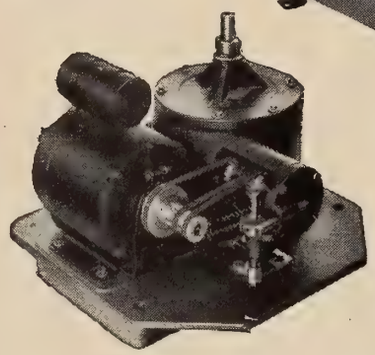
FAIRCHILD

530 Direct-Drive **TRANSCRIPTION TABLE**

With the Fairchild 530 Transcription Table, accurate playback speeds, *including 45 rpm,* are guaranteed by *direct-drive.* This eliminates inefficient "adapters" and insures day-by-day reliability.

Just a flick of the switch, even when the motor is running, and you can perform all record and transcription reproduction at one table. And, to complete the picture, Fairchild 202 viscous damped 3-way arm allows your choice of stylus size and lateral or vertical reproduction.





CONVERT

Out-moded Equipment

The drive used in the Fairchild 530 is also available in kit form for easy conversion of your present system to 3-speed operation. Fairchild 530 is especially effective in converting RCA 70 Series tables.

WRITE FOR ADDITIONAL INFORMATION TODAY!

FAIRCHILD RECORDING & EQUIPMENT

TENTH AVENUE, WHITESTONE, N. Y.

*PULSE proves BILL PIERCE your BEST BUY...

...IN THE SCRANTON MARKET!

From 6:00 to 9:00 A.M. (12 Quarter Hours)... BILL PIERCE

- Beats Network Station A Nine Times, Ties Twice For First, Is Second Once!
- Beats Network Station B Twelve Times!
- Beats Indie Station B Twelve Times!
- Beats Network Station C Twelve Times!
- Beats All Other Stations Combined Twelve Times!
- Beats Indie Station A Twelve Times!

BILL PIERCE..SCRANTONS TOP SALESMAN FOR 25 YEARS

Ask Meeker

WQAN

SCRANTON, PA.

*November 1954



Zenith Elects Wright To Vice Presidency

JOSEPH S. WRIGHT, general counsel and director of Zenith Radio Corp., has been elected a vice president of the company, it was reported last week.

Mr. Wright, who has been active on such projects as Zenith's Phonevision and the anti-trust patent suit involving RCA, joined the firm in May 1952 as assistant general counsel. He was named general counsel in October 1953 and elected to the board in April 1954. Previously he served as assistant clerk to the Senate Interstate & Foreign Commerce Committee and secretary to former Sen. Burton K. Wheeler from 1933 to 1936 and attorney for the Federal Trade Commission from 1936 to 1952, with three years out for war service.

First-Quarter Profits Of Zenith Up Over '54

NET consolidated profits of $2,074,960 and consolidated sales of $40,371,812 for the first quarter of 1955 ended March 31 were reported by Zenith Radio Corp. last Tuesday for itself and subsidiaries.

The profit figure, which represents $4.21 per share, compares with $827,521 for the similar three-month period last year. Sales were up over $29,335,190 for the 1954 quarter.

E. F. McDonald Jr., Zenith president, reported unit sales of tv receivers were the highest of any first quarter in Zenith's history.

Camera Vision, DuMont Meet On Camera System Similarities

DISCUSSIONS between legal representatives of Camera Vision Productions Inc., Hollywood, and DuMont Laboratories currently are in progress in New York on the Hollywood firm's allegation that the DuMont Electronicam camera system is similar to Camera Vision system unveiled two weeks ago [B•T, April 25].

A Camera Vision spokesman told B•T that New York attorney Ferdinand Pecora is representing the western firm in talks.

Meanwhile, in Hollywood, Camera Vision co-owner Arthur S. Lyons produced a document dated March 27, 1952, bearing signatures of H. E. Taylor and Robert Kessler, DuMont representatives, which was said to support Camera Vision allegations. According to Mr. Lyons, the document, which was approved by DuMont attorneys before Messrs. Taylor and Kessler were permitted to sign, gives the two permission to view Camera Vision developments to determine possible sales representation and/or manufacture of the equipment.

Also, Camera Vision announced production started last week on two additional tv-and-motion picture film camera units at Aremac Assoc., Pasadena, with completion scheduled for mid-July. System employs a standard 35mm Mitchell film camera, calibrated and mounted side-by-side with an electronic camera.

Low-Power Tv Equipment Put on Market by Adler

ADLER Communication Labs, New Rochelle, N. Y., is offering a complete, low power vhf tv station for $27,155. The same station on uhf is offered for $32,500. This is Adler's Type C package.

The station includes a 150-w transmitter, 100-ft. tower erected, receiving antenna for off-air pickups, transmitting antenna, transmission lines, off-air receiver, monitoring and test equipment, at $15,655 for vhf and $21,000 for uhf; plus local origination equipment for film, slides and live (including two cameras) for $11,500.

Adler also is offering Type A, on-channel, satellite booster equipment for $12,500 for a 20 w, and $17,500 for a 150 w uhf outlet, including transmitter, 100-ft. tower erected, receiving-transmitting antennas, transmission lines and test equipment. It has Type B, off-channel, satellite booster for $13,500 for 20 w, $18,500 for 150 w uhf and $15,000 for a 150 w vhf outlet, including similar gear.

A figure of $1,000 is included for installation in the Types A and B, $1,500 in the Type C, prices.

Adler has been operating an experimental, low power transmitter on ch. 25 at its New Rochelle headquarters since early 1954. It also established a ch. 53 experimental, on-channel, satellite transmitter at Waterbury, Conn., broadcasting WATR-TV Waterbury programs for shadow fill-in in July 1954.

MANUFACTURING PEOPLE

David H. Cogan, director, Victoreen Instrument Co. (color tv high voltage regulators), Cleveland, elected chairman of board.

Harold J. Schulman, product service director, CBS-Columbia, Long Island City, N. Y., appointed assistant to president, succeeding **Henry Hinz,** resigned to form Henry Hinz Assoc., electronics industry design engineering consultants.


MR. SCHULMAN

Paul M. Kuefler, former general manager, American Microphone Co., Pasadena, Calif., to Cornell-Dubilier Electric Corp. (radio-tv component equipment, antennas), South Plainfield, N. J., as general manager, new west coast div., Venice, Calif.

N. J. Frizen, formerly plant manager, Hanovia Chemical & Mfg. Co., Newark, N. J., appointed works manager, Prodelin Inc. (tv and microwave equipment), Kearny, N. J.

Clarence C. Dixon appointed to newly-created position, southeast district sales manager, Hoffman Radio Div., Hoffman Electronics Corp., L. A., headquartering in Dunedin, Fla., servicing Florida, Georgia and Alabama.

William T. Higgins to market development dept., Zenith Radio Corp., Chicago.

MANUFACTURING SHORTS

New Jersey Electronics Corp., Kenilworth, N. J., has developed and placed on market new power supply unit S-100-R, designed for use in low and medium power rack assemblies of equipment such as tv, radar and audio frequency amplifiers.

Setchell-Carlson Inc., New Brighton, Minn., has developed full-power 17-in. portable tv receiver weighing less than 40 pounds, specifically designed to provide mobility to televiewing, according to company.

Transmitting Equipment

TRANSMITTER SHIPMENTS

Station	Power	Band	Use
RCA			
KFMB-TV San Diego, Calif.	25 kw	tv (ch. 8)	----

Missouri U. Award To KLZ's Hugh Terry

HUGH B. TERRY, president and general manager of KLZ-AM-TV Denver, Colo., has been named the winner of the 26th annual Honor Award for Distinguished Service in Journalism by the U. of Missouri, becoming the first radio-tv station manager to win the honor since the award's inauguration in 1930, which coincidentally is the same year Mr. Terry was graduated from Missouri U.

Mr. Terry will accept the award today (Monday) during the university's annual Journalism Week.

The citation to Mr. Terry, as announced by Dr. Earl F. English, dean of Missouri U. School of Journalism, commended his "high professional and civic ideals; matchless record of community leadership; outstanding success as a radio-tv station manager, and tireless devotion to overall betterment of the broadcasting industry."



MR. TERRY

Previous winners of the Honor Medal include Elmer Davis, ABC commentator; Clifton Utley, NBC commentator; Sol Taishoff, editor and publisher of B•T; columnist Doris Fleeson; Charles Clayton of the *St. Louis Globe-Democrat;* Oveta Culp Hobby of the *Houston Post* and now U. S. Secretary of Health, Education & Welfare; columnist Marquis Childs; AP columnist Hal Boyle, and Arthur Hayes of the *New York Times.*

Overseas Press Club Gives 3 of 7 Awards to CBS Shows

SIXTEENTH annual awards dinner of the Overseas Press Club of America was held April 19 at the Waldorf-Astoria, New York.

Award categories and winners were: best consistent radio reporting from abroad of foreign affairs, CBS; best consistent television presentation of foreign affairs, *See It Now* on CBS-TV; best radio interpretation of foreign news, *CBS World News Roundup;* best consistent press reporting from abroad of foreign affairs, and best press interpretation of foreign news, both to the *New York Times;* best photographic reporting from abroad on foreign affairs, *Life,* and best consistent reporting of domestic or United Nations origin which has an effect on foreign affairs, James P. Reston, *New York Times.*

Winner of the George Polk Memorial Award was Bob Capa of *Life.* The Polk citation is presented annually to a foreign correspondent "for display of courage, integrity and enterprise above and beyond the call of duty."

Service, Recognition Awards Presented 50 by Commission

ONE bureau chief and three hearing examiners were among the almost 50 FCC staff members who received service and recognition awards at the Commission's fourth annual awards program ceremony last week.

George S. Turner, chief of Field Engineering & Monitoring Bureau, received one of the three 30-year service awards.

Chief Hearing Examiner James D. Cunningham and Examiners Annie N. Huntting and Elizabeth C. Smith were among the 18 who received 20-year service pins. This group also included Marguerite F. Hubbard, assistant chief of the License Division, Broadcast Bureau.

The convocation was addressed by FCC Chairman George C. McConnaughey.

Nominations Opened For Young Adman Award

OPENING of nominations for the selection of 1955's "Outstanding Young Advertising Man" has been announced by the Assn. of Advertising Men & Women of New York. The award will be made on June 28.

Eligible for nomination is any young man (with a top age of about 40), whose activity in advertising was marked by an event or campaign of significance during the 12 months since last year's selection in June 1954. Nominations will be accepted until June 1, and should be directed to Wilfrid S. Rowe, advertising manager, Sterling National Bank & Trust Co., 1410 Broadway, New York 18.

Winners of the association's award in recent years have been George Abrams, Block Drug Co., Jersey City (1954); Joseph Serkowich, then with Le Tourneau-Westinghouse, Peoria, Ill. (1953), and David Ogilvy, Ogilvy, Benson & Mather, New York (1952).

Boston Radio-Tv Awards

WINNERS of the 1955 annual awards of the Cambridge School of Radio-Tv Broadcasting for outstanding radio-tv performance in Boston have been announced by Milton Krahm, president of the school.

The winners and their categories:

Stan Richards (WCOP), disc jockey, for radio-tv record shows; Denny Whitmarsh (WBZ), news director; George Moynihan (WBZ-TV), producer; Don Volkman (WBZ-TV), cameraman; Nelson Bragg (WBZ-TV), tv personality; Jack Chase (WBZ-TV), tv newscaster; Eileen Kneeland (WBZ-TV), children's program; Priscilla Fortescue (WEEI), radio program; Lindy Miller (WBZ), radio announcer; Curt Gowdy (WHDH), radio-tv sportscaster, and John Day (WHDH), radio newscaster.

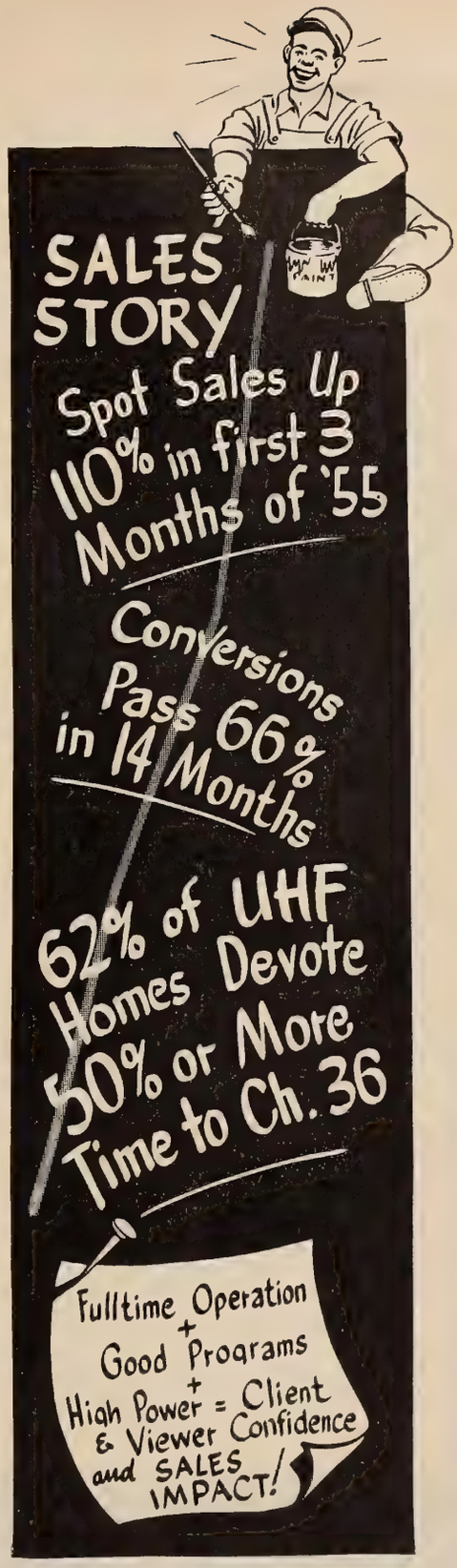
NBC Gets APRA Anvil Award

SILVER ANVIL trophy of the American Public Relations Assn. was presented to NBC on April 22 in Philadelphia at the association's annual convention. Presentation was made at a luncheon at the Hotel Warwick. The award is made for "a public relations program resulting in enhanced prestige for the company, the individual stations of the network and the sponsors, and resulting in . . . a contribution to the cultural enrichment of the public." A certificate of achievement in communications, which included all publication and broadcast media, was presented by APRA to WLW Cincinnati, NBC affiliate there.

'Tune in Tomorrow' Honored

CBS RADIO's "Tune in Tomorrow," 35mm and 16mm full-color animated sound film based on a carnival theme, has been presented a first prize award of the National Visual Presentation Assn. CBS Radio was reported to be the only broadcasting organization to be cited for a first prize award, established in five classifications.

The 14-minute film, designed to show the part advertising and radio are expected to play in the growth of the U. S. economy over the next five years, was judged the winner in the Direct Sales by Motion Pictures classification.



DEC JAN FEB MAR

NBC ABC DUMONT

WJHP-TV

Channel 36

JACKSONVILLE, FLORIDA

IERT PRESENTS AWARDS IN HONOR OF 25TH YEAR

Ohio State U.'s institute cites 26 for contributions to educational broadcasting.

IN AN unprecedented ceremony to mark its silver jubilee year, Ohio State U.'s Institute for Education by Radio-Television presented "25th Anniversary Awards" to 21 men and five women in education, industry, government and foundations.

The recipients, chosen by a national committee, were cited for their "outstanding contributions to the development of educational broadcasting during the last quarter century." No individuals have ever been so honored by the institute before.

In addition to the anniversary awards, a special "25th Anniversary Citation" went to Comr. Frieda B. Hennock, only woman member of the FCC.

Special anniversary recognition certificates also were presented to five foundations. They are Fund for Adult Education, Ford Foundation, W. K. Kellog Foundation, Alfred P. Sloan Fund and the Payne Fund. The Rockefeller Foundation's contribution was mentioned but it does not, as a matter of policy, accept awards.

The 26 individuals receiving 25th anniversary awards are:

Kenneth Bartlett, vice president and dean of public relations, Syracuse U.; Lyman Bryson, professor of education, Columbia U., and CBS counselor on public affairs; Franklin Dunham chief of radio-television, U. S. Office of Education; Dorothy Gordon, originator and moderator, *New York Times Youth Forums;* Robert B. Hudson, program coordinator, Educational Television & Radio Center, Ann Arbor, Mich.; Richard B. Hull, director of radio-television, Iowa State College; George Jennings, director of radio and television, Chicago Public Schools.

R. S. Lambert, supervisor of school broadcasts, Canadian Broadcasting Corp.; Kathleen N. Lardie, manager of WDTR Detroit and director of radio-television, Detroit Public Schools; William B. Levenson, deputy superintendent of Cleveland Public Schools and director of WBOE there; Leon Levine, director of the Office of Radio-Television, Columbia U.; Harold B. McCarty, professor and director of the division of radio-television education, U. of Wisconsin; Eleanor McClatchy, owner and president of McClatchy Broadcasting Co. and McClatchy Newspapers, Sacramento, Calif.

Adrian F. Michaelis, head of the radio division, public relations department, Standard Oil Co. of California; Allen Miller, director of information services and general manager, KWSC (State College of Washington) Pullman, Wash.; Edward R. Murrow, CBS reporter and news analyst; M. S. Novik, radio and tv consultant, New York; William S. Paley, chairman of the board of CBS; Robert Saudek, director of Tv-Radio Workshop of the Ford Foundation; Frank E. Schooley, director of university broadcasting and manager of WILL-AM-FM-TV (U. of Illinois) Urbana and president of the National Assn. of Educational Broadcasters.

Seymour N. Siegel, director of communications (WNYC), City of New York; Charles A. Siepmann, professor of education and chairman of the department of communications, New York U.; Mary Somerville, comptroller of talks, BBC, London; I. Keith Tyler, professor of education, Ohio State U. and director of the Institute for Education by Radio-Television; Paul A. Walker, attorney and former chairman of the FCC, and Judith Waller, director of public affairs and education, NBC Chicago.

Goode Wins New Haven Award

PATRICK J. GOODE, president of the Elm City Broadcasting Corp. (WNHC-AM-FM-TV New Haven, Conn.), has been awarded the 1955 gold medal of the New Haven Chapter of the Advertising Federation of America for "distinguished service to the cause of better social, civic and business life" in that city. The announcement was made by Clarence C. Balthasar, president of the Advertising Club of New Haven. The 20th annual award will be presented to Mr. Goode May 16 at the Taft Hotel in New Haven.



MR. GOODE

AWARD SHORTS

Psi Chapter (U. of Miami), Gamma Alpha Chi, national honorary advertising fraternity for women, presented Storer award for outstanding on-campus activities in advertising and public relations at 31st annual convention of fourth district, Adv. Federation of America, held at Tallahassee, Fla.; **Alpha Gamma Chapter** (U. of Florida) was the runner-up.

Jitney Jungle Food Stores, Jackson, Miss., presented award from Jackson Police Dept. for "outstanding service to the community and the people of Jackson . . . for presentation of the weekly program, *Racket Squad,* on WTJV (TV) Jackson, making the community aware of the 'bunco' technique and the rackets to which our citizens fall victim."

MBS presented award from National Exchange Club, sponsor of Crime Prevention Week, for continuous anticrime campaign.

WTOP-AM-FM Washington, **WCBS-AM-FM** New York and **American Airlines** presented "President's Citation" from National Federation of Music Clubs for "furtherance of good music" for *Music 'Til Dawn* program.

WCKY Cincinnati presented citation from U. S Navy for meritorious service in furthering Navy recruiting.

CBS Radio *21st Precinct* program presented special award from Patrolmen's Benevolent Assn. of City of New York for "outstanding public service."

Dr. Frank C. Baxter, host-lecturer, CBS-TV *Now and Then* and English literature professor, U. of Southern California, named "Speaker of the Year" in "educational, scientific and cultural activities" field by Tau Kappa Alpha, national collegiate honor fraternity in speech, at annual conference at Ohio U., Athens, Ohio, April 7.

Paul Harvey, newsman, ABC Radio, feted April 15 by Army of Sumter Guards with special six-star general commission at ceremonies in Charleston, S. C., honoring him as "man who contributed most toward preserving the American way of life."

Hilliard Marks and **Ralph Levy,** producer and director, respectively, of Jack Benny radio-tv shows, and *Easter Seal Teleparade of Stars* program on CBS-TV from Hollywood, presented Crippled Children's "Oscars" from National Society for Crippled Children & Adults.

KWTV (TV) Oklahoma City presented annual service award of Oklahoma Television & Radio Service Assn. in appreciation of service rendered to industry and public during 1954.

WJAG Norfolk, Neb., presented plaque from Veterans of Foreign Wars for community service.

Jim Pansullo, disc m.c., WVDA Boston, and formerly with WNEB Worcester, presented certificate of appreciation in recognition of public service broadcasting efforts while at latter station from City of Worcester, Muscular Dystrophy Assn., Venerini Guild, Italian-American World War Vets, American Legion Auxiliary Post 201 and Our Lady of Mount Carmel Youth Center.

Joseph M. Boland, sports director, WSBT-AM-TV South Bend, Ind., and sportscaster, Irish Football Network, named among 1955 winners of Brotherhood Awards of South Bend-Mishawaka Roundtable, National Conference of Christians & Jews.

WCCO-TV Minneapolis-St. Paul presented award of merit from Minnesota development committee, Minneapolis Junior Chamber of Commerce for making substantial contribution to welfare of state and its industries through its program, *Minnesota, U.S.A.,* presented in cooperation with Jaycees, and its promotion with Jaycees of "Made in Minnesota" trademark.

Betty Darling Gwyer, media and production director, Henry J. Kaufman & Assoc., Washington, named Washington's "Advertising Woman of the Year" by Woman's Adv. Club of Washington.

GATES
Your One Source
For All Broadcasting Equipment
THESE OFFICES TO SERVE YOU

Quincy, Illinois	123 Hampshire Street	Baldwin 2-8202
New York City	51 East 42nd Street	Murray Hill 7-7971
Washington, D. C.	13th & E Streets, N. W.	Metropolitan 8-0522
Houston, Texas	2700 Polk Avenue	Atwood 8536
Los Angeles, Calif.	7501 Sunset Blvd.	Hollywood 2-6351
Atlanta, Georgia	1133 Spring St., N. W.	Elgin 0369
New York, International Div.	13 East 40th Street	Murray Hill 9-0200
Montreal, Quebec, Canada	Canadian Marconi Co.	Regent 8-9441

ACA Meet Features Radio-Tv Sessions

RADIO AND TELEVISION will be featured on half-day sessions at the 30th annual meeting of the Assn. of Canadian Advertisers at the Royal York Hotel, Toronto, May 3-6. The afternoon of the opening day is devoted to radio, starting with the luncheon address by E. Finlay MacDonald, CJCH Halifax, and immediate past president of the Canadian Assn. of Radio & Television Broadcasters, whose subject, "The Thin Partition," will introduce radio broadcasting.

The afternoon session will be devoted to a three act play, "Crisis in Studio A," in which the CARTB sales division will bring out a vast barrage of sales material.

Thursday afternoon, May 5, Barry Wood, in charge of color tv for NBC New York, will be luncheon speaker on color television, which has not yet come to Canada. The afternoon session, under chairmanship of Jim Potts, advertising director of the Pepsodent Div. of Lever Bros. Ltd., Toronto, will consist of two panel groups of U. S. and Canadian tv executives. One panel will deal with "How to Produce a Good Tv Commercial" and the second will deal with "Your Tv Problems—Mr. Sponsor." There will be question and answer periods after each panel, and a film will be shown after the first panel on color tv production.

Raytheon Radio-Tv Operations Expand to Canadian Market

RAYTHEON MFG. Co.'s complete radio-tv line, including color television sets and transistor radios, will be made available to the Canadian market under a manufacturers' agreement with Dominion Electrohome Industries Ltd., Kitchener, Ont., negotiated six months ago, Raytheon has announced.

Electrohome is making Raytheon-designed tv-radio products under the latter's name and its own Electrohome brand name, according to Henry F. Argento, vice president and general manager of Raytheon's tv-radio operation. The agreement has proved very "satisfactory" thus far, Mr. Argento said, noting the low percentage of saturation in the Canadian tv market of 1.2 million video receivers.

Raytheon has similar licensing agreements with firms in France, Italy, Germany, England, Japan and other countries.

Sweeney Briefs Canadians On Radio Changes in U. S.

REPORT on recent changes in U. S. radio which could possibly be duplicated in Canada was given last Tuesday by Kevin Sweeney, president of Radio Advertising Bureau, New York, when he addressed a luncheon meeting of the Advertising & Sales Club of Toronto. Because of the changed pattern, Mr. Sweeney pointed out new techniques must be adopted to make the most of the use of radio time for an advertiser.

"Some big national advertising agencies who feel they 'wrote the book' in the dear dead days haven't adapted themselves to the two new principles of mass and selectivity and as a result they aren't doing a good job for their clients in radio," the RAB executive charged. He told his audience that while "too many national advertisers are clinging to techniques of the 1940s, the local advertisers are learning how to use radio as it should be used for maximum results in 1955."

In the U. S., Mr. Sweeney said, more people are listening to radio than ever before and by the end of 1955 he predicted they will add 10 million new places to listen to the 111 million places that now exist.

Mr. Sweeney also drew a parallel between newspapers' advertising history of 20 years ago and that of radio. "Like newspapers, national advertisers were disproportionately important to radio at one time . . . now the retailer is our biggest customer," Mr. Sweeney said, and pointed out that the retailer had learned "realistic techniques" of using radio. "National advertisers will soon learn these techniques too," he said.

Australian Commission Grants Four Tv Licenses

AUSTRALIAN Television Commission has granted four licenses for commercial tv stations. Licensees in Sydney are the *Consolidated Press* and the MacQuarrie network and in Melbourne, the *Melbourne Herald* and *The Argus*.

Charles Michelson, president of Charles Michelson Productions, New York, U. S. agent for *Consolidated Press*, told B•T that some 900 applications had been filed with the government. He said that licensees hope to be on the air in six to eight months.

World Trade Fair in Germany Features U. S. Tv Equipment

DEMONSTRATIONS of American advancement in television equipment, particularly in educational and industrial closed circuit lines, are being featured at the World's Trade Fair, which got underway April 24 in Hannover, Germany. The American tv exhibits were arranged by the U. S. Foreign Commerce Dept. Under an agreement negotiated with the U. S. Navy Special Devices Center, Port Washington, New York, Television Utilities Corp. of New Hyde Park, New York ("Private Eye" monitors), have shipped 27-in. units, including color tv equipment, for exhibition at the fair, the company has announced. Over 250 stations throughout the U. S., Canada, Alaska, Honolulu and South America, as well as numerous Army and Navy closed-circuit installations, are now using "Private Eye" monitors, according to Tv Utilities Corp.

INTERNATIONAL SHORTS

Sears, Roebuck de Venezuela CA signs for sponsorship of Spanish-language version of *Winky Dink & You* (Sat.-Sun., CBS-TV) on YVLV-TV Caracas, Venezuela (Mon.-Thurs., 6-6:30 p.m.)

Lewis-Howe Co. (Tums), Windsor, Ont., has appointed J. Walter Thompson Co., Toronto, to handle advertising in Canada.

Sponsor Film Services Corp. Ltd., Toronto, has distributed 20-page illustrated booklet on tv film services, which firm handles, to all Canadian agencies, tv clients and film producers.

CKSO-TV Sudbury making extensive alterations to studios, adding second story to building and two-story addition, 70 x 21 ft., with soundproof control rooms.

CHSJ-TV St. John, N. B., ch. 4, has issued its third rate card, effective July 1, with class A time starting at $250 for one hour and one minute spot announcements at $55.

Bennett & Northrop (adv.), Boston, has opened Canadian office at Halifax, N. S., with G. P. Backman, Halifax department store advertising executive, as manager.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

Quad-City Employment is Up and Steady!

Employment at the large farm implement plants and at some 300 other factories is keeping pace with increased production schedules. Forecasts of a busy prosperous 1955 in the Quad-Cities have materialized into an active buying market.

•

The Quad-Cities offer you a good marketing opportunity. WHBF is "The Quad-Cities' Favorite".

•

CBS FOR THE



Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

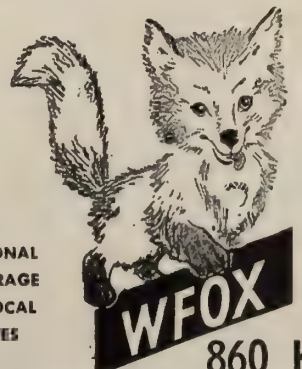
WEVD 117-119 West 46th St.,

New York 19



" . . and see that your radio stays tuned to Bob Johnson's Early Birds on KRIZ Phoenix!"

THE SMART BUY IN MILWAUKEE



REGIONAL COVERAGE AT LOCAL RATES

860 KC

Adam J. Young Jr., Inc., Nat'l Reps.

Educ. Uhf Wants to Be Non-Commercial-Commercial

WKAR-TV East Lansing is teamed with a commercial station in applying for a vhf channel at Onondaga-Parma.

TO paraphrase a well known saying: If you can't be successfully non-commercial, you might as well be successfully non-commercial-commercial.

That seemed to be what Dr. J. A. Hannah, president of Michigan State College, East Lansing, Mich., and former War Manpower Administrator, had in mind when he discussed his college's new approach to educational tv at a news conference in Washington.

Michigan State has been operating WKAR-TV East Lansing, on ch. 60, since January 1954. WKAR-TV, radiating 214 kw from a 1,029-ft. tower, cost $600,000 to build and about $280,000 a year to operate. Less than 14% of the tv owners in the Lansing coverage area have converted, and only 30% in the metropolitan district proper have converted, he said. WKAR-TV has had, Dr. Hannah pointed out, the same problem that has plagued other uhf stations, commercial or non-commercial: few viewers.

Last year, the FCC allocated ch. 10 to the Onondaga-Parma area. Michigan State joined forces with Television Corp. of Michigan to apply for a share-time arrangement on that vhf channel. Television Corp. of Michigan is 40% owned by WILS Lansing. The non-commercial-commercial applicant is in a hearing with three competitors: WIBM Jackson, WKHM Jackson and Triad Tv Corp., comprised of local businessmen. The hearing began last September.

It is the share-time arrangement with the avowed commercial Tv Corp. of Michigan that has given Dr. Hannah new hope.

Hours For MSC

Under the terms of the agreement between the state institution and the commercial, WILS-controlled applicant, Michigan State will receive 38.5 hours weekly out of a total of 104.5 hours weekly that will be transmitted on ch. 10, if they succeed in winning the grant.

In addition, Michigan State will receive 20% of the profits before taxes of the commercial station as payment for the use of its present transmitting facilities at Okemos, Mich. Both entities will share a studio at the transmitter site, but each will have its own studios—Michigan State at East Lansing and Tv. Corp. of Michigan at Jackson.

The contract between the two share-time applicants specifies certain times in the mornings, afternoons and evenings which are for Michigan State. These will permit the college to reach in-school students, farm men, farm women and farm families at the most propitious times, Dr. Hannah emphasized.

The program proposed for ch. 10 specifies 26.15% educational, 20% talk and heavy percentages for news and discussion.

Should the two share-time applicants be successful in their quest for ch. 10, Michigan State would surrender its permit for the present ch. 60 WAKR-TV, Dr. Hannah said. The Onondaga-Parma site is only 10 miles from Lansing-East Lansing, he pointed out.

If they are unsuccessful, Dr. Hannah said, the future of ch. 60 WKAR-TV is dubious.

Dr. Hannah expressed himself as highly impressed with this joint effort as one means of taking educational tv stations, particularly those on uhf, off the hook.

It permits the educational station to devote itself completely and solely to educational programs, without the requirement of spending extra money to maintain a day-long program structure, he said. That will mean a saving to WKAR-TV, he emphasized. The profit participation is just that much more saving to the taxpayers, he said.

"This seems to me to be the realistic way for educational television to be utilized," he said.

Dr. Hannah declared that WKAR-TV would not be troubled with lack of viewers if it were on a vhf channel. However, he added in response to a question, the joint non-commercial-commercial venture seems a better arrangement than a complete non-commercial, educational operation.

A minimum of well-planned, well-produced programs are always better than a maximum of under-planned, ill-produced programs, he said.

Hungerford to Head N. Y. Educational Tv Group

E. ARTHUR HUNGERFORD Jr., formerly with General Precision Lab, will head up a group that is working for construction of an educational tv station in New York City.

Mr. Hungerford will serve as executive director of the Metropolitan Educational Television Assn., according to Dr. David D. Henry, executive vice chancellor of New York U., and board chairman of the association. In his new post, Mr. Hungerford, who for eight months in 1953 was a consultant to the Joint Committee on Educational Television, Washington, D. C., will handle administration, staff work and "development activities" as connected with the educational tv project.

Gores Set Up Scholarship

A SCHOLARSHIP carrying a $1,000-a-year stipend for four years has been established at the U. of Wichita by Ralph and Theodore Gore, stockholders in KAKE-TV Wichita. The scholarship has been created as a memorial to their father, the late Harry Gore. This is the second educational award established by the Gore brothers. An earlier one, worth $700 a year for four years, was awarded in 1952. The winner of this scholarship, now a senior, has had her stipend increased to $1,000 for the final year.

EDUCATION SHORTS

U. of Kentucky, radio arts dept., Lexington, has released report of survey conducted by school "to determine what every student of radio should know." Survey shows what Kentucky stations believe students should follow in courses of training, listing subjects in relative importance.

EDUCATION PEOPLE

William H. Kroll, associate, motion picture dept., Indiana U. audio-visual center, Bloomington, Ind., named film supervisor, I. U. radio-tv service.

Kenneth Harwood, chairman, telecommunications dept., U. of Southern Calif., elected regional director, Assn. for Education by Radio-Television, for two-year term beginning May 1.

Lawrence Wisser, vice president and copy executive, Storm & Klein Inc., N. Y., is conducting series of four-hour advertising copy clinics, copy workshop, College of City of New York.

Dr. I. Keith Tyler, director, Institute for Education by Radio-Television, Ohio State U., Columbus, and **Bishop Fulton J. Sheen** elected honorary members, Alpha Epsilon Rho, national honorary radio-tv fraternity.

WPRO-TV INFORMAL REPORT

"AN INFORMAL REPORT" about WPRO-TV Providence, R. I., has been released by the station. The booklet describes how the station announced its telecasting debut (March 27) in the press, tells how newspapers reported on its commencement of operation and lists samples of telegrams and letters from the public and dignitaries heralding and congratulating the start of its service.

WOWO ENTERTAINS WOMEN

WOWO Fort Wayne, Ind., last Saturday (April 30) played host to nearly 3,000 women from Indiana, Ohio and Michigan in its first Tri-State Recognition Day. The women represented more than 15,000 active members of home demonstration clubs set up in cooperation with county home demonstration agents and extension services of state universities in the three states. Jane Weston, WOWO home service director, was mistress of ceremonies of the event, held in Fort Wayne's Embassy Theatre. Each county home demonstration agent and the president of her county club were honored during the show, a half-hour segment of which was broadcast on WOWO. Station musical talent entertained. County demonstration agents have a weekly program on WOWO and Miss Weston works with them closely, making regular appearances on their own county and state programs.

HOLE-IN-ONE AWARDS

TROPHIES with name, date and location inscribed are being presented this season by WSRS Cleveland to golfers who score a hole-in-one. To win, a golfer must have the club pro of a course confirm the names of other golfers in his group, attesting that he performed the feat. Upon receipt of the information from the club pro in writing, WSRS will arrange a broadcast from the first tee of that club at a mutually convenient time for the congratulations and presentation of the trophy.

'MAN ON THE PHONE'

WCAP Lowell, Mass., is airing *Man on the Phone,* a five-nightly program featuring Duke Savitt broadcasting a recording of a daily telephone call made to well-known personalities throughout the country. The program delivers a top celebrity five nights a week without the cost of talent fees, according to Mr. Savitt. *Man on the Phone* has interviewed such persons as Rocky Marciano, James Cagney, Ed Sullivan, Toots Shor, Sunny Gale and Harry S. Truman.

20 'Happy' Years

HAPPY WILSON's 20th year with WAPI Birmingham, Ala., was marked by a two-hour broadcast in which 3,000 people crowded into the Agricultural Building of the Alabama State Fairgrounds to see and hear the country-style musician perform.

Mr. Wilson was presented with a silver tray by the station in recognition of his long service.

The show climaxed a "Happy Days" promotion in which many of Mr. Wilson's sponsors featured "Happy Days" specials on their products.

KING-TV AND BOY SCOUTS

WHEN 10,000 Boy Scouts started out to sell tickets for the 1955 Scout Circus in Seattle, they got a royal sendoff from KING-TV there, according to E. A. Ruthford, vice president of the San Juan Fishing & Packing Co. and volunteer chairman of the Scout Circus committee. Virtually every radio and television station in the Seattle area cooperated, Mr. Ruthford reported, but the KING-TV staff arranged "exceptional" promotion coverage. Locally-originated programs of the station featured scouts selling circus tickets on the air.

WHEN PEOPLE LISTEN

TO SUPPLY advertisers and agencies with accurate data as to when people listen to radio, CKOX Woodstock, Ont., made a survey showing how many men and women start and stop work at various times of the day. The survey also showed the time spent by the average worker going to and coming from work and gave the hours of work of retail establishments for every day of the week.

DISC M.C.-TRAFFIC SHOW

SUCCESSFUL radio disc m.c. program conducted by a Florida state trooper is being aired over WPCF Panama City, Fla., and six other stations. Trooper Randall Robinson combines reminders to motorists about driving hazards and safety messages with popular music. The program recently has been expanded to take in a number of drive-in theatres, utilizing intermission time. Trooper Robinson originally aired an hour program live over WPCF, but his broadcast schedule became so extensive that he presently records his show.

'GUESS THE RUNS'

WLOW Norfolk, Va., celebrated National Baseball Week with a "Guess the Runs Contest" for listeners to MBS' *Game of the Day* program carried on the station. The contest, which brought in over 1,000 entries, asked listeners to guess the total runs scored in 10 major league exhibition games in one day. The winner was awarded two reserved seats for the opening day game between the Washinton Nationals and the Baltimore Orioles and roundtrip airplane tickets to Washington where the game was played.

WRSW ADDS NEWSCAST

TO PROVIDE better coverage of the local news scene, WRSW-AM-FM Warsaw, Ind., has added a new Monday-through-Friday 15-minute newscast to its program schedule. The station now carries 71 news shows per week. WRSW-AM-FM also now is carrying institutional-type newspaper ads announcing all 71 newscasts are completely sold out, along with a mention of the 16 sponsors who are purchasing the time.

EASTER CONTEST

DICK DOTY of WHAM Rochester, N. Y., conducted a "Why I Want to Spend Easter Weekend in New York" contest and the winner was Winifred Shores of Le Roy, N. Y. Miss Shores' winning entry told of her desire to take her mother back to the scene of her honeymoon 50 years ago and of her mother's experiences in nursing a community back to health after a bout with typhoid. The contest winners were taken on a whirlwind tour of New York, including a stay at the Manger-Vanderbilt Hotel, tickets to Steve Allen's NBC-TV *Tonight* show and tickets to the play "Pajama Game," among other activities.

New low monthly payments
purchase your own
Transcription Library
more than 5,000 most desired music selections plus approximately 400 sparkling jingles and commercial aids. All new high quality lateral pressings

TV Stations:
ask about STANDARD'S New TV Library-Package . . . including mood music, production aids and sound effects.

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET NEW YORK 22, N. Y.
EL 5-0405
All Inquiries Confidential

WORLD FAMOUS
S-5
synchronous magnetic film recorder for motion pictures and television
STANCIL-HOFFMAN
921 N. Highland Hollywood 38, Calif.
send for particulars

'BUY IN BUTLER'

WISR Butler, Pa., conducted a successful "Buy in Butler" campaign to promote shopping in the downtown section of the city. The business "blues" attitude in the downtown section prompted the station to run a heavy series of "Buy in Butler" announcements stressing the advantages and facilities of the area and at its own expense printed "Buy in Butler" streamers and placed posters on telephone poles around the outskirts of the city, among other promotional gimmicks. WISR also conducted a local news program from the window of a downtown department store. Staff members personally contacted businessmen explaining the pitch. The project, WISR reports, so dramatized the station's facilities that accounts never before using radio were subsequently attracted.

MISS KOSI OF 1955

TO BRING attention to its impending increase in power to 5 kw, non-directional, KOSI Aurora-Denver, Colo., staged a contest to select the most beautiful girl in the area as Miss KOSI of 1955. The response was overwhelming, according to the station, with Esther Zgut of Brighton, Colo., finally chosen. Miss Zgut received a complete spring outfit and the U. S. Navy Recruiting Service, which aided in the judging, drove her around to 10 towns in the surrounding area to present the mayors of each tickets to the opening game of the Denver Bears, a new Triple A baseball team. KOSI's increased power will make the station the only 5 kw, non-directional daytime independent in the Denver area, KOSI reports. Target date is June 1.

WJAN REMOTE BROADCASTS

WJAN Spartanburg, S. C., broadcast four hours consecutively each evening from the 1955 Better Living Show at the Spartanburg War Memorial Auditorium. An estimated 50,000 persons saw the show and WJAN's booth was praised by officials and the public as one of the most interesting features of the event, according to the station. Quartets, piano-organ teams and disc jockeys aired most of the programs from the show, although regular news and sportscasts also were broadcast.

MOON AND SPACE

TO TIE in with a movie, "Conquest of Space," playing at the Paramount Theatre in Portland, Ore., KEX there had a "Conquest of Space Do-It-Yourself" kit prepared, advertising the movie as well as disc m.c. "Moon" Mullins of the station. The kit actually was a folder containing a free ticket to the moon and a deed to an acre of "lunar land." Thousands requested the promotion, KEX reports.

'CREATIVE COOKERY'

WBKB (TV) Chicago has distributed a new four-page promotion piece dealing with its daily *Creative Cookery* program. The promotion describes the show as "television's most remarkable cooking program" and cites various claims for Chef Francois Pope and his two sons, Frank Jr. and Bob, who conduct it. Among the points stressed is that the program has been aired over 1,000 hours since it went on tv about for years ago.

WGN-AM-TV Probes Without Pulling Punches

PUBLIC service programming can be a potent force for good, particularly when it is used as an instrument of exposing evil.

Some weeks ago, amid widespread reports of wholesale gambling activities in certain areas of Cook County, WGN-AM-TV Chicago set out to determine whether the local crime syndicate was operating unchecked. The *Chicago Tribune* stations sent newsroom investigators into the field.

The result is a provocative, no punches-pulled series of on-the-spot reports dealing with gambling, crime and vice, particularly in unincorporated areas of the county.

The series was terminated "temporarily" April 22 but may be resumed at any time, according to Spencer Allen, news director of WGN-AM-TV. Last week, in a corollary development, Cooke County Sheriff Joseph Lohman bought time on WBKB (TV) and WBBM for his own series on the gambling situation, reportedly starting next week.

Inspiration for the crusade was a claim by Sheriff Lohman that there is less gambling there today than in a generation. Sheriff Lohman, a professor of sociology and criminology at the U. of Chicago and former head of the pardon-parole board for the state of Illinois, campaigned last fall on the promise to eliminate gambling.

Feeling that Sheriff Lohman was perhaps too publicity-conscious about such activities as destroying slot machines, organizing crime-fighting committees and lecturing to elected officials, the *Tribune* outlets went into action. They reportedly found many an occasion for sin—and called in cameramen.

Thus, for the past month televiewers and radio listeners have been regaled with a series *(Lessons to Lohman)* naming places, dates and telephone numbers. The documented reports are shown twice daily on WGN-TV and aired as bulletins on WGN newscasts. Viewers have been shocked and fascinated as motion picture and still cameras have nosed into handbooks, saloons and other dens of iniquity. Viewers and listeners have been receiving a steady diet of detailed reports on where the illegal operations are, who operates them, what goes on in them and what the profits are.

A side development of the series, according to WGN Inc., is the documentation of the sheriff's own police, some of whom, it charges, frequent the places.

Frank Schreiber, manager of WGN Inc., feels the campaign is unique in the annals of radio and television history. Another result has been several tips from the public on other gambling in the county.

This is the second public service venture of recent vintage at WGN-TV in connection with a controversial issue. Last year the station programmed *Spotlight on Chicago,* exposing some unsavory aspects of the local political and crime situation.

KTLA (TV) 'FIRST'

FIRST west coast indoor color remote was telecast by KTLA (TV) Hollywood April 22, when the station presented the annual *Las Floristas Headdress Ball* from the Ambassador Hotel, Los Angeles. Previous west coast color emanations have been telecast either from studios or from outdoor locations, Klaus Landsberg, station vice president and general manager, claimed. KTLA technicians were required to set up a complete lighting system at the hotel for the 1½-hour program during the week preceeding the telecast. The program, jointly sponsored by Apple Valley Building & Development Co. and Motorola Tv, was the station's third major color telecast within the last five months, KTLA spokesmen said.

C&W BROCHURE

THE MARCH issue of *Current Production,* publication on the activities of Cunningham & Walsh, reviews the agency's 25-year history in broadcast advertising. In September 1929 C&W put *Comic Strip of the Air* on radio for Graybar Electric Co. In the spring of 1944 the agency put on experimental tv shows for four clients. A gallery of stars, from Ruth Etting to Dennis James, that C&W put on the air is contained in the brochure, as well as a map showing locations over the country where the agency places non-network radio-tv programs. Other subjects covered: making the program fit the problem by tailoring radio-tv to the client's selling needs, and Videotown, C&W's tv yardstick, New Brunswick, N. J.

VIGORO PROMOTION

WITH a note of irony beneath the whimsy, CBS Radio Hollywood public relations department presented the local trade press and radio-tv columnists small sacks of Vigoro fertilizer. The attached letter observes, "We hope this will help your plants . . . and make you think of ours."

THE LATEST WCKY STORY

What in Radio Can You Buy for 6¢?

Here's What!
1,000 Listening Homes
Here's Where!
823,500 Homes in 10 Southern States*
Here's How!
WCKY Open 1 minute rate $50.00
823 | 50.00 | .06.

* WCKY Audience, according to Nielsen Coverage Service.

L.B. Wilson Inc. WCKY CINCINNATI

Where in Radio Can You Buy More for 6¢?

Station Authorizations, Applications

(As Compiled by B • T)

April 21 through April 27

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations

As of March 31, 1955 *

	AM	FM	TV
Licensed (all on air)	2,698	523	133
CPs on air	5	15	†318
CPs not on air	103	10	122
Total on air	2,703	538	451
Total authorized	2,806	548	573
Applications in hearing	127	3	180
New station requests	194	6	20
New station bids in hearing	69	0	127
Facilities change requests	140	5	43
Total applications pending	728	50	192
Licenses deleted in March	0	4	0
CPs deleted in March	1	2	10

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary through April 27

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,710	2,702	117	205	67
Fm	538	523	38	3	0

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	279	320	601[1]
Noncom. Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	310	106	416
Noncom. Educ. on Air	9	3	12

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	962	337	742	538	1,281[2]
Noncom. Educ.	57		29	28	57[3]
Total	1,018	337	771	566	1,338[4]

[2] **One hundred-forty CPS (29 vhf, 111 uhf) have been deleted.**

[2] **One applicant did not specify channel.**

[3] **Includes 35 already granted.**

[4] **Includes 634 already granted.**

ACTIONS OF FCC

New Tv Stations . . .

APPLICATIONS

Wailuku, Maui, Hawaii—Maui Pub. Co. (KMVI), vhf ch. 12 (204-210 mc); ERP 30 kw visual, 15 kw aural; antenna height above average terrain 5,910 ft., above ground 100 ft. Estimated construction cost $80,000, first year operating cost $42,000, revenue $45,000. Post office address Box 374, Wailuku, Maui. Studio and transmitter location Mt. Haleakala. Geographic coordinates 20° 42′ 43″ N. Lat., 156″ 15′ 26° W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Lawrence Trombley, Honolulu. Principles include Pres. **J. Walter Cameron (41.7%); Maui Pineapple Co.** (41.2%), and **Kahului Railroad Co.** (8.4%). Filed April 22.

Caguas, P. R.—American Colonial Bcstg. Corp. (WKVM San Juan), vhf ch. 11 (198-204 mc); ERP 2.67 kw visual, 1.34 kw aural; antenna height above average terrain 1,177 ft., above ground 237 ft. Estimated construction cost $35,809, first year operating cost $60,000, revenue $100,000. Post office address % WKVM, Box 4189 San Juan. Studio and transmitter location on top of Cerro Marquessa Mt., near Caguas. Geographic coordinates 18° 16′ 54″ N. Lat., 66° 06′ 46″ W. Long. Transmitter Gates, antenna RCA. Legal counsel Frank Stollenwerck, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include Pres. **Ralph Perez Perry** (99.5%); Sec. **Zaida R. De Perez Perry** (0.2%), and Treas. **Rafael R. Mercado** (0.2%). Filed April 22.

Existing Tv Stations . . .

ACTIONS BY FCC

WOOK-TV Washington, D. C.—United Bcstg. Co. granted mod. of CP to change from ch. 50 to ch. 14; change ERP to 275 kw visual, 162 kw aural; antenna height above average terrain 330 ft. Granted April 22; announced April 25.

KLIX-TV Twin Falls, Idaho—Southern Idaho Bcstg. & Telecasting Co. granted STA to operate commercially on ch. 11 for the period ending July 15. Granted April 19; announced April 25.

KLEW-TV Lewiston, Idaho—Lewiston Tv Co. granted mod. of CP for ch. 3 to change ERP to 14.8 kw visual, 7.41 kw aural; change studio and transmitter location to U. S. Hwy 95,195, 2.5 miles N. of Lewiston; antenna height above average terrain 1,010 ft. Granted April 20; announced April 25.

WAFB-TV Baton Rouge, La.—Modern Bcstg. Co. of Baton Rouge granted mod. of CP for ch. 28 to change ERP to 105 kw visual and 56.2 kw aural. Granted April 20; announced April 25.

KTVI (TV) St. Louis, Mo.—Signal Hill Telecasting Corp. granted mod. of CP for ch. 36 to change ERP to 417 kw visual, 209 kw aural; antenna height above average terrain 590 ft. Granted April 20; announced April 25.

KSTF (TV) Scottsbluff, Neb.—Frontier Bcstg. Co. granted STA to operate commercially on ch. 10 for the period ending May 20. Granted April 20; announced April 25.

KDUB-TV Lubbock, Tex.—Texas Telecasting Inc. granted mod. of CP for ch. 13 to change ERP to 316 kw visual and 158 kw aural. Granted April 20; announced April 25.

KTRE-TV Lufkin, Tex.—Forest Capital Bcstg. Co. granted mod. of CP for ch. 9 to change ERP to 25.1 kw visual and 12.6 kw aural. Granted April 19; announced April 25.

APPLICATIONS

WTOK-TV Meridian, Miss.—Southern Tv Corp. seeks mod. of CP for ch. 11 to change ERP to 316 kw visual, 162.5 kw aural; specify studio location as Southern Bldg.; antenna height above average terrain 562 ft. Filed April 21.

KFJZ-TV Ft. Worth, Tex.—Texas State Network Inc. seeks mod. of CP for ch. 11 to change studio location to 4801 West Freeway, Ft. Worth. Filed April 22.

STATIONS DELETED

KWIK-TV Pocatello, Idoha—Eastern Idaho Bcstg. & Tv Co. FCC deleted tv station on ch. 6 at request of attorney. Deleted April 26.

WTVI (TV) Belleville, Ill.—Signal Hill Telecasting Corp. granted cancellation of CP for ch. 54 and deletion of call letters. (Signal Hill now operates ch. 36 KTVI [TV] St. Louis). Deleted April 20; announced April 25.

WMIN-TV St. Paul, Minn.—WMIN Bcstg. Co. FCC deleted share time tv station on ch. 11 at request of station. Deleted April 21.

KOPR-TV Butte, Mont.—Copper Bcstg. Co. FCC deleted tv station on ch. 4 for lack of prosecution. Deleted April 26.

CALL LETTERS ASSIGNED

KCRA-TV Sacramento—KCRA Inc., ch. 3.

KNTV (TV) San Jose, Calif.—Standard Radio & Tv Co., ch. 11. Changed from KQXI (TV).

KDLO-TV Florence, S. D.—The Hills Broadcasting Co., ch. 3.

Telestatus Now Monthly

EFFECTIVE with this issue TELESTATUS becomes a once-a-month feature, appearing the first Monday of every month (see page 67). Questionnaires will be mailed to stations the second week of the month. To guarantee an up-to-date listing for every station, it is urged that the questionnaires be returned promptly, completely and accurately.

New Am Stations . . .

ACTIONS BY FCC

Valdosta, Ga.—J. E. Massey Sr., J. E. Massey Jr., L. C. McCall and Betty J. McCall d/b as Lowndes County Bcstrs., granted 1150 kc, 1 kw daytime. Post office address % L. C. McCall, P. O. Box 86, Palatka, Fla. Estimated construction cost $16,100, first year operating cost $36,000, revenue $42,000. Principals in general partnership include **J. E. Massey Sr.** (40%); **J. E. Massey Jr.** (40%); **L. C. McCall** (10%), and **Betty J. McCall** (10%). Messrs. Massey Sr. and McCall are equal owners of WWPF Palatka, Fla. Granted April 27.

Billings, Mont.—D. Gene Williams & Delbert Bertholf, co-partners, granted 910 kc, 1 kw daytime. Post office address Realty Building, Spokane. Estimated construction cost $29,475, first year operating cost $45,000, revenue $60,000. Principals include **D. Gene Williams** (50%), 51% owner KSPO Spokane, and 25% owner KUTI Yakima, and **Delbert Bertholf** (50%), 49% owner KSPO and 25% owner KUTI. Granted April 27.

Missoula, Mont.—Montana Bcstg. Co. granted 1340 kc 250 w unlimited. Post office address % William J. Strothman, P. O. Box 1202, Missoula. Estimated construction cost $9,442, first year operating cost $50,300, revenue $58,200. Principals include Pres. **Marion E. Dixon** (25.7%), real estate and insurance; Vice Pres. **William J. Strothman** (25.7%), employe at KXLL Missoula, and 10 other stockholders comprising local businessmen. Granted April 27.

APPLICATIONS

Torrance, Calif.—Charles R. Bramlett, 1190 kc, 250 w daytime, directional day and night. Post office address % The Food Bank, 970 E. Baseline, San Bernardino, Calif. Estimated construction cost $17,000, first year operating cost $60,000, revenue $72,000. Mr. Bramlett is owner of The Food Market, retail food and general merchandise. Filed April 26.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

Brunswick, Me.—Westminster Bcstg. Co., 730 kc, 250 w daytime. Post office address % Roger H. Strawbridge, Box 179, Brunswick. Estimated construction cost $18,410, first year operating cost $32,000, revenue $45,000. Principals include Pres. **Roger H. Strawbridge** (22.5%), department store salesman; Treas. **Glenn H. Hilmer** (50%); Sec. **Irene Strawbridge** (2.5%), and **Clifford Kemberling** (25%). Filed April 19.

Magee, Miss.—F. W. Mitchell tr/as Mitchell Bcstg. Co., 1470 kc, 1 kw daytime. Post office address Box 4363. Fondren Station, Jackson, Miss. First year operating cost $20,000, revenue $35,000. Mr. Mitchell is 75% owner of Jackson Creosoted Materials Inc. Filed April 25.

Golden Meadow, La.—Leo Joseph Theriot, 1600 kc, 500 w daytime. Post office address Box 368, Golden Meadow, La. Estimated construction cost $19,528, first year operating cost $36,000, revenue $50,400. Mr. Theriot deals in general insurance. Filed April 26.

Fishkill, N. Y.—Samuel Babbit, Saul Dresner, Leonard Wechsler, Alfred Dresner, & Robert Gessner d/b as West Shore Bcstg. Co., 1300 kc, 500 w daytime. Post office address % Alfred Dresner, 66 Court St., Brooklyn, N. Y. Estimated construction cost $17,131, first year operating cost $26,855, revenue $36,000. Principals include **Samuel Babbit** (35%), manufacturer of sample card printing and promotion works; **Saul Dresner** (20%), director M. C. Schwerin Research Corp., program commercial testing; **Alfred Dresner** (20%), attorney; **Leonard Wechsler** (Bob Leonard) (20%), announcer WRIT Milwaukee, Wis., and **Robert Gessner** (5%), chief engineer WVOS Liberty, N. Y. Filed April 19.

Erwin, Tenn.—Max M. Blakemore tr/as Unicoi Bcstg. Co., 1430 kc, 1 kw daytime. Post office address Box 218, Richlands, Va. Estimated construction cost $15,000, first year operating cost $24,000, revenue $30,000. Mr. Blakemore is manager-16.2% stockholder WROC Richlands, Va., and 50% partner Cherokee Bcstg. Co., applicant for new am station at Murphy, N. C. Filed April 20.

Pasco, Wash.—William R. Taft, 860 kc, 250 w daytime. Post office address Box 916, Everett, Wash. Estimated construction cost $19,000, first year operating cost $55,000, revenue $65,000. Mr. Taft is owner of KRKO Everett, Wash. Filed April 26.

Existing Am Stations . . .

ACTIONS BY FCC

KMYC Marysville, Calif.—Marysville-Yuba City Bcstrs. Inc. granted CP to change daytime pattern on 1410 kc 1 kw unlimited, directional. Granted April 27.

WPRC Lincoln, Ill.—Prairie Radio Corp. granted permission to sign off at 6 p.m. CST, from April through Sept. 25. Granted April 21; announced April 25.

KTUL Tulsa, Okla.—Tulsa Bcstg. Co. granted mod. of license to change main studio location to Lookout Mt., Red Fork Station, Tulsa. Granted April 21; announced April 25.

KNEL Brady, Tex.—Ruth Burns granted permission to sign off at 7 p.m. Monday through Saturday from May 1 to Nov. 1. Granted April 21; announced April 25.

KTRH Houston, Tex.—KTRH Bcstg. Co. granted CP to change from DA-1 to DA-2 operating on 740 kc 50 kw unlimited. Granted April 27.

APPLICATIONS

WJAM Marion, Ala.—Neely & Neely seek CP to change from 1 kw to 5 kw on 1310 kc. Filed April 25.

KGLN Glenwood Springs, Colo.—KGLN Inc. seeks CP to change from 1340 kc 250 w fulltime to 980 kc 1 kw daytime. Filed April 20.

WTMC Ocala, Fla.—Ocala Bcstg. Co. seeks CP to change from 1 kw to 5 kw on 1290 kc. Filed April 21.

WARE Ware, Mass.—Central Bcstg. Corp. seeks CP to change from daytime to unlimited, directional night, using 1 kw on 1250 kc. Filed April 25.

WJBK Detroit, Mich.—Storer Bcstg. Co. seeks mod. of CP to change from 5 kw night and 10 kw day to 1 kw night, 10 kw day, directional day and night on 1500 kc. Filed April 22.

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c/o LOCAL POSTMASTER

New Fm Stations . . .

ACTIONS BY FCC

South Bend, Ind.—Commercial Sound & Hi-Fidelity granted new class B fm station on ch. 267 (101.3 mc); ERP 8.6 kw; antenna height above average terrain 74 ft. Granted April 27.

Dallas, Tex.—Buckner Orphans Home granted new noncommercial educational fm station on ch. 201 (88.1 mc); ERP 10 w. Granted April 27.

Existing Fm Stations . . .

ACTIONS BY FCC

WSGN-FM Birmingham, Ala.—Jemison Bcstg. Co. granted STA for waiver of rules to permit station to remain silent for 90 days. Granted April 19; announced April 25.

WTMA-FM Charleston, S. C.—Atlantic Coast Bcstg. Corp. of Charleston granted CP to change ERP from 15 kw to 10 kw. Granted April 19; announced April 25.

Ownership Changes . . .

ACTIONS BY FCC

KCOY Santa Maria, Calif.—News-Press Pub. Co. granted voluntary assignment to Arenze Bcstrs. for $34,000. Principals include Pres. **James H. Ranger** (37%); Vice Pres.-Treas. **Ed. J. Zuchelli** (38%), and Sec. **Frank J. Nesmith** (25%), all employes at KXOB Stockton, Calif. Granted April 27.

KBIF Fresno, Calif.—John H. Poole tr/as John Poole Bcstg. Co. granted voluntary assignment from sole proprietorship to corporation John Poole Bcstg. Co. Granted April 21; announced April 25.

WDQN Du Quoin, Ill.—Leonard M. Johnson & L. M. Johnson d/b as Ava Bcstg. Co. granted voluntary assignment of license to M. R. Lankford tr/as Du Quoin Bcstg. Co. for $30,000. Mr. Lankford is owner of WRAY Princeton, Ind., and WCBQ Sarasota, Fla., and stockholder of WRAY-TV Princeton. Granted April 27.

WKAI Macomb, Ill.—The Macomb Bcstg. Co. granted voluntary transfer of 50% of stock from William E. Schons and Edward Schons to A. B. Bush. Consideration is cancellation of $17,414 loan. Also involved is KLIL Estherville, Iowa. Mr. Bush is executive of Minn. Mining & Mfg. Co. and director of KSTP-AM-TV St. Paul. Edward Schons retains remaining 50% interest. Granted April 27.

KLIL Estherville, Iowa—Estherville Bcstg. Corp. granted voluntary transfer of 50% of stock from William E. Schons and Edward Schons to A. G. Bush. Consideration is cancellation of $20,000 loan. Also involved is WKAI Macomb, Ill. Mr. Bush is executive of Minn. Mining & Mfg. Co. and director of KSTP-AM-TV St. Paul. Edward Schons retains remaining 50% interest. Granted April 27.

KLOU Lake Charles, La.—The Pelican Bcstg. Co. granted voluntary transfer of control to Gulf Bcstg. Co. through sale of all stock for $85,000. Principals include Pres. **G. T. Owen Sr.** (50%), pres.-stockholder WIBR Baton Rouge, La., and Vice Pres. **Robert Earle** (50%), vice pres.-stockholder WIBR. Granted April 27.

WJIM-AM-TV Lansing, Mich.—WJIM Inc. granted voluntary transfer of control to Harold F. Gross and family in contemplation of sale of 193,000 shares of stock to public. The Gross family will retain 51.1% interest. Granted April 20.

KDLM Detroit Lakes, Minn.—Detroit Lakes Bcstg. Corp. granted voluntary transfer of control to Garfield L. Fox & Lester N. Dale through sale of all stock for $30,400. Principals in equal partnership include **Garfield L. Fox,** former sales manager KFGO Fargo, N. D., and **Lester N. Dale,** physician. Granted April 27.

WALK-AM-FM Patchogue; WRIV Riverhead, N. Y.—Suffolk Bcstg. Corp. granted voluntary transfer of 50% of voting stock from Mrs. Julia D. Macy to her husband W. Kingsland Macy for $250. Mr. Macy is banker and in real estate. Granted April 27.

KBKR Baker, Ore.—Inland Radio Inc. granted voluntary assignment of license to Oregon Trail Bcstg. Inc. for $65,000. Principals include Pres. **Kenneth B. Lockwood,** manager of KBKR; Vice Pres. **Ruth H. Jacobs** (99.9%), vice pres. of KBKR, and Sec.-Treas. **Barbara J. Lockwood.** Granted April 27.

KSYD Wichita Falls, Tex.—Grayson Enterprises granted voluntary transfer of 25% interest to Nat Levine for cancellation of $9,280 debt. Messrs. Levine and Sidney A. Grayson will now each own 50% interest. Granted April 21; announced April 25.

KODI Cody, Wyo.—Absaroka Bcstg. Co. granted voluntary assignment of license to Park Bcstrs. Inc. for $25,000. Principals include Pres. **R. B. Croft** (⅓), dentist; Vice Pres. **W. E. Killmer** (⅓), former news editor-salesman of KALE Richland, Wash., and Sec. **R. B. Beall** (⅓). Granted April 27.

APPLICATIONS

KROY Sacramento, Calif.—KROY Inc. seeks voluntary transfer of control to Robert W. Dumm through purchase of 80% interest for $97,500 which includes $40,000 obligations owed selling stockholders. Mr. Dumm is vice president of Sacramento Bcstrs. Inc., operator of KXOA Sacramento. Filed April 19.

WBBA Pittsfield, Ill.—Pike Bcstg. Co. seeks voluntary transfer of 25% interest from Keith Moyer to G. B. Meyer for $21,875. Mr. Meyer is local farm owner and banker. Mr. Moyer will now own 55% interest. Filed April 22.

WBBA Pittsfield, Ill.—Pike Bcstg. Co. seeks transfer of stock from Keith Moyer to Sam Morton and Caterina Chesi. Morton and Chesi each purchase an additional 5% interest for $2,000 and will each now own 10% interest. Mr. Moyer will own 80%. Filed April 22.

WIRY Plattsburg, N. Y.—Clinton County Bcstg. Corp. seeks voluntary transfer of control to Joel H. Scheier and his son-in-law Martin L. Schulman through purchase by Mr. Scheier of 10% interest from Armand A. Mancuso for $4,500. Mr. Scheier will now own 43⅓% interest and Mr. Schulman owns about 11⅔%. Filed April 20.

Hearing Cases . . .

INITIAL DECISION

WTHT (TV) Wilmington, N. C.—FCC hearing examiner Basil P. Cooper issued initial decision looking toward denial of the application of Wilmington Television Corp. for extension of time to complete construction of tv station WTHT (TV) (ch. 3) Wilmington. Action April 27.

OTHER ACTIONS

WSLA (TV) Selma, Ala.—FCC designated for hearing on May 27 application for mod. of CP to move transmitter and studio to a location 50 miles from Selma and 23 miles from Montgomery, and increase antenna height to 1,993 ft., and change transmitter and antenna (ch. 8). Commissioner Hennock dissented; Commissioner Bartley dissented to that portion of the order which finds the applicant financially qualified. Action April 27.

Functional Music Rules Stayed—On petition by WWDC Inc. (WWDC-FM), Washington, D. C., the Commission, by Order, stayed the effectiveness of its rules authorizing fm broadcasters to engage in functional music operations as of May 2, for 30 days, pending determination on a petition for reconsideration and modification to be filed by WWDC (Docket 10832). Action April 27.

Functional Fm—New FCC Form. By Order, the Commission amended Part 1 of its rules, effective May 2, adopting a new FCC Form 318 "Request for Subsidiary Communications Authorizations" (SCA), pursuant to Report and Order of March 22 which established subsidiary communications authorizations to permit fm stations to engage in functional music operations and similar activities under certain specified conditions (Docket 10832). Commissioner Hennock not voting. Action April 27.

Atlanta, Ga.—FCC designated for hearing application of Greater South Bcstg. Co. for a new am station on 1460 kc 1 kw daytime; made WPNX Phenix City, Ala.-Columbus, Ga. party to the proceeding. Action April 27.

Peoria, Ill.—Ch. 8 proceeding. FCC by order denied petition filed April 13 by Hilltop Bcstg. Co. and West Central Bcstg. Co. requesting postponement of oral argument scheduled for May 2 on applications by WMBD Inc. and WIRL Television Co. for new tv station on ch. 8 in Peoria, Ill. Action April 26.

St. Louis, Mo.—Ch. 11 proceeding. FCC by memorandum opinion and order denied a joint petition filed Nov. 29, 1954, by St. Louis Telecast Inc., 220 Television Inc., and Broadcast House Inc., for review of certain rulings the examiner made in connection with a number of changes in the ownership of tv interests by Columbia Bcstg. System Inc., which took place after the date of the original testimony with respect to such ownership in the St. Louis, Mo., tv ch. 11 proceeding. Action April 20.

KLAS Las Vegas, Nev.—Las Vegas Bcstrs. Inc. FCC by order denied request for waiver of section 3.28 (c) of the rules and dismissed bid to change from 1230 kc 250 w unlimited to 1010 kc 1 kw night, 5 kw day, directional night, unlimited. Action April 27.

Radio-Astronomy Frequency Requirements—FCC invites comments on or before July 1, 1955, to solicit information to serve as the basis for determining whether rule-making procedure should be instituted regarding protection to radio-astronomy. Action April 21.

Subscription Tv—On petition by the International Telemeter Corp., the Commission granted extension of time for filing comments in the matter of Subscription Television Service (Docket 11279) from May 9 to June 9; and extended to July 11 the time for filing replies to original comments. Action April 21.

Spartanburg-Greenville, S. C.—FCC by order denied (1) petition for review filed by Greenville Television Co., WGVL (TV) Greenville, S. C., requesting reversal of examiner's order denying motion for continuance of hearing on application of the Spartan Radiocasting Co. for mod. of CP of station WSPA-TV Spartanburg, S. C., and (2) motion by Greenville for immediate stay of commencement of hearing. Action April 25.

Whitefish Bay, Wis.—Ch. 6 proceeding. FCC Examiner James D. Cunningham granted petition of Cream City Bcstg. Co. for dismissal of its bid for new tv station on ch. 6 at Whitefish Bay; also granted motion of Midwest Bcstg. Co. to withdraw its motion to intervene in proocceeding. Action April 22; announced April 27.

Routine Roundup . . .

April 21 Decisions

ACTIONS ON MOTIONS

By Comr. Robert T. Bartley on April 14

KXLA Pasadena, Calif., Pacific Coast Bcstg. Co.—Granted petition of KXLA for an extension of time to May 25 in which to file exceptions to initial decision in re Dockets 9594-95.

By Hearing Examiner J. D. Bond on April 19

Eatontown, N. J., Harold M. Gade; Long Branch, N. J., Monmouth County Bcstrs.—Granted petition of Gade requesting resumption of further prehearing conference in re (Dockets 11124-25), and ordered same to convene on April 27.

By Hearing Examiner James D. Cunningham

WROW-AM-TV Albany, N. Y., Hudson Valley Bcstg. Co.—The Examiner, on his own motion, continued from April 25 to May 9 the hearing in re application for transfer of control (Docket 11243) (Action of 4/18).

Greenville, S. C., Greenville Television Co.—Denied motion for continuance of hearing now scheduled for April 25 in re application of WSPA-TV Spartanburg, S. C., for mod. of CP (Docket 11314) (Action of 4/19).

By Hearing Examiner Elizabeth C. Smith

KNBY Newport, Ark., Newport Bcstg. Co.—On motion of applicant, adjourned pretrial conference from April 12 to May 3; and the hearing presently scheduled for April 26 is continued to May 9, in re am CP (Docket 10883) (Action of 4/12).

Broadcast Bureau—Granted petition requesting certain corrections to be made in transcript of evidence in the proceeding re application of Carbon-Emery Bcstg. Co., Price, Utah, for new am station (Docket 10739) (Action of 4/19).

By Examiner Hugh B. Hutchison on April 15

Mayaguez, P. R., Ponce De Leon Bcstg. Co. of P. R.—Granted motion for continuance of hearing from April 25 to June 10, in re applications for ch. 3 (Dockets 11287 et al).

By Examiner William G. Butts on April 20

WDNH Dover, N. H., Granite State Bcstg. Co.—Ordered that the hearing scheduled for April 27 be continued to May 2 in re application (Docket 11322).

April 21 Applications

ACCEPTED FOR FILING

Modification of CP

WBRD Ft. Lauderdale, Fla., Broward Bcstg. Co.—Mod. of CP (BP-8164) as modified, which authorized increase power; change hours of operation; install DA-DN and install a new transmitter for extension of completion date (BMP-6816).

WQIK Jacksonville, Fla., Telerad Inc.—Mod. of CP (BP-9168) as modified which authorized new standard broadcast station for extension of completion date (BMP-6817).

KBEC Waxahachie, Tex., W. Richard Tuck Jr., James B. Branch Jr. and Roy M. Fish d/b as Ellis County Bcstg. Service—Mod. of CP (BP-9351) which authorized new standard broadcast station for extension of completion date (BMP-6818).

Renewal of License

KROF Abbeville, La., Abbeville Bcstg. Service Inc.—(BR-2030).

WSMB New Orleans, La., WSMB Inc.—(BR-448).

WJDX Jackson, Miss., Lamar Life Insurance Co.—(BR-1952).

Remote Control

WJIV Savannah, Ga., WJIV Inc.—(BRC-706).

KNUZ Houston, Tex., Veterans' Bcstg. Co.—(BRC-704).

Modification of CP

KOOL-TV Phoenix, Ariz., Maricopa Bcstrs. Inc.—Mod. of CP (BPCT-778) as mod., which authorized new tv station to extend completion date to 11-20-55 (BMPCT-3059).

WNHC-TV New Haven, Conn., The Elm City Bcstg. Corp.—Mod. of CP (BPCT-1881) which authorized auxiliary transmitter and antenna at main transmitter site to extend completion date to 11-16-55 (BMPCT-3056).

WSUN-TV St. Petersburg, Fla., City of St. Petersburg, Fla.—Mod. of CP (BPCT-665) as mod. which authorized new tv station to extend completion date to 11-24-55 (BMPCT-3060).

WRDW-TV Augusta, Ga., Radio Augusta Inc.—Mod. of CP (BPCT-1086) as mod., which authorized new tv station to extend completion date to 8-16-55 (BMPCT-3055).

WIND-TV Chicago, Ill., WIND Inc.—Mod. of CP (BPCT-187) as mod., which authorized new tv station to extend completion date (BMPCT-3062).

WSIL-TV Harrisburg, Ill., Turner-Farrar Association—Mod. of CP (BPCT-1323) as mod., which authorized new tv station to extend completion date to 11-1-55 (BMPCT-3050).

KGTV (TV) Des Moines, Iowa, Rib Mountain Television Inc.—Mod. of CP (BPCT-3061) as mod., which authorized new tv station to extend completion date (BMPCT-3061).

WITH-TV Baltimore, Md., WITH-TV Inc.—Mod. of CP (BPCT-1338) as mod., which authorized new tv station to extend completion date to 11-14-55 (BMPCT-3053).

WTVE (TV) Elmira, N. Y., John S. Booth and Thompson K. Cassel, d/b as Elmira Television—Mod. of CP (BPCT-1161) as mod., which authorized new tv station to extend completion date to 11-19-55 (BMPCT-3057).

WDAY-TV Fargo, N. D., WDAY Inc.—Mod. of CP (BPCT-740) as mod., which authorized new tv station to extend completion date to 7-31-55 (BMPCT-3051).

WFMJ-TV Youngstown, Ohio, The Vindicator Printing Co.—Mod. of CP (BPCT-948) as mod., which authorized new tv station to extend completion date to 11-13-55 (BMPCT-3052).

WSBA-TV York, Pa., Susquehanna Bcstg. Co.—Mod. of CP (BPCT-302) as mod., which authorized new tv station to extend completion date to 11-22-55 (BMPCT-3054).

WBTM-TV Danville, Va., Piedmont Bcstg. Corp.—Mod. of CP (BPCT-643) as mod., which authorized new tv station to extend completion date to 11-20-55 (BMPCT-3058).

April 22 Applications

ACCEPTED FOR FILING

Modification of CP

WLCO Eustis, Fla., S. A. Shikany and Reggie B. Martin d/b as Lake County Bcstg. Co.—Mod. of CP (BP-9374) which authorized new standard broadcast station for extension of completion date (BMP-6820).

WTCM Traverse City, Mich., Midwestern Bcstg. Co.—Mod. of CP (BP-9452) which authorized installation of new transmitter for extension of completion date (BMP-6821).

KRMW The Dallas, Ore., Radio Mid-Columbia Inc.—Mod. of CP (BP-8791) which authorized new standard broadcast station to change type transmitter and operate by remote control (BMP-6823).

KWHO Salt Lake City, Utah, William W. Phillips—Mod. of CP (BP-9364) as mod., which authorized new standard broadcast station for extension of completion date (BMP-6824).

Renewal of License

KWRF Warren, Ark., Pines Bcstg. Co.—(BR-2862).

Remote Control

WGSM Huntington, N. Y., Huntington-Montauk Bcstg. Co.—(BRC-707).

Application Returned

Magee, Miss., F. W. Mitchell tr/as Mitchell Bcstg. Co.—CP for new standard broadcast station on 1470 kc with power of 1 kw daytime hours of operation (engineering dated after Section I).

License for CP

WCTA-FM Andalusia, Ala., Andalusia Bcstg. Co.—License to cover CP (BPH-2001) which authorized changes in licensed fm station (BLH-1046).

Modification of CP

WPRO-FM Providence, R. I., Cherry & Webb Bcstg. Co.—Mod. of CP (BPH-1784) as mod., which authorized changes in licensed station for extension of completion date (BMPH-4992).

April 25 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of April 22

Remote Control

WGSM Huntington, N. Y., Huntington-Montauk Bcstg. Co.—Granted authority to operate transmitter by remote control.

Modification of CP

The following were granted mod. of CPs for extension of completion dates as shown:

KBEC Waxahachie, Tex., to 8-22-25; WQIK Jacksonville, Fla., to 7-19-55.

Actions of April 21

Remote Control

KNUZ Houston, Tex., Veterans' Bcstg. Co.—Granted authority to operate main and alternate transmitters by remote control.

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

WDAY-TV Fargo, N. D., to 11-13-55; WFMJ-TV Youngstown, Ohio to 11-13-55; WSIL-TV Harrisburg, Ill., to 11-11-55; WRDW-TV Augusta, Ga., to 11-16-55.

Actions of April 20

License

WBUD Trenton, N. J., Morrisville Bcstg. Co.—Granted license covering increase in day power, change transmitter and make changes in day DA (BL-5658).

Remote Control

The following were granted authority to operate transmitters by remote control:

WKBJ Milan, Tenn.; KWEM Memphis, Tenn.; KVBC Farmington, N. M.; WHSC Hartsville, S. C.

Modification of CP

The following stations were granted extension of completion dates as shown:

KWWL-TV Waterloo, Iowa, to 11-3-55; KNOX-TV Grand Forks, N. D., to 11-10-55; WNVT Montpelier, Vt., to 11-12-55; WSM-TV Nashville, Tenn., to 12-4-55.

Actions of April 19

Modification of CP

The following were granted extension of completion dates as shown:

KCCC-TV Sacramento, Calif., to 11-3-55; WTIV Titusville, Pa., to 11-8-55; WNAO-TV Raleigh, N. C., to 11-7-55; KETC (TV) St. Louis, to 11-6-55; KULA-TV Honolulu, to 11-1-55; KOA-TV Denver, to 11-9-55; KTTV (TV) Los Angeles, to 11-3-55.

Actions of April 18

Granted License

WDVH Gainesville, Fla., The Decatur Bcstg. Co.—Granted license covering change from DA to non-DA (BL-5667).

WCLA Colonial Heights-Petersburg, Va., Harry A. Epperson Jr.—Granted license for am station; 1290 kc, 1 kw-D (BL-5663).

STA

WDLP-FM Panama City, Fla., Panama City Bcstg. Co.—Granted extension of special temporary authority to operate a minimum of three hours daily between 6 a.m. and 6 p.m. for a period of six months from April 21.

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

KKTV (TV) Colorado Springs, Colo., to 10-26-55; KRBB El Dorado, Ark., to 10-24-55; WCOS-TV Columbia, S. C., to 10-30-55; WBOC-TV Salisbury, Md., to 11-11-55; WXEL (TV) Cleveland, Ohio, to 10-30-55.

April 25 Applications

ACCEPTED FOR FILING

License for CP

KXJK Forrest City, Ark., Forrest City Bcstg. Co.—License to cover CP (BP-9516) which authorized installation of new antenna and transmitter at National Bank Building, 109 North Washington St., Forrest City, to be operated on 950 kc, power 250 w, for auxiliary only (BL-5692).

KBIF Fresno, Calif., John H. Poole tr/as John Poole Bcstg. Co.—License to cover CP (BP-9714) which replaced expired CP (BP-8410) as mod., which authorized changes in antenna system and change transmitter, studio and station location (BL-5698).

WDBO Orlando, Fla., Orlando Bcstg. Co.—License to cover CP (BP-9103) as mod., which authorized change transmitter location and change non-directive radiator for daytime operation from north tower to south tower (BL-5689).

KSGM Ste. Genevieve, Mo., Donze Enterprises Inc.—License to cover CP (BP-8488) as mod., which authorized change from employing DA both day and night (DA-1) to DA night use only (DA-N) (BL-5696).

KTTN Trenton, Mo., S. W. Arnold, Samuel A. Burk and Sam M. Arnold a partnership d/b as Trenton Bcstg. Co.—License to cover CP (BP-9093) as mod., which authorized new standard broadcast station (BL-5691).

WLDB Atlantic City, N. J., Leroy Bremmer and Dorothy Bremmer d/b as Atlantic City Bcstg. Co.—License to cover CP (BP-8090) as mod., which authorized new standard broadcast station (BL-5693).

WMNC Morgantown, N. C., Nathan J. Cooper—License to cover CP (BP-9458) as mod., which authorized change frequency, power, hours of operation and install new transmitter (BL-5695).

KPLK Dallas, Ore., Polk County Bcstrs. Inc.—License to cover CP (BP-9456) which authorized new standard broadcast station (BL-5697).

KCAR Clarksville, Tex., Robert Wagner and Owen H. Cowan d/b as Texo Bcstg. Co.—License to cover CP (BP-7997) as mod., which authorized new standard broadcast station (BL-5700).

RENEWAL OF LICENSE

WTIX New Orleans, La., Mid-Continent Bcstg. Co.—(BR-2685).

Modification of CP

KMJ-TV Fresno, Calif., McClatchey Bcstg. Co.—Mod. of CP (BPCT-449) as mod., which authorized new tv station to extend completion date to 11-15-55 (BMPCT-3072).

KFXJ-TV Grand Junction, Colo., Western Slope Bcstg. Co.—Mod. of CP (BPCT-1305) as mod., which authorized new tv station to extend completion date to 8-22-55 (BMPCT-3069).

WETV (TV) Washington, D. C., Washington Metropolitan Television Corp.—Mod. of CP (BPCT-1518) which authorized new tv station to extend completion date to 10-21-55 (BMPCT-3066).

WEEK-TV Peoria, Ill., West Central Bcstg. Co.—Mod. of CP (BPCT-701) as mod., which authorized new tv station to extend completion date to 7-1-55 (BMPCT-3074).

WBRZ (TV) Baton Rouge, La., Louisiana Television Broadcasting Corp.—Mod. of CP (BPCT-1665) as mod., which authorized new tv station to extend completion date to 11-25-55 (BMPCT-3063).

WINR-TV Binghamton, N. Y., Southern Tier Radio Service Inc.—Mod. of CP (BPCT-892) which authorized new tv station to extend completion date to 11-29-55 (BMPCT-3064).

WBRE-TV Wilkes-Barre, Pa., WBRE-TV Inc.—Mod. of CP (BPCT-134) as mod., which authorized new tv station to extend completion date to Aug. 1955 (BMPCT-3068).

WJAR-TV Providence, R. I., The Outlet Co.—Mod. of CP (BPCT-772) as mod., which authorized changes in facilities of existing tv station to extend completion date to 12-3-55 (BMPCT-3067).

KFJZ-TV Ft. Worth, Tex., Texas State Network Inc.—Mod. of CP (BPCT-571) which authorized new tv station to extend completion date to 11-17-55 (BMPCT-3073).

WTVS (TV) Detroit, Mich., Detroit Educational Tv Foundation—Mod. of CP (BPET-37) as mod., which authorized new educational tv station to extend completion date to 8-30-55 (BMPET-73).

April 26 Applications

ACCEPTED FOR FILING

Renewal of License

KPOC Pocahontas, Ark., Pocahontas Radio Inc.—(BR-2600).

WHNY McComb, Miss., WSKB Inc.—(BR-1008).

WKJG-FM Ft. Wayne, Ind., Northeastern Indiana Bcstg. Co.—(BRH-164).

WCMI-FM Ashland, Ky., Ashland Bcstg. Co.—(BRH-355).

WTPR-FM Paris, Tenn., Paris Bcstg. Co.—(BRH-753).

WHA-FM Madison, Wis., State of Wisconsin-State Radio Council—(BRED-11).

April 27 Decisions

BROADCAST ACTIONS

By the Commission en banc

Granted License

KXJB-TV Valley City, N. D., North Dakota Bcstg. Co.—Granted license to cover tv operation on ch. 4 (BLCT-261).

Renewal of License

The following stations were granted renewal of licenses for the regular period:

WLBS Birmingham, Ala.; WOBS Jacksonville, Fla.; WMJM Cordele, Ga.; WACL Waycross, Ga.; WJAZ Albany, Ga.; WTJH East Point, Ga.; WEAS Decatur, Ga.; WGOV Valdosta, Ga.; WJIV Savannah, Ga., and WDMG Douglas, Ga.

McFarland Letter

WMIE Miami, Fla., Sun Coast Bcstg. Corp.—Is being advised that its application for renewal of license indicates necessity of a hearing.

ACTIONS ON MOTIONS

By Examiner Herbert Sharfman

Broadcast Bureau granted motion to the extent that a prehearing conference is scheduled for May 20 in re application of Lake Shore Bcstg. Co. (WSHE), Sheboygan, Wis.; in all other respects the motion is denied (Docket 10960) (Action of April 22).

By Examiner J. D. Bond on April 25

Broadcast Bureau granted petition to correct the transcript in certain respects in re application of WFPA Fort Payne, Ala. (Docket 11213), so as to incorporate 52 changes as shown in Appendix A; insofar as petition requests that transcript be corrected in the respects shown in Appendix B it is denied.

By Examiner H. Gifford Irion on April 20

Charlotte, N. C., Radio Station WSOC Inc., et al—Granted oral request for continuance of date for filing proposed findings from April 26 to April 29, and reply findings from May 10 to May 13 in re ch. 9 (Dockets 8837 et al.).

By Examiner James D. Cunningham on April 26

Dallas, Tex., Texas Star Bcstg. Co.; Houston, Tex., KTRH Bcstg. Co. (KTRH)—Granted petition of Texas Star to dismiss its am application without prejudice (Docket 8258; BP-5820), and removed from hearing status am application of KTRH Bcstg. Co. (KTRH) and returned to appropriate processing line for standard broadcast stations (Docket 8753; BP-6525).

April 27 Applications

ACCEPTED FOR FILING

CP

WRLD Lanett, Ala.-West Point, Ga., Valley Bcstg. Co.—CP to replace expired CP (BP-9129) which authorized changes in the antenna system (BP-9797).

Mod. of CP

WRLD Lanett, Ala.-West Point, Ga., Valley Bcstg. Co.—Mod. of CP (BP-9797) as reinstated which authorized changes in the antenna system to change type transmitter. (Contingent on grant of BP-9797) (BMP-6812).

WJBK Detroit, Mich., Storer Bcstg. Co.—Mod. of CP (BP-6235) as modified, which authorized change in frequency; increase in power, installation of new transmitter and directional antenna for day and night use and change transmitter location for decrease in night time power from 5 kw to 1 kw and make changes in daytime directional antenna pattern (BMP-6825).

KTIX Seattle, Wash., W. Gordon Allen—Mod. of CP (BP-8674) as modified, which authorized new standard broadcast station to change antenna-transmitter location and studio location to On Lake Washington Blvd., Lake Washington Shipyards at Houghton, Washington, and change transmitter (BMP-6819).

Remote Control

WALA Mobile, Ala., Pape Bcstg. Co.—(BRC-709).

KIMO Independence, Mo., Craig Siegfried—(BRC-708).

WDXE Lawrenceburg, Tenn., Lawrenceburg Bcstg. Co.—(BRC-710).

Applications Dismissed

WJBK Detroit, Mich., Storer Bcstg. Co.—CP to request power of 1 kw night and 10 kw daytime, employing directional antenna day and night (DA-2) on 1500 kc. (Superseded by BMP-6825) (BP-9603).

WMPM Smithfield, N. C., J. F. Horton and J. S. Townsend d/b as Selma-Smithfield Bcstg. Co.—CP to install new vertical antenna and make changes in the antenna system (increase in height) at request of applicant (BP-9664).

Mod. of CP

KSBR (FM) San Bruno, Calif., Television Diablo Inc.—Mod. of CP (BPH-1018) as mod which authorized new fm station for extension of completion date (BMPH-4994).

Renewal of License

WHOP-FM Hopkinsville, Ky., Hopkinsville Bcstg. Co.—(BRH-200).

License for CP

WICS (TV) Springfield, Ill., Plains Television Corp.—License to cover CP (BPCT-1101) as mod., which authorized a new tv station (BLCT-296).

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UPCOMING

MAY

May 2: RAB Clinic, Chicago.

May 3: RAB Clinic, Peoria, Ill.

May 3-6: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4: RAB Clinic, Louisville, Ky.

May 5: RAB Clinic, Indianapolis, Ind.

May 5-8: American Women in Radio & Television Annual Convention, Drake Hotel, Chicago.

May 6: RAB Clinic, Fort Wayne, Ind.

May 12: Baltimore Community Educational Tv Inc. dinner, Emerson Hotel, Baltimore.

May 16: RAB Clinic, Trenton, N. J.

May 17-18: *Chicago Tribune* Forum on Distribution and Advertising, WGN studio, Chicago.

May 17: RAB Clinic, Philadelphia.

May 18: RAB Clinic, Pittsburgh.

May 19: RAB Clinic, Buffalo, N. Y.

May 20: RAB Clinic, Syracuse, N. Y.

May 22: Radio Pioneers Banquet, Washington.

May 22-26: NARTB Convention, Shoreham and Sheraton-Park hotels, Washington.

May 23: Community Broadcasters Assn., Shoreham Hotel, Washington.

May 31: Deadline, Fund for the Republic Television Awards (script contest), New York.

May 31: RAB Clinic, St. Louis.

JUNE

June 1: RAB Clinic, Wichita, Kan.

June 2: RAB Clinic, Denver.

June 3: RAB Clinic, Salt Lake City.

June 5-8: Adv. Federation of America golden anniversary convention, Palmer House, Chicago.

June 5-8: Alpha Delta Sigma convention (adv. fraternity), Palmer House, Chicago.

June 6-8: National Community Tv Assn. convention, Park Sheraton Hotel, New York.

June 12-14: Iowa Broadcasters Assn., Crescent Beach Lodge, Lake Okaboji.

June 13: BMI Clinic, Turf Club, Twin Falls, Idaho.

June 13: RAB Clinic, New York.

June 14: BMI Clinic, Rainbow Hotel, Great Falls, Mont.

June 14: RAB Clinic, Hartford, Conn.

June 15: BMI Clinic, Hotel Utah, Salt Lake City.

June 15: RAB Clinic, Boston.

June 16: RAB Clinic, Manchester, N. H.

June 17: BMI Clinic, Hotel Denver, Glenwood Springs, Colo.

June 17: BMI Clinic, Edgewater Beach Hotel, Detroit Lakes, Minn.

June 17: RAB Clinic, Bangor, Me.

June 17-18: Colorado Broadcasters Assn. meeting, Denver Hotel, Glenwood Spring.

June 20-22: National Assn. of Tv & Radio Farm Directors meeting, Washington.

June 20-July 1: WSM-Peabody College Radio-Tv Workshop, Nashville, Tenn.

June 21: Television News Institute, Northwestern U., Evanston, Ill.

June 24-25: Virginia Assn. of Broadcasters, Engleside Hotel, Staunton.

June 26-29: Adv. Assn. of the West convention, Portland, Ore.

June 27-30: Western Assn. of Broadcasters (Canadian) convention, Jasper Park Lodge, Jasper, Alberta.

JULY

July 1: RAB Clinic, Cedar Rapids, Iowa.

July 11-31: Institute in Live & Filmed Tv, U. of Miami, Coral Gables, Fla.

July 18-29: WSM-Peabody Tv Workshop, Peabody College, Nashville, Tenn.

(RAB Clinics are scheduled through Nov. 18.)

AUGUST

Aug. 1-9: Educational Television Workshop, Michigan State College, East Lansing.

Aug. 14:-Sept. 3: National Assn. of Educational Broadcasters television production workshop, State U. of Iowa, Iowa City.

SEPTEMBER

Sept. 12-14: CBS Radio Affiliates meeting, Detroit.

Sept. 12-16: National Assn. of Educational Broadcasters engineering workshop, Michigan State College, East Lansing.

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RADIO

Help Wanted

Managerial

Commercial manager. $75.00 draw against 15% commission plus bonus arrangement. Must be producer. Send details, references and recent photo at once. Here's your opportunity to graduate to management in a short time if you really produce. Reply Box 225A, B•T.

Expanding broadcasting organization, owning three stations, wants manager for 5 kw major market independent outlet in one of the top ten markets. Desire experienced manager with proven sales rcord. Salary, bonus and other fringe benefits. Write full details of experience and background. Box 244A, B•T.

Opening for commercial and assistant manager, Radio Station WABG, 1000 watts, Greenwood, Mississippi. Apply in your own handwriting, giving qualifications, references, minimum starting salary.

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RADIO

Help Wanted—(Cont'd)

Commercial manager for progressive independent. Will also serve as assistant to general manager for three station group. Accent on personality, sales ability, and previous experience. Excellent opportunity with above average recompense. Apply in writing giving full details on background and experience, to General Manager, North Country Station of Vermont, St. Johnsbury, Vermont.

Salesmen

Florida coastal independent wants young self-starting experienced radio account executive looking for challenge and opportunity. Excellent commission rate. No high pressure men or women. Protected accounts. Box 749G, B•T.

Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B•T.

50kw clear channel major network affiliate offers opportunity for live-wire regional salesman, experienced in agency calling, as well as local sales. Medium size midwestern city offers ideal living conditions. Draw commensurate with ability and experience. Send resume, include age, education, experience, etc. Write Box 299A, B•T.

Immediate opening for experienced radio time salesman at 5000 watt network Alaska affiliate. Salary and/or commission. Prefer single man. Excellent opportunity congenial surroundings. Send photo and enclose particulars, first letter. Box 307A, B•T.

Radio-tv time buyer. Male, wanted by large New York 4-A agency. Must have at least 4 years' varied experience in network and national spot buying. Please submit resume and salary desired. All replies will be treated confidentially. Box 317A, B•T.

We need top salesman. Excellent future for good producer. KASI, Ames, Iowa.

Salesman who can also do play-by-play sports can start immediately at $75.00 weekly with increases as merited. Radio Station KOCA, Kilgore, Texas.

Deep south, progressive, fulltime independent serving excellent Mississippi delta area. Need conscientious salesman. Send resume to Bruce Gresham, WCLD, Cleveland, Mississippi.

Radio time salesman. Attractive commission. Must be able to write own continuity and have car. Write Lewis LaMar, Assistant General Manager, WNMP, Evanston, Ill.

Salesman—salary, commission, profit sharing plan. Must be experienced. List of accounts to start. WPAZ, Pottstown, Pa.

Experienced salesman . . . chance to become station manager . . . we have five stations . . . must be able to write commercial copy, sell and service . . . be resourceful with ideas. Clean character, hustler and producer. Salary $100 weekly plus incentive benefits. Apply in confidence to J. A. Gallimore, Seneca, S. C.

Sales engineer—manufacturer of broadcast and other electronic equipment, located near Washington, D. C., requires young man for sales engineer work. No travel required. Reply: Personnel Department, Nems-Clarke, Incorporated, 919 Jesup-Blair Drive, Silver Spring, Md. Phone JU 5-8300.

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Announcers

Humorous DJ—Fast flowing ad lib. Jovial, full of fun, infectious personality. Production minded. Actor background. Single. For Pa., N. Y., Michigan, Ohio, Illinois area. Box 933G, B•T.

RADIO

Help Wanted—(Cont'd)

Good quality announcer. Restricted license considered. Morning shift, 5000 watt fulltime. Great Lakes region. Send tape, photo, resume. Box 252A, B•T.

Morning DJ with five years experience in radio. Top air salesman and all around radio man including sales. Michigan kw. Immediate opening. Send audition complete background, references. Box 274A, B•T.

Wanted dependable, married, night duty experienced, staff announcer. ABC Network. Texas. Send resume. Box 318A, B•T.

Kentucky independent station. Need staff announcer. Salary reasonable. Some overtime. Experience not necessary, but desirable. Box 345A, B•T.

Announcer-news editor. Must gather, write local news, deliver authoritative newscast. Journalism training preferred but not essential. Must be from south. Salary $65.00 with increase $75.00 six month. Contact KCFH, Cuero, Texas.

We're looking for a man who may not even exist! But . . . it could be you! If you want to go places in local radio . . . if you don't aspire to top DJ on the networks . . . are a good combo man with a 1st class ticket . . . and you want to be elevated to managerial status almost immediately . . . give us a ring. You've got to have experience, bring your wife and family along, and stay put! Northwestern California and southwestern Oregon are booming and we're booming with it. We've got to have a man who can come along with us. KCRE, Crescent City, California.

Need immediately: PD, experienced with indie operation. Must be on the ball, good announcer, willing to work. Also DJ morning man in midwest. Gimmicks, colorful, good voice. Pay excellent. State full particulars, tape, salary requirements first letter. Send to Gene Edwards, KLIF, Dallas, Texas.

Good announcer or combo man, minimum one year's experience. Contact Bill Jaeger, WJWL, Georgetown, Delaware.

Wanted: Announcer-salesman, must be top-flight man for top-flight independent. Send audition, photo and complete background to R. L. Statham, WJXN, Jackson, Miss.

Combination announcer-continuity with 3rd class ticket. Should be famliiar with combination board and turntable. Good knowledge of classical, light classical music essential. Minimum of two years experience for permanent position. Write Lewis LaMar, Assistant General Manager, WNMP, Evanston, Ill.

Experienced announcer needed at $80.00 per week. Rush audition and qualifications to WOOF, Dothan, Alabama.

Wanted: Experienced staff announcer, strong on commercials, news and play-by-play sports. Excellent opportunity for local and college play-by-play sports. Send "off the air" tape, complete details, and photograph, salary expected. Immediate opening. Contact Bob McRaney, General Manager, Mid-South Network, telephone 2549, Columbus, Mississippi.

Technical

Combination, 1st phone for chief, remote control operation, experience as announcer, daytimer in Arkansas. Write Box 137A, B•T.

Opening for chief engineer-announcer. Prefer family man. Must be stable and qualified. Southern station. Salary $100.00 a week. Box 232A, B•T.

Chief engineer. 250 watt am independent. Must be experienced. Permanent position. WGIL, Galesburg, Illinois.

Help wanted—combo man, first class license, $85 per week starting. WKAM, Goshen, Indiana.

WOHO, Toledo, Ohio, needs experienced engineer. No combos. Directional antenna, fulltime. Good wages. 40 hours. Car necessary. Full details, photo, first letter. No calls.

Production-Programming, Others

Learn news—assistant to news director wanted. Make calls, rewrite, staff. Qualifications: Good voice; command of English; confidence you could learn to edit and write. Midwest. $60 to start. Box 990G, B•T.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Position now open—commercial copywriter with experience. Must write good sell copy and plenty of it. State salary, complete qualifications and background. Assume full charge of Continuity Department if qualified. No drifters or lush hounds. Radio Station KOEL, Oelwein, Iowa.

Continuity writer wanted for radio-television. Send copy sample, references, picture and biography. WINK-Radio-TV, Fort Myers, Florida.

Copywriter immediately. WVOS, Liberty, N. Y.

Situations Wanted

Managerial

Midwest—Wisconsin preferred. Now managing southern station—desire return north. Capable in sales, programming, supervision. Present employers recommend. Box 971G, B•T.

General manager thoroughly experienced, young, successful, fifteen years, all phases. Desires progressive small or medium market. South preferred. Excellent references. Box 975G, B•T.

Looking for clean-cut, sober manager? 10 years experience, all phases. 1st phone. Prefer small town. Permanent. Write Box 210A, B•T.

Hardworking sober family man wishes connection as manager or salesman with Carolina radio station. Present connection six years. Interview. Box 218A, B•T.

Program director-chief announcer; 7 years programming-production experience, number one station major market. Developed, produced, emceed highest Pulse rated DJ commercial show in market. Also on-camera tv experienced. Married, two children. Offer comprehensive radio background, references. Box 280A, B•T.

General manager. Successful salesman. Outstanding program director. Knows radio. Desires "future", not "position". Willing to invest limited amount in right opportunity. Box 283A, B•T.

$10,000 salary plus bonus buys 20 years expert know-how in all departments. Presently operating state's most successful daytimer in highly competitive area. Need new challenge in larger market. Impressive record. Box 291A, B•T.

Salesmen

Salesman, announcer, young, married, vet, car. Two years radio. Hard worker, presently salesmanager, small operation, climbing. Box 281A, B•T.

10 years sales, programming, administration. Early thirties, married. Looking for right permanent opportunity. Box 286A, B•T.

Salesman, experienced small markets. Sober, community-minded, middle age family man. No high pressure schemes, just steady worker for clean permanent business. Box 322A, B•T.

Announcers

Announcer, good voice, strong news and commercials. Young, personable, single. No tux—will travel. Box 213A, B•T.

Sports—staff announcer. Will pull regular shift plus talent on all sports. Excellent references for play-by-play. Employed. Box 222A, B•T.

Sports play-by-play my selling point. Can do good staff job too. Presently employed, contact Mike Wynn, Box 701, Logan, West Virginia. Phone 254.

Announcer—single, college grad, third phone. Tops in news and sports. Play-by-play. Willing to travel. Box 231A, B•T.

Negro—DJ, personality plus—program market. Conscientious staffer, pop specialty, strong commercials, listener appeal—3rd ticket—tape resume, references, Box 240A, B•T.

Production—DJist . . . 3 years experience . . . fluent . . . 22 . . . single . . . preferably midnight to dawn position. Box 275A, B•T.

Experienced announcer available. All phases broadcasting. Pleasing voice and personality. Box 278A, B•T.

DJ who can sell. Developed, produced, emceed highest Pulse-rated DJ commercial show in market. Also on-camera tv experience. 7 years programming-production experience, number one station major market. Experienced chief announcer. Married, two children, offer comprehensive radio background, references. Box 279A, B•T.

RADIO

Situations Wanted—(Cont'd)

Staff announcer, good commercial, sports, draft exempt, married with child. Box 282A, B•T.

Top-flight—tv, radio, commercial announcer, DJ, morning man available. Currently employed. Best references. Box 290A, B•T.

Massachusetts vicinity summer replacement experience announcer, vet, college degree, presently journalism major, strong on news, sports, copy. Box 303A, B•T.

Announcer: Deejay, thorough knowledge of music. Limited experience, trained by top professional, single, will travel, tape, resume. Box 310A, B•T.

Experienced announcer. Tape and resume on request. Midwest only please. Box 311A, B•T.

Announcer seeks staff position anywhere. Strong on news, commercials. Tapes available. Box 313A, B•T.

Staff announcer, news, sports, DJ, commercials, control board, third ticket. Married, veteran, will travel. Tape resume on request. Box 316A, B•T.

Announcer: 5 years, strong all phases. Reduced staff necessitates position. Excellent references. State salary. Tape, photo available. Also, board. Box 321A, B•T.

Superior, experienced announcer available. Good salary, working conditions required. Family. Box 326A, B•T.

Light experience, good news, commercials, 2 years sales, personable, married, interested in sports. Box 327A, B•T.

Girl DJ—all phases of broadcasting, including control board operation and continuity. Free to travel. Box 328A, B•T.

Mature, experienced announcer, deejay. Special events. Now available. Consider all. Box 329A, B•T.

Announcer, deejay, recent graduate. Not hot shot. Hard worker seeking opportunity—prove myself—asset—your station. Tape, resume. Box 330A, B•T.

Strong news and commercials, deejay work, veteran, college background. Box 331A, B•T.

Staff announcer, deep voice (draft exempt, 25), tv, 3rd ticket, tape. Box 332A, B•T.

Hard working, all around staff announcer, can handle any type DJ show. One year experience. Box 333A, B•T.

Staff announcer—three years experience. Versatile. Well versed in all phases of radio. Desire permanency. Box 334A, B•T.

Far west summer replacement announcer. Experienced. Mature. Also copy, production. Box 335A, B•T.

Summer replacement announcer. Experienced. Mature. Copy, production. Taught radio. Box 336A, B•T.

Sportscaster—rich radio voice—top air salesman—top sports commentary shows—colorful play-by-play football—baseball—basketball. Presently commercial manager (with air work) medium midwest market. Desire permanent change to sports (first love). Sales can be included in job—or PD can be included with sports. Have PD background. After 8½ years radio, want to settle with basic love—sports. Twenty-nine—married, two children—want permanent future in medium to large market. Require minimum between $110.00 to $125.00 week starting plus talent—or sales—depending upon set-up. Have done on camera work in part. If you have am-tv—or tv. Prefer midwest—east—southeast—or Florida. Box 337A, B•T.

Staff announcer who does good job on play-by-play. Single and has ability plus recomendations. Hard worker. Box 339A, B•T.

Announcer, well versed all phases. Single, veteran, will travel. Heavy sports. Looking for small station, good future. Community conscious. Tape upon request. Write Box 340A, B•T.

Livewire DJ, versatile, sports play-by-play, 28, married, vet, sincere, reliable, 2 years experience. Peter Franklin, 73 Propp Avenue, Franklin Square, Long Island, New York. Phone Floral Park 2-6286.

Negro DJ, tape, references, writing to: Jiving Jack, 111-41 Inwood Street, Jamaica, L. I., N. Y.

Sportscaster—4 years solid sports, 2½ years major league baseball, basketball, football, hockey. Top calibre man wants to relocate in southeast or east. Excellent delivery on play-by-play work. Top references. Tape, details on request. George Mac, 18 Van Corlear Place, New York 63, N. Y.

RADIO

Situations Wanted—(Cont'd)

Experienced announcer—top-notch DJ, relocating, versatile, strong on news and commercials. College. Tape, resume, references. No floaters. Contact: Dan Tyler, 19 Wardwell Street, Stamford, Conn.

Attention California only. Our loss is your gain. Top radio announcer available near future. Eleven years experience, age 32, married, voice and presentation outstanding. If you have real opening, here is your man. Audition, details and references available. Write grateful employer: Paramount Radio, 725 Union Arcade, Davenport, Iowa.

Staff announcers, board trained for heavy schedules. Pathfinder, 737 11th Street, N. W., Washington, D. C. ME 8-5255.

Technical

Engineer, first phone. Experienced with transmitter, control, recordings, remotes. Desire job with station offering security. Box 126A, B•T.

Qualified engineer desires relocation as chief, assistant chief or as maintenance man with chance for advancement. Seven years broadcast, 2 years extensive tv maintenance, all phases. Box 271A, B•T.

Chief engineer—am, remote control, maintenance. Mature, responsible, married man. Many years one station. Interested south. No announcing. Box 287A, B•T.

First class radio telephone license, 2 years experience transmitter and control board. Prefer Illinois or midwest. Box 293A, B•T.

First class licensed man, 8 years broadcasting experience, including directional antenna, fm and uhf television, desires work with substantial organization. Box 296A, B•T.

Studio technical personnel for radio and television operation in midwestern metropolitan market. Radiotelephone first license desirable, but not required. Very best of equipment, and excellent employee relationship. State experience, education, draft classification, and provide snapshot. Box 297A, B•T.

CAREER ADVANCEMENT

EXECUTIVE & STAFF LEVELS
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE

It's simple prudence to utilize a skilled personnel specialist when seeking a new position.

LOOKING AROUND ? ? ?

- **Do you regularly contact ALL AM, TV stations by mail?**
- **Do you maintain contact with stations throughout the country in your business activity?**
- **Do many stations advise you of ALL open positions?**
- **Do you maintain contact with Washington radio attorncys and consulting engineers representing nearly all stations?**

If you cannot answer these questions in the affirmative . . . you owe it to your family, your career and yourself . . . contact us immediately.

Act now, get your record to us before the NARTB Convention. Washington, D. C. will be employer headquarters May 22nd thru 27th.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

708 Bond Bldg., Washington 5, D.C.

RADIO

Situations Wanted—(Cont'd)

Am-tv engineer. 6½ years experience. Xmtr studio and microwave. Box 302A, B•T.

Three years assistant chief am-fm. One year tv. College graduate. Box 304A, B•T.

1st class phone, RCA grad, vet. Radio or tv station work, prefer northwest. Box 314A, B•T.

Chief—experienced, responsible, middle aged, married, interested relocate permanently south, southeast. Good maintenance. No announcing. Box 325A, B•T.

Radio engineer, first phone. Limited experience, RCA grad, available for transmitter watch or summer relief. Available metropolitan New York only. Box 338A, B•T.

Engineer, now chief 5000 watts am. Want change to central Florida, have technical television education, construction, bookkeeping experience. Minimum $75.00. Box 344A, B•T.

Ten years am; one tv transmitter experience. First phone, car, 30, single. Available immediately. $75 minimum. Write: Engineer, 206 Furman Street, Syracuse, N. Y. Phone 75-8913.

Experienced licensed engineer, college graduate, veteran, 26, single, available immediately. Ray Luttrell, 505 Fifth Avenue, Huntsville, Ala.

Programming-Production, Others

Award winning radio newscaster, all phases, 12 years experience including 50kw, newsreel. Solid commercially. Box 288A, B•T.

Available: Sports, program director. 7 years experience. All phases of sports and programming. Excellent references. Box 289A, B•T.

Newscaster, reporter, editor, three years experience, seeks opportunity news-minded metropolitan station. Box 292A, B•T.

Program director—copywriter, sober, experienced. A.B. degree. Prefer south. Box 343A, B•T.

TELEVISION

Help Wanted

Salesmen

100,000 watt, channel 3, CBS affiliate television station needs experienced salesman starting May 15 as replacement for current salesman with generous on-the-air billings. Compensation—salary plus commission. Write Lloyd Loers, KGLO-TV Mason City, Iowa.

Tv film salesman: Dynamic, field-proved tv weather package produced by world famous private weather consultant. Show has everything needed to make you $1000 month minimum. Other non-competitive lines OK. Liberal commissions, new and repeat business. Exclusive territory. Write today. Confidential handling. Ken Raetz, 460 South Broadway, Denver, Colorado.

Announcer

Need young men with or without radio experience. Send complete information to Smullin tv, Box 1189, Medford, Oregon or Box 1021, Eureka, California.

TELEVISION

Help Wanted—(Cont'd)

Technical

First class engineer for television. Will accept man with tv school background. Contact WINK-TV, Fort Myers, Florida.

Programming-Production, Others

Outstanding opportunity for experienced director both station and sports, strong emphasis on baseball. KSAN-TV, San Francisco, California.

Director-production manager. Must be fully experienced in handling studio film and remote sports and special events programs. Give full particulars about previous experience, salary expected and when available. Contact Bloyce Wright, WAKR-TV, Akron.

Situations Wanted

Salesmen

Ten years radio and television sales experience—now top salesman for east coast vhf handling national and local business. Familiar all phases station operation. Middle aged, married, capable and dependable. Permanent position desired with reliable vhf or good radio station. Box 285A, B•T.

Announcers

Experienced tv announcer, salesman, production, film copywriter, live shows, advertising. College graduate. Excellent references. Active in community affairs. Box 324A, B•T.

Technical

Chief or supervisor position wanted with new television station. Now staff consulting engineer. Experienced all phases AM and TV staff planning installation and adjustment. Box 263A, B•T.

Chief engineer: Experienced all phases tv operation and installation, prefer deep south. Box 298A, B•T.

Three years assistant chief am-fm. One year tv. College graduate. Box 305A, B•T.

Television control supervisor—first phone, telegraph, ham. Five years radio broadcasting including signal corps, plus two years television broadcasting including color and microwave. Presently employed 100kw. Excellent know-how of control-room problems. Technical and otherwise. Must have responsibility and pay in proper proportion—single, 26, Korean vet, no floater. Excellent references and photo available on request. Box 308A, B•T.

Chief engineer tv, three years experience field engineer Philco desires position as chief engineer tv station in south or west. Write Philip Bate, 125 Nelson Drive, Warwick, Va., for resume.

Programming-Production, Others

Producer—Television. Eight years experience at large metropolitan vhf station—studio, master control, network and film operations, remote pickups including all sports. Prefer southeast. References. Box 106A, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Program director—Girl Friday wants job with future in radio-tv Los Angeles, San Francisco area. Young, experienced all phases radio, college graduate. Details on request. Box 272A, B•T.

Advancement to more responsible position sought by seasoned tv director (4 years large western metropolitan station). Box 276A, B•T.

Production manager—director 5 years tv experience all phases, some college, single, and would like permanent position with new or established station in U. S. or Canada. Box 277A, B•T.

Woman, 29, over two years experience as film buyer, program director, traffic manager. Desire position in same capacity. Capable of complete organization of new station program and film departments. Excellent references. Details on request. Box 306A, B•T.

News director. Nationally recognized. Presently heading one of the nation's largest radio and television news operations. Will consider change to progressive, news minded tv station that desires top ranking news department. Present commercial billing on local television news exceeds $170,000 annually. Box 319A, B•T.

Film editor, 2 years experience, young, single. Like to direct, or do stage craft. Will work as part-time editor, if need be. Have some theatre experience. Box 342A, B•T.

Desires employment in television. Home economist: 1951 grad. Experienced in teaching, commercial home economics, public relations. Nadine Crawford, Box 341, Fairfax, Missouri.

FOR SALE

Stations

New York City area station. Opportunity for unusual salesman-manager. Half cash, balance over four years. Know and appreciate market values or do not reply. Box 323A, B•T.

WMPA, Aberdeen, Mississippi, fulltime independent. Single station market owner over 36,500. Contact Joe Phillips, WSSO, Starkville, Mississippi.

Florida east coast $43,850—¼ down; Alabama daytimer $55,000—$15,000 down, balance over 10 years; Tennessee single station market $60,000—whole of ½ interest. Paul H. Chapman, 84 Peachtree, Atlanta.

Race station in first year's operation, grossing $84,000; metropolitan market. All cash required. Paul H. Chapman, 84 Peachtree Street, Atlanta.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Please note. Our Mr. Stoll will be at the Palmer House, Chicago, May 15, 16, 17. Waldorf Astoria, New York, 18, 19, 20; Ben Franklin, Philadelphia, 21, 22; Statler, Washington, D. C., 23, 24, 25, 26. Can't we get together and talk over your buying or selling requirements? Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment

Tv field Zoomar lens. Slightly used, perfect condition. Box 270A, B•T.

3 new Houston-Fearless type K-1-A automatic film developers, 16mm, 15 feet per minute capacity. Half original cost; $2,995.00 each. W. E. type 310-B am transmitter, 250 watts, with two xtals and oscillators 1240kc; $895.00. Box 273A, B•T.

3kw GE fm transmitter. GE console model 4BC-1A1. GE rack model 4FA8A1. Western Electric 126C and 143 amplifiers. 2 jack strips. New cost approximately $15,000. First offer of $4,000 F.O.B. Temple, Texas, gets equipment. In use less than three years. Excellent shape. Sell only as package. Box 346A, B•T.

GE type BA-5-A limiting amplifier, good condition, $250.00, J. B. Hatfield, KIRO, Seattle, Washington.

For sale: 5 kw 3 tower phasing unit, formerly used on 1420 kc; 2 water cooled sockets for 892 tubes; 3 porcelain coils for cooling system; 2—170 ft. Blaw Knox towers. Bargain priced. KSDN, Aberdeen, S. D.

For sale—best offer—1 RCA 3 bay channel 6 antenna, 1-300 ft. Blaw-Knox type LT guyed tower, F.O.B., Lansing, Michigan. Contact Charles L. Brady, WJIM-TV.

AVAILABLE IMMEDIATELY TELEVISION TRANSMITTER

RCA-TT 5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load. RCA six (6) bay antenna and tower.

Terms can be arranged.

BREMER BROADCASTING CORP.

1020 Broad Street
Newark 2, New Jersey

FOR SALE—(Cont'd)

For sale: 250 watt Raytheon transmitter. 550 feet of ¾ inch coaxial cable. One tuning unity. This equipment for sale at ½ price due to power increase. Radio Station WMNC, Morgantown, N. C.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies crystal regrinding, etc., fastest service. Send for catalog. Also monitor and frequency measuring service. Edison Electronic Company, Temple, Texas.

WANTED TO BUY

Stations

Radio. Texas, Oklahoma, Arkansas, Missouri, Kansas. Professionally licensed service. Ralph Erwin, Broker, Box 811, Tulsa.

Equipment

Wanted: Used standly power unity. 50kw, 3 phase, 60 cycle. Prefer 460 V output but will consider other voltage. Box 284A, B•T.

Wanted: General Radio 916-A bridge and RCA type WX-2 field intensity meter. Box 294A, B•T.

Anything for 1kw am in any condition. Full details and price first letter. Box 295A, B•T.

Need used console or consolette such as Gates 52-CS—Minimum two mike and turntable input. Box 300A, B•T.

Wanted: Used, in first class condition, micro-wave studio transmitter link unit. Prefer 900mc band operation. Also need antennas for above. Box 341A, B•T.

Wanted: 4 ft. RCA microwave reflector. Also horizontally polarized buttonhook or antenna feed for 4 ft. reflector. Chief Engineer, KGNC-TV, Amarillo, Texas.

Wanted: Used microwave transmitter and receiver. State price and condition. Bill Kessel, KRBC-TV, Abilene, Texas.

Wanted—used Hewlett-Packard model 330-BC, or D distortion analyzer in good condition. WJER, Dover, Ohio.

Wanted: Equipment for 250 watt station including tower. State price and conditions. Contact Bob LaRue, Box 21, Fort Morgan, Colorado.

Instruction

Get your FCC first phone license in 8 weeks. Intensive, personalized instruction by correspondence or in residence. Resident classes are conducted in Hollywood, California and Washinton, D. C. Send for our free brochure and read the famous Grantham guarantee. Write Grantham School of Electronics. Address either Dept. 1-H, 6064 Hollywood Blvd., Hollywood, California, or Dept. 2-H, 737 11th Street, Washington, D. C.

Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesmen will call). Get the best—it costs no more! Northwest Radio & Television School, 1221 N. W. 21st Avenue, Portland 9, Oregon.

FCC 1st phone license in 5 to 6 weeks. Bill Ogden, 1150 W. Olive, Burbank, California. See display ad next week.

RADIO

Situations Wanted

NEWS PERSONALITY

Available Radio, TV or both. Wide experience all phases news and direction. Solid background, writer and voice. 8 years with top 50 KW Radio and TV station. Mature, authoritative style. Excellent references.

Box 301A, B•T

SPORTSCASTER

Here are my qualifications:
1. **5 years in Radio (some TV).**
2. **Sharp on Baseball, Basketball and Football.**
3. **Good personality, good voice, ambition.**
4. **Presently employed as sports director in small market.**

I would like a permanent job with good station with proper facilities for sports. Photo and references furnished on request. No tapes. Available for personal interview.

Write Box 320A, B•T.

TELEVISION

Help Wanted

FARM EDITOR
TRAFFIC GIRL PRODUCER-DIRECTORS
ANNOUNCERS FILM DIRECTOR
NEWS EDITOR

ALL ARE NEEDED BY TOP POWER SOUTHERN REGIONAL VHF. ALL MUST BE EXPERIENCED. WRITE BOX 315A, B•T, GIVING COMPLETE INFORMATION FIRST LETTER.

Situations Wanted

well experienced, professional in

art & film

Fast creative worker — thoroughly trained, handling all phases of video production — from idea thru story-board & artwork to finished film or slide. More effective commercials for your local accounts thru use of special effects or animation.

8 years advertising, film-tv background, own motion picture equipment. Married, 28, now tv employed with excellent references.

Interesting, challenging opportunity is more important than higher compensation. If you are interested — write today!

Box 309A, B•T

FOR SALE

Stations

RADIO STATION —SOUTHWEST—

An exclusive property
now available
RALPH J. ERWIN
Box 811 Broker Tulsa
Serving
Texas Oklahoma Kansas
Missouri Arkansas

FOR SALE—(Cont'd)

Equipment

TOWERS

RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

446 ft TV TOWER

Self-Supporting 40 lb. Wind Loading for
12 BAY HIGH BAND ANTENNA
New—Ready to Ship
Contact: Joseph B. Haigh
Texas State Network
Ft. Worth, Texas

WANTED TO BUY

Stations

STATION WANTED NOW
TEXAS–TEXAS–TEXAS

RALPH J. ERWIN
Box 811 Broker Tulsa

INSTRUCTION

NATIONAL ACADEMY of BROADCASTING



3338 16th St., N.W.
Washington, D. C.
Job Getting Courses in
Announcing, Writing, Producing
Call Decatur 2-5580
New Term Starts June 2

By Order of United States District Court

TRUSTEE'S BANKRUPTCY AUCTION SALE

Comprising

Completely equipped G.E. TV Station, including 2 studio camera chains, 2 field camera chains with all accessories, micro-wave, rear screen projector, test equipment, full projection room, control room, and 12 KW transmitter. Real estate and buildings.

All to be offered and sold on premises adjacent to Maxville, Jefferson County, Mo. . . . THURSDAY, May 12, 1955, BEGINNING 11:00 o'clock A.M. (C.D.S.T.).

The property will be offered first in bulk, thereafter in individual detail lots, subject to Court's approval.

Descriptive circular may be had upon application to the undersigned auction management.

JEROME W. SIDEL, TRUSTEE
408 Olive, St. Louis, Mo.

HARRY S. GLEICK, ATTORNEY
Paul Brown Bldg., St. Louis, Mo.

BEN. J. SELKIRK AND SONS, AUCTION MANAGEMENT
4166 Olive Street, St. Louis 8, Missouri

Invitation to Chaos

THE INANITIES of present political broadcasting regulations and the utter idiocy of proposing that existing rules be complicated by one granting candidates free time are becoming more and more apparent.

Within the past two weeks the whole foolish business has been clearly described by people who have personal experience in the field of political broadcasting and who have testified before the Senate Elections Subcommittee.

The subcommittee has heard Harold E. Fellows, NARTB president; Joseph V. Heffernan, NBC financial vice president, and Richard Salant, CBS vice president, explain, in patient detail, why it is hopeless for radio and television to provide intelligent coverage of political campaigns under existing legislation and why it is ridiculous to suppose that anything but further chaos is promised by the proposed rule commandeering time for political candidates.

Mr. Salant, for example, described his company's unhappy experiences during the 1952 presidential campaign in trying to present reasonable, fair and intelligible coverage without running into absurd complications caused by the equal time principle of the Communications Act. To give a candidate of one of the major parties time was to risk being asked for equal time by the candidates of 16 unheard-of parties.

It was his estimate that it would cost U. S. broadcasters from $30 million to $50 million in a presidential election year if the government superimposed a free-time fiat on the existing political broadcasting rules.

What is worse, the broadcasters' loss would not be the public's gain. If free time were accorded every candidate of every party, the babble of crackpot politics would drown out responsible comment. It would become almost impossible for the public to sort out issues and personalities.

Yet the government would have to expropriate time for candidates of all parties if it demanded time for any, for surely the government cannot discriminate against any citizen who wishes and is qualified to get his name on a ballot. It is not for the government to say what candidate deserves how much time. That is a question to be decided by broadcasters, who, as custodians of great news media, have the experience and the judgment to decide whether a candidate is from the lunatic fringe or a serious contender for office deserving of the vast audience that radio and television command.

It is almost unthinkable that in the face of the facts which broadcasters have presented, the Congress would legislate or the FCC rule that candidates must be given a pass key to every radio and television station. It is *almost* unthinkable, we repeat, but not utterly out of the question.

With a major election to be faced next year, it will be a worthy Congressman indeed who resists the temptation to support the principle of free time, particularly when the subject is being further agitated by outsiders like FCC Comr. Frieda Hennock.

Broadcasters who hope to avoid total chaos in political years must help Congressmen resist that temptation.

Target: $40 Billion More

ARNO H. JOHNSON, vice president and director of research of J. Walter Thompson, gave a real assignment to advertising in his speech to the American Assn. of Advertising Agencies [B•T, April 25].

Advertising, he said, must take a leading role in selling $40 billion more goods and services to consumers in 1955-56 to "assure a continuing expansion in our national economy." That would raise personal consumption 17% over the level of 1954.

Obviously, if advertising is to carry out that job, more money must be spent on advertising. It also is true that in addition to more advertising there will have to be better advertising.

More advertising and better advertising are of special interest to radio and television. Increased spending by advertisers cannot help but mean more revenue for the broadcast media, especially if there is an attendant improvement in advertising methods and techniques.

Television, still dynamically expanding, is bound to get a big piece of any increase in advertising volume. Indeed the advertising increases which are certain to come about will, with equal certainty, provide the necessary support for a fully competitive television system.

With better advertising there will come a renewed interest in radio. Improved advertising techniques are bound to discover on a general scale what many advertisers are already discovering—that radio is still the best low-cost advertising vehicle.

Now, of course, it is up to radio and television themselves to participate in boosting the advertising economy. They cannot confine their function to merely sitting in wait for advertisers to pump more money their way.

The challenge to raise national consumer sales by $40 billion is as much radio's and television's as it is anyone's. Better programming, better selling, better research, better management in radio and tv will contribute major roles in achieving better and more advertising.



Drawn for BROADCASTING • TELECASTING by Duane McKenna

"We thank our regular sponsors for relinquishing the next several hours for free broadcasts by candidates of the Vegetarian Party, the Poor Man's Party, the Greenback Party, the Constitution Party, the Progressive Party, the Prohibition Party, the . . ."

Departure and Arrival

THE retirement of CBS Radio President Adrian Murphy, at the age of 49, has set off a rash of daydreaming, envy and rumormongering among others less fortunate than he.

How irresistibly the mind strays from the insistent telephone, the client crisis, to the sunswept beach and the clockless summer on a New England shore.

How equally irresistible is the urge to find a hidden motive or a power struggle to explain why a man should quit at the $65,000-a-year pinnacle of his broadcasting career.

As for us, we join in the daydreaming and, we must confess, the envy: It would be pleasant to know that, at 49, we could quit tailoring our life to the cramped schedules of printing presses and begin tailoring time to our own uses and desires. But we do not join in the rumor-mongering.

There is no evidence that Mr. Murphy's retirement came about for any reason other than that he gave B•T last week. Having the financial resources, he decided to leave the tiring pace while he was still healthy and young enough to enjoy leisure.

Mr. Murphy is a fortunate man and CBS is a fortunate company—fortunate to have had Mr. Murphy and to have another executive of undeniable talent and experience to succeed him. Mr. Murphy, on a sunny Massachusetts beach, and Arthur Hull Hayes, in the challenging office of CBS Radio president, have the good wishes, we are sure, of all their colleagues.

LEADERSHIP IN PITTSBURGH

		*In Home**	*Out of Home†*
6 a. m. — 12 noon	Mon.-Fri.	**WWSW** LEADS	**WWSW** LEADS
	Saturday	**WWSW** LEADS	**WWSW** LEADS
	Sunday	**WWSW** LEADS	**WWSW** LEADS
12 noon — 6 p. m.	Mon.-Fri.	**WWSW** SECOND	**WWSW** LEADS
	Saturday	**WWSW** LEADS	**WWSW** LEADS
	Sunday	**WWSW** LEADS	**WWSW** LEADS
6 p. m. — 12 mid.	Mon.-Fri.	**WWSW** SECOND	**WWSW** LEADS
	Saturday	**WWSW** SECOND	**WWSW** LEADS
	Sunday	**WWSW** THIRD	**WWSW** SECOND

*Pulse, Jan.-Feb. '55

†Pulse Winter '55

WWSW

5000 WATTS—970 KC
24 HOURS EVERY DAY

the SWING is to...

KMBC-TV

Kansas City's Most Powerful TV Station

Primary CBS-TV Basic Affiliate



No matter what kind of product you sell—whether it be candy, cars or corsets—you'll get handsome returns by spotting your television advertising on or adjacent to the top-rated *locally produced* KMBC-TV shows.

If your advertising appeal is beamed primarily at the youngsters, you have your choice of *two* top-rated local kids' shows—"Comiclub" and "Commander 9." If men are the best prospects for your product, there's no sportscast in the market—either network or local—that holds a bigger audience than "Sam Molen's Sports."

If it's women you want (an audience, that is), Bea Johnson's "Happy Home" offers more feminine viewers than any local women's show.

And for a general audience, you can select any of these three leading programs: "News at Nine," highest rated newscast in the market, network or local; "The Weather Story" with Jim Burke, highest rated weathercast in the market, network or local; or "Premiere Playhouse," top-rated evening movie.

Check these top-rated shows yourself in the latest Telepulse. If you don't have a copy handy, your Free & Peters Colonel has one that's plainly marked for your convenience. He's always available for availabilities.

KMBC-TV

Kansas City's Most Powerful TV Station

CBS TELEVISION

DON DAVIS, *Vice President*
JOHN SCHILLING, *Vice President and General*
GEORGE HIGGINS, *Vice President and Sales*

And in Radio, it's the KMBC-KFRM Team

1st *in the Heart of America*
KMBC *of Kansas City*
KFRM *for the State of Kansas*

FREE & PETERS, INC.
Exclusive National Representatives

MAY 9, 1955 35c PER COPY

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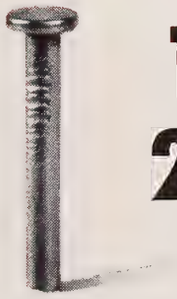
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24TH year

THE NEWSWEEKLY OF RADIO AND TV



THE PULSE HITS THE NAIL ON THE HEAD!



1. 90.9% of Baltimore families listen to radio during an average week.

2. 71.2% of the Baltimore homes are reached by radio on an average day.

These are the big facts proved by Pulse's new "CPA" (Cumulative Pulse Audience) survey.

And here's what another authority proves about W-I-T-H: W-I-T-H has the top Nielsen circulation in the home county. Combined with low, low rates, W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. It's the big bargain buy! Get the whole story from your Forjoe man.

—in Baltimore WITH

Tom Tinsley, President • R. C. Embry, Vice-president • Represented by Forjoe & Co.



PLYMOUTH

Traditionally in the Public Confidence . . .

One of the many rewards of owning a new Plymouth is the realization that Plymouth is the 1955 style-setter for the newest, most dynamic design in motor car history. Plymouth's glamorous new look *and* reputation for dependable performance deliver a one-two combination that makes Plymouth the champion in its field. The Havens & Martin, Inc., Stations have a reputation that likewise is a tradition—the ability to convert vast audiences throughout Virginia into sales for advertisers. WMBG-AM, WCOD-FM and WTVR-TV combine pioneering experience and style-setting programming techniques that deliver a large and responsive following over Richmond's only complete broadcasting institution. Join with confidence the First Stations of Virginia for your advertising needs, throughout Virginia, one of the South's richest areas.

PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET

WMBG AM WCOD FM WTVR TV

MAXIMUM POWER 100,000 WATTS • MAXIMUM HEIGHT 1049 FEET

WTVR Represented Nationally by BLAIR TV, INC.
WMBG Represented Nationally by THE BOLLING CO.





air specialists

IN PROVIDENCE

Call **BOB ENGLES, GEORGE TAYLOR** OR ANY **HEADLEY-REED** REPRESENTATIVE
Kettell-Carter, Boston

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

IMPACT



WGAL-TV

NBC • CBS • DuMont

LANCASTER, PA.

316,000 WATTS

STEINMAN STATION
Clair McCollough, *Pres.*

RESULT *your product sells, sells, sells*

CHANNEL 8 MIGHTY MARKET PLACE

York	Harrisburg	Reading
Hanover	Lebanon	Pottsville
Gettysburg	Carlisle	Hazleton
Chambersburg	Sunbury	Shamokin
Waynesboro	Lewistown	Bloomsburg
Frederick	Lock Haven	Lewisburg
Westminster	Hagerstown	Martinsburg

The terrific sales stimulation of WGAL-TV can work for you! This super-powered station's 316,000-watt signal sends your message from its mountaintop transmitter location to the vast Channel 8 Mighty Market Place. And, WGAL-TV is the one station that reaches this rich market with a population of over three million people who have more than $5¼ billion to spend. For advertising that really sells your product, buy *WGAL-TV*.

Representatives:

MEEKER TV, Inc.

New York Chicago Los Angeles San Francisco

closed circuit

DISREGARDED PRECEDENT • Imminent appointment by President Eisenhower of successor to Comr. Frieda B. Hennock (story page 27) may provoke unrest in certain quarters. It had been presumed that successor would be either woman or person of Jewish faith, because of precedent. Richard Mack, Florida Railroad and Public Utilities Commissioner, understood to be President Eisenhower's choice, is Protestant.

B•T

UNCONFIRMED reports were current last week that White House had interceded directly in television allocations situation and had suggested to delegation headed by FCC Chairman McConnaughey that prompt thought be given to radical plan to stem uhf downward spiral. Proposal: That two 6-megacycle channels be carved out of present fm band (88-108 mc), to be labelled vhf channels 6-A and 6-B; that uhf applicants be given preference for assignment on these channels for low power, minimum mileage operations, installations comparable to radio "locals," with probably dozens of stations on each channel. It's thought that tuner strip for existing sets to receive 6-A and 6-B could be installed for about $5.

B•T

MILITARY LOBBYING • It will be denied as premature and secret, but members of FCC who journeyed to Fort Monmouth Signal Corps base last Tuesday were "indoctrinated" on dire need by military of vhf spectrum space for "essential" military communications. Details can't be divulged but it's known that military wants low band (longer range) vhf area which presumably means in ch. 2-6 range, but approaches issue cautiously [B•T, Jan. 17]. Those indirectly wooed at Monmouth but not necessarily won were: Comrs. Hyde, Webster, Doerfer and Lee (others couldn't make it).

B•T

FCC FIELD INSPECTORS, now that tv activity has bogged down, are probing deeper into station activities. They're asking specifically for log entries on requests for political time, actions taken and rates paid (new law provides only regular commercial rates may be charged). They're also watching for commercials using local telephone numbers as only source of "sponsor identification." Here they may be fly-specking for violations since regulations say there must be actual name identification of sponsorship.

B•T

ANTITRUST • What bearing, if any, will Dept. of Justice antitrust suit against American Newspaper Publishers Assn. and other newspaper trade groups have upon individual publishers which are licensees of radio and tv stations? Probably "none," but this cannot be nailed down as automatic. It's doubted whether individual newspapers or publishers will be cited in case involving purported price-fixing through advertising agency recognition system, premised on 15% commission. FCC, under law, must look into qualifications of fitness of licensees. Hence, question could be raised (even by outside parties) as to qualifications if government charges stick or even if consent decree is entered. Best guess: Nothing will happen.

B•T

UNDERSCORING importance placed upon communications by Administration is direct White House contact being maintained with Chairman Magnuson (D-Wash.) of Senate Interstate & Foreign Commerce Committee. President Eisenhower, it's learned on excellent authority, has designated Maj. Gen. Wilton B. Persons, deputy assistant to the President, to maintain liaison with Chairman Magnuson, this without regard to party lines. It's reportedly working effectively.

B•T

TALENT RAID • Story making rounds in toll tv tempest is that at least one protagonist group would seek pre-conditioned audience by outbidding networks for their current top-rated shows (those Lucys, Dragnets, Gleasons and Disneys) as sure fire beat since free tv would not then be able to provide continuity of such established features.

B•T

INSIDE WORD from London is that BBC is in throes of reorganization in both radio and tv in light of impending competition this fall through introduction of commercial tv.

B•T

BETWEEN GENERALS • Memorandum on how to wage counter-offensive against U. S. S. R. propaganda has been submitted to President Eisenhower by Brig. Gen. David Sarnoff, RCA chairman, and will be released this week. One major proposal reportedly advanced: Establishment of strategy board, whose chief would hold cabinet rank, to conduct political and psychological campaign internationally.

B•T

NBC'S QUEST for ownership of tv in San Francisco has ended with automatic renewal of its standard two-year contract with KRON-TV, Chronicle *station. Although not formally announced, contract was extended about last month. Previously NBC had proposed to buy KRON-TV and had explored prospect of establishing uhf in that market.*

B•T

MORE ABOUT ROGERS • There is sequel to B•T's disclosure [CLOSED CIRCUIT, May 2] that news release of FCC Chairman McConnaughey's appointment of Christian E. Rogers Jr. as his engineering aide omitted background of Mr. Rogers as onetime McCarthy investigator (who probed FCC records). Original draft of biography contained reference. Deletion, it's said, did not come from Chairman's office. Now watch for Mr. Rogers' transfer from his Grade 15 ($10,800 per year position) to important staff post. He's not an engineer, but holds B. S. degree.

B•T

STORER's filing of ch. 10 application for Miami (see story page 66) has put FCC on horns of dilemma. In first place, court virtually told Commission to reopen 1953 denial of Storer's ch. 10 application, give him hearing. This was part of its ruling on multiple ownership regulation. On other hand, according to some FCC attorneys, Storer's time ran out on application question—appeal to court was on multiple ownership rule, not on FCC's refusal to accept application. It's up to commissioners to figure whether to follow staff's advice and buck court, or follow court's advice and overrule its own legal advisers.

B•T

CONVERSATIONS • Those interrupted talks with Mexico on bilateral agreement to settle radio allocation differences may resume in July, depending on outcome of present Mexican negotiations with Cuba. When discussions broke off in Mexico City in early December, it was hoped to resume in Washington in April. Choice of site is involved and our dollar-short Latin neighbors may want to meet at Denver or some other city close to border.

B•T

THOSE RESULTS in Chicago Daily News *poll, showing readers in favor of toll tv by over 3-1 margin, aren't final after all, with more findings to be released early this week. Odd thing happened in balloting—many letters, it develops, were in same handwriting but in different color inks.*

B•T

VHF'S CHILL IN DENVER • Denver, which just few years ago was hottest spot in country for vhf tv, is just about coldest these days. On heels of recent sale of KBTV (TV) (ch. 9) for $900,000, comes report (published in Denver) that Gene O'Fallon's ch. 2 KFEL-TV is available through Blackburn-Hamilton for figure in neighborhood of $750,000. In June 1954, KLZ-AM-TV (ch. 7) sold for $3.5 million.

B•T

WILLSON (BILL) TUTTLE, formerly vice president in charge of radio and television for Ruthrauff & Ryan, and president of United Television Programs, expected to join Fuller & Smith & Ross, New York, effective middle of May, as group television account executive in charge of several accounts.



GOOD TIME EVERY PUNCH

. . . *plenty punch every time*

You could buy time on KOWH with your eyes closed . . . and be sure of a good time, with plenty of selling punch. Lowest quarter-hour average share-of-audience: 34.5%. Highest: 65%* and that's no typographical error. All-day average—45.3%—more than 2½ times the second station's 17.2%.**

Let the H-R man show you how to punch out sales on never-a-bad-time KOWH. Or, talk to KOWH General Manager Virgil Sharpe.

** Hooper Continuing Measurements, 8 a.m.-6 p.m. Mon.-Sat., Oct. '54-Jan. '55.*
*** Hooper Radio Index, 8 a.m.-6 p.m. Mon.-Sat., March-April, 1955.*

KOWH
OMAHA

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Reps., Inc.

at deadline

Apple Two Silences KOZDM, But Damage Not Serious

KOZDM Survival City, near Yucca Flats, Nev., (1240 kc. 250 w) was knocked off air last Thursday by Apple Two, most powerful nuclear blast ever exploded as an "open shot," but station could have resumed operation with only minor repairs.

That's story based on first post-blast inspection of typical station located less than mile from Ground Zero, which under attack, would be called upon to keep public informed on one of Conelrad channels. It was one of several communications installations, and test was designed to show post-disaster repair problems with which communication personnel will have to cope.

KOZDM, early reports show, was silenced by damage to transmission power line, rather that to transmitter itself. One of four radio-towers was jack-knifed. Early data indicated that 1,000 square-foot concrete block building housing RCA transmitter was relatively undamaged.

All other communications equipment, including mobile transmitters, automatic telephone switchboard and radio and tv receivers, apparently were in usable condition. Detailed results won't be available for several days.

Experiment was conducted in cooperation with Federal Civil Defense Administration to arouse interest of public in atomic dangers, and to test "model city" utilities and facilities under conditions of attack. Results as they affected KOZDM and other communications, seemed to coincide with views expressed by engineering observers prior to much-postponed detonation [B•T, May 2].

Summer Sales Campaign Planned by Westinghouse

PLANS for summer sales campaign and group sales approaches for Westinghouse Broadcasting Co. stations were discussed at meeting in New York Thursday-Friday by sales executives of WBC stations and officials of Free & Peters.

Attending sessions under direction of Eldon Campbell, WBC national sales manager; John F. Hardesty, eastern sales manager, and George D. Tons, midwest sales manager, were: William J. Williamson, WBZ-WBZA Boston; Robert H. Teter, KYW Philadelphia; John G. Stilli, KDKA Pittsburgh; H. D. Longsworth, WOWO Ft. Wayne, and Robert E. Rudolph, KEX Portland. Representing Free & Peters were Russel Woodward, executive vice president, and Jonas Scovern, vice president and eastern sales manager.

Thursday luncheon meeting was addressed by William B. Ryan, executive vice president of Quality Radio Group. Kevin Sweeney, president of Radio Advertising Bureau, spoke at Friday luncheon.

ABC Radio's New Study

ABC RADIO expected to release this week 67-page study on what has happened to network radio since advent of television. Study asserts that network radio, if used correctly, can reach audiences of quality and size. Report was made from data of trade and research organizations.

PRAISE FOR CODE

SPECIAL tv report by Sen. Kefauver's Juvenile Delinquency Subcommittee, which will be out late this week barring printing delays, will make only minor if any legislative recommendations. Report, running around 50 pages, will commend networks and NARTB for progress in improving programming and recommend follow-through along self-regulation lines stressed during subcommittee hearings on tv fare. Report will deplore continuing quantity of what is felt to be objectionable fare in block programming on individual stations and fact only about 60% of U. S. tv stations subscribe to NARTB Tv Code. Producers and distributors of crime and horror movies for television will get criticism and may come in for still more at upcoming subcommittee hearings on West Coast.

Series of New Accounts, Renewals Signed by ABC

SIX new accounts and renewals signed by ABC Radio in upswing of business Friday. Renewals include ReaLemon Co., Chicago, through Rutledge & Lilienfeld, Chicago, for Thursday, 9-9:15 a.m. EDT; portion of *Breakfast Club* (Mon.-Fri., 9-10 a.m. EDT), starting May 26; Table Products Co., division of Safeway Stores (food products), San Francisco, through Hoefer, Dietrich & Brown, San Francisco, for 10-10:30 a.m. EDT segment of *No School Today* (Sat., 9-10:30 a.m. EDT), starting this Saturday; Gospel Broadcasting Assn., Pasadena, through R. H. Alber Co., Los Angeles, for *Old Fashioned Revival Hour* (Sun., 4-5 p.m. EDT), starting June 12.

New business includes Ball Bros. Co. (jars and lids), Muncie, Ind., through Applegate Adv., Muncie, for new Saturday *Don McNeill Breakfast Club Review* half-hour show, starting June 18, at time to be announced later; Eugene Stevens Inc., New York (mail order), for one-time-only How to Save Money on Your Car, May 15, 6:30-6:45 p.m. EDT and 9:15-9:30 p.m. EDT and Catholic Order of Foresters, Chicago, through Sylvan M. Fred, Dayton, for special 72d anniversary broadcast May 22, 10:30-11 p.m. EDT.

Good Humor, White Rock, Lipton's, Flit Plan Spots

PLANS of several summer advertisers breaking spot campaigns (see business story, page 29) were disclosed Friday. They include Good Humor ice cream bars, White Rock, Lipton's ice tea and Esso Standard Oil Co.'s Flit. Good Humor effective May 20 will use weekend radio spots and tv participations in child shows in about dozen markets for six or eight weeks. David Mahoney Inc., N. Y., is agency.

White Rock, N. Y., will use super-saturation radio spot campaign in all bottler cities, about 30, with various starting dates from May 16. David Mahoney is agency.

Lipton's ice tea, N. Y., buying spots in major television markets and smaller radio markets, starting in South May 16 and moving north, effective June 13, in about 100 markets for six weeks. Young & Rubicam is agency.

Esso Standard Oil Co., N. Y., for Flit, will start today (Mon.) in five southern radio markets with varied contracts running 8, 10 and 13 weeks. Marschalk & Pratt is agency.

• BUSINESS BRIEFLY

CHEVROLET RADIO • Though details are unavailable, Chevrolet Div. of General Motors Corp. is reportedly planning to break with new saturation spot radio campaign in key markets. Announcement expected momentarily out of Detroit. Agency is Campbell-Ewald there.

INSTITUTIONAL BUY • General Dynamics Corp., N. Y., to sponsor, starting May 15, NBC-TV's *Youth Wants to Know* (Sun., 2:30-3 p.m. EDT), with advertising of institutional type. Agency: Morey, Humm & Johnstone, N. Y.

MILES BUYS NEWS • Miles Labs., Elkhart, Ind., signs for Mon., Wed., Fri. segments of *John Daly and the News,* ABC-TV (7:15-7:30 p.m. EDT), across-the-board. Sponsorship, on behalf of Alka-Seltzer and One-A-Day vitamins, starts July 4. Agency: Geoffrey Wade Adv., Chicago.

REVLON BUYING • Revlon Products Corp., N. Y., for its Silicare (hand cream), is buying radio spot campaign in specific markets starting May 16 and May 23 for 13 weeks. In addition, two tv markets will be used. William H. Weintraub Co., N. Y., is agency.

Warning Revision Sought

SINGLE authorized source of air raid information for broadcasters will be sought following Yellow air raid warning Thursday. Warning turned out to be false alarm. Confusion reigned along West Coast. KFI Los Angeles went off air at 9:40 a.m. and shifted to Conelrad but other stations failed to receive KFI notification. Other stations went off air. Incident ascribed by air defense officials to communications breakdown.

ABC Affiliates to Meet

JOINT ABC Radio and Tv affiliates meeting will be held in Washington May 22 during NARTB convention, Robert E. Kintner, ABC president, who will address convention May 26 on "The Business of Television," said Friday. Headquarters for network will be Suite 300B at Sheraton-Park Hotel with combined affiliates meeting at 3:30 p.m. (EDT) in Park Room of Shoreham Hotel. ABC will hold luncheon May 22 for network's Radio & Television Stations' Advisory Committees.

Benny Can't Use 'Gaslight'

CBS-TV and comedian Jack Benny last Friday forbidden to show parody version of M-G-M film "Gaslight." U. S. District Judge James M. Carter's formal opinion confirmed one-page memorandum he issued last September indicating he would find for plaintiff M-G-M and playright Patrick Hamilton.

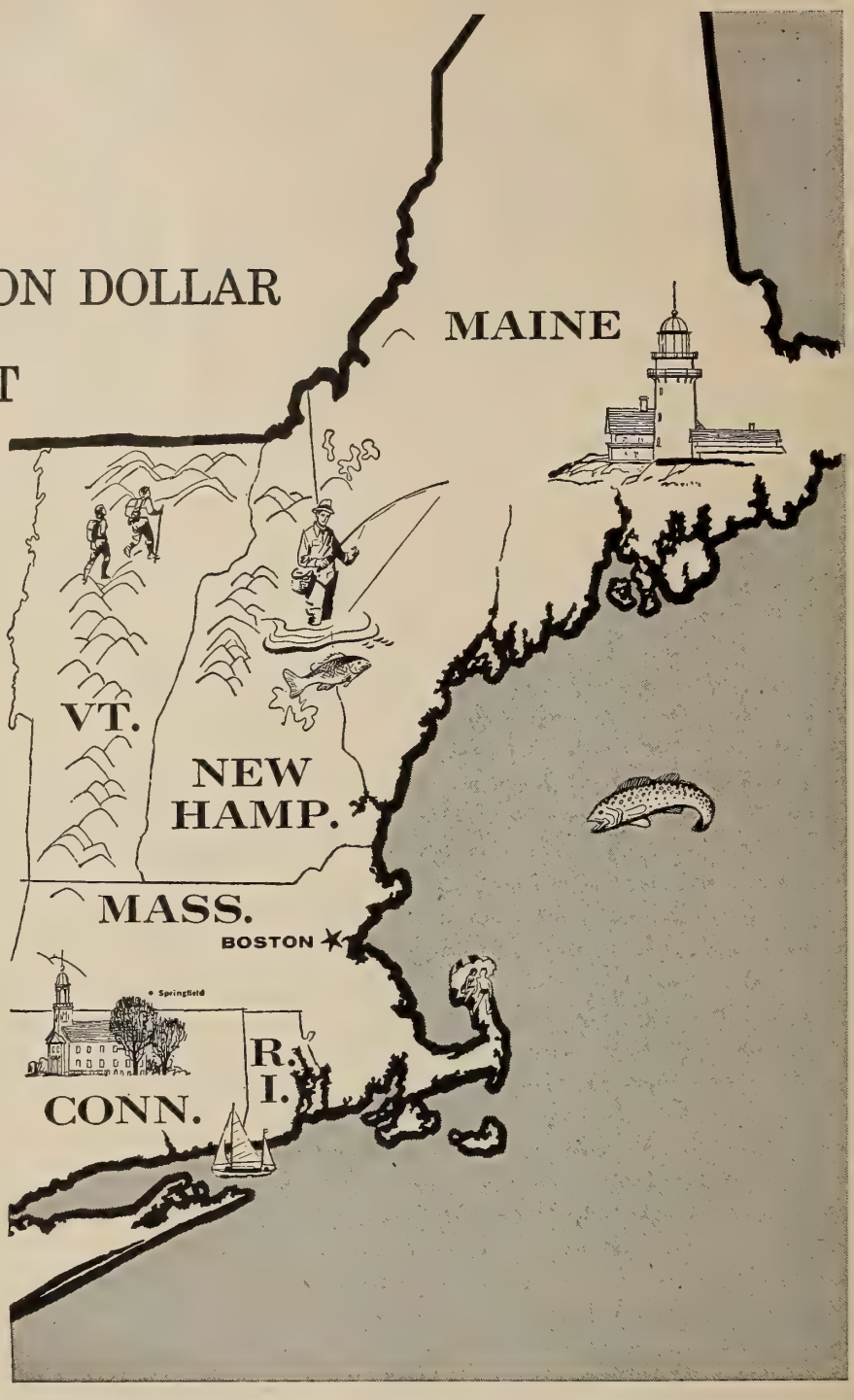
Counsel for network and Mr. Benny stated they would take case to U. S. Circuit Court of Appeals.

In New England...

TAP A ONE BILLION DOLLAR SUMMER MARKET

on

WBZ+WBZA



This summer, four to five million people will spend their vacations traveling through New England's six great states. They'll spend about one billion dollars. And 67% of these people will be New Englanders.

In addition to this vacation travel, New Englanders take to the road most every weekend during the summer. Cape Cod, the White Mountains, the beautiful Berkshires, 5000 inland lakes and 2500 miles of ocean coastline make New England a real summer paradise within easy reach of New Englanders everywhere.

There's only *one* media that can reach 'em wherever they go—Radio. And the only radio voice that can reach 'em anyplace in New England is WBZ+WBZA. Special summer programming, plus hard-hitting audience promotion plans, will mean big summer audiences for WBZ+WBZA advertisers. Get the complete summer story from Bill Williamson, WBZ+WBZA Sales Manager at ALgonquin 4-5670 or Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.

WBZ+WBZA

BOSTON+SPRINGFIELD

51,000 Watts

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ+WBZA • **WBZ-TV**, *Boston;* **KYW** • **WPTZ**, *Philadelphia;*
KDKA • **KDKA-TV**, *Pittsburgh;* **WOWO**, *Fort Wayne;*
KEX, *Portland;* **KPIX**, *San Francisco*

KPIX represented by THE KATZ AGENCY, INC.
All other WBC stations represented by FREE & PETERS, INC.

at deadline

Value of Ratings Argued At AWRT Chicago Meeting

ISSUE whether programs should be chosen and evaluated on basis of ratings highlighted Friday morning session of American Women in Radio & Television at fourth annual convention in Chicago (early story page 63). Raymond E. Nelson, national spot sales director, Television Bureau of Advertising, described it as "chief problem area of national spot." He added tv should be sold on its value without regard to costliness of product advertised.

Mr. Nelson appeared on ratings panel that included Hugh Beville, NBC research and planning director, and Herbert Evans, vice president of Peoples Broadcasting Co., Columbus, Ohio. Bea Johnson, KMBC-AM-TV Kansas City, was moderator. NARTB President Harold E. Fellows lauded AWRT for setting up scholarships, terming it an "excellent move."

At Saturday session, Maurice B. Mitchell, president of Encyclopedia Britannica Films and formerly with NAB and Muzak Corp., argued that "it's a mistake to try to jam too much variety into a single daytime women's program" and noted "surprising number" of men eavesdrop on shows.

NBC-TV Color Shown ANA

COLOR commercials of brand name products, including Dole Pineapple, Jantzen Swim Suits, Douglas Aircraft, Del Monte Foods, Carnation Milk and Sunkist, shown members attending West Coast regional meeting of Assn. of National Advertisers in Santa Barbara, NBC announced Friday. Showing was via special NBC-TV half-hour closed circuit colorcast.

RCA Declares Dividends

QUARTERLY dividend of 25¢ per share on common stock of RCA, payable July 25 to holders of record June 17, was announced Friday by Brig. Gen. David Sarnoff, chairman of board. Board also declared dividend of 87½¢ per share on first preferred stock for July 1 to Sept. 30 period, to holders of record Sept. 12.

RCA Victor Post to Kanaga

ELECTION of Lawrence W. Kanaga as vice president and operations manager of RCA Victor Record Div., announced Friday by Emanuel Sacks, vice president and general manager of division. Mr. Kanaga has been general sales and merchandise manager of RCA Victor Record Div. since 1949. He joined division after serving two years as vice president of RCA Victor Distributing Corp., Detroit. He previously held executive posts with department stores and at one time was with Guenther Bradford Adv., Chicago.

WFBM Indianapolis to ABC

AFFILIATION of WFBM Indianapolis with ABC Radio effective June 3 announced Friday by Charles W. Godwin, ABC director of station relations. It will replace WISH as ABC's Indianapolis affiliate. WFBM is owned and operated by Consolidated Television & Radio Broadcasters Inc. Harry M. Bitner Jr. is president and general manager.

RADIO, TOO

INVENTION of radio incorrectly attributed to Guglielmo Marconi, Italian scientist, Moscow Radio said Friday. Soviet Union planned to celebrate Saturday as 60th anniversary of invention of radio by "The Great Russian Scientist Alexander Popov."

Influence Attempt Denied

WALTER R. POWELL Jr., former chief Broadcast Bureau counsel in hearing before FCC Examiner Herbert Sharfman on license renewal of Edward Lamb's WICU (TV) Erie, Pa., never attempted to induce turnabout witness Marie Natvig to change her testimony nor expand it, U. S. District Court in Washington, D. C., was told Friday by Thomas B. Fitzpatrick, associate Broadcast Bureau counsel in WICU hearing. Mr. Fitzpatrick was sixth government witness called in perjury trial of Mrs. Natvig before Judge Alexander Holtzoff (early story page 66).

Capt. Miles Joins IRAC

RESIGNATION of Capt. Paul D. Miles as engineering aide to FCC Comr. Rosel H. Hyde and assumption of new duties today (Mon.) as secretary of Interdepartmental Radio Advisory Committee were announced Friday. He succeeds Walter Lober who moves to Office of Defense Mobilization as special assistant to Assistant Director for Telecommunication Harold M. Botkin. Mr. Lober takes over part of duties relinquished by Christian E. Rogers Jr., new engineering aide to FCC Chairman George C. McConnaughey [B•T, May 2]. Capt. Miles is longtime allocations expert, was first chief of FCC Frequency Allocation & Treaty Division.

Craven Heads Consultants

T. A. M. CRAVEN, senior member of Washington consulting engineering firm of Craven, Lohnes & Culver and former FCC commissioner has been elected president of the Assn. of Federal Communications Consulting Engineers, it was announced Friday. He succeeds Frank H. McIntosh.

Other officers, all elected at AFCCE's annual meeting April 29 in Atlantic City are: Everett L. Dillard, vice president; Robert E. L. Kennedy, secretary; John Creutz, treasurer. Elected to executive committee were Robert M. Silliman and Russell P. May. George P. Adair was reappointed to executive committee. George E. Gautney remains on executive committee.

FIGHT ON RADIO

GILLETTE SAFETY RAZOR Co., Boston, will sponsor broadcast of May 16 heavyweight championship bout between Rocky Marciano and Don Cockell from San Francisco on NBC Radio exclusively, starting at 11 p.m. EDT. Agency: Maxon Inc., N. Y. Only telecast of fight will be via closed circuit in theatres.

PEOPLE

ELMER DAVIS, author and ABC news analyst, presented with 1954 Stephen Wise award of $1,000 for defense of civil liberties.

TED SACK appointed producer of *Wake Up and Live,* CBS-TV, Sun., 10:30-11 a.m. (EDT), replacing William Workman, who resigns to join Compton Agency, N. Y., effective May 15.

EVELYN PAIRCE, producer, Fuller & Smith & Ross, N. Y., joins J. Walter Thompson Co., same city, as co-casting director of radio-tv dept. with **MARION DOUGHERTY.** Miss Dougherty has been with JWT five years.

GUILD COPELAND, vice president and copy supervisor, Biow-Beirn-Toigo, N. Y., to Ted Bates & Co., N. Y., as member of copy staff.

BARBARA McCUSKER, assistant magazine editor of NBC press department, promoted to magazine editor, succeeding Auriel Macfie, who has resigned to do freelance writing. Nancy Hamburger, magazine editor at Young & Rubicam, has joined NBC in Miss McCusker's former post.

WILLIAM DURKEE, tv dramatic writer, has signed with Ashley-Steiner Agency, N. Y., and commissioned by producer Fred Coe to adapt final sections of William Faulkner's novel, *The Sound and the Fury* for telecasting next fall.

WILLIAM S. HEDGES, NBC vice president in charge of integrated services, elected president, Rotary Club of New York.

WMFJ Daytona Beach Sold

WMFJ Daytona Beach, Fla., sold for $40,000 cash by W. Wright Esch to Harold Kaye and Emil J. Arnold, according to bid filed with FCC Friday. Mr. Kaye is vice president-25% owner WORC Worcester, Mass.

Roseburg Tv Merger

MERGER of two ch. 4 applicants at Roseburg, Ore., reported to FCC Friday. Southern Oregon Bcstg. Co., owner KBES-TV Medford, Ore., will dismiss its application and acquire 50% of Southwest Oregon Tv Bcstg. Co., identified in ownership with KVAL-TV Eugene, Ore. Roseburg outlet would be satellite of KVAL-TV, Commission was told.

West Coast Station Restrained

PERMANENT ORDER issued against KSAN-AM-TV San Francisco by Federal Judge O. D. Hamlin forbidding use of horserace information from Triangle Publications, publishers of *Racing Form.* Stations consented to order. Triangle applied for order last Tuesday, stating information it received was being "pirated" for broadcast use.

Electronicam Pact With SAG

COLLECTIVE bargaining agreement covering actors, singers and announcers in programming filmed by new DuMont Electronicam camera system signed in Hollywood last Friday by DuMont Tv Network and Screen Actors Guild. Contract covers all forms of Electronicam filming, including theatre motion pictures.

Freer to Direct Atomic Show

BARRY B. FREER, contract manager of NARTB's 1955 convention equipment and services exhibit, has been named director of the First Trade Fair of the Atomic Industry. He will stage exhibit to be held Sept. 26-30 at Sheraton-Park Hotel, Washington, by firms interested in peacetime use of atomic power.

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*Reg. U. S. Patent Office

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the biggest daytime coverage in Texas

Timebuyer!

Going around in ever-decreasing circles when it comes to selecting power-coverage in Texas?

Get the biggest daytime coverage of all with KENS!

50,000 watts at 680 kc . . . reaches 4¼ million people living in a 109,737 square mile area comprising 109 counties. Nearly $6 billion annual income is here!

. . . and KENS (CBS in San Antonio) is Pulse-rated as 1st or in photo-finish-for-1st in all rated time segments! (Nov., 1954)

EXPRESS-NEWS STATION

KENS

680 CBS

50,000 WATTS 10 KW NIGHTS

SAN ANTONIO, TEXAS



Ask FREE & PETERS, Inc. for details


Famous on the local scene.



...et known throughout the nation.

Although known from coast to coast, the Statue of Liberty's inspiration is greatest at home.

Storer Stations, too, have achieved national recognition. But it is their impact upon the local audience that brought truth to the phrase, "for sales success — sell it on a Storer Station."

"A Storer Station is a Local Station."

STORER BROADCASTING COMPANY

NATIONAL SALES HEADQUARTERS:

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BOB WOOD, Midwest National Sales Mgr. • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498
GAYLE V. GRUBB, V.P., Pac. Coast Nat'l Sales Mgr. • 111 Sutter Bldg., San Francisco 4, Calif. WEst 1-2093

CAPITAL TYPES #1



THE REPRESENTATIVE

Re-elected regularly on a strong platform advocating prosperity. Is against sharks. Carries a lot of weight in smoke-filled rooms. And in the Washington area, one radio station carries a lot more weight than any other. That station is WTOP Radio with (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular local personalities and (4) ten times the power of any other station. In Washington, WTOP represents the best for advertisers because it represents the best in broadcasting. See our representative for additional information and availabilities.

WTOP RADIO

Represented by CBS Radio Spot Sales

OPEN MIKE

Subpoena for Sweeney

EDITOR:

If you need anyone to stand up in court and testify that *everyone* in this business reads B•T, just issue a subpoena.

Since the interview appeared in your March 28 issue, I have had perhaps a couple of hundred letters about it. At least a hundred people have gone out of their way to comment on it in person in the dozen cities I have visited since it appeared. Four radio stations have written in asking to join RAB.

I certainly appreciated the opportunity you and your confreres gave me to expose some opinions I had harbored all too long. But I didn't realize until now how many people would be listening.

Kevin B. Sweeney, President
Radio Advertising Bureau, New York.

Throw That Blade Away

EDITOR:

Of all the improvements that have been made in B•T, the perforation of TELESTATUS with the Comparative Showsheet hits me where it helps most. Now I can throw away the razor blade with which I used to struggle in order to separate this section.

Gomer R. Lesch, Prog. Dir.
WFMY-TV Greensboro, N. C.

Chicago to Cleveland

EDITOR:

In the April 25 issue of B•T, I read an article on page 51 entitled, "State Street and Radio." I showed it to a client of ours who has now asked me to obtain 450 reprints of the article, if that is possible.

Scott Benton
Griswold Eshleman Co.
Cleveland, Ohio

[EDITOR'S NOTE: Reprints of "State Street and Radio" are available at five cents a copy, $5 a hundred.]

Can You Top This?

EDITOR:

In the April 25th issue of B•T, WFOB Fosteria, Ohio, had short quip-story about sports coverage. KAYL by far exceeds WFOB's number of basketball games broadcast. KAYL-FM (alone) carried at least 77 games. Our grand total for basketball games broadcast totaled 97, including tournaments, etc.

KAYL-FM also carries approximately 30 football games a season; approximately 60 local semi-pro baseball broadcasts. And were it not for station policy concerning the broadcast of major league baseball on KAYL in the afternoon, we would also be carrying a game of the day. All told KAYL-FM carries nearly 200 athletic events per year. If we had major ball (which we have access to) we would have nearly one game per day in the year.

Let someone beat this record. Especially, let an fm station beat this mark of 200 sports-broadcasts a year (at least).

Paul R. Benson, General Manager
KAYL-AM-FM Storm Lake, Iowa

WIP Was There, Too

EDITOR:

I just saw your story on narcotic raid coverage by several Philadelphia broadcast facilities [B•T, April 25]. WIP was a participant in this raid, as it has been for every narcotics raid in Philadelphia within the last five years.

Our special events director, Sam Serota, together with WIP's president, Benedict Gimbel Jr., and various members of our program staff have consistently covered these dramatic events with tapes for actuality broadcasts . . .

Paul Martin, Director
Sales Promotion and Publicity
WIP Philadelphia

Yearbook in Great Demand

EDITOR:

It was real good to get the modern up-to-date (1955) version of your BROADCASTING YEARBOOK-MARKETBOOK. I am always amazed at the number of changes which take place in the course of a 12-month period.

This valuable tome is always in great demand around here; please send me a chain lock with the next one.

Charles M. Wilds
N. W. Ayer & Son, New York

EDITOR:

My first glance through the pages of BROADCASTING YEARBOOK-MARKETBOOK has shown me what a handy volume this is to have about. . .

Dell Byrne
Harry B. Cohen Adv. Co., New York

EDITOR:

. . . The 1955 BROADCASTING YEARBOOK-MARKETBOOK has earned a position on my desk . . . If there is half as much useful information in the TELECASTING YEARBOOK-MARKETBOOK [the 1955-56 edition will be published in August] I look forward to ordering my copy.

Jeremy D. Sprague
Cunningham & Walsh, New York

'Considered' Not 'Prepared'

EDITOR:

On page 34 of your March 14 issue, you report that our client, Crucible Steel, "is preparing a radio spot campaign for 52 weeks in a half-dozen markets to start within the next 30 days."

This is not true. Crucible has been sponsoring a five-minute news summary six times a week on a local Pittsburgh station, WWSW, for some time. This radio advertising has been very well received. Crucible's advertising manager, therefore, wanted to consider what it might cost to expand this coverage and what programs were available in other Crucible mill areas and cities where Crucible operated their own warehouses. He wanted this information for his own study and possible use to present to his management . . .

K. C. Mehrhof, Account Executive
G. M. Basford Co., New York

Tv Map Updating Appreciated

EDITOR:

Thank you for the material to bring our B•T Telecasting map up to date . . .

Newman F. McEvoy, V.P. & Media Dir.
Cunningham & Walsh, New York

EDITOR:

We received your "Tv Stations on-the-Air" panel and I do want to say thanks very much. I can assure you it will be most useful and helpful . . .

Martin C. Hansen, Assoc. Media Dir.
Compton Advertising Inc., New York

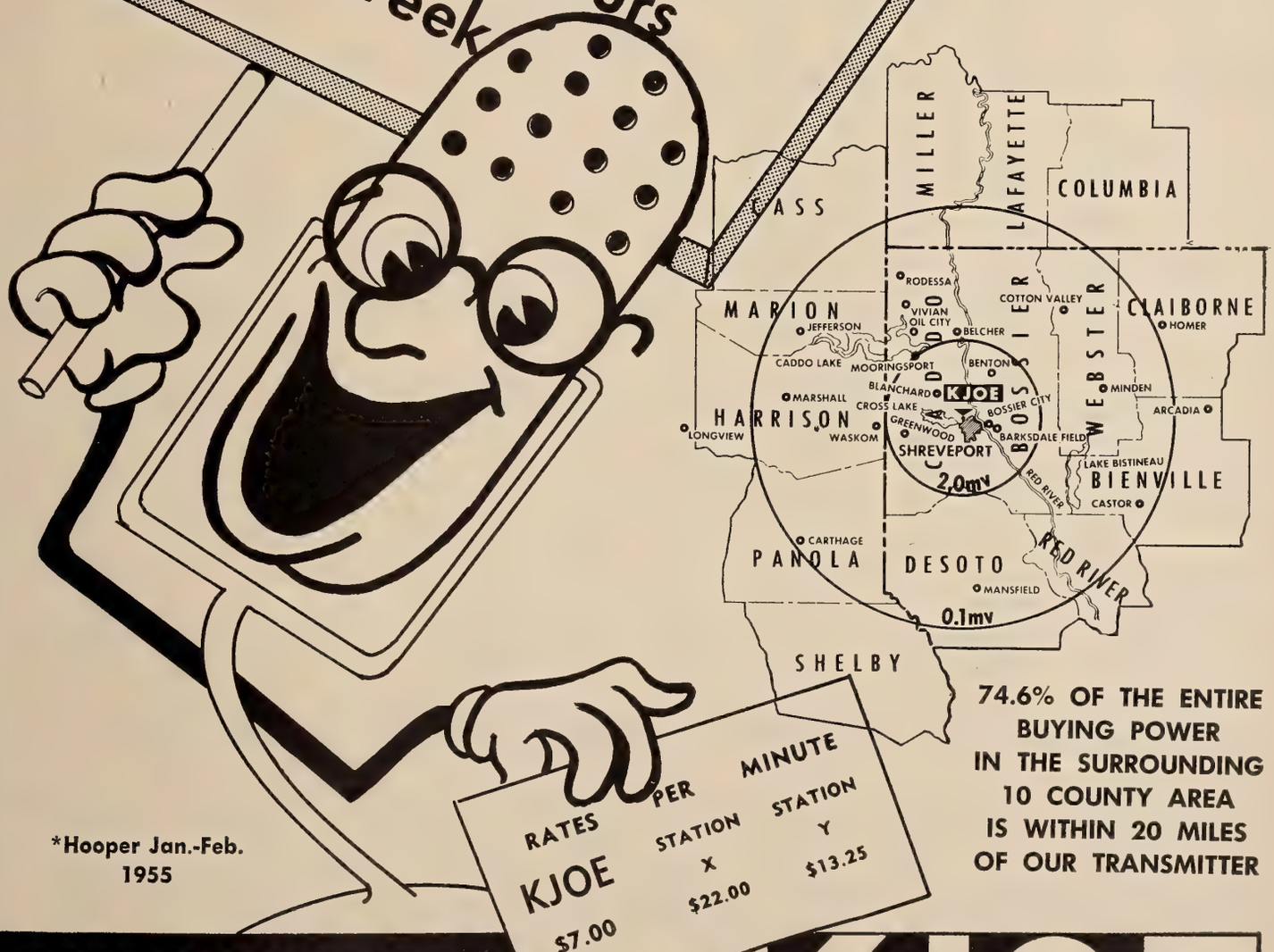
[EDITOR'S NOTE: B•T has prepared up-to-date lists of tv stations in the United States and Canada and printed them on gummed paper, so they can be applied to the TELECASTING maps, covering the earlier list.]

A LEADING INDEPENDENT

IN THE NEW SOUTH

* K-JOE

is NUMBER 1 95 Quarter Hours per week



*Hooper Jan.-Feb. 1955

RATES PER MINUTE		
	STATION X	STATION Y
KJOE	$22.00	$13.25
$7.00		

74.6% OF THE ENTIRE BUYING POWER IN THE SURROUNDING 10 COUNTY AREA IS WITHIN 20 MILES OF OUR TRANSMITTER

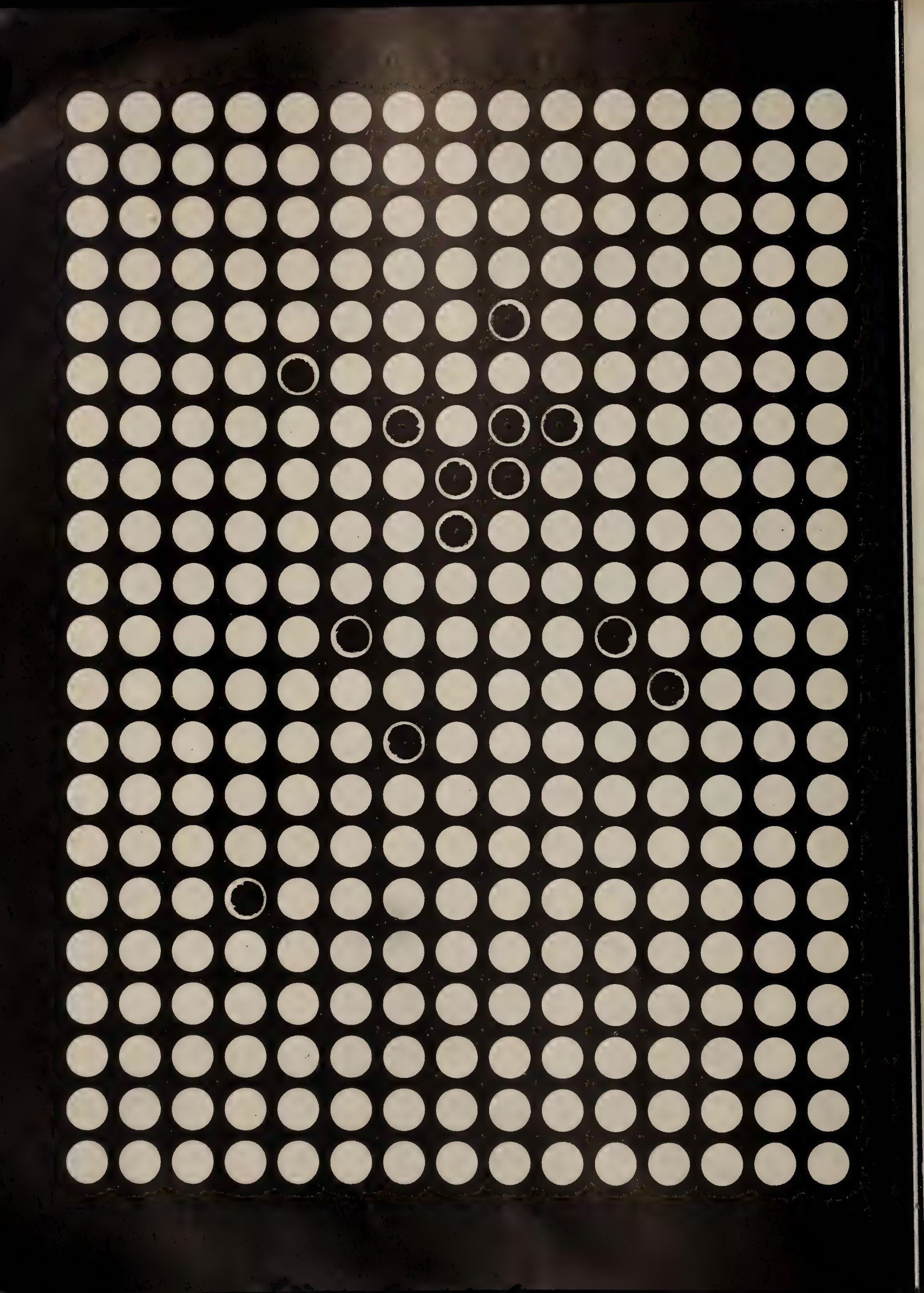
1000 WATTS DAY

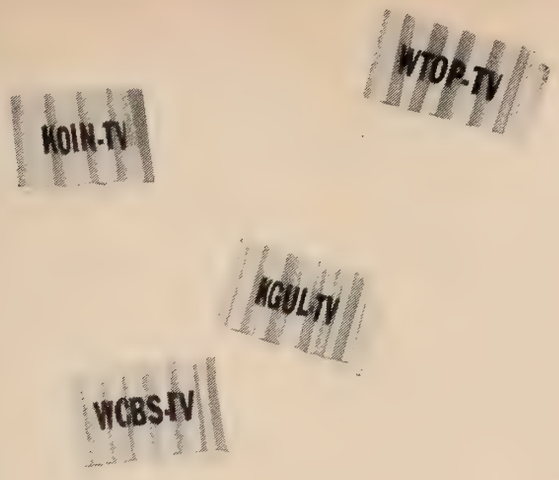
JOE MONROE Pres. & Gen. Mgr.

507 Spring Street, Shreveport, La.

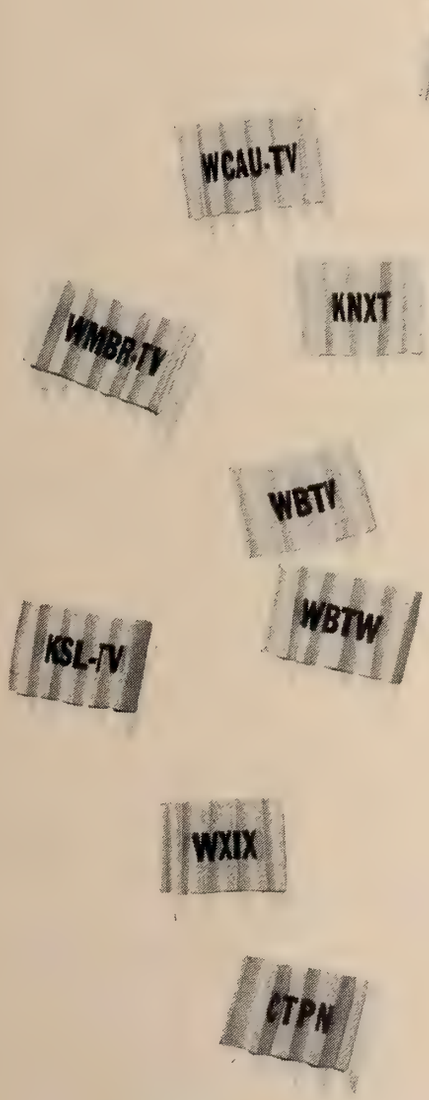
See **FORJOE** *for* **K-JOE**

K-JOE





good spots to be in



Television's great... but you can't play it blind. You have to *know* where the winners are.

Nothing's left to chance when you go into national spot television on any or all of the stations we represent.* We'll help you pick the sales strategy and the kind of schedule best suited to your specific needs in each market (thanks to the most television-experienced sales staff and the largest research department in the medium). We'll help you tailor your campaign to make the most of local viewing tastes. And we'll put it on the station in each of our 12 markets which will get you the strongest availabilities and the largest possible audience... at the lowest cost-per-thousand.

It boils down to this: With the help of CBS Television Spot Sales, you're able *most effectively* to combine television's great impact with the economy and pinpoint efficiency of spot.

Good reason why more than 300 national spot advertisers are currently using schedules on one or more of the stations (and regional network) we represent.

It's a good spot to be in!

CBS Television Spot Sales

Representing: WCBS-TV New York, WCAU-TV Philadelphia, WTOP-TV Washington, WBTV Charlotte, WBTW Florence, WMBR-TV Jacksonville, WXIX Milwaukee, WBBM-TV Chicago, KSL-TV Salt Lake City, KGUL-TV Galveston-Houston, KOIN-TV Portland, KNXT Los Angeles, CBS TELEVISION PACIFIC NETWORK

**Ask to see our latest presentation on the dimensions of television today. It's titled "The Best Spot in All Advertising."*

EVEN STANLEY WATCHES

WHEN



CHANNEL 8, I PRESUME . . .

As far as Stanley is concerned, it's the end of the search. The big discovery has been made!



We mean Stanley, N. Y. of course, where they haven't seen a safari in a heck of a time. (The ground's pretty well trampled in those parts.)

Sounds as though there's nothing new to learn about Stanley, but WHEN-TV knows better. Stanley is just one of 250 upstate communities to which WHEN-TV has broken trail, getting to know the people, their buying habits, their buying power. Want to take some trade goods into the wilds of upstate N. Y.? Let WHEN-TV lead the expedition.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

WHEN TV

CHANNEL 8

SYRACUSE, N.Y.

our respects

to HAL EUGENE ROACH Jr.



TWO months ago Hal Roach Jr. became the owner of the 18-acre Hal Roach Studios in a $10 million deal concluded with his father. As far as the overall company is concerned, he is now the Hal Roach of the title; as far as the new president is concerned, he is still Hal Roach Jr.

Brought up in the motion picture industry from the time of his birth in Hollywood on June 15, 1918, Hal Eugene Roach Jr. started working around the studio during vacations from Culver Military Academy. A business administration major at Culver, where he was captain of the boxing team, he turned down seven university athletic scholarships to join Hal Roach Studios in 1937.

After serving his apprenticeship in every department, he worked for 20th Century-Fox and Goldwyn Studios as assistant director and unit manager. In 1939 he returned to his father's studio to head the Stan Laurel-Oliver Hardy unit and to direct his first feature-length film, "Captain Fury."

During World War II he directed many training films for the Armed Forces and in 1945 became associated with Leo McCarey in the production of such features a "The Bells of St. Mary's" and "Good Sam."

Four years later Mr. Roach started as a tv film producer with ABC-TV's *Trouble With Father,* in association with Roland Reed Productions. With 130 films in the can, the series is now going into syndication. Following this effort, he came up with CBS-TV's *Racket Squad,* a group of 98 films now in distribution by ABC Film Syndication. Next came NBC-TV's *My Little Margie,* again with Roland Reed, which Scott Paper has renewed through the summer. With 126 films completed, it is pending whether *Margie* will chalk up another national sale or go into syndication.

The current trend toward hour-long tv films, one in which he believes, is not new to him. In 1951 he produced the first such films, "Three Musketeers" and "Hurricane at Pilgrim Hill," for NBC-TV's *Ford Theatre.*

He is presently shooting the 62d CBS-TV *Public Defender* under a contract for 69 with Philip Morris and Revlon, and the 30th *Passport to Danger* for ABC Film Syndication.

Upcoming plans under the Hal Roach Studios' banner include two untitled half-hour series to star John Nesbitt, who won five Academy Awards with his "Passing Parade" shorts for M-G-M, and Sonja Henie, who will appear in a format built around her touring ice show. Upcoming plans also include *Point of Crisis,* anthology series on mental health endorsed by the American Psychiatric Assn., and a series to be done under the auspices of Screen Directors Guild with proceeds going to the SDG welfare fund. The latter series, with top SDG members signed to direct episodes, will be somewhat similar to the former NBC Radio *Screen Directors Playhouse.* In the discussion stage is a projected Laurel and Hardy tv series.

"Our operation is basically an entertainment factory and, as such, we must have merchandise on our shelves to sell. It is our job to keep ready with shows that can fit a sponsor's needs," he declares. To this end, he has nine completed pilot films: *Parole Chief* with Pat O'Brien; *Blondie,* Pamela Britton and Hal Le Roy; *Alias Mike Hercules,* Hugh Beaumont; *Tales of a Wayward Inn,* Brian Aherne; *White Collar Girl,* Laraine Day; *Bozo the Clown,* Gil Lamb; *It Seems Like Yesterday,* Mary Anderson; *Guns of Destiny,* Paul Cavanaugh, and *Code 3.*

"Certain elements in entertainment prove themselves—one is that we work for a very exacting boss called the general public. In the movies we got a pretty good idea of where box office money comes from. The biggest money-making feature film series was 'Blondie,' which," he adds, "should indicate to a sponsor what it might be able to do in tv."

He looks to the 1955-56 season to be the biggest changeover year of all tv time. Video buying, he feels, is going into a more business-like operation after being pretty emotional to date. More thinking must be done in tv and more of it done in advance, he declares. "Advertisers are going to have to take a chance on new faces and new ideas, putting them under contract in order to control the property when it clicks. Color doesn't add one cent to the gross of the majority of motion pictures," he states. Color, on the other hand, does much for an advertiser in product identification, he feels. This suggests to Mr. Roach the possibility that, while the average tv program won't necessarily be enhanced by color or have enough plus to absorb the cost, color commercials might be all the more effective in their adjacency to black-and-white programs.

In addition to his own filmed programs and commercials—the latter business has increased 400% during the past two years—Hal Roach Studios handles production for the networks. Currently shooting are NBC-TV's *Life of Riley, Great Gildersleeve* and CBS-TV's *You Are There.* Recently completed pilots include NBC-TV's *Just Plain Folks, Frontier, Inside Dope* and CBS-TV's *The Mighty O.*

Dolly and Hal Roach with daughters, Sherry, 17, and Penny, 14, make their home in suburban Brentwood. A former president of the Academy of Television Arts & Sciences, he is proficient in most sports.



Everybody Loves WKMH

because

Everybody Loves NEWS, MUSIC and SPORTS

Let's face it! Folks around Detroit just naturally tune to the station that gives 'em what they love the most. Top *Disc Jockeys . . . Newscasts* every hour on the hour . . . Play-by-Play accounts of all *Detroit Tiger baseball* games night and day, at home and away. *No* wonder advertising pays off big on WKMH. You catch listeners in such a receptive mood!

WKMH

Dearborn–Detroit

FRED KNORR, *President*
GEORGE MILLAR, *Mg. Director*

YOU'LL LOVE THIS EXTRA SAVING!

SAVE 10%

BUY ANY 2 OR MORE OF THESE POWERFUL STATIONS AND SAVE 10% FROM RATE CARD

WKMH—Dearborn-Detroit
WKMF—Flint, Mich.
WKHM—Jackson, Mich.
WSAM—Saginaw, Mich.

Represented by Headley-Reed

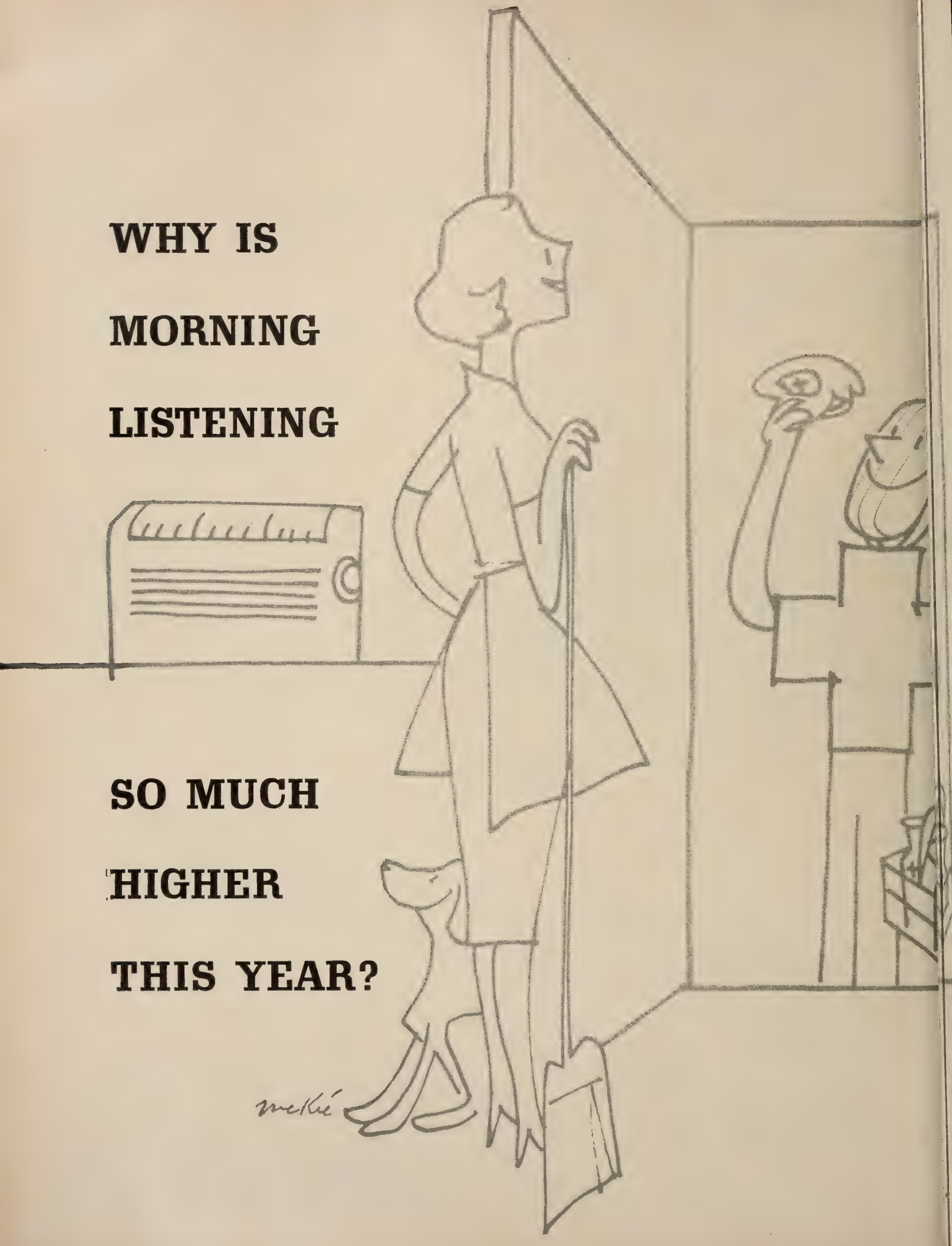
The Community Stations

KNORR Broadcasting CORP.

WHY IS

MORNING

LISTENING



SO MUCH

HIGHER

THIS YEAR?

It's become a vocational habit to explain trends in radio by trends in television.

But television doesn't explain an exciting development in morning radio—a sets-in-use increase of 7 per cent over last year. With 7½ million additional television sets, why should radio listening be higher?

The answer, we think, is not in television but in radio. It's especially in the local appeal of Mutual Broadcasting—with its 10 per cent listening gain, the biggest of any network. And it's clear and audible in Mutual's QUEEN FOR A DAY—whose audience today is one third greater than in 1953.

QUEEN FOR A DAY—now hailed on its Tenth Jubilee—is a top-of-the-morning show for listeners and sponsors alike. It's a refreshing lift for 2½ million prospects—cooking, cleaning, shopping, and *listening* housewives. It's at 11:30 to 12 noon (with three-fourths of the day's shopping still to be done) and five times a week. It offers powerful, low-cost frequency in a market two-thirds unsold by television. Its new sponsor will join Old Gold, now on the show for a fourth successful year.

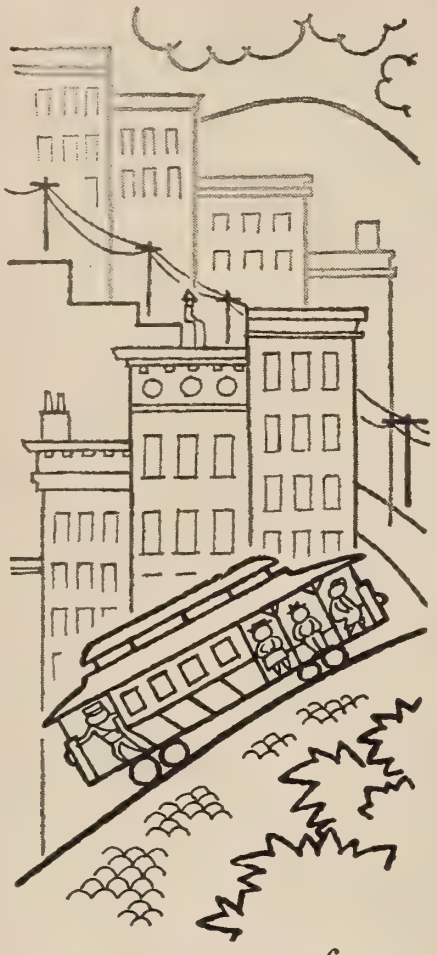
We'd like to tell you more about morning listening on the PLUS network, and give you all the vital statistics of QUEEN FOR A DAY.

MUTUAL BROADCASTING SYSTEM



Sources: Nielsen Radio Index (Full network, '55 over '54) [redacted] *J. A. Ward Study*

to cover the
SAN FRANCISCO
Bay area...



. . . use one of America's **2**
GREAT *independents!*

KYA

The Personality Station
. . . 1260 k. c.

NEW YORK OFFICE:
John Barry
28 West 44th St.
BRyant 9-6013-14

CHICAGO OFFICE:
George Clark
316 N. Michigan Ave.
RAndolph 6-0712

IN REVIEW

DARKNESS AT NOON

IN placing "Darkness at Noon" into the hands of Fred Coe, NBC-TV created a challenge for him. Arthur Koestler's book already had earned wide acclaim. Countless thousands more had been captured by the subsequent stage version of Sidney Kingsley. A tv performance of even slightly lower stature would have been tragic.

But Mr. Coe did not disappoint the televiewers.

Last Monday night's hour-and-one-half version in compatible color maintained that same excellence. Of the script itself there can be little criticism. Robert Alan Aurthur hewed closely to the book and stage versions. He commendably avoided over-embellishing portions where the dramatic settings and profound theme might have tempted the less-skilled writer.

"Darkness at Noon" is the story of a deposed communist commissar, Rubashov, who has been ground under the wheels of the despotic regime he, himself, worked so hard to create. The entire play revolves around his experiences in jail, as the party tries to force him into a public "confession." His mental turmoil is heightened by flashbacks to scenes of his own tyranny.

Lee J. Cobb in the lead role fully measured up to the stage interpretations of Claude Rains and Edward G. Robinson and in some respects surpassed them. Oscar Homolka as Ivanoff, a police despot, with just a trace of humanity, was most convincing.

David Wayne, the ruthless young Gletkin, who typified new blood taking over party reins, did well, though handicapped by an appearance that belied the brutality necessary for the part. Ruth Roman in the early part of the telecast tended to lapse into a Hepburn style of delivery that contradicted her interpretation of Luba, a confused party office worker. However, she more than compensated for this with a gripping performance in a later scene dealing with her own interrogation and condemnation.

Other than that, the scenes, camera work, music and other components of "Darkness at Noon" were executed flawlessly. Indeed, it would appear that the original story had been primarily written for tv with the main scenes restricted to the dungeons and with Mr. Cobb, in his imagination, walking from his cell onto the sets that were scenes of flashbacks.

As a postlude, Vice President Richard Nixon appeared on film to cite the timeliness of the production and point to the present day dangers of communism. While the content of his talk was 100% accurate, it seemed a slightly bumpy reiteration of a message that had been powerfully and well conveyed during the preceding hour and one half.

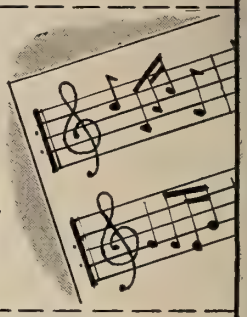
Telecast on NBC-TV, Mon., May 2, 8-9:30 p.m. EDT, sponsored by RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey Adv. and Ford through K & E.
Production costs: $300,000-$400,000
Produced by—Fred Coe
Director—Delbert Mann
Associate producer—Bill Nichols
Author—Sidney Kingsley, based on novel by Arthur Koestler, adapted by Robert Alan Aurthur
Settings—Otis Riggs
Costumes—Jerome Boxhorn
Unit manager—Perry Cross
Associate director—Dominick Dunne
Music director—Harry Sosnik
Spectacular director—Lawrence Elikann
Lighting—Jack Fitzpatric
Makeup—Dick Smith
NBC press representative—Alec Nyary

to cover the
NEW YORK
Metropolitan area...
in Spring, an Advertiser's fancy turns to...



N. Y. YANKEES

NEW YORK'S TOP DISC JOCKEYS:
Bob & Ray
Jack Lacy
Alan Freed
Brad Phillips
Peter Roberts
Stan Shaw





ALL DAY TRAFFIC, TOO

New York's most exciting station and one of America's **2**
GREAT *independents!*

WINS
1010

50,000 watts...
...24 hours a day

SAN FRANCISCO OFFICE:
Chuck Christianson
Hotel Fairmount
DOuglas 2-2536

CHICAGO OFFICE:
George Clark
360 N. Michigan Ave.
RAndolph 6-0712



wherever particular timebuyers congregate...

Whether your preference is a vermouth cassis or a rollicking boiler-maker—that's *your* business. But so, too, is the successful placement of advertising messages where they'll get into the local bloodstream and elevate sales to gratifying heights.

This is why we commend to your attention some high-proof scuttlebutt that's going the rounds these days at such important timebuyers' *çaravansaries* as Toots Shor's in the shadow of New York's Rockefeller Plaza. It deals with a greener pasture, seven counties wide in the State of Maine, with almost half a billion dollars of annual retail sales just waiting to be mowed. And *nothing* mows you a crop of it like the combination of WABI (radio) and WABI-TV. Ask some of the happy advertisers who are making themselves hay with this great team!

(As the aproned gentleman at left, above, puts it: "*A spot schedule without WABI and WABI-TV is like a gibson without an onion.*" An upped-periscope comment, sir, if ever there was one!)

wabi AM TV

Represented by: George P. Hollingbery—Nationally
Kettell-Carter—New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

EVERY

but some grow faster than others. And

it seems that's not enough. People are now

month—a gain of 40% over radio sales

it's a unique endorsement: the U.S. finds

day a new radio set is bought every

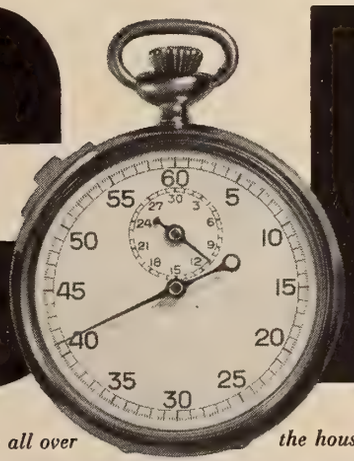
ıedium grows some each year,

hile the average radio family has 2.2 sets,

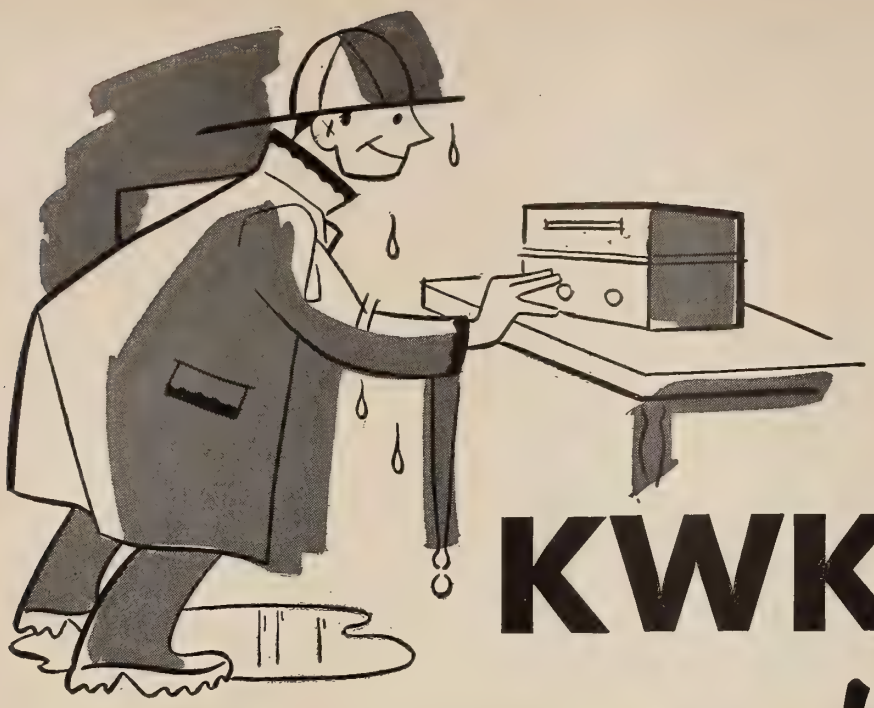
uying nearly a million new radios a

ıst year. From our viewpoint at CBS Radio,

ıdio so entertaining that every shopping

SEC  ND

th people buying so many new sets, radio today is all over the house—and as big as all outdoors.
ile television has moved into the parlor, radio has moved everywhere else... into 97 million places where it does not compete
h television. Less than a fourth of all radios are now in living rooms. Some 18 per cent are in dining rooms and kitchens,
per cent are in bedrooms and "other rooms," 24 per cent are on the go in the family car, 9 per cent are in public
ces.... And wherever people are, whatever they are doing, they listen most to the CBS RADIO NETWORK.



KWKH (SHREVEPORT)

EVEN FLOODS INTO *Water Proof!*

LATEST Hoopers show KWKH favored over the second station . . . *morning, noon* and *night* —up to 104%! Yet, the 50,000-watt power of KWKH gives you tremendously more than Metropolitan Shreveport . . .

Nearly 85% of our coverage is in places like Water Proof, Louisiana (pop. 420) —just one of hundreds of towns and villages in our 80-county daytime SAMS area. Actually, KWKH delivers 22.3% more daytime homes than all six other Shreveport stations *combined!*

Get all the facts from The Branham Company.



Nearly 2 million people live within the KWKH daytime SAMS area. (The area includes additional counties in Texas, Oklahoma, New Mexico and Mississippi not shown on map.)

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager

BROADCASTING TELECASTING

May 9, 1955 Vol. 48, No. 19

WILL HENNOCK BE SUCCEEDED BY FLORIDA UTILITIES MAN?

President reportedly will appoint Richard Mack, Florida public utilities commissioner, to succeed the militant woman member of the FCC. Mack appointment would give the FCC three members with public utility-common carrier backgrounds.

PRESIDENT Eisenhower has decided to replace Comr. Frieda B. Hennock on the FCC and is believed prepared to nominate as her Democratic successor Richard Mack, 44-year-old Florida business man, now serving on the Florida Railroad & Public Utilities Commission.

It was learned authoritatively last week that Mr. Mack's qualifications had been checked and that the President intended to submit the nomination to the Senate probably this week. Final clearances were being obtained, it was learned.

Miss Hennock, who has served since July 6, 1948, had not announced her intentions. It was generally presumed, however, that she was seeking reappointment for a new seven-year term from June 30. The appointment would mean that of the FCC's seven members, three would have state public utility commission backgrounds.

Mr. Mack has twice served as chairman of the Florida commission and is currently vice president of the National Assn. of Railroad & Public Utility Commissioners. Both FCC Chairman George C. McConnaughey, former chairman of the Ohio Public Utilities Commission, and Comr. John C. Doerfer, former chairman of the Wisconsin Public Service Commission, have been prominently identified with the utility commissioners' national association.

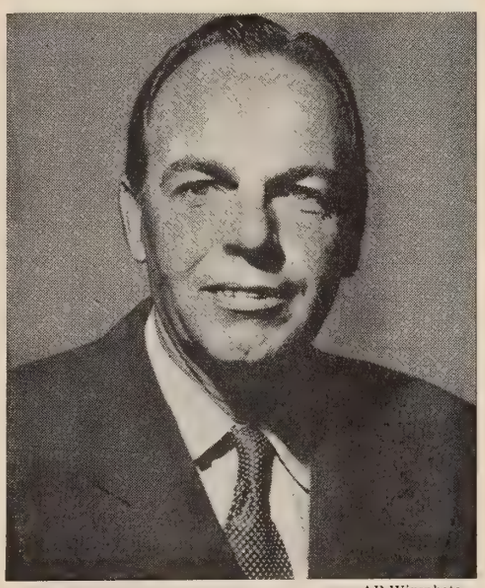
It was learned authoritatively that Chairman McConnaughey personally had endorsed Mr. Mack's candidacy. Chairman McConnaughey left Friday on a Defense Department indoctrination trip and was not available for comment.

Mr. Mack, unlike Messrs. McConnaughey and Doerfer, is not a lawyer. He graduated from the U. of Florida in 1932 with a degree in business administration. At the time of his first appointment to the Florida commission, in September 1947, he had been general manager of the Port Everglades Rock Co. of Fort Lauderdale, suppliers of rock for road building and other construction uses.

Mr. Mack, it was learned, had the unanimous support of the Florida Democratic congressional delegation, including Sens. Spessard Holland and George Smathers. It was understood that his prompt appointment initially had been opposed by Florida's new and only Republican congressman, William C. Cramer, but it was believed this opposition would be overcome. So far as it could be ascertained, a number of Republican organizations in Florida were disposed to favor the appointment of any Floridian to the office.

It was believed Mr. Mack's appointment was imminent because the administration appears to have embarked upon a new policy in recent weeks. Whereas the Eisenhower administration had permitted a number of agency appointments to lapse last year, the President last week named a successor to an incumbent on the Federal Trade Commission, although the latter's term does not expire until Sept. 25. Reason given was that Congress might not be in session at that time and ample time should be given.

Mr. Mack, a Protestant, was born in Miami but now lives with his wife and eight-year-old daughter in Tallahassee, the state capital, where



AP Wirephoto

RICHARD MACK

the commission is headquartered. In 1942, he entered the Army as first lieutenant, having held an ROTC commission. He left the service in June 1946 as lieutenant colonel of infantry, after having served in the European Theatre. The following January the Army offered him a Regular Army commission but he declined, continuing, however, as a lieutenant colonel in the Officers' Reserve Corps.

As a member of the Florida commission, Mr. Mack draws $10,000. The FCC currently pays $15,000 annually.

Mr. Mack was described as "very competent" by a congressional source. It was evident that the Florida Democratic delegation was determined to get the appointment for him. Sen. Smathers is a member of the Interstate & Foreign Commerce Committee.

Miss Hennock, the FCC's most militant member and chronic dissenter, probably will return to the practice of law either in New York or Washington or both. Before her appointment seven years ago she was a member of one of New York's prominent law firms, but had had no prior experience in communications.

Perhaps her greatest feat as a member of the FCC was her espousal of reservations for educational television, on a non-commercial basis. She prevailed in the issuance of the Sixth and Final Report on television allocations in 1952, when the FCC authorized the reservations. She barnstormed the country from coast to coast in whipping up support for her pet project.

Miss Hennock had been urged by friends to inform the President that it was not her intention to seek reappointment, having served seven years at personal sacrifice. Her consistent dissents on matters pertaining to commercial television and her determined pleas in behalf of the so-called minority had her labeled as the stormy petrel. She was constantly at odds with her fellow commissioners.

Whether Miss Hennock, born in Poland but reared in New York since childhood, actually wanted a second term was a moot question. Privately she told confidants that she desired to return to private life. But she was busy making speeches, writing dissenting opinions and visiting powers on Capitol Hill and in public life during the past few months.

The Consistent Dissenter

Miss Hennock has strongly advocated the move of all television to the uhf portion of the spectrum. She has decried the "unfair" competition between uhf and vhf, and has harshly attacked the networks as "monopolies." Her dissents followed a consistent course. Lawyers who have disagreed vigorously with her conclusions have nevertheless sung her praises on her legalistic approach and her draftsmanship.

The new appointee to the FCC is subject to confirmation of the Senate Interstate & Foreign Commerce Committee. Democratic members of the committee have insisted that they want a "real Democrat," and not an "Eisenhower Democrat." The FCC is now made up of four Republicans (the maximum permissible to one party under the law), two Democrats and an Independent.

The fact that the entire Florida Democratic delegation is supporting the Mack appointment would augur for his prompt confirmation, should he be nominated.

But there is another aspect that would raise eyebrows among those in broadcasting. The Mack appointment would mean that three of the seven members of the FCC would have public utility-common carrier backgrounds. There has always been the fear that those steeped in the common carrier concept would be disposed to apply that philosophy of regulation to broadcasting, which, under the statute, is specifically excluded from that field. Common carriers are entities which, by virtue of having "monopolies," are subjected to rate regulation and to limitation of profits.

HOW MUCH FOR A SPOT RADIO CAMPAIGN? F&P, NIELSEN ROUND UP SOME ANSWERS

Two firms develop pocket guide that gives buyers access to facts and figures on 161 large and small 'metropolitan areas', said to encompass 97% of the radio homes in the United States.

IT MAY come to pass that every radio salesman's dream will picture the average advertising agency executive behind his desk with a frayed copy of *Spot Radio Pocket Guide* tucked in his suit jacket and another copy on the desk near the telephone.

This dream would be accompanied by an expectation that with the guide, the agency's board chairman "and every other person interested in his company's advertising" would be able to "quickly and accurately determine what their dollars will buy in spot radio."

The unique pocket booklet thus is designed to make it possible for the user to estimate time costs in relation to geographic extent of coverage via spot radio, using stations in any number of top metropolitan areas, grouped up to 161, with an acceptable degree of accuracy.

What this means, in simpler terms, is how many homes will be covered and at what cost in a purchase of spot radio time on a certain number of stations located in a given number of top markets.

Very often this has been the cause in agency offices for no little gnashing of teeth and many piles of pencils worn to the stub. At times, these vital statistics are supplied too late for the budget planner who already has allocated his funds for the various media. Thus, the *Spot Radio Pocket Guide* is an attempt, through a statistical device, to get on the inside of agency planning for a slice of the pie rather than the crumbs.

Project Facts Further

Basically, this thinking has been stimulated by a desire of station representatives to tell spot radio's story to men who make the decisions as well as to those who carry out the decisions.

Ironically, although the radio medium has been around for more than two decades, not all agency buying and planning methods are yet attuned to the medium. Cited is the fact that although a timebuyer may know the radio business, the fellow who plans the budget or campaign in its initial phase may have had all his practical media experience in space.

It would be an exception rather than the rule for any one of these executives to be able to barge in on a buyer and obtain within a few seconds an estimate of how much coverage for how much cost any particular spot radio campaign on a given list of stations will provide.

That is what the *Spot Radio Pocket Guide* —a neat booklet of a handy, 4⅛ inch x 8½ inch size with 48 pages of statistics indexed in seven sections and containing two U. S. coverage maps—intends to provide as simply as possible.

Free & Peters already has an order for 10,000 printed copies. The firm intends to circulate them during presentations to top executives of leading advertising agencies, showing how they should be used and what they contain. F & P plans for the booklets to crop up at the NARTB convention this month in Washington.

At this time, the *Guide* is still in the process of birth. It is about to go to "bed" and will be circulating in agency offices later this month.

The *Pocket Guide* is the creation of a station representative firm, Free & Peters, and co-developed with A. C. Nielsen Co. Its purpose is to provide in scientific, statistical fashion an aid to the agency media planner's or buyer's aim "to evaluate national spot radio in terms of its true potential of coverage in relation to its costs."

The area covered in the booklet takes in those 161 large and small "metropolitan areas," in population rank, as determined by the U. S. Census Bureau. A. C. Nielsen notes that in the areas of "audited daytime coverage" of the 161 markets and stations used, there exist 44,723,000 or 97% of the U. S.' 45,859,000 radio homes.

The stations used were selected by Nielsen and generally are those having the largest circulation and highest rate in each market; thus



FIRST COPY of the *Spot Radio Pocket Guide* developed by Free & Peters and A. C. Nielsen Co. is presented to R. C. Grahl, William Esty Co. L to r: seated, Jones Scovern, F & P vice president and eastern sales manager for radio; Mr. Grahl; standing, Russel Woodward, F & P executive vice president, and Bill Morrison, manager, F & P new business department.

all estimates reflect maximum costs. (The booklet notes that stations are not identified with Free & Peters or anyone else.)

In a cautionary note, the booklet points out that the purpose of the guide is to give the agency and advertiser "a means of comparing 97% U. S. potential coverage via spot radio, with circulation patterns and costs of a national magazine, a newspaper list or radio or television networks."

Thus, the guide does not intend to show "exact and accurate costs regardless of which station might be used in each market." With these statistics on hand, "potential cost-per-thousand can be approximated by applying a rating figure to the homes covered by the market list to be used."

It also is noted that the guide is not meant as a timebuying "tool" but as a pattern for estimating coverage and schedules to fit nearly any strategic or budgetary requirement.

The first section of the booklet groups the 161 largest U. S. metropolitan areas, arranged according to population rank, summing up with this basic data: cost (on one-time basis) in terms of a daytime minute, $3,819.46; daytime station break, $3,132.21, and daytime quarter-hour, $9,396.60—homes covered, 44,723,500 or 97% of total U. S. radio homes.

In a similar manner, a breakdown is given for the 125 largest U. S. metropolitan markets: daytime minute, $3,376.70; daytime station break, $2,716.30, and daytime quarter-hour, $8,142.44—homes covered, 43,931,200 or 95% of total U. S. radio homes.

For 100 top markets listed in the guide, $3,099.65 would purchase a daytime minute; $2,449.30, daytime station break; $7,309.94, daytime quarter-hour—homes covered, 42,983,200 or 93% of the total U. S. radio homes.

Similar information for the 75 largest markets: daytime minute, $2,686.85; station break, $2,111, and quarter-hour, $6,184.22 for 40,748,600 or 89% of total radio homes; for 50 top markets, minute, $2,203.05; station break, $1,683.95, and quarter-hour, $4,825.01 for 37,294,400 homes covered (82% of total U. S. homes).

Also provided is a list of total U. S. radio homes broken down according to each state and the District of Columbia with the number of total radio homes contained therein, number of homes covered by the 50 and 161 station lists and percentages of homes covered in these lists.

Another section provides sample schedules and end rate costs—i.e., 10 daytime minutes weekly, 20 daytime minutes weekly, 10 daytime station breaks per week, 20 daytime station breaks per week, three daytime quarter-hours and five daytime quarter-hours.

Costs are tabulated to show estimates for 13, 26, 39 and 52-week schedules for each market group (50, 75, 100, 125, and 161) and the homes covered in millions and percentage of the U. S. total. A similar sample is provided for nighttime schedules and end rate costs. These schedules are designed to provide comparisons of what added stations would cost and what they would deliver in terms of "additional coverage for the added cost."

Still another section provides formulas for estimating costs day or night for any schedule not shown in the sample tables and to convert any daytime costs provided into nighttime costs.

Gotham and Vladimir Agencies Consolidate

GOTHAM ADVERTISING Co., New York, and Irwin Vladimir & Co., same city, will consolidate to become Gotham-Vladimir Adv. Inc., effective July 1.

Irwin A. Vladimir, president of Vladimir, will be president of the new agency; Duncan D. Sutphen Jr., president of Gotham, becomes chairman of executive committee and executive director of domestic division; and Arthur A. Kron, now executive vice president and treasurer of Gotham, will have a similar position in the merged firm.

The enlarged agency will continue in the present Vladimir offices in Chicago and San Francisco.

The Gotham accounts are: Bethlehem Steel; General Dynamics; Johnston & Murphy (shoes); Savage Arms Corporation; Westclox and Zonite Products for Forhan's and Zonite. The Vladimir accounts for foreign markets are as follows: American Motors (Nash), Avco Manufacturing Corp. (Bendix & Crosley appliances), Mennen, Monsanto, Pillsbury, Reynolds Metals, Schlitz, Seagram's and Standard Oil of Calif.

SEASONAL BUYING DOMINATES SPOT

B•T check shows suntan preparations and beverage producers lead the way in buying spot announcements for summer months.

SUMMER SEASONAL advertisers dominated the list of spot purchasers on radio and television, with campaigns starting this month and in June, a B•T check last week indicated.

Hot weather clients included McKesson & Robbins' Tartan sun oil, J. B. Williams' Skol, Colgate's Kan-Kil, Schaefer Brewing Co. (beer) and the Coca-Cola Bottling Co. of New York.

Non-seasonal advertisers were Harold F. Ritchie Co. (Brylcreem hair tonic) and General Foods (Raisin Bran cereal).

McKesson & Robbins, New York (Tartan sun oil), will start its fourth successive year with a radio-tv campaign effective the end of May, with an approximate 10% increase in the budget for television over that of last year. The schedule will be placed in about 25 radio and television markets and will run from six to eight weeks, depending on the market. Ellington & Co., New York, is the agency.

J. B. Williams Co., Glastonbury, Conn. (Skol), is planning a television spot announcement campaign in about a half dozen scattered markets to start May 28. J. Walter Thompson, New York, is the agency placing the six-week schedule.

Colgate's Kan-Kil, Jersey City, has increased its television outlay about 600% over last year. The firm had used 10 stations but is planning to expand this to 60 tv stations starting June 1 for 13 weeks. This is in addition to the radio spot announcement campaign placed the end of April on more than 100 radio stations. Street & Finney, New York, is the advertising agency.

Schaefer Renews

F&M Schaefer Brewing Co., Brooklyn, N. Y., is in the process of renewing its present schedule in more than a dozen eastern markets through BBDO, New York.

The Coca-Cola Bottling Co. of New York in late April placed a radio spot announcement campaign on several New York stations. William Esty Co., New York, is the agency.

Harold F. Ritchie Co. (Brylcreem hair tonic) Clifton, N. J., will add southeastern and New England markets early in May to its intensive television spot list. Contracts placed through Atherton & Currier, New York, are for 52 weeks.

General Foods, New York (Raisin Bran cereal), through Benton & Bowles, New York, is planning to buy participations and spots in approximately 60 television markets, starting mid-May. Contracts run for two or three weeks, varying according to markets.

Network March Gross 14.3% Over Last Year

GROSS time sales of the four radio and four tv national networks in March totaled $45,820,289, a gain of 14.3% over the gross billings of $40,102,683 for March 1954, according to the March report of Publishers Information Bureau. Combined radio-tv network gross for the first quarter of this year was $131,592,506, up 15.8% from the $113,595,465 grossed in the first quarter of last year.

Continuing the trend of the past several years, tv network billings are sharply up from a year ago—showing a 32.0% rise for March and a 33.7% increase for the first quarter 1955 compared with 1954. Radio network billings are down somewhat less sharply, with March of this year falling 19.1% behind the same month of 1954 and the first three months 18.1% below last year's gross for the same period.

The trend is clearly reflected in the change of the past 12 months. A year ago the dollar volume of tv network business was slightly less than twice the radio network figures; today the tv networks are grossing slightly more than three times as much as the radio networks. Network-by-network figures compiled by PIB for radio and tv for March and the first quarter, 1955 and 1954, are listed in the above chart.

NETWORK RADIO

	March 1955	March 1954	Jan.-Mar. 1955	Jan.-Mar. 1954
ABC*	$ 2,445,765	$ 2,764,547	$ 7,320,805	$ 8,089,938
CBS	4,391,864	5,456,351	12,524,418	15,372,037
MBS	1,445,035	2,034,961	4,109,505	5,715,338
NBC	2,953,486	3,639,278	8,282,310	10,208,000
Total	$11,236,150	$13,895,137	$32,237,038	$39,385,313

NETWORK TELEVISION

ABC	$ 3,806,425	$ 2,640,699	$11,092,316	$ 7,923,645
CBS	16,036,896	11,379,631	46,562,763	32,058,441
DuM	628,625	1,205,526	1,949,860	3,759,291
NBC	14,122,193	10,981,690	39,714,529	30,466,775
Total	$34,594,139	$26,207,546	$99,319,468	$74,208,152

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	TOTAL
Jan.	$ 2,487,140	$ 4,181,787**	$1,372,532	$ 2,744,204	$10,785,663**
Feb.	2,387,900**	3,950,767	1,291,938	2,584,620	10,215,225**
Mar.	2,445,765	4,391,864	1,445,035	2,953,486	11,236,150
Total	$ 7,320,805	$12,524,418	$4,109,505	$ 8,282,310	$32,237,038

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	TOTAL
Jan.	$ 3,718,195	$15,831,141	$ 723,960	$13,172,695**	$33,445,991**
Feb.	3,567,696	14,694,726	597,275	12,419,641**	31,279,338**
Mar.	3,806,425	16,036,896	628,625	14,122,193	34,594,139
Total	$11,092,316	$46,562,763	$1,949,860	$39,714,529	$99,319,468

* In order to maintain continuity and comparability with previously published data, an adjustment factor of 1.817 has been used by P.I.B. in calculating gross network radio time charges for those nighttime network radio programs where ABC Rate Card No. 6 was in effect.

** Revised as of 5/4/55.

Kiesewetter New Board Chief As KBH&S Sets Rotation Plan

REALIGNMENT of top echelon personnel at Kiesewetter, Baker, Hagedorn & Smith Inc., N. Y., with President H. M. Kiesewetter moving up to board chairman, has been announced by the agency. Mr. Kiesewetter has completed 25 years as president of KBH&S and its predecessor H. M. Kiesewetter Adv. He is succeeded as president by Samm S. Baker, vice president and copy chief, who becomes the first president under a new rotation policy for the presidency, to be based on seniority.

Mr. Baker will be succeeded next year by Horace Hagedorn, vice president and secretary, who in turn will be succeeded the following year by H. B. Smith, vice president and treasurer. All stock in the agency continues to be owned by these officers, plus stock owned by Frederick Russell, vice president in charge of art.

No other personnel changes are involved, the agency announced.



MR. KIESEWETTER



MR. BAKER



MR. HAGEDORN



MR. SMITH

P&G Balks on 'Crusaders,' Will Drop 'Topper' and Time

PROCTER & GAMBLE, Cincinnati, alternate-week sponsor of *Topper* Fridays, 8:30-9 p.m. EDT on CBS-TV, will drop program and time period after the summer season because of disagreement over the new program replacement, *The Crusaders,* which starts in the fall.

Reynolds Tobacco Co.'s Camel cigarettes, through William Esty Co., New York, had first option on the time and wanted to replace *Topper* with Mickey Spillane's *The Crusaders* but P&G refused to go along with the mystery thriller format. Camel thus will sponsor the mystery show on alternate weeks with the network looking for a new co-sponsor for the fall.

Meanwhile P&G for its Pin It home permanent wave, through Benton & Bowles, New York, was understood to be about to sign for another network show.

Colgate-Palmolive Presidency Resigned by Joseph McConnell

JOSEPH A. McCONNELL, one time NBC president, has resigned as president of Colgate-Palmolive Co.

The company reported last Wednesday that its board of directors has accepted the resignation of Mr. McConnell who has been given a leave of absence until July 1.

Mr. McConnell was NBC president prior to his joining Colgate-Palmolive two years ago, succeeding E. H. Little as president of the firm. Mr. Little at that time was elevated to chairman of the board at C-P, a position he still holds.

No action has yet been taken on the appointment of a successor. Mr. McConnell, a former attorney, is expected to open his own law offices in New York, it was reported.

Timebuying Paper Work Cut Down by WBC Plan

Key to the new method is an open-end contract between agency and broadcaster which serves the ageny in purchases for any and all clients.

WESTINGHOUSE Broadcasting Co. last week announced details of a newly-devised method it believes will eliminate most of the paper work in the purchase of announcements and programs on television and radio stations.



MR. CAMPBELL

Key to this new WBC method of operation, according to Eldon Campbell, national sales manager of Westinghouse, lies in a blanket, open-end contract (one for radio and one for tv) between advertising agency and broadcaster. Once signed, this contract can serve the agency in purchases of broadcasting service for any and all clients, Mr. Campbell pointed out. The only additional paper work required is a purchase order, known as a "confirmation of broadcast order" or CBO in radio-tv parlance. Mr. Campbell added that "a CBO is always made out for each purchase anyway."

Mr. Campbell explained that under current practices, each new purchase requires a completely new contract, with multiple copies passed between agency, station and the station's national representative. At each office, he said, copies are placed in files and usually "wind up in the station's and agency's inactive files."

"This new method," Mr. Campbell said, "eliminates need for at least 50%—maybe more —of the paper work now done for purchase of broadcasting service at agencies and stations. This eliminated paper work is clearly superfluous formalization of oral or informally-written agreements well understood by both parties and always lived up to."

In the development of this streamlined operating method, Mr. Campbell gave the William Esty Co., credit for serving as a voluntary agency "guinea pig." Legal and business details were ironed out in November 1954 by Richard Grahl, vice president of Esty; John W. Steen, WBC attorney; Mr. Campbell, and executives of Free & Peters Inc., which inspired the plan. Free & Peters is national sales representative for WBC and for 42 other stations.

Mr. Campbell said the WBC contracts are slightly-amended versions of the standard AAAA contracts for radio and tv. As an example, he cited the contracts with William Esty, pointing out only details of any particular purchase are left out. These details, confined to the "CBO," will be prepared by Free & Peters after authorization from Esty and WBC, according to Mr. Campbell.

He predicted that the resulting decline of paper work would lead to "wide acceptance" of the "WBC plan" or some similar contract simplifications in the advertising and broadcasting industries.

Florida Citrus Commission To Seek Bids From Agencies

FLORIDA CITRUS Commission, Lakeland, Fla., with an advertising budget of approximately $3½ million, which has been handled by J. Walter Thompson Co., New York, for the past five years, has sent out a questionnaire to more than 20 agencies, four of which will be chosen to make a presentation to the commission on June 1.

Heretofore, J. Walter Thompson alone has made a formal presentation to the commission each year. The agency, it was understood, will make another formal presentation along with the four others chosen. The agencies were asked to return the questionnaires to the commission by Tuesday (tomorrow).

One of the reasons that reportedly prompted this action was that the canners have been critical of the commission's advertising program and have recommended that other agencies be brought in.

The commission has been sponsoring *Twenty Questions* on ABC-TV and *Florida Calling* on Mutual, plus a spot campaign. The Thompson agency has been having its troubles with ABC-TV, which pre-empted the program time of *Twenty Questions* for next season. Tom Moore, host of *Florida Calling*, also hit the agency with a verbal barrage, it is reported, when he learned that a Thompson account executive had approached the commission with a $2 million tv package deal that would have excluded both his show and *Twenty Questions* from future plans.

Internat'l Ad Expenditures By U. S. Up in '54 Over '53

INTERNATIONAL advertising expenditures by U. S. companies were larger in 1954 than the total of $280 million in 1953 and expectations are that the volume will increase still further in 1955.

This conclusion was based on a survey made by the International Advertising Assn. among 3,450 companies, released last Thursday at the IAA's seventh annual convention in New York. Although figures for 1954 and projected figures for 1955 were not provided, 48% of the respondents felt that their expenditures in 1955 would be higher than 1954 and 46% indicated they would be "about the same."

While the convention did not deal specifically with radio and television phases of advertising, these topics were touched upon by speakers who discussed the advertising field in a general vein. Among the speakers were Arthur Kron, executive vice president of Gotham Advertising Co., New York, on "What We Know About Media Now"; Marion Harper Jr., president of McCann-Erickson Inc., New York, on "Report on the Future", and William L. Cunliffe, president of Standard Brands International Ltd. Inc., on "What Management Expects."

Among the convention exhibitors were Foote, Cone & Belding International, McCann-Erickson International, Young & Rubicam, CMQ radio and tv networks (Cuba), Pan-American Broadcasting Co., RPC Network (Panama), Radio Rumbos (Venezuela), WAPA-TV San Juan, WKAQ-AM-TV San Juan, P. R., YSEB and YSDR San Salvador.

'Tribune' Sets Panelists For Advertising Forum

PARTICIPANTS from agency and other fields in the sixth annual *Chicago Tribune* forum on distribution and advertising, May 17-18, have been announced by Walter Kurz, manager of general advertising at the *Tribune*. Among panelists scheduled to talk are:

Lyndon O. Brown, Dancer-Fitzgerald-Sample Inc.; Sherwood Dodge, vice president of marketing, and A. J. Becker, vice president, Foote, Cone & Belding; Ben R. Donaldson, advertising director, Ford Motor Co.; A. W. Lehman, managing director, Advertising Research Foundation; Fred B. Manchee, executive vice president and treasurer, BBDO; Wallace H. Wulfeck, vice president and assistant to president, William Esty Co; Robert J. Keith, vice president, Pillsbury Mills Inc.; John B. McLaughlin, sales and advertising director, Kraft Foods Co.; David Ogilvy, president, Ogilvy, Benson & Mather Inc.

LATEST RATINGS

NIELSEN

Top 10 Television Programs

(Two Weeks Ending April 9, 1955)

Rank	Program	Homes (000)
1.	Academy Awards (NBC)	18,785
2.	Circus Highlights—1955 (NBC)	18,230
3.	I Love Lucy (P. Morris) (CBS)	17,108
4.	I Love Lucy (P & G) (CBS)	17,040
5.	Max Liebman Presents (Sun.) (NBC)	15,570
6.	Toast of the Town (CBS)	15,315
7.	Jackie Gleason Show (CBS)	15,012
8.	Disneyland (ABC)	14,965
9.	Jack Benny Show (CBS)	14,251
10.	You Bet Your Life (NBC)	14,186

Rank	Program	Homes %
1.	Academy Awards (NBC)	57.5
2.	Circus Highlights—1955 (NBC)	57.2
3.	I Love Lucy (P & G) (CBS)	54.2
4.	I Love Lucy (P. Morris) (CBS)	52.9
5.	Max Liebman Presents (Sun.) (NBC)	48.9
6.	Toast of the Town (CBS)	48.1
7.	Jackie Gleason Show (CBS)	47.9
8.	Disneyland (ABC)	47.0
9.	Jack Benny Show (CBS)	44.9
10.	You Bet Your Life (NBC)	44.0

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VIDEODEX

Top 10 Network Tv Programs

April 1-7, 1955

	Name of Program	Cities	Homes %
1.	Dragnet (NBC)	129	39.7
2.	Jackie Gleason (CBS)	105	37.5
3.	Toast of the Town (CBS)	138	36.4
4.	Groucho Marx (NBC)	159	36.1
5.	George Gobel (NBC)	131	34.3
6.	I Love Lucy (CBS)	146	33.1
7.	Buick-Berle Show (NBC)	139	31.7
8.	Disneyland (ABC)	163	31.2
9.	Ford Theatre (NBC)	172	31.0
10.	Our Miss Brooks (CBS)	61	30.8

	Name of Program	Cities	Homes (000)
1.	Dragnet (NBC)	129	13,249
2.	Toast of the Town (CBS)	138	12,234
3.	Groucho Marx (NBC)	159	12,193
4.	Jackie Gleason (CBS)	105	11,877
5.	George Gobel (NBC)	131	11,401
6.	I Love Lucy (CBS)	146	11,219
7.	Disneyland (ABC)	163	10,930
8.	Ford Theatre (NBC)	172	10,739
9.	Buick-Berle Show (NBC)	139	10,192
10.	Tv Playhouse (Sunday) (NBC)	120	9,706

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HERE'S WHAT SET MAKERS SAY ABOUT MASS COLOR TV AUDIENCE

WILL color television crash the consumer barrier in 1955?

Yes, says Brig. Gen. David Sarnoff, RCA-NBC board chairman.

Mass manufacture is here, according to William J. Halligan, Hallicrafters board chairman, who predicts a $695 set—and soon.

These two industry leaders are optimistic.

Disagreeing emphatically are Dr. Frank Stanton, CBS Inc. president; Dr. Allen B. DuMont, head of the manufacturing firm bearing his name; Dr. W. R. G. Baker, vice president and general manager of the General Electric Electronic Div.; also some officials of Zenith, Admiral and Motorola.

The future of this fantastic new medium thus faces the sharply varying views of top industry figures.

A quick survey of the nation's tv stations—as complete as could be made without conducting an actual census—shows that of 428 tv outlets there are:

- 188 equipped to transmit network color.
- 43 to transmit local color slides.
- 43 to transmit local color films.
- 15 to transmit local live color programs.

This indicates that nearly half of the operating stations are equipped to transmit color television.

Not Far From Double

The figure is not far from double the total number of black-and-white stations (108) that operated during the FCC freeze and sparked the nationwide development of the visual medium.

How about the public?

Since the progress of color tv will depend on public acceptance and willingness to spend money to look at polychrome programs, any forecast of television's future must recognize the present demand for black-and-white sets.

This startling figure came out at the weekend from the statistical department of Radio-Electronics-Tv Mfrs. Assn.:

- 2,188,252 tv sets were produced in the first quarter of 1955—50% above the 1954 first-quarter production.

At the end of 1954:

- 35,677,818 tv sets had been shipped from factories to dealers since 1946, when postwar production started.

Allowing for factory inventories and production in the 18 weeks of 1955, it's reasonably close to state that:

- 40 million tv sets have been manufactured; only a relatively few thousand have been color sets.

With the widespread interest in the future of color tv, and the expenditure of network and advertiser money in programming, B•T scanned the chromatic predictions of industry figures. Their divergent views are summarized herewith.

Gen. Sarnoff told RCA stockholders last Tuesday he firmly believes color tv will "break through and be well underway before Christmas of the present year," with a reasonable number of programs that will increase as more sets are installed in homes.

Gen. Sarnoff expressed the belief that color tv sets will be placed on the market at about $500 "within the next one or two years."

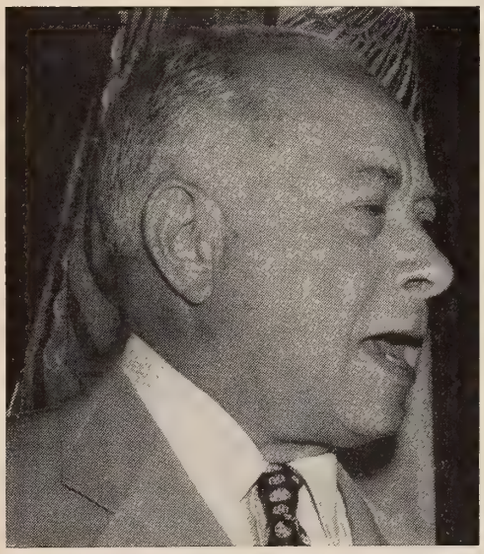
He said the Lancaster, Pa., plant is being expanded to turn out 30,000 color tubes a month, with production to have started last week at Bloomington, Ind., on two new RCA 21-inch color tv sets—$795 consolette and $895 console.

"We are confident that we can sell all the color sets and tubes we will produce between now and the end of this year," he said.

(For story of RCA stockholders meeting, see page 92.)

Mr. Halligan, speaking as Hallicrafters board chairman, said in a letter to tv distributors:

"The time for the commercially practical



GEN. SARNOFF
Breakthrough Before Christmas

mass manufacture of color television receivers has been a long time coming" but "it's here now, to stay. He urged industry suppliers to "get behind" the Hallicrafters model.

Hallicrafters will use a 21-inch RCA-type round picture tube, which Mr. Halligan said his company has determined is "currently the best" on the basis of its own continuous research.

Mr. Halligan predicted that this receiver will "be good for the next four years, if not longer." The RCA tube would be powered by a chassis containing a combination of RCA and Hallicrafters circuitry, using 26 tubes in all, including the picture tube and a rectifier.

Mr. Halligan said profit margins will be narrow on color sets but looked for better profits as production increases. He predicted the advent of color will lead manufacturers to a 10-year bonanza period.

The CBS Inc. attitude was voiced a fortnight ago by Dr. Frank Stanton, president, when he told the annual stockholders meeting that color has "some years to go" before it is in "general use." He added that when color does come, the increase in circulation will be rapid [B•T, April 25]. He reduced the problem to its elements in this way, "The great question is how fast and when" will color be accepted to the same extent as black-and-white is today?

Dr. Baker contended a color tv receiver priced at $500 is not the key to the mass market for color [B•T, May 2]. He argued the mass market is not one market, but has levels of price classes each of which can be penetrated only by a certain price level.

These price levels, he said, will change as the color market penetrates into the lower income groups and eventually the premium that buyers will be willing to pay for color will decrease. This prompted his prediction that sales of over 500,000 sets a year will not be reached until 1957, with a possible million sets a year in 1958, and if there is enough color programming at that time the sales may exceed 5 million sets annually by 1960.

Needed: The Right Tube

Having headed National Television System Committee, which developed the industry's technical standards for color tv, he said there still is lacking a color tube that, with needed circuitry, can be made in quantity permitting sale of a set at a price the consumer will meet.

At a stockholders meeting last week Dr. Allen B. DuMont, in answer to a question on the status of color tv, noted that in 1946 he had predicted it would be some 10 to 20 years before color became available to the mass market. He now feels his estimate was good.

DuMont, which has predicted it might have some sets available in the fall at the $800-$1,000 price level (22-inch rectangular glass tube), manufactures color transmitting equipment including complete scanning equipment for color. Dr. DuMont also said at the stockholders' meeting that color sets must reach the $300 level at retail.

Emerson Radio & Phonograph Co. has discontinued color receiver production.

Westinghouse used a color slogan, "First in Color," on the CBS-TV *Best of Broadway* Wednesday, referring to a claim by the company that it got out a 15-inch color set in February 1954 and six months later put out a 19-inch set which is now available. Many Westinghouse officials feel 1955 will not be the year for color. They believe that working models and improvements now in electronics industry laboratories foretell many new developments and that mass production of color tv sets for mass consumption won't occur until sets reach the $500 level.

In the wake of Hallicrafters announcement

other Chicago-headquartered set makers were hesitant to go along with predictions that color tv would become a mass medium this year.

None of the firms contacted—Motorola, Admiral and Zenith—planned to make any production changes nor would they reveal any other plans for the fall. But it is known that Motorola and Admiral have turned out only a handful of color receivers, and Zenith none at all because it considers the present tv tube still a "Rube Goldberg" sort of development.

A spokesman for one of the leading manufacturers branded Hallicrafters' announcement as merely "a statement of attitude"—one which would not move color units off dealers' shelves.

Officials of Motorola Inc. could not be reached for comment but one observer of color tv indicated his belief that people still will not rush out to buy a 21-inch color receiver for $695 or even less.

He posed the problem as twofold: (1) picture tubes are still too expensive ($100 or perhaps slightly less) for manufacturers to put out sets and (2) color programming is still not extensive enough to stimulate public interest in color receivers. Even with a price of $500 on any set, he said, manufacturers could not be expected to put out sets as long as tubes remain as expensive as they are at present.

Motorola conspicuously avoided any mention of its color plans in its 1955 first-quarter financial report, with President Paul V. Galvin stating merely that "black-and-white accounts for the principal improvment" in the first three months. No estimates were available on 1955 fall output, but it was indicated that receivers "are to be had" for those interested in buying them and that no sets are "being dumped."

Nor would color television seem to be a major factor in Admiral Corp. plans for this year. Ross D. Siragusa, president, feels that the first real push in color tv—that is, the first glimmering of mass output—will begin next year. A spokesman indicated Thursday there is no reason to presume that Admiral has altered its views on the color tv situation. It's still another year off, he intimated.

Mr. Siragusa said, "When continuity of color programs becomes a reality and mass production of color receivers begins, this new development will serve as a tremendous stimulus to sales and profits." He added that Admiral's automation program "should be of great assistance in reducing production costs when color television goes into mass production."

Zenith had no official comment on the prospects for mass production of color television sets in 1955 but a spokesman reiterated the firm's position that the medium isn't "ready yet," as stockholders were duly apprised at their recent quarterly meeting. The core of Zenith's disbelief lies in the tube question, but in a different relationship to that of Motorola. The right tube just hasn't come along that would pave the way toward mass color tv, Zenith feels. Anyway, could advertisers afford it?, Zenith asks.

Eugene McDonald Jr., Zenith president, put it this way recently: "Zenith continues to feel that much more work remains to be done on color tv before simple, reliable color receivers of excellent performance are ready for mass manufacture at prices that will interest the public."

Dodge Buys Golf Finale

DODGE DIV., Chrysler Corp., Detroit, will sponsor the highlight segment of the final round of the 55th National Open Golf Tournament from Olympic Country Club, San Francisco, June 18, 8-9 p.m. EDT, on NBC-TV. The network estimates that 17 million viewers will see the telecast. Grant Adv. is Dodge agency.



AGENCY, station and government people talk things over. Ruth Jones, timebuyer for Compton Adv. Inc., New York, during her recent trip to Atlanta, is introduced to Georgia's Gov. Marvin Griffin (r), by Jack Collins, manager of WAGA-TV Atlanta.

INSTITUTIONAL ADS IMPLANT IDEAS—TIBBALS

BBDO vice president tells L. A. Ad Club that such commercials don't have to be dull.

INSTITUTIONAL advertising, properly handled, doesn't have to be watered-down, dull, dry and uninteresting, as proved by the commercials on CBS-TV's *General Electric Theatre,* according to Walter A. Tibbals, vice president in charge of west coast production, BBDO Hollywood, agency handling GE institutional advertising.

Mr. Tibbals, who addressed the Los Angeles Advertising Club last week, said the usual commercial sells by revealing to the potential customer the advantages, features and desirability of owning a certain product, then planting in his mind the need to buy the product.

"On the other hand," he commented, "the institutional commercial seeks to implant in the viewer's mind an idea, thought or concept. It doesn't necessarily sell a specific product, but always sells a basic idea or group of ideas."

On *GE Theatre,* the basic copy theme in the slogan "Progress Is Our Most Important Product," incorporates all the objectives which General Electric wishes to emphasize to the tv audience, he said.

Additionally, *GE Theatre* commercials perform a public service and at least 50% are devoted to defense products. Of that figure, 40% are commercials about the Air Force, Mr. Tibbals revealed.

"At BBDO, we believe that [institutional] commercials can and will do an extremely effective job." The agency vice president concluded: "They can be as forceful in the job they have to do as any commercial used to sell a product directly to the public."

Blough to Succeed Fairless

BENJAMIN F. FAIRLESS, chairman of the board and chief executive officer of United States Steel Corp., announced plans last week to retire from the corporation. He will be succeeded by Roger M. Blough, vice chairman of the board, who has been with the corporation since 1942. U. S. Steel sponsors *U. S. Steel Hour,* hour-long drama series on alternate weeks on ABC-TV, which is scheduled to move to CBS-TV effective July 6, also on an alternate week basis.

Gardner Adv. Founder Dies

HERBERT S. GARDNER Sr., 82, founder and board chairman of Gardner Adv., St. Louis, died May 4 in Asheville, N. C., after a short illness.

A 55-year veteran of the advertising business, Mr. Gardner opened Gardner Adv. in 1908 with 50 employes and remained president until 1934 when he became chairman of the board. Today the agency employs more than 200 people in its New York and St. Louis offices and handles more than $18,000,000 in advertising for its clients. He is survived by his widow, Mrs. Louise Gay Gardner, and three sons.

Seven Join Y&R Contact Dept.

SEVEN persons have joined the contact department of Young & Rubicam, New York. They are: Kenneth Alexander, formerly with Columbia Artist Management; John Bricker, formerly with E. J. Brach & Sons; Dudley Carroll, formerly with N. W. Ayer; Harold Davis, formerly with SSC&B; George Doodlett, formerly with Biow-Biern-Toigo; James Symington, formerly with J. Walter Thompson, and James Cameron, transferred from the Research Dept. of Y & R.

Remington Rand Names Y&R

REMINGTON RAND Inc., New York, announced last week that it had appointed Young & Rubicam, New York, to handle television advertising for all Remington products except typewriters. The latter will be handled by Compton Adv., New York.

In addition, the firm revealed that the Remington Shaver Div. will sponsor one third of *Caesar's Hour* on NBC-TV, effective in June, and that it will continue alternate sponsorship of *What's My Line?* on CBS-TV.

AGENCY SHORTS

H. Richard Seller Adv., Seattle, has absorbed **Blitz Adv.,** same city, and will occupy headquarters at 937 S.W. Jackson St., with H. Richard Seller, president and Arnold Blitz, vice president. Most creative and service personnel of both agencies will be retained with addition of Don James, creative director, Carvel Nelson & Powell, Portland, Ore., as copy chief.

Lewin, Williams & Saylor, N. Y., has moved to 130 E. 59th St.

Critchfield & Co., Chicago, moves to 520 N. Michigan Ave.

Jack T. Sharp Adv. Agency established in Plymouth Bldg., 2036 E. 22d St., Cleveland 15, headed by Mr. Sharp; telephone: Superior 1-1700.

Gray & Rogers, Phila., elected to American Assn. of Adv. Agencies.

AGENCY APPOINTMENTS

Webster-Chicago Corp. (record players, phonographs, tape recorders), Chicago, appoints John W. Shaw Adv. Inc., same city, for national advertising. Firm spends about $1 million yearly on national media. Radio will be continued by local distributors.

Nicolay-Dancey Inc. (New Era potato chips), Detroit, appoints Otto & Abbs Adv. Inc., same city. Tv probably will be used.

IXL Food Co. (Spanish-American food products), San Leandro, Calif., appoints Brisacher, Wheeler & Staff, S. F.

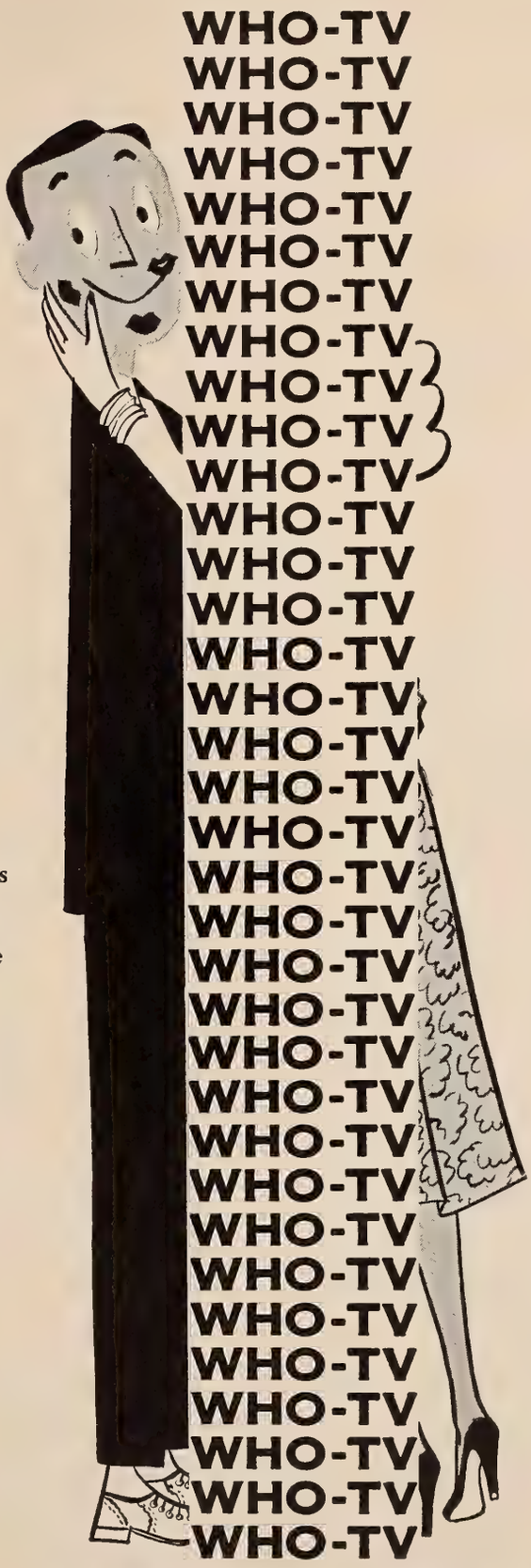
(A&A continues on page 51)

You know what's happening!

RADIO advertisers and agencies have known for many years that WHO, Des Moines, is one of the nation's *greatest* radio stations — the biggest, most popular, most productive station in Iowa Radio.

For the sake of all you successful *new* TV people, that fact helps explain why WHO-TV, in one short year, has become one of the nation's *top* television stations.

Suggestion: Next time you talk with the wisest "old hand" you know in radio or television — ask about WHO-TV. Better still, ask Free & Peters!



WHO-TV

Channel 13 • Des Moines • NBC



Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Free & Peters, Inc.
National Representatives

Another thinly disguised WJR success story



Tulip time just ain't what it used to be

It was spring . . . tulip time. Only—who wanted tulips? A big importer found he couldn't move a huge quantity of imported bulbs.

His advertising agency man knew the answer: *Spot radio on WJR.* He knew it is the best way to *move goods fast*—and the *cheapest.*

He didn't know how little it could cost until the returns came in from WJR. Here's what he wrote us:

"The results were certainly one of the most outstanding stories ever accomplished in the United States. Your station far and away outpulled almost every other station *combined* in this particular offer."

We're used to that. Our regular advertisers are, too. But it surprises our newcomers. Our rates are higher than most, but the cost per sale on WJR was less than half the cost per sale on the other stations used.

He spent more money because WJR spends more money on programs. It cost us more than $1 million for local programming and talent last year. We've found—and so have our advertisers—that the more than 16,000,000 people in WJR's primary coverage area like and respect that kind of radio.

That's what our advertisers pay for. They get so much profit in return.

Your Henry I. Christal man knows more about WJR. Ask him.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network



WJR's primary coverage area: 16,000,000 people

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN MARCH

FROM the monthly audience surveys of American Research Bureau, B•T each month presents a table showing the 10 highest rated syndicated film programs for television in 10 major markets, selected to represent markets in all parts of the country and with various degrees of competition, from two to seven tv stations. At the bottom of the page is a list of the 10 films with the highest combined popularity in the 10-city sample.

NEW YORK — SEVEN-STATION MARKET

1.	Superman (Flamingo)	Mon.	6:00	WRCA-TV	14.4
2.	Little Rascals (Interstate)	M.-F.	5:30	WPIX (TV)	12.2
3.	Wild Bill Hickok (Flamingo)	Wed.	6:00	WRCA-TV	11.4
4.	Guy Lombardo (MCA-TV)	Thu.	7:00	WRCA-TV	10.8
5.	Range Rider (CBS Film)	Sat.	6:30	WRCA-TV	10.6
6.	Sherlock Holmes (UM&M)	Mon.	7:00	WRCA-TV	9.4
7.	Abbott & Costello (MCA-TV)	Sat.	6:00	WRCA-TV	7.6
8.	Annie Oakley (CBS Film)	Sat.	5:30	WCBS-TV	7.5
9.	City Detective (MCA-TV)	Sun.	9:30	WPIX (TV)	7.4
10.	Waterfront (MCA-TV)	Tue.	7:30	WABD (TV)	7.0
	The Star and the Story (Official)	Sat.	7:00	WRCA-TV	7.0

LOS ANGELES — SEVEN-STATION MARKET

1.	Badge 714 (NBC Film)	Sat.	7:30	KTTV (TV)	27.8
2.	Waterfront (MCA-TV)	Tue.	7:30	KTTV (TV)	27.3
3.	Superman (Flamingo)	Sat.	7:00	KTTV (TV)	20.6
4.	Annie Oakley (CBS Film)	Tue.	7:00	KTTV (TV)	19.8
5.	Life of Riley (NBC Film)	Sat.	8:00	KTTV (TV)	18.8
6.	Stories of Century (Hollywood)	Sun.	9:00	KTTV (TV)	17.7
7.	Mr. District Attorney (Ziv)	Mon.	10:00	KNXT (TV)	16.2
8.	I Led Three Lives (Ziv)	Sat.	8:30	KTTV (TV)	15.6
9.	Liberace (Guild)	Tue.	8:30	KTTV (TV)	14.2
10.	I Am the Law (MCA-TV)	Tue.	8:30	KTLA (TV)	13.2

MINNEAPOLIS-ST. PAUL — FIVE-STATION MARKET

1.	Badge 714 (NBC Film)	Mon.	9:30	KSTP-TV	24.7
2.	I Led Three Lives (Ziv)	Tue.	9:30	KSTP-TV	23.6
3.	Mr. District Attorney (Ziv)	Fri.	7:00	KSTP-TV	20.9
4.	Wild Bill Hickok (Flamingo)	Sat.	5:30	WCCO-TV	15.9
5.	Liberace (Guild)	Tue.	7:00	WCCO-TV	15.7
6.	Victory at Sea (NBC Film)	Sun.	5:30	KSTP-TV	15.3
7.	Favorite Story (Ziv)	Sun.	9:00	WCCO-TV	11.7
8.	Passport to Danger (ABC Film)	Tue.	7:30	KEYD-TV	11.7
9.	Superman (Flamingo)	Wed.	5:30	WMIN-TV	9.6
10.	T-Men in Action (ABC Film)	Thu.	7:30	WTCN-TV	9.6

SEATTLE-TACOMA — FIVE-STATION MARKET

1.	Annie Oakley (CBS Film)	Thu.	6:00	KING-TV	34.5
2.	Waterfront (MCA-TV)	Fri.	8:30	KOMO-TV	34.2
3.	Badge 714 (NBC Film)	Fri.	9:30	KING-TV	32.8
4.	The Whistler (CBS Film)	Fri.	10:00	KING-TV	19.1
5.	Victory at Sea (NBC Film)	Fri.	6:30	KOMO-TV	19.1
6.	Life with Elizabeth (Guild)	Mon.	7:00	KOMO-TV	19.1
7.	Ellery Queen (TPA)	Mon.	10:00	KING-TV	17.7
8.	Star and the Story (Official)	Mon.	9:30	KING-TV	17.4
9.	Joe Palooka (Guild)	Wed.	6:30	KOMO-TV	17.2
10.	Mr. District Attorney (Ziv)	Fri.	9:00	KING-TV	15.1

CHICAGO — FOUR-STATION MARKET

1.	Mayor of the Town (MCA-TV)	Sat.	10:00	WNBQ (TV)	29.5
2.	Annie Oakley (CBS Film)	Sun.	2:00	WBKB (TV)	20.9
3.	Science Fiction Theatre (Ziv)	Sat.	10:00	WNBQ (TV)	20.7
4.	Cisco Kid (Ziv)	Sun.	5:00	WBKB (TV)	17.7
5.	H. Christian Andersen (Interstate)	Sun.	2:00	WBKB (TV)	16.7
6.	Wild Bill Hickok (Flamingo)	Sun.	1:30	WBKB (TV)	15.8
7.	Stu Erwin (NTA)	Wed.	7:30	WBKB (TV)	15.8
8.	Eddie Cantor (Ziv)	Mon.	9:30	WNBQ (TV)	14.2
9.	Badge 714 (NBC Film)	Tue.	8:00	WGN-TV	13.5
10.	Meet Corliss Archer (Ziv)	Tue.	7:30	WGN-TV	13.0
	I Led Three Lives (Ziv)	Tue.	9:30	WGN-TV	13.0

WASHINGTON — FOUR-STATION MARKET

1.	Superman (Flamingo)	Tue.	7:00	WRC-TV	21.5
2.	Wild Bill Hickok (Flamingo)	Thu.	7:00	WRC-TV	20.0
3.	Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	18.9
4.	Badge 714 (NBC Film)	Fri.	7:00	WRC-TV	16.6
5.	Annie Oakley (CBS Film)	Sun.	7:00	WTTG (TV)	13.2
6.	I Led Three Lives (Ziv)	Mon.	10:30	WRC-TV	13.2
7.	Sherlock Holmes (UM&M)	Mon.	7:00	WRC-TV	12.9
8.	Captain Gallant (TPA)	Sun.	5:30	WRC-TV	7.4
9.	Range Rider (CBS Film)	Mon.	6:00	WTOP-TV	7.4
10.	Foreign Intrigue (S. Reynolds)	Tue.	7:00	WTOP-TV	7.1

ATLANTA — FOUR-STATION MARKET

1.	Superman (Flamingo)	Wed.	7:00	WSB-TV	35.4
2.	Wild Bill Hickok (Flamingo)	Thu.	7:30	WLWA (TV)	25.7
3.	Racket Squad (ABC Film)	Sun.	7:00	WSB-TV	22.7
4.	Favorite Story (Ziv)	Tue.	7:00	WAGA-TV	21.7
5.	Mr. District Attorney (Ziv)	Fri.	7:00	WSB-TV	19.7
6.	Abbott & Costello (MCA-TV)	Sat.	6:00	WSB-TV	19.4
7.	Badge 714 (NBC Film)	Wed.	7:00	WLWA (TV)	13.1
8.	Lone Wolf (MCA-TV)	Mon.	10:30	WSB-TV	10.5
9.	Waterfront (MCA-TV)	Thu.	7:00	WAGA-TV	8.7
10.	Appt. with Adventure (ABC Film)	Sun.	10:00	WAGA-TV	8.6

CLEVELAND — THREE-STATION MARKET

1.	Waterfront (MCA-TV)	Wed.	7:00	WEWS (TV)	22.1
2.	Little Rascals (Interstate)	M.-F.	6:00	WEWS (TV)	21.2
3.	All Star Theatre (Screen Gems)	Thu.	7:00	WNBK (TV)	19.4
4.	I Led Three Lives (Ziv)	Fri.	10:30	WXEL (TV)	19.0
5.	Annie Oakley (CBS Film)	Sat.	6:30	WNBK (TV)	18.8
6.	Badge 714 (NBC Film)	Fri.	7:00	WNBK (TV)	18.3
7.	Liberace (Guild)	Wed.	9:00	WEWS (TV)	17.6
8.	Eddie Cantor (Ziv)	Thu.	7:30	WEWS (TV)	13.7
9.	Foreign Intrigue (S. Reynolds)	Sun.	10:00	WEWS (TV)	13.2
10.	The Whistler (CBS Film)	Sat.	7:00	WNBK (TV)	11.8

BOSTON — TWO-STATION MARKET

1.	Mr. District Attorney (Ziv)	Tue.	10:30	WNAC-TV	23.1
2.	Badge 714 (NBC Film)	Wed.	6:30	WNAC-TV	22.0
3.	Wild Bill Hickok (Flamingo)	Tue.	6:30	WNAC-TV	20.1
4.	Ellery Queen (TPA)	Sun.	10:30	WNAC-TV	19.3
5.	Captain Gallant (TPA)	Sun.	5:30	WBZ-TV	18.7
6.	Liberace (Guild)	Sun.	3:00	WBZ-TV	18.5
7.	Boston Blackie (Ziv)	Fri.	10:30	WNAC-TV	18.2
8.	Superman (Flamingo)	Fri.	6:30	WNAC-TV	16.7
9.	Foreign Intrigue (S. Reynolds)	Mon.	10:30	WNAC-TV	15.0
10.	Cisco Kid (Ziv)	Wed.	6:00	WNAC-TV	14.7

DAYTON — TWO-STATION MARKET

1.	Kit Carson (Coca-Cola)	Sun.	6:00	WLWD (TV)	30.4
2.	Badge 714 (NBC Film)	Sun.	7:00	WLWD (TV)	20.5
3.	Racket Squad (ABC Film)	Tue.	7:00	WHIO-TV	19.2
4.	Waterfront (MCA-TV)	Sat.	7:00	WHIO-TV	17.9
5.	Secret File USA (Official)	Fri.	10:30	WHIO-TV	17.7
6.	I Led Three Lives (Ziv)	Tue.	9:00	WHIO-TV	16.7
7.	Ramar of the Jungle (TPA)	Fri.	6:00	WLWD (TV)	15.8
8.	Superman (Flamingo)	Mon.	6:00	WLWD (TV)	15.7
9.	Appt. with Adventure (ABC Film)	Sun.	10:00	WHIO-TV	15.1
10.	Star and the Story (Official)	Thu.	7:00	WLWD (TV)	15.0

TEN-CITY AVERAGE TOP 10

1. Badge 714
2. Superman
3. Wild Bill Hickok
4. Annie Oakley
5. Waterfront
6. I Led Three Lives
7. Mr. District Attorney
8. Little Rascals
9. Liberace
10. Racket Squad

A B•T PICTURE STORY



1. "IT'S a great new series," Frederic W. Ziv (l), board chairman of Ziv Television Programs Inc., tells Edward J. Broman, Central Div. sales manager, on Mr. Ziv's return to Cincinnati from Hollywood.

ZIV GETS

STEP-BY-STEP ACCOUNT

YESTERDAY (Sunday), a new program series started on WFAA-TV Dallas, a tv film series, *Science Fiction Theatre,* produced by Ziv Television Programs Inc. On WFAA-TV, the series will be telecast each Sunday, 8-8:30 p.m., under the sponsorship of Continental Oil Co.

There's nothing unusual in that. New program series start every day in the year on many tv stations. About 150, in fact, have started *Science Fiction Theatre* in the past few weeks or will start it in the next few.

But how does a new series get started? What is involved in putting the show on the road, or, in this case, putting a show on the air? Since our example is a Ziv production, B•T went to Cincinnati, to the office of Frederic W. Ziv, chairman of the board of Ziv Television Programs, for the first part of the answer to those questions.

"Our business is based on serving the stations that broadcast our programs and the advertisers that sponsor them," Mr. Ziv replied, "not just selling, but serving.

"The number one way to do that," he went on, "is to plan what will get the audience. Programs that do get audiences appeal to the basic emotions—love, conflict, adventure, mystery. These are things people want, things everyone's trying to give them. But just another anthology, just another cops-and-robbers story, isn't enough. The big problem is to give them in a new form, something off the beaten track."



2. **PLANNING** advertising and sales promotion for *Science Fiction Theatre* are (l to r): seated, Ted Fredstrom, assistant director of advertising; Mel Bernstein, sales promotion manager; Cy Wedding, copy chief; Bill Hetherington, art director; Leo Gutman Jr., director of advertising; Richard Gillespie, sponsor relations; standing, Robert Dunne, production; Stan Cohen, research.

Searching for that new format, Ziv program people were struck with one phenomenon, extremely successful with the reading and movie-going public but virtually untapped for television—science fiction. True, there had been an occasional science fiction program, but no series, no serious attempt to exploit videowise the tremendous appeal of this type of entertainment, attested to by sales of science fiction books and magazines and by phenomenal movie box-office records.

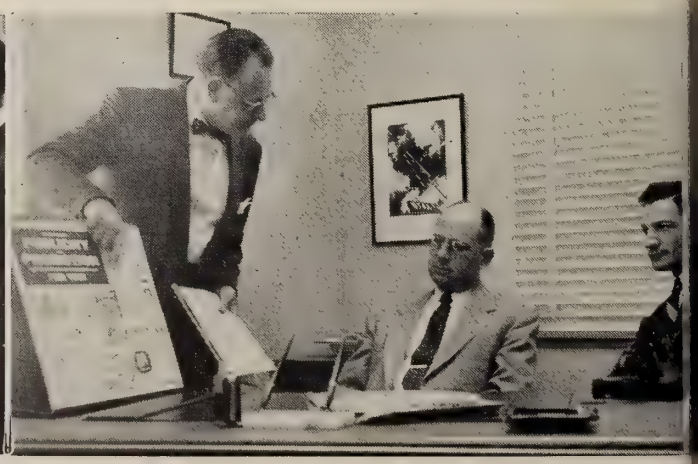
"Now comes the gigantic headache," Mr. Ziv stated. "We have our theme but how are we going to handle it? What kind of show can we make? Within the confines of good taste, which the stations demand, how can we come up with a series the public will love?"



3. **SELLING** the show to the men who will sell it to stations and sponsors, Mr. Broman briefs Ziv-Tv salesmen on the series, its advertising and promotion.



4. **SALESMAN** Ray McGuire (r) rehearses his presentation for Joseph Kotler, spot sales manager, with tape recorder catching his words for future study.



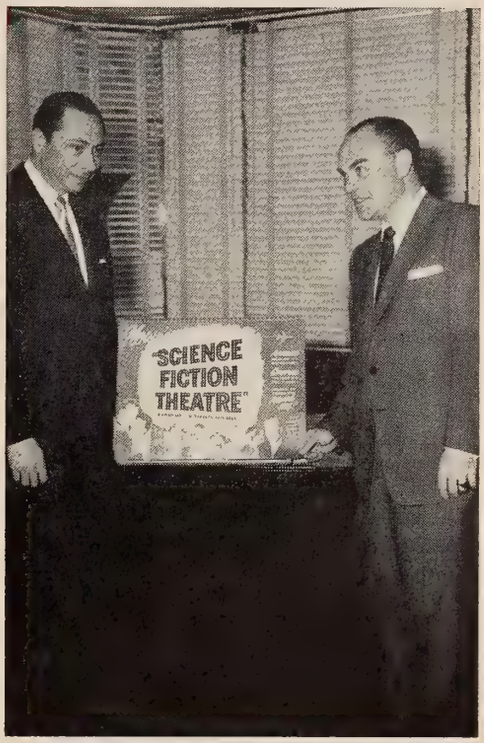
5. **IN DALLAS,** Phil Williams, Ziv-Tv spot sales manager (l), presents the video program series, with its attendant promotion and publicity material, to Ralph Nimmons (c), manager of WFAA-TV, and Mike Shapiro, WFAA-TV commercial manager.

A SHOW ON THE ROAD

OF A SERIES FROM 'IN THE CAN' TO 'ON THE AIR'



6. "HERE'S how it's going to go," Maurice (Babe) Unger (r), Ziv-Tv vice president in charge of west coast operations, says in explaining a sequence of a *Science Fiction Theatre* script to Ivan Tors, producer of the series (l), and Herbert Gordon, vice president, during a story conference at Ziv-Tv's Hollywood studios, where the programs are conceived, prepared and produced for telecasting.



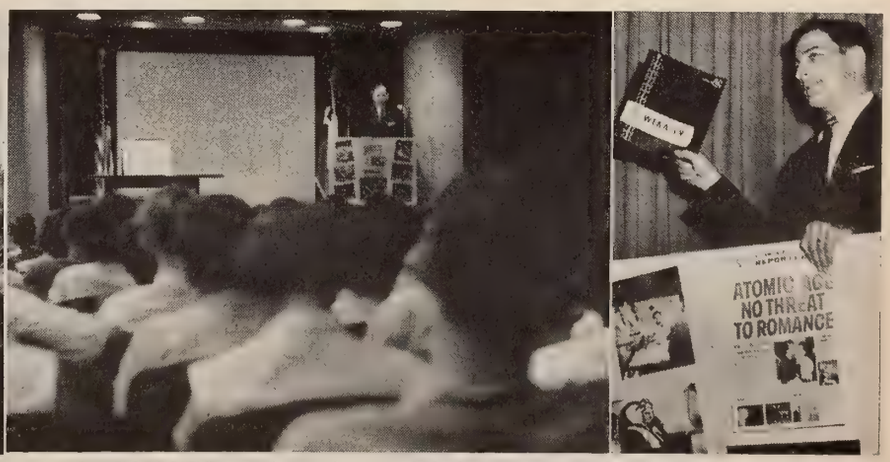
7. PRESENTATION piece for the new series is admired in New York by M. J. Rifkin (l), vice president in charge of sales, Ziv Television Programs, and John L. Sinn, president of the tv film program production-syndication company.

Ziv's answer, the formula of *Science Fiction Theatre,* is to open each program with a short demonstration of some new scientific marvel, a real development of modern science that is actually being used today. The "mechanical man" utilized by Garrett Corp. to handle explosive chemicals or radioactive isotopes too "hot" for human workers to touch introduced one program; the machine that types words spoken to it introduced another.

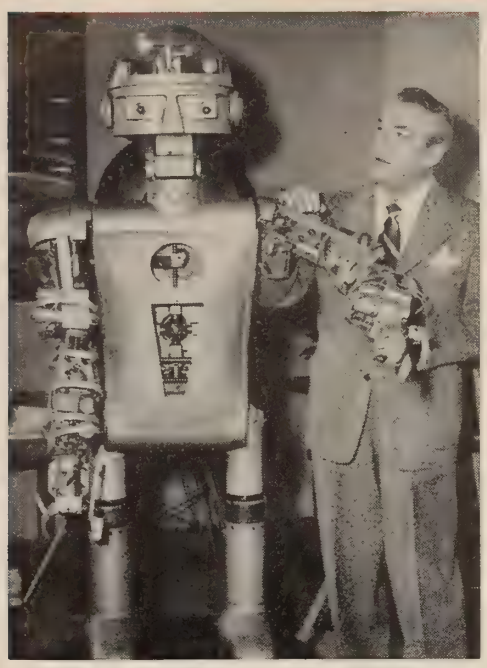
After such a demonstration, it is easy for Truman Bradley, narrator of the series and only individual seen week after week, to lead into that week's story. That was real, he says; this is fiction. But perhaps, before long, it could happen. And the viewers, exposed first to reality, are ready



8. OFFICIALS of Continental Oil Co., sponsor of the series on WFAA-TV, inspect "employe enthusiasm" kit. L to r: John Simmons, assistant division manager; Dean Hadfield, division manager; Mr. Williams; Mr. Shapiro; A. W. Tarkington, vice president; Sam Larson, regional marketing manager.



9. CONOCO employes learn of their company's new tv series from Vice President Tarkington at a preview screening of the program in the Continental National Bank Auditorium in Fort Worth. Mr. Shapiro (right panel) tells the audience that the telecasts will be seen in homes in 29 counties.



10. HOST and narrator of the series Truman Bradley precedes each science story with a demonstration of a true science marvel, such as the mechanical man pictured here.

to give credence to the story that follows.

With a complete new roster of actors to be signed for each *Science Fiction Theatre* program, casting is a major problem, Mr. Ziv reported. He noted that the problem is further complicated by the fact that each week's story varies in nature from the one preceding and following it. This means that each drama must be cast in accordance with its overall mood and the proper star selected for the proper story.

"We think we've achieved a truly adult series in a field that could have been completely juvenile," Mr. Ziv told B•T.

This achievement has not been easy; it's entailed a laborious load of meticulous research. But it's paid off, he noted. One story in the series deals with a jet plane flying a little higher than jets yet have done. When this was shown to a prospective sponsor, a scientist on that company's staff objected that a fountain pen shown on the plane's instrument panel would explode at such a height.

"Since that company's product is the result of scientific research, the executives felt it should not sponsor a program which abused scientific facts," Mr. Ziv related, "so the whole sale hinged on whether or not that pen would have exploded. The salesman said he didn't have the answer but he'd get it and called the sales manager. The sales manager called me. I called the producer of the program, at our Hollywood studios. I expected him to say he'd have to check into it. Instead, he told me to wait while he got the file on it; he'd anticipated such an objection and had secured the opinion of leading aeronautical authorities that the pen would not explode under the conditions pictured in the program. That took care of that and we made the sale.

"Perhaps we're too methodical and overcautious," Mr. Ziv said, "but we prefer to take a little more time, to research a little more thoroughly, so that stations and sponsors won't be embarrassed by questions from viewers."

That same attitude characterizes the Ziv approach toward the use of the program. Stations want audiences; sponsors want sales; neither is interested in a program for its own sake. So Ziv-Tv salesmen are equipped with all the information needed to answer all a prospect's questions and to show him exactly what he's getting for his money.

"Once in a while the screening alone practically sells the series," Mr. Ziv said, "but even when the advertiser doesn't ask the questions he should we try to provide the answers. When his family, or his sales manager, or his golf foursome, or his banker, hears he is going to sponsor *Science Fiction Theatre* on a local tv station and asks, 'Why that?,' we want him to be able to justify his decision."

So, when the series was set, Leo Gutman, advertising manager, and Melvin Bernstein, sales promotion manager, were called in and put to work on plans for making *Science Fiction Theatre* do the maximum job for the stations carrying it and the advertisers sponsoring it.

This was some months after the science fiction idea had been approved and put into the planning stage, the spring of 1954. By fall two pilot films were completed and the advertising and promotion preparations begun. The last week in January 1955, Ziv-Tv salesmen gathered in Cincinnati, New York and Hollywood for four-day training meetings to learn about the new series and how to sell it to—and for—stations and sponsors.

In February trade paper advertising began —color spreads and embossed inserts, telling broadcasters and advertisers and advertising agencies about the *Science Fiction Theatre* series. Selling also began then. As he left his division sales meeting, each Ziv-Tv salesman carried with him:

A 12-page (16 to 21 inches) flip-over brochure;

Sales talk file, with fact-sheets and other exhibits;

Promotion kit containing a three-color poster, a two-color streamer, a *Science Fiction Theatre* ticket, a two-color newspaper-styled tabloid, letters to dealers signed by Truman Bradley and mailed from Hollywood, on-the-air promotion material, newspaper ads and mats, publicity stories and pictures and a publicity hand-book explaining how to use contests, special events and civic activities in promoting the program;

"Enthuse" kit containing plant posters, letters from the "boss" to his employes' wives, payroll stuffers on "your company's new plan to increase business and to help brighten your job future," plans for using the public address system and the switchboard to publicize the program, even a design for a postage meter promotion;

Mounted poster;

Science and science fiction reprints from *Collier's, Saturday Evening Post* and *Life*;

Audition print of a *Science Fiction Theatre* program;

Film trailers;

Projector and screen;

Ziv-Tv institutional book, showing that Ziv Television Programs is a good firm to do business with.

Approximately nine weeks after the sales



11. USING Ziv promotion kit, Charles Larkins, WFAA-TV promotion manager (seated), and his assistant, Joy Wright, coordinate newspaper advertising plans with the on-tv teaser spots scheduled by Bob Blase (l), program director, and Doc Hamilton, film director of the Dallas station.

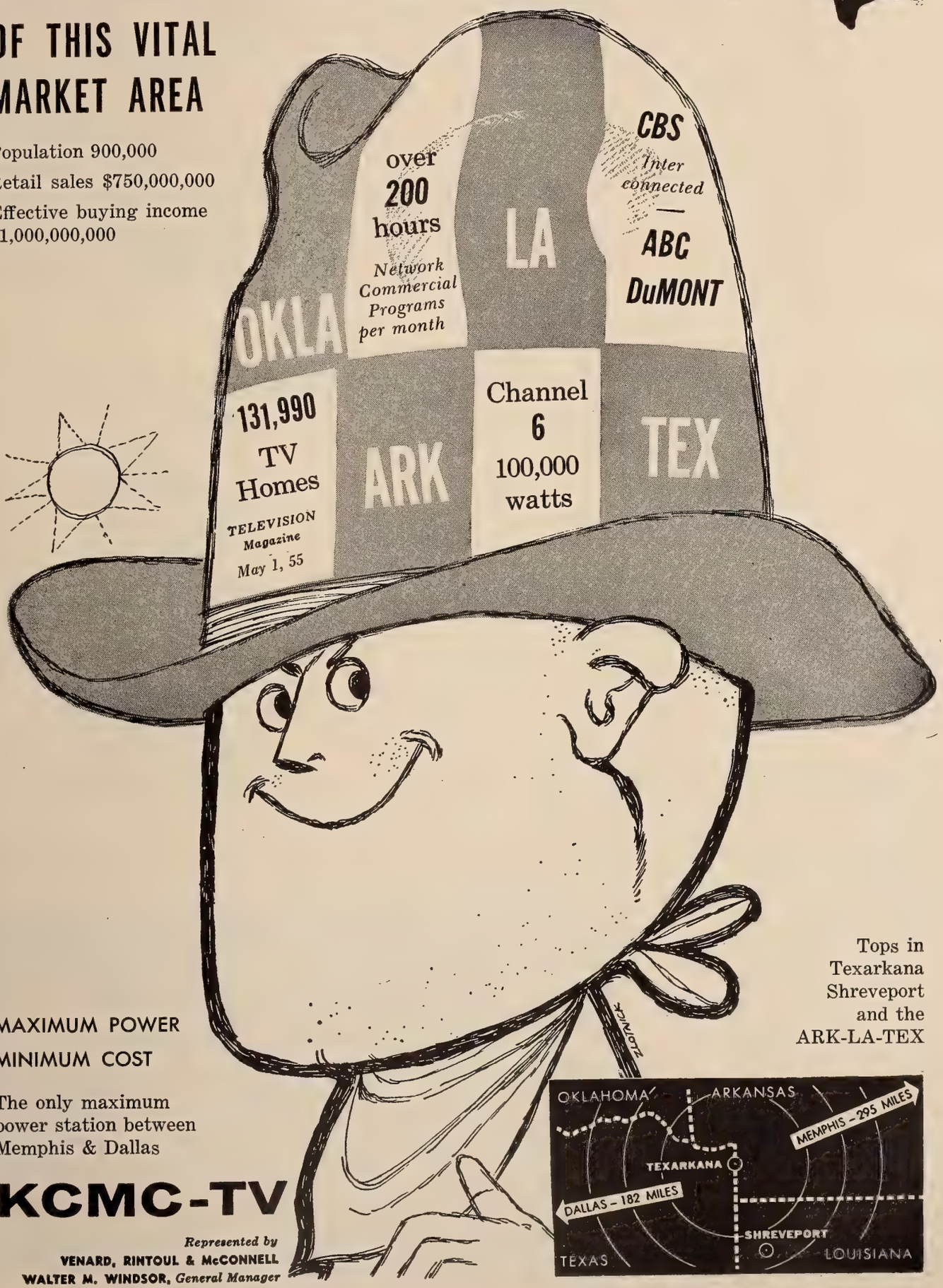
THE ONLY COMPLETE COVERAGE

OF THIS VITAL MARKET AREA

Population 900,000

Retail sales $750,000,000

Effective buying income $1,000,000,000



MAXIMUM POWER
MINIMUM COST

The only maximum power station between Memphis & Dallas

KCMC-TV

Represented by
VENARD, RINTOUL & McCONNELL
WALTER M. WINDSOR, *General Manager*

Tops in Texarkana Shreveport and the ARK-LA-TEX

meetings—on April 2—viewers in Chicago and Grand Rapids, Mich., comprised the original *Science Fiction Theatre* audiences. By then well over 100 stations had contracted to carry the series, with sponsors already signed for most of the telecasts.

The sponsor list of *Science Fiction Theatre* includes a wide variety of businesses—banks and breweries, auto dealers and public utilities, food producers, distributors and retailers, drug companies, jewelers, department stores, cleaners, etc., etc., etc. Some sponsors, like Emerson Drug Co. (Bromo-Seltzer) in the East and Olympia Brewing Co. in the West, use the tv series to advertise their products in a number of cities, but the usual pattern is an individual sponsor in an individual market.

To illustrate what follows the contract for telecasting a Ziv-Tv series in a market, here's what occurred in Dallas, where Phil Williams, Central Division spot sales manager of Ziv Television Programs, had sold the series to WFAA-TV, to go on the air May 8 advertising Conoco gas and oil.

March 28—Feature story on *Science Fiction Theatre* in *Dallas Morning News.*

March 29—Ziv and WFAA-TV representatives confer with Conoco division officials in Fort Worth on promotion plan.

April 4—Promotion plan submitted to William Morgan, Continental Oil Co. advertising manager, who approves it.

April 12—Invitation of Dean Hadfield, Continental division manager, goes out to all lessees and dealers in area to attend employe saturation screenings.

April 13—Mr. Williams appears on Dallas PTA panel meeting on "Television's Responsibility to the Community" and says, in part:

"Continental Oil Co. will start a new Ziv series here in Dallas early in May. It's entitled *Science Fiction Theatre.* It's good entertainment for all the family, but the information side hasn't been neglected as you will see from the very interesting science demonstrations that open each program. As a matter of fact, Ziv Television has one of the largest research departments in the entire television industry, but because of the science significance of this series has added a special unit for *Science Fiction Theatre.* You'll be interested to know that on a program of this type Ziv plans almost a year in advance, and for a single episode over three weeks is devoted just to research before we even start the script. This series has so impressed the nation that we are receiving cooperation from MIT, CalTech, the Department of Defense, Douglas Aircraft and many other science centers. I know you will find this program very fascinating entertainment . . ."

April 18—Conoco employe saturation meetings start in Fort Worth.

April 20—. . . and continue in Dallas.

April 21—Miss Fairfax Nisbet, tv editor of *Dallas Morning News,* reports Dallas screening on tv page.

April 23—Ziv-produced tabloids and vertical streamers sent with covering letters to lessees and dealers, to be followed by personal calls by the Conoco field staff.

April 26—Picture of Dallas saturation screening runs in *News.*

May 1—12:30-12:45 p.m.—WFAA-TV runs special Conoco film to promote *Science Fiction Theatre* premiere.
8 p.m. (time *Science Fiction Theatre* to start following week)—program promotion on WFAA-TV.

May 2—1:15 p.m.—A Conoco official is interviewed on WFAA-TV's *Jerry Haynes Show.* Also on May 4 and May 6.

May 4—Program premiere plugged in regular Conoco ads in all Dallas papers.

May 8—Kick-off ads in morning papers. *News* carrying feature story on special research Ziv has employed on series.
4-4:30 p.m.—WFAA-TV salute to new series, with a Conoco research director flying down from Ponca City, Okla., to appear on the program.
8 p.m.—Premiere of Conoco's *Science Fiction Theatre* on WFAA-TV. Commercials limited to opening and closing credits, so special guests can be interviewed midway through program, discussing great new scientific era and lauding Continental Oil Co. for its sponsorship of this series.

Once the program has started on WFAA-TV, Ziv market researchers will watch its ratings in Dallas and compare them with those in other cities. This information will be passed along to the station and sponsor, together with suggestions for continued promotion of the series and reports of ways in which *Science Fiction Theatre* has been promoted and publicized in other markets, as reported by Ziv-Tv salesmen. "The promotion for *Science Fiction Theatre* will continue as long as the series is on the air," Mr. Bernstein said, "and all that time we'll be looking for ways to improve it."

"Everything we do is to help our salesmen sell," Mr. Gutman avowed.

And Mr. Ziv summed it up with a paraphrase from his advertising agency days: "Going to a sponsor with a new idea isn't a bad idea so long as it's a good idea."



12. FOREIGN possibilities of *Science Fiction Theatre* are studied by Edward Stern, president of Ziv International.



13. POINT-OF-SALE promotion of the series is shown here; gas pump streamer appeal is augmented by Ziv-prepared tabloid newspaper.



14. PRE-SERIES telecast finds Conoco executive John Simmons (l) explaining to his host, Jerry Haynes, conductor of a daily show on WFAA-TV, how the scientific wonders shown in the new tv series relate to the research program of Conoco's own scientists.



we don't know how many people shoot under 100 . . .

BUT We DO know that among leading radio-TV agency executives **84%** say they prefer a radio-TV trade publication giving them BOTH spot news *and* features.

* spot news only 5 %
features only 8 %
spot news *and* features 84 %
no answer 7 %

(*Note:* a few people schizophrenically voted for two—hence the 104 % total)

This, of course, means **BROADCASTING-TELECASTING . .**
the *ONLY* radio-television publication with the spot news and feature format.

moral: When people are reading what they want, it pays to have them read your messages too.

* This is another of the significant discoveries made by Ross Federal Research Corporation and reported in our "*Readership and Preference Study of Radio & Television Trade Publications*". Getting your copy is as easy as writing Broadcasting-Telecasting, 1735 DeSales Street, Washington 6, D. C.



PREPARING SLIDES FOR COLOR TV

By Everett Stahl
Art Director
WFIL-AM-TV Philadelphia

IN the very early morning hours of last September, a viewer with insomnia or a strong addiction to television would have felt quite at home in the art department, or master control room, of WFIL-TV Philadelphia. He could have waited for daylight by taking part in compatible color television slide experiments being run during the station's normal off-the-air hours.

Preparing for the arrival of color television as a new service for advertisers, Roger W. Clipp, general manager of WFIL and WFIL-TV, had set September 20, 1954, as the starting date for compatible color slide transmission on an "around-the-schedule" basis. In the months before that date there had been dozens of meetings, discussions and "lab" sessions devoted to a subject relatively unexplored at the local level. Closed-circuit experiments had been run to test methods and ideas on color and monochrome sets. Now the tests were nearing a conclusion, and the slides were being examined "live" under simulated broadcasting conditions, in the late night-early morning hours.

More than one insomniac, searching sleepily for diversion, must have been startled by the sight of a package of Lifesavers staring back from his tv screen at 4 a.m. If the picture seemed fuzzy, he could honestly blame it on an art director and a handful of engineers, who were groping their way through the uncharted mysteries of color slide transmission.

Now, glancing back nine months to last September, quite a bit of that fuzziness has disappeared, and several ideas on compatible color slides stand out in sharp focus.

The first lesson we learned is: "Don't go color crazy." Sure, it's color, and a marvelous opportunity to use the rainbow of colors at your fingertips. Don't. For an artist it's a must to resist the temptation, from whatever source, to put a little yellow cottage here, with the red-tressed wife in the bottle green dress, waving the "product" from her well kept flower garden.

Sound appealing? Well it certainly can be—on a museum wall. But on a color tv set it can turn out like a well-used palette, and in black-and-white tv like various depths of smog.

The use of three colors, or four at the most, can always give you any effect that is needed. The choice of colors must be carefully made, but in making the selection there are several equally good scales that can serve as your guide. These color scales provide an indication of the degrees of gray produced when transmitted through the monochrome system. Their use depends upon the particular brand of pigment used. In choosing your colors the density of each one used must be carefully regulated. Sharp contrasts of colors in the same intensity result in fuzziness on the color set, while on the monochrome set the result is too often a "one value" gray slide.

The second lesson is one that, like the first, is of the utmost importance at the drawing board. This is the error of conceiving the color tv picture in terms of a photo from a "still" color camera. Photographing a product in color, and believing that the colors will come through in the same relation when viewed on a color tv set, is a serious mistake. Colors that have a certain intensity in the color photo can, and often do, wash out, bloom, or disappear when travelling through the television tube. This is the recurrence of the problem that confronted scenic artists in the first days of monochrome.

It can be avoided at the outset by taking several tones (colors) and using them throughout. They should be so conceived as to give a diversity of value that then reduces into distinctive tones of gray when viewed on a monochrome set.

Casein Colors Efficient

In translating the color ideas to the drawing board, casein colors were found to be very efficient. Frequent experiments with various media all confirmed this, since the casein colors seemed to hold up very well in both intensity and opacity.

The choice of papers or illustration board is fairly wide. Coloraid or Color-Vu proved very adaptable because of good color, and ability to take rough usage. They can be mounted on board as background colors, lettered on, and used almost anyplace where flat, clean colors are needed. There are undoubtedly other comparable papers on the market today that can be obtained at art supply shops. Swatch books containing samples of these papers, also available at art supply shops, proved valuable when selecting colors for the slide designs.

Acetate overlays proved another asset when it came time for lettering. Pasting type for use on color slides didn't work out well at all. The cutlines came through too strongly, no matter how much effort was made to eliminate paste-up edges. The acetate overlays also gave another advantage in convenience and economy, since the artwork underneath could be used again when changes of copy might become necessary either in a new advertising campaign, or in station promotion, where a program would move to a new time. Of course if the artwork is not flat and overlays cannot be used, then the lettering can be done by hand for maximum effect.

Staying on this subject, we also found that it was possible at times to cut out and apply paper to create a design. This was feasible when the outside cutlines were a part of the overall design, as for example in pasting up a bell. Here the edges enhanced the composition of the picture by defining the bell.

Another problem that carries over from monochrome is the necessity to avoid having the slide "too busy." An overabundant use of detail, small figures, or excessive type will vitiate the "message" in color just as it does in black and white, only more so.

Moving from the drawing board to the mechanical side of the operation, our special events department found that photographing the finished art work was the simplest part of the project. In preparing the slide it was necessary to get the correct color temperature for all types of 35mm tungsten or cut films. The result sought was the proper color rendition of everything photographed under artificial light. A Color-Trans lighting system enabled us to achieve this goal.

Prior to the introduction of color WFIL-TV had used 4″ x 5″ slide negatives reduced to 3¼″ x 4″ black-and-white slides. Our RCA color system took 2″ x 2″ slides, calling for a change in our operations. Therefore, an Exacta 35mm camera became an essential factor in our slide preparation, and it proved extremely versatile in preparing all types of 35mm slides including of course, color slides.

The three color films on the market were tried by our photographers. They are Ansco Color, Eastman Kodachrome, and Eastman Ektachrome. All gave satisfactory results, but if your facilities do not include your own color development system, then outside services can be used to develop Ansco Color and Ektachrome in a hurry. Using this service it is possible to get the work back within twenty-four hours.

AT TOP: The author at work on some of the first slides the station prepared for local color television transmission.

KVOO TV

CHANNEL 2

100,000 WATTS AND THE TALLEST TOWER IN EASTERN OKLAHOMA

NBC TELEVISION



You can't cover Oklahoma without Tulsa

represented by

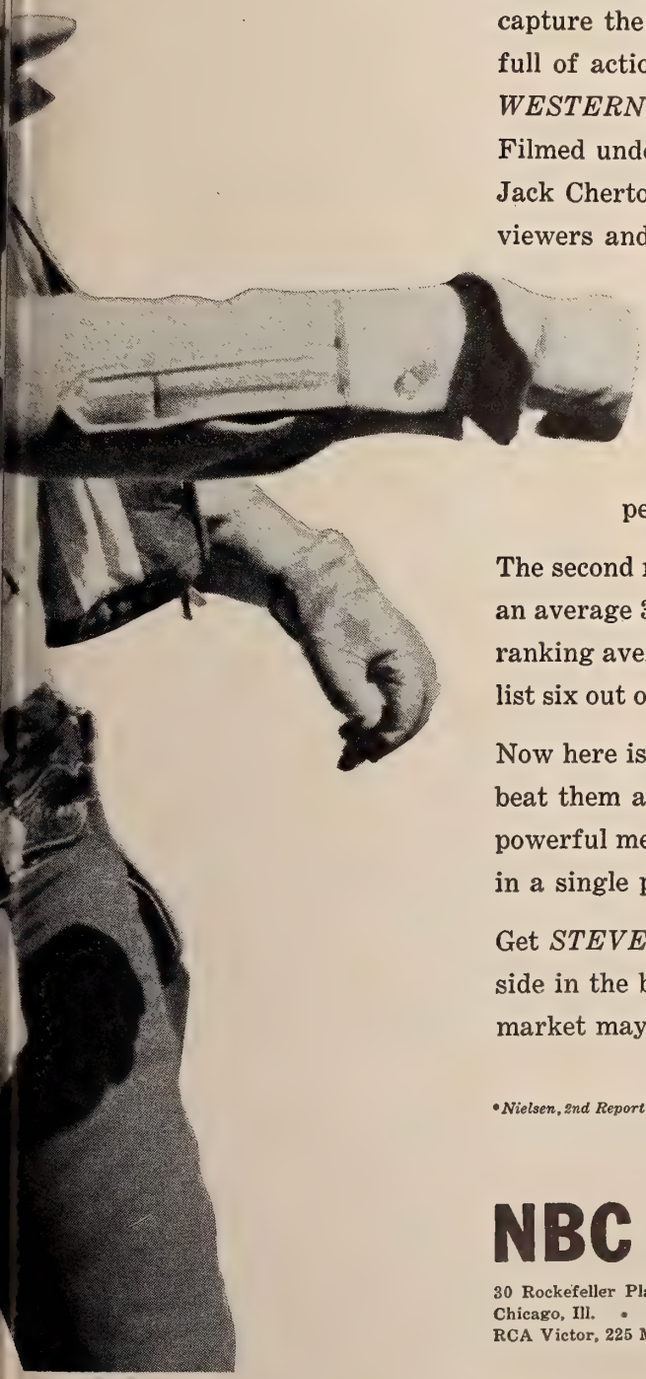
BLAIR-TV

STEVE DONOVAN



WESTERN MARSHAL

the great new two-fisted TV Western Series



Brand-new . . . all-new . . . 39 half-hours of rugged action to capture the biggest audience in town. Each episode is packed full of action entertainment as *STEVE DONOVAN, WESTERN MARSHAL* brings justice to the Western Frontier. Filmed under the supervision of veteran Western TV producer Jack Chertok, the series offers top quality production for viewers and advertisers alike.

And this two-fisted Western delivers double-action impact – not only on television but also at the point-of-sale. Sponsorship makes available to you an unprecedented barrage of merchandising material, personal endorsements, premiums.

The second most popular program type, Westerns rack up an average 30.0 Nielsen rating – 24% higher than the ranking average of all evening programs.* And Pulse ratings list six out of the top ten syndicated shows as Westerns.**

Now here is *STEVE DONOVAN, WESTERN MARSHAL* to beat them all. Excitement and action to capture your audience; powerful merchandising to sell your product – all wrapped up in a single potent NBC FILM DIVISION package.

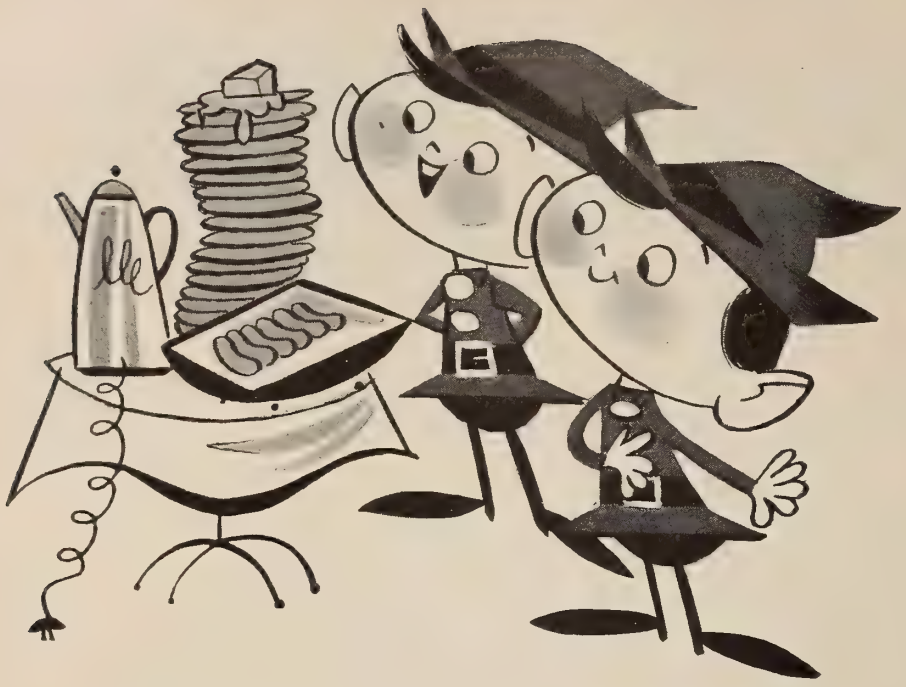
Get *STEVE DONOVAN, WESTERN MARSHAL* on your side in the battle for sales in your markets. Don't delay – your market may be snapped up soon. Write, wire or phone now.

**Nielsen, 2nd Report—Feb. 1955* ***Pulse—Feb. 1955 Multi Market*

NBC Film Division

serving **all** *stations*
serving **all** *sponsors*

30 Rockefeller Plaza, New York 20, N. Y. • Merchandise Mart, Chicago, Ill. • Sunset & Vine, Hollywood, Calif. • In Canada: RCA Victor, 225 Mutual Street, Toronto; 1551 Bishop Street, Montreal



HUNGRY FOR SALES?

— then here's food for thought about Buffalo —

WGR-TV is proved in survey after survey to be the "favorite" station. In the 24 weekday quarter hour segments from 6 PM to midnight, WGR-TV leads in 21. WGR-TV delivers your audience. (Pulse)

WGR-TV Buffalo, completely serves the nation's 14th largest market. Covers 465,545 "able to buy" homes in Western New York State plus a bonus of 431,560 Canadian set-owning friends.

Serve yourself some sales . . . sell Buffalo thru

WGR-TV

CHANNEL 2 BUFFALO

NBC BASIC

REPRESENTATIVES — Headley-Reed
In Canada — Andy McDermott-Toronto

— film maker —



VIRGIL ELLSWORTH

SPONSORS are becoming educated to the way of film techniques, according to Virgil Eugene Ellsworth, president of Mercury-International Pictures, Hollywood. The agency setup too has changed and is developing into a collaborative operation between agency and producer, adding up to steadily improving commercials.

Increased production is coming from the West Coast with Hollywood-filmed commercials up 25% over last year to reach a new high of $8 million in annual billings. M-I, for example, "did just a hair under $1 million in tv commercial film production during 1954," Buzz Ellsworth reports.

The main draw, he opines, is a combination of talent and specialized crews. This use of specific crews from major studios is very important, because sponsors now demand quality. Recently Sid Hickox, head cameraman on "Battle Cry" and "Helen of Troy," current Warner Bros. features, was requested by the sponsor and engaged by M-I for a Campbell's Pork & Beans spot.

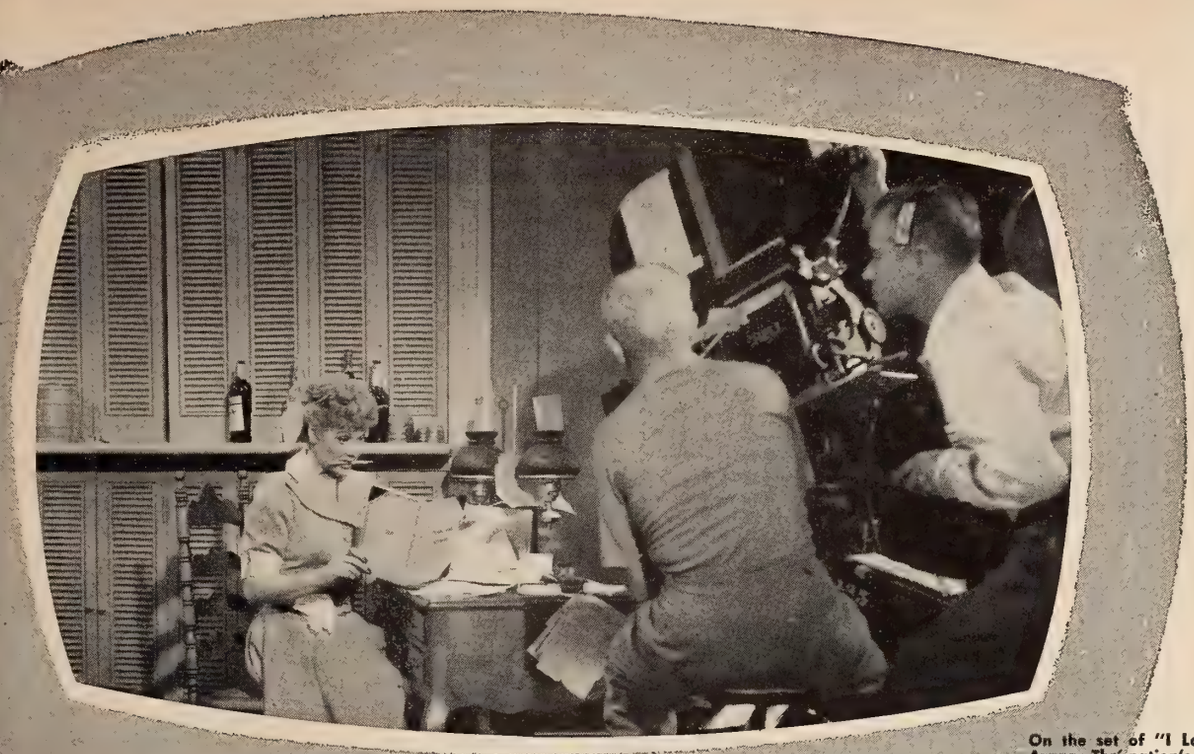
'Names' for Commercials

Another trend seems to be the use of "names" to deliver commercials. As the first 10 seconds of a spot will lose or hold an audience, a "name" hits at the immediate opening and guarantees viewers, he suggests.

While sponsors demand quality, budget and prompt delivery date, they are not afraid to spend money, as witness the recent M-I 20-second commercial for Green Giant which involved a New York City Ballet prima ballerina, original choreography and an original score, adding up to more than $10,000. M-I approaches a client, Mr. Ellsworth reveals, with no pre-determined cost. By means of a cost accounting system, similar to those used by major motion picture studios, the number of film feet and hours is computed. Sponsors are thus able to see in black and white just exactly where every cent goes.

Born July 21, 1916, in Woodward, Okla., Buzz Ellsworth came to sunny California at the age of five. After receiving his B.A. from U. of California at Berkeley in 1939, a year of study at Los Angeles Art Center and service in World War II, he decided the film industry was for him.

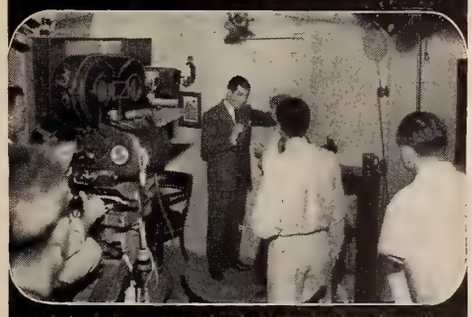
He did the photography on "Report from the Aleutians," 1944 Academy Award-winning documentary. During the war he was loaned to the State Department to make the



On the set of "I Love Lucy," starring Lucille Ball and Desi Arnaz. The nation's Number 1 TV show for 1951, 1952 and 1953 is a pioneer of the technique of filming its program as a live show with audience. Desilu Productions uses three Mitchell 35mm BNC cameras in filming "I Love Lucy."



Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.



Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

TO FILM A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

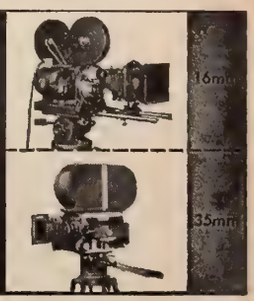
Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing *success* into focus.

MITCHELL *The only truly Professional Motion Picture Camera*

Mitchell Camera CORPORATION

666 West Harvard Street • Glendale 4, Calif. • Cable Address: MITCAMCO

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell



Join the PARADE to

UNDUPLICATED COVERAGE

of the

WACO MARKET

on

Kang-TV

Waco, Texas

These and other national advertisers have already joined

- ★ American Tobacco
- ★ Colgate-Palmolive
- ★ Chrysler
- ★ Procter-Gamble
- ★ Ford
- ★ U. S. Steel
- ★ Lincoln-Mercury
- ★ Pabst

National Rep: Paul H. Raymer Co., Inc.

Kang-TV

CHANNEL 34 • WACO

CBS and ABC Networks

FREE! EXCITING FILMS ON CANADA

Canadian Pacific offers 13 different 16 mm. subjects to all U.S. TV stations

Take your choice of these highly entertaining outdoor prints on spectacular Canada! Running times vary from 11 to 32 minutes for flexible scheduling! Popular subjects include Canadian hunting, fishing, hiking, riding, camping, touring, cruising, golfing, skiing! Order now!

TITLE	MINUTES
Canadian Pattern	32
Shining Mountains	18
Banff's Golf Challenge	21
Jackpine Journey	20
Snowtime Holiday	19
High Powder	22
West Coast Playground	12
Klondike Holiday	22
Canada's Tackle Busters	21
Canada's East Coast Playground	20
Alaska and the Yukon	11
Riding High	18
Happy Voyage	17

For films and complete information contact: P. T. Cole, Public Relations Officer, Canadian Pacific, 581 Fifth Ave., N. Y. 17, N. Y. PLaza 9-4433.

film documentary of the Yalta Conference. This was followed by filming assignments on numerous feature film sequences.

Mercury-International Pictures was started after the war when California Institute of Technology commissioned him to do some films. Together with David L. Monahan, an original member of "Our Gang" comedies and collaborator on "Bugs Bunny" cartoons, he shifted M-I into producing tv film spots in 1948.

M-I has now added program production to its schedule. Under a deal with Studio Films Inc., the firm has completed 39 half-hour *Showtime Musical Varieties* starring Frank Fontaine. Quarter-hour *Tim McCoy Show,* 29 of which are completed, is currently in distribution by Motion Pictures for Television. Being readied are half-hour *Indian Agent,* "sort of a *Dragnet* on horseback" with Col. McCoy, and *Boss of the House,* an anthology series showing how individual babies control different households and situations.

Going into its 10th year of operation, M-I produces commercials for such firms as Griesedieck Bros., Procter & Gamble, International Harvester, Chrysler, Toni, Paper-Mate and Rheingold.

Firm's facilities include its own building, complete editing and art departments, sound and cutting rooms and the art director who designs every set from scratch, going to decorators instead of prop houses. Additionally, there is a home economist on hand.

With offices in Hollywood and Chicago, Buzz and Mary Ellsworth and 12-year-old Robert make their home in Beverly Hills.

A FAMOUS MOUSE GETS READY FOR TV

THE SHAPE of things to come, in this case the shape of the hour-long, Monday-through-Friday ABC-TV *Mickey Mouse Club* to start Oct. 3, was seen for the first time by 63 representatives of the present eight advertisers and their respective 15 agencies during a three-day meeting in Hollywood April 12-14. A series of storyboard and tape-recording presentations showed the *Mickey Mouse* purchasers the format of the program.

Generally, the daily 60 minutes will consist of different quarter-hour segments, tailored to the juvenile audience. While the roster is not complete, some of the segments were made known to B•T by Sanford (Sandy) Cummings, ABC-TV coordinator at the Disney studios. Mr. Disney is solely responsible for the entertainment portions of the program, Mr. Cummings points out. Among the quarter-hour segments are:

The Mickey Mouse Newsreel—specially designed to interest the younger viewer. Camera crews of the theatrical-and-tv *True-Life Adventure* series will be utilized to supply footage at first, but eventually *Mickey Mouse Newsreel* will augment this coverage by its own fully-accredited crews.

The Mouseketeers (also *The Miceketeers* and *The Mooseketeers*) — semi-permanent troupes of youthful actors, dancers, singers, instrumentalists, comedians, etc., who will entertain studio audiences, with both the entertainment and the audience reaction to be recorded on film. Recruitment for these troupes is now in progress.

A series, as yet untitled, based on foreign youth classics—episodes in this series to be drawn from such tales as "Hans Brinker and the Silver Skates."

Disney cartoons and shorts — material from 100 of the best past Disney cartoons and short subjects will be used in *Mickey Mouse Club.*

When I Grow Up—one of the more ambitious *Mickey Mouse Club* projects, tracing the ambitions of boys and girls of various ages for adult careers. One program, already in preparation, will deal with airlines, showing a boy and a girl as a real flight crew familiarizes them with their future duties.

Tentatively planned is a semi-permanent youth orchestra, recruited from talented youngsters throughout the nation, a junior *True-Life Adventure* series of nature studies, and a series designed to show American children how to work and play in safety.

Both ABC-TV and Mr. Disney underline that entertainment will be the keynote, although the entertainment will be educational. "We do not intend to play down to youth," Mr. Disney insists, while Robert E. Kintner, ABC president, calls *Mickey Mouse Club* an experiment in "entertaining with responsibility."

Already prepared is a "Mickey Mouse March," to be sung and played at the opening of each day's program. All Disney characters, including Mickey Mouse, Donald Duck, Pluto and Goofy Dog, will be used within the programs. Donald Duck, for instance, may well relieve the leader of the Mickey Mouse Orchestra during one program (probably with attendant chaos).

Participations in ABC-TV *Mickey Mouse*



CAMPBELL SOUP Co. participation in ABC-TV's *Mickey Mouse Club* brings together Walt Disney (l), the program's creator, and Rex Budd, director of advertising, Campbell Soup.

Club have been sold on a quarter-hour block basis, with the advertiser purchasing a fixed 15-minute time segment during each week's programming for 52 firm weeks. Only five quarter-hour segments were unsold before the Hollywood meeting, and Mr. Kintner reportedly accepted oral commitments for these open periods then, although the names of these additional sponsors of *Mickey Mouse Club* have been withheld until contracts are signed.

Sponsors who have been announced include General Mills, Welch Grape Juice Co., Campbell Soup Co., American Dairy Assn., Carnation Co., Armour & Co., Bristol-Myers Co. and Mars Inc. The following schedule shows the firm 52-week commitments

Time: 5-5:15 p.m.

Mon.	Tues.	Wed.	Thurs.	Fri.
——	——	——	——	——

Time: 5:15-5:30 p.m.

Mon.	Tues.	Wed.	Thurs.	Fri.
General Mills Co.	Welch Grape Juice Co.	General Mills Co.	Campbell Soup Co.	General Mills Co.

Time: 5:30-5:45 p.m.

Mon.	Tues.	Wed.	Thurs.	Fri.
American Dairy Assn.	——	Armour & Co.	Bristol-Myers Co.	Mars Inc.

Time: 5:45-6 p.m.

Mon.	Tues.	Wed.	Thurs.	Fri.
General Mills Co.	Carnation Co.	General Mills Co.	Campbell Soup Co.	General Mills Co.

Purchase of the quarter-hour segment gives each advertiser a three-minute commercial and a ten-second billboard during that period. The advertiser is bound to the particular time segment he has purchased, but present plans call for the various *Mickey Mouse Club* components to be rotated among the time periods.

Mr. Disney has contracted to supply 100 hours of entertainment during the first year, over which he will have complete control. With 52 weeks of programming called for, some of the programs will be repeated. Each week's Monday-through-Friday programs will become one unit and after a number of weeks (as yet unscheduled), a unit will be repeated, according to Mr. Cummings.

ABC-TV will utilize its crew at General Film Laboratories, which currently processes the *Disneyland* programs, to perform similar duties on returned *Mickey Mouse Club* units. Old commercials will be deleted and new ones inserted, the sound track rerecorded and defective film replaced, and after a double check by the Disney organization, the 35mm check prints will be reduced to 16mm tv quality prints for reshipment to ABC-TV stations.

Present plans call for the week-units, five hours of film, to be shipped to the various stations a week in advance of telecast date. This allows the stations time to check the completeness and the quality of the film. Under these circumstances, the filmed commercials must be in network hands at least six weeks in advance of the showing date for inclusion into the five hours of film.

While Walt Disney Productions is not in the tv commercial business, ABC-TV points out, it will produce them for the advertisers if they desire. At present, the Disney organization does produce approximately 75 percent of the ABC-TV *Disneyland* commercials. ABC-TV's continuity acceptance department will serve as a clearing house on the commercial content.



The maze —*of details involved in expert film processing presents no problem at Precision. Skilled technicians, exclusive equipment, and expert research groups team up constantly to keep performance at the highest possible level. Precision-processed film is recognized by industry leaders—producers, directors, cameramen—as the finest in the field.*

Just one example of advanced film printing methods is the indivdual Printing Control Strip technique—available only at Precision. This Strip permits complete printing control without notching or altering the original film in any way—and may be filed for later precise duplication.

In everything there is one best...in film processing, it's **Precision.**

PRECISION
FILM LABORATORIES, INC
21 WEST 46TH STREET, NEW YORK 36, N. Y.

A division of J. A. Maurer, Inc.

BROADCASTING • TELECASTING
THE NEWSWEEKLY OF RADIO AND TELEVISION
1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.
I've checked service desired.

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

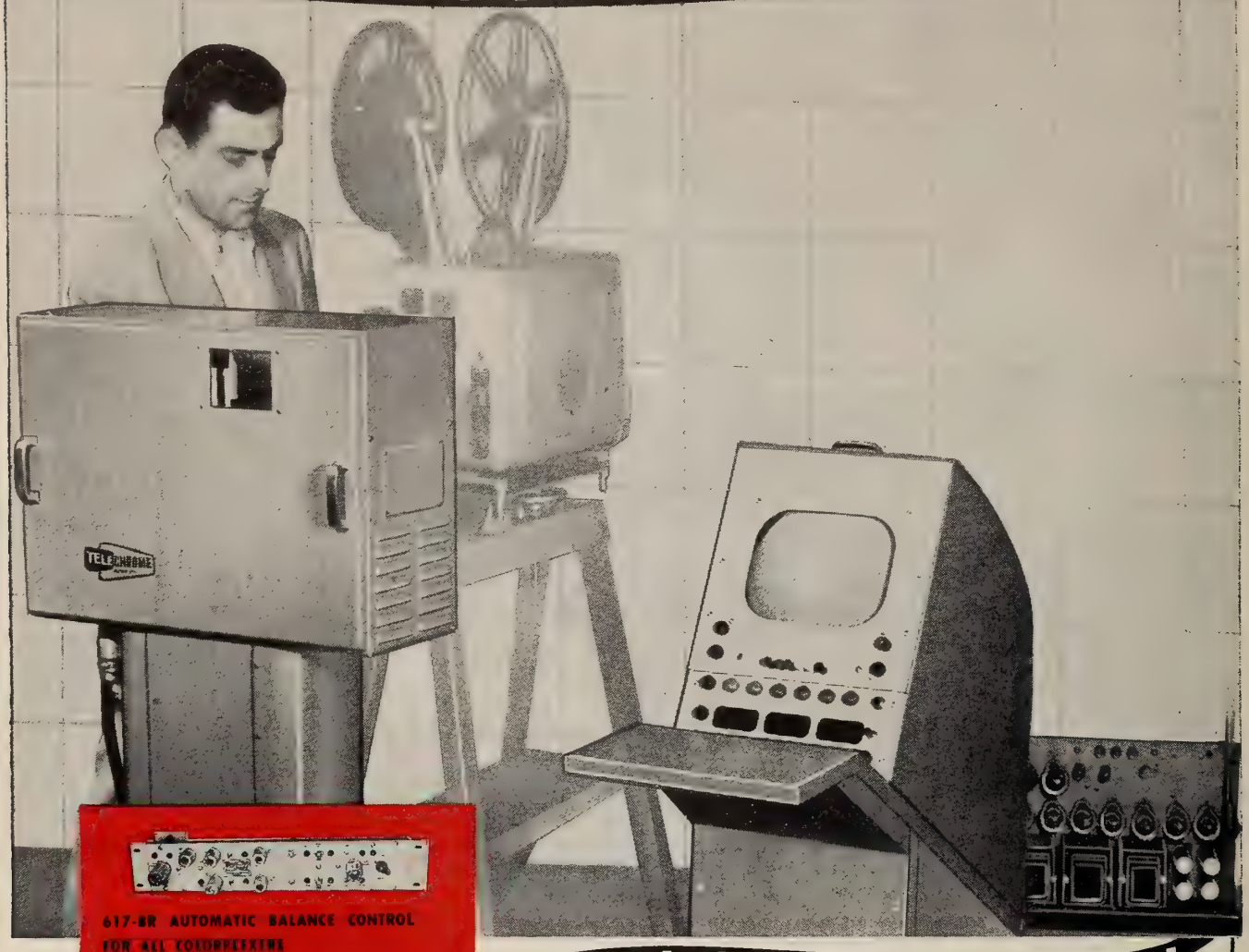
name *title/position*

company name

address

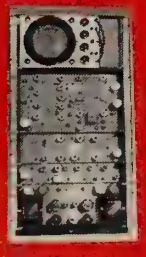
city *zone* *state*

YOUR STATION HAS COLOR TV FILM EQUIPMENT



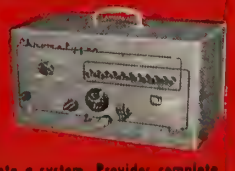
617-BR AUTOMATIC BALANCE CONTROL FOR ALL COLORPLEXERS (Regardless of Manufacture)

An ingenious circuit locks the entire encoding equipment in balance within 20 seconds after being turned on. Thereafter balance is held under even the most difficult operating conditions.



1601-AR CHROMASCOPE

Signal Certification Equipment. Accurately measures the performance alignment, and phase errors of color TV equipment. New secondary phase standard for accurate reading to .01°. Presents on a cathode ray screen a continuous polar plot of the phase and amplitudes of all colors in a composite color video signal. Capable of .02° accuracy with 1604-AR phase magnifier.



636-B CHROMALYZER

Portable Precision Color Bar Generator for checking color broadcast studio and transmission facilities, receivers and monitors. Can be tied into a system. Provides complete composite color signals at 100 or 75% chroma.

BUT YOU MAY NOT REALIZE IT

Your present 16 mm., 35 mm. or slide projectors used with the TELECHROME 3-Vidicon Color Film Chain are full color film facilities.

The vidicon principle for black and white film, widely proven for best signal to noise ratio and highest resolution detail is now applied to COLOR . . . one vidicon each for Red, Green, Blue.

TELECHROME 3-V provides highest quality color pictures. It is most compact, easy to operate and least expensive since you need not purchase additional film projectors. A built-in folded optical system multiplexes three light sources. Films of light and heavy density are equally accommodated. The 3-V may also be used as a single channel monochrome film chain.

IMMEDIATE DELIVERY

Literature on these and more than 150 additional instruments for color TV by TELECHROME are available on request.

TELECHROME INCORPORATED

The Nation's Leading Supplier of Color TV Equipment
88 Merrick Road Amityville, N. Y.
AMityville 4-4446

(A&A continues from page 32)

A&A PEOPLE

King Harris elected president, Brooke, Smith, French & Dorrance of Pacific Coast Inc., S. F., succeeding **Royce Russell,** who moves to Perfec-Tan Co. (sun reflectors), S. F., as president; **Parker Wood,** vice president, elected executive vice president; **David Orthwein** elected vice president and general manager.

Walter A. Young, publisher, *New York Journal-American,* to Al Paul Lefton Co., Phila., as vice president, headquartering in N. Y.

Leona Bowman, formerly vice president, Sterling Adv. Agency, N. Y., to Lewin, Williams & Saylor, same city, as vice president and plans board member.

Don Brown to Lott Adv. Agency, Santa Monica, Calif., as general manager and account executive.



MR. BROWN

Stanley W. Layton, account executive, KDYL-KTVT (TV) Salt Lake City, appointed manager, radio-tv dept., Ross Jurney & Assoc., same city.

Ted Huston, executive producer, Lennen & Newell, N. Y., transfers to head firm's new tv commercial production dept., Beverly Hills, Calif., as commercial tv manager.

Arthur Wade, 89, former treasurer, Geoffrey Wade Adv., Chicago, and brother of Albert G. Wade II, founder of agency, died in Middlebury, Ind., April 27.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

May 12 (8:30-9:30 p.m.): *Shower of Stars,* "High Pitch," Chrysler Corp. through McCann-Erickson.

NBC-TV

May 11 (9-10 p.m.): *Kraft Television Theatre,* "Judge Contain's Hotel," Kraft Foods Co., through J. Walter Thompson Co.

May 20 (7:30-7:45 p.m.): *Coke Time,* Coca-Cola Co. through D'Arcy Advertising Co. (commercials only in color).

May 22 (7:30-9 p.m.): *Max Liebman Presents,* Hazel Bishop Inc., through Raymond Spector Co., and Sunbeam Corp. through Perrin-Paus Co.

May 30 (8-9:30 p.m.): *Producers' Showcase,* "Petrified Forest," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey Adv. Agency.

[Note: This schedule will be corrected to press time of each issue of B•T.]

Transfilm Reorganizes Into Three Divisions

REORGANIZATION of Transfilm Inc., New York, under which three autonomous film divisions have been established, was announced last week by William Miesegaes, chairman of the tv film commercial and motion picture production company.

Under the change-over, three units have been formed to produce tv commercials, industrial motion pictures and special projects, and slidefilms. Mr. Miesegaes said the reorganization was effected because "creative talent functions best with a minimum of organizational control and separating our major departments will enable us to better maintain our standards of high quality films economically produced."

The tv commercial production division will be headed by Robert Klaeger, vice president of the company. Walter Lowendahl, executive vice president, will assume direction of all industrial motion pictures and special projects. The slidefilm division will be supervised by Pud Lane, Transfilm vice president. Each of these excutives will report only to Mr. Miesegaes.

Pyramid Productions Acquires PTE Properties

NEWLY-FORMED Pyramid Productions, New York, has acquired the properties of Prockter Television Enterprises. No financial terms of the transaction were disclosed.

Pyramid, which was established two months ago by Everett Rosenthal and Leonard Loewenthan, two former PTE executives, has obtained these properties that Prockter has been producing: *Treasury Men in Action* (ABC-TV); *Big Story* (NBC-TV); *Man Behind the Badge,* and a share of the *Reader's Digest Playhouse* and *Orient Express, China Smith* and *Police Call,* which National Telefilm Assoc. is syndicating.

Mr. Rosenthal was executive producer of PTE before the establishment of Pyramid. Mr. Loewenthan was vice president and treasurer of PTE and general counsel of the firm.

Quality Films Readies Series Of 3,000 Foreign Pictures

OVER 3,000 pictures produced in Europe and the Philippine Islands and with an English commentary dubbed in, are being packaged for tv release by Quality Films, Hollywood distribution firm.

The package, tentatively titled *Continental Art Theatre,* will be shown for the first time on video by KCOP (TV) Hollywood on a weekly basis, starting within two weeks.

Charles Weintraub, Quality president, said that the films, some of which have recently played in American "art picture" theatres, are being reduced to 84 minutes running time. He emphasized that the sound track will be in the native languages with Hollywood actor Kurt Krueger adding an English commentary behind the sound track to paraphrase the foreign dialogue.

CBS Newsfilm Signs 4 Tvs

FOUR new stations have signed for the daily syndicated news service provided by CBS Newsfilm, Howard Kany, manager of the service, has announced. New stations are WHBF-TV Rock Island, Ill.; WTVT (TV) Tampa, Fla.; WDEF-TV Chattanooga, Tenn., and KSL-TV Salt Lake City. The first two stations already are taking the service. The starting date for KSL-TV is set next month and for WDEF-TV in June.



FIRST PROGRAM of *His Honor, Homer Bell* series, which made its debut on KBTV (TV) Denver on April 29, is handed by engineer Robert Baier of sponsor Union Pacific Railroad to N. E. Luthi, general agent of the railroad's Denver passenger department. Jim Farris, account executive, Caples Co., agency for Union Pacific, "supervises" the delivery.

All Screen Gems Film Shows Renewed, Resold for '55-'56

SCREEN GEMS Inc., New York, announced last week that all of its film programs produced for network showings either have been renewed or resold for the 1955-56 season.

John B. Mitchell, vice president in charge of sales, said that renewals include the *Ford Theatre* (Ford Motor Co.), *Adventures of Rin Tin Tin* (National Biscuit Co.), *Captain Midnight* (The Wander Co.) and *Father Knows Best* (Scott Paper Co.). The *Damon Runyon Theatre,* which was launched on CBS-TV on April 16, is sponsored by Anheuser-Busch, with a year's scheduled run under contract.

Mr. Mitchell added that the 39 programs in the 1954-55 *Ford Theatre* series already have been sold for summer and fall showings. Thirteen will be presented on the *Ford Summer Theatre* on NBC-TV, starting July 7. Thirteen other programs are part of a Screen Gems package sold to Eastman Kodak and currently seen on NBC-TV. The remaining 13 have been sold to the Bulova Watch Co. for a national dealer spot program, starting in the fall [B•T, April 25].

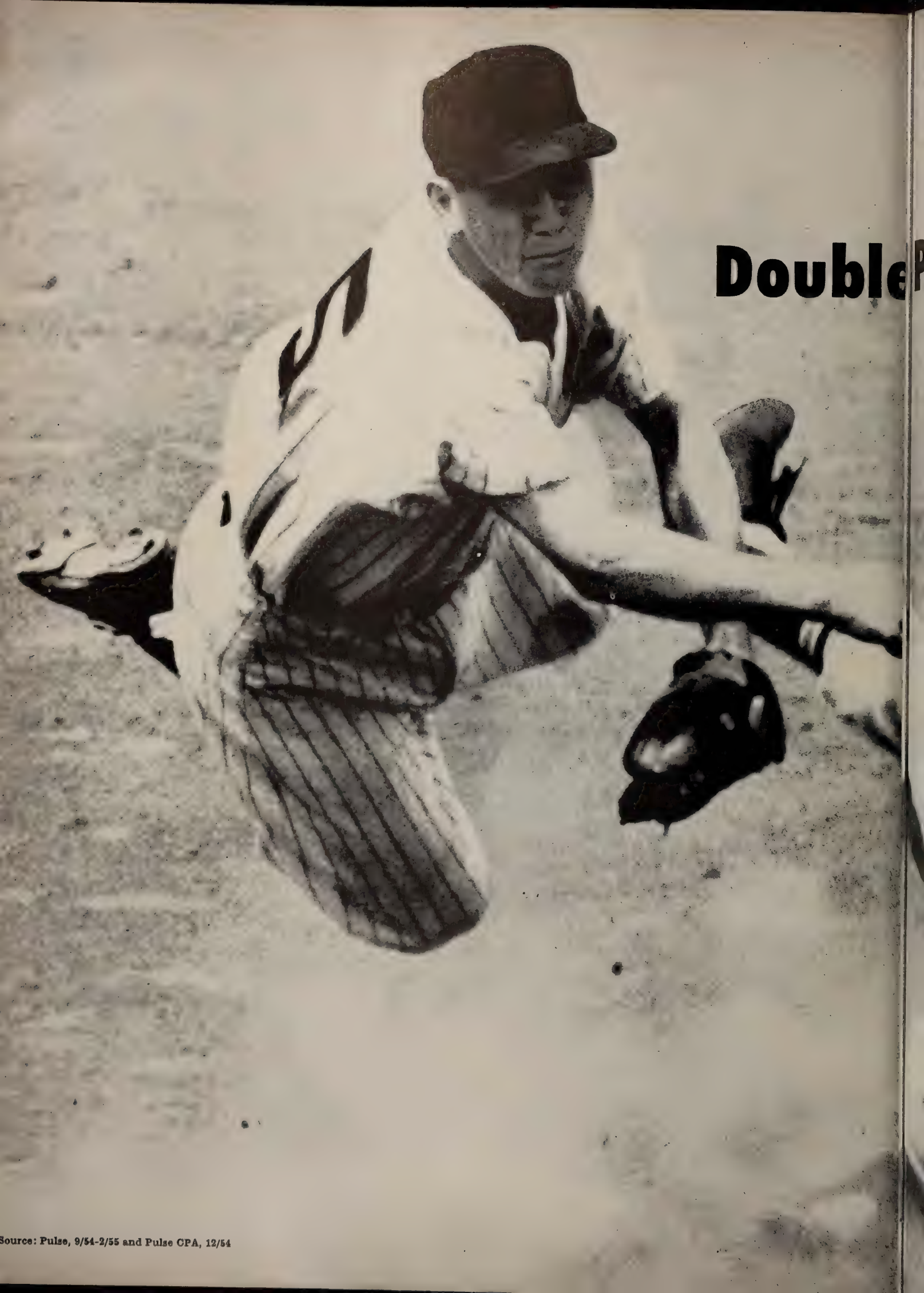
MCA-TV Sets Sales Meeting

NATIONAL sales meeting of all MCA-TV Ltd. film syndication division salesmen, representing 22 offices operated in the U. S. by the division, will be held May 19-21 in Atlantic City, N. J., Wynn Nathan, vice president in charge of sales, has announced.

A number of producers and stars of MCA-TV programs will be on the program. Special films, depicting the firm's operation, will be shown as part of a project to acquaint the sales staff with each other's problems and goals. Mr. Nathan claimed this will be the first such sales convention in the film syndication field.

New Marine Film Series

GENERAL TELERADIO Inc., Film Div., has announced it is offering *Uncommon Valor,* 26 half-hour film series on exploits of U. S. Marines, for sales syndication. Narrator for the series is Gen. Holland M. Smith, USMC (Ret.), and producer-director-writer is William Karn.



Source: Pulse, 9/54-2/55 and Pulse CPA, 12/54

Play!

Greatest double play of the season is the addition of the St. Louis Cardinal baseball broadcasts to the KMOX lineup. Combining CBS Radio Network and top-rated local personality programs with St. Louis' most compelling summer attraction, KMOX is winning greater audiences than ever before.

The scoreboard shows KMOX leading all other St. Louis radio stations with: highest-rated news programs, highest-rated music program, highest-rated farm features, highest-rated sports programs, highest-rated local personalities . . . and now Cardinal baseball too!

This programming makes KMOX the most listened-to radio station in St. Louis month after month, year after year . . . delivering a 44 per cent larger audience than any other station and reaching more than 90 per cent of the market's radio homes weekly! For the winning sales combination in St. Louis, get in touch with CBS Radio Spot Sales or . . . **KMOX**

"The Voice of St. Louis"



IN THE SCRANTON, WILKES-BARRE, HAZLETON MARKET

1955 FIGURES PROVE WGBI-TV YOUR BEST BUY

Look at your latest February 1955 ARB ratings and you'll see a most amazing switch in the great Northeastern Pennsylvania area. You'll see how overwhelmingly the lead has shifted to WGBI-TV.

WGBI-TV presents the highest rated show in the entire market.

WGBI-TV is first in total quarter hours of viewing 9 A.M. to sign off.

WGBI-TV is ahead of the second station during this same period by 43 quarter hours (while on the air) and leads all of the remaining stations *combined.*

WGBI-TV carries five out of the top 10 shows and also has the highest rated local newscast and late film theatre.

Represented exclusively by BLAIR TV, Inc.

BLAIR TV

In any category WGBI-TV's leadership is impressive.

If you want to sell in Northeastern Pennsylvania, you had better be on

WGBI-TV

CBS TELEVISION

Dominating the Scranton-Wilkes-Barre-Hazleton market. And soon to be the *Highest Powered Station on the CBS Network* with 1 million watts.

Economy in Superimposing Call Letters

EVER SINCE television got off the ground as a fulltime entertainment medium, the subject of imprinting station call letters on ID spots has had the interest of advertisers and broadcasters alike.

Some advertisers and their agencies feel frankly that none of the present methods of handling the call letter portion of commercials are entirely satisfactory when a national spot campaign is involved. Some of the common complaints:

(1) Imprinting of call letters on film is expensive for the value received by the advertiser (perhaps $40 for the first and $20 for each additional one)—he'd rather spend the extra money buying time instead of production.

(2) Some stations will superimpose their call letters in the upper right hand corner of the film when that portion is blank—but many won't because it ties up equipment and puts a burden on the video switcher.

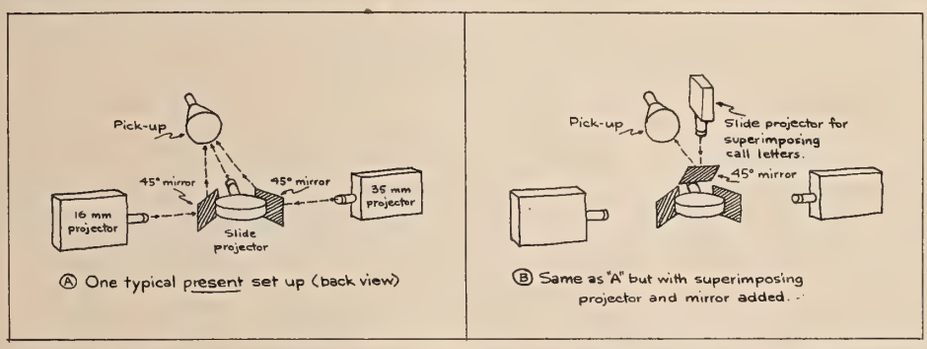
(3) Full-screen IDs are objectionable because they eat up two seconds—20% of the commercial time in a 10-second spot.

Richard B. Best, radio-tv director of Gordon Best Co. (whose client, the Maybelline Co., has run an extensive spot campaign on some 100 stations for several years), thinks he has an answer to the problem. He outlined it in a letter to Sam Stewart, sales service manager of WPTZ (TV) Philadelphia. Mr. Best would imprint the call letters on a national spot commercial at a station by superimposing *with light* rather than electronically. Here's how it would work, according to his explanation:

"Only one chain would be used, but both the commercial film and a call letter slide would be projected on the same tube at the same time—sort of a double exposure. This would solve the problem of cutting picture quality as ordinary supering does, and also the problem of the video switcher pushing buttons.

". . . An additional slide projector would be added to the film chain. The setup would change depending upon what each station has, but if the chain were arranged [in such a way], the extra slide projector could shoot straight down from above onto a 45 degree mirror above the lens of the regular slide projector lens and into the tube. The new projector would have only this one slide in it—transparent call letters in the upper right hand quarter against a solid background."

Mr. Best adds his conviction that "it will work" on the basis of some experimenting at WNBQ (TV) Chicago.



Executives of the Best agency have been preoccupied with the technical aspects of spot commercials in the past, particularly with alleged triple-spotting practices which they claim, in some instances, resulted in spots being chopped by stations before their conclusion.

KRON-TV Series Syndicated

THE *Science in Action* series on KRON-TV San Francisco, which has been sponsored for the past five years by American Trust Co., will be made available to local stations and advertisers across the country on a syndicated basis, it was announced by Michael M. Sillerman, executive vice president of Television Programs of America Inc., and Dr. Robert C. Miller, director of California Academy of Sciences, which produces the program. The series will be distributed by TPA.

In addition to being sponsored in San Francisco the program is telecast on KMJ-TV Fresno under the sponsorship of McClatchy Newspapers and Fresno State College; KHSL-TV Chico, Calif., as a public service feature, and KBOI-TV Boise, Idaho, sponsored by Idaho First National Bank.

FILM SALES

Princeton Film Center Inc., Princeton, N. J., and Norman Brokenshire, joint owners of *The Handy Man,* 52-episode how-to-do-it tv film series featuring Mr. Brokenshire, have sold show to National Lead Co. (Dutch Boy paints), N. Y., for showing in 20 western and six eastern markets, starting last week. Gordon Knox is producer and further production is slated for later date. Addition of more markets under local dealer auspices is being considered. Agency: Marschalk & Pratt, N. Y., div. of McCann-Erickson, N. Y.

Sportsvision Inc., S. F., announces 25 program renewals as firm starts sixth annual sales campaign for forthcoming football season for its properties, *All American Game of the Week, Big Ten Conference Hi-Lites* and *Pacific Coast Conference Hi-Lites.* All three series run 13 weeks with *All American Game* starting Sept. 12 and other two Sept. 19. Last year Sportsvision series were carried in 125 U. S., Alaskan and Mexican markets, officials state.

Guild Films Co., N. Y., has sold *Conrad Nagel Theatre* for showing on WTVD (TV) Durham, N. C., WSLS-TV Roanoke, Va., WBTW (TV) Florence, S. C., and WRBL-TV Columbus, Ga., under sponsorship of Streitmann Biscuit Co., Cincinnati.

MCA-TV Ltd., N. Y., announces sale of *Mayor of the Town* series to WRCA-TV New York, bringing total number of firm's programs aired in N. Y. to 18.

Screen Gems Inc., N. Y., has reached all-time high for syndicated film sales with 372 stations. *All Star Theatre,* syndicated version of *Ford Theatre,* registered 201st sale to KTVT (TV) Salt Lake City; other current *All Star* sales: WTTG (TV) Washington, KOB-TV Albuquerque, KROD-TV El Paso, KCBD-TV Lubbock, Tex., and WSUN-TV St. Petersburg, Fla. *Big Playback,* 15-minute sports interview show, being shown by 83 stations. *Adventures of Rin Tin Tin,* syndicated in 50 markets in addition to 70-market sponsorship on ABC-TV by National Biscuit Co. *Top Plays of 1955,* syndicated version of *Fireside Theatre,* sold in 23 markets. *Jet Jackson* sold to 15 stations.

FILM PRODUCTION

Screen Gems Inc., N. Y., has two new series, *Tales of the Bengal Lancers* and *Circus Boy,* which will go into production in early summer for release for 1955-56 season. Herbert B. Leonard is producer on former and co-producer on latter with Norman Blackburn. *Bengal Lancers* is story of two friends in Bengal Lancer regiment stationed in India border town at turn of century. *Circus Boy* concerns circus life as seen through eyes of 10-year-old orphaned boy taken under wing of clown traveling with troupe throughout country during early 1900's.

St. Paul Lutheran Council, St. Paul, Minn., is producing *The Way,* religious tv film series, which premiered April 24 on WCCO-TV Minneapolis-St. Paul and is being released to other northwest tv stations.

Hullinger Productions Inc., Washington, currently is producing *What Do You Think?,* half-hour tv film panel series, moderated by Frank Edwards, dealing with controversial scientific topics; on production calendar of firm: *Makers of Destiny,* stories of celebrities on Washington scene; *This Is Washington,* series of 15-minute and 30-minute action portraits of life and institutions in capital, and *Report From Washington,* weekly series presenting "behind-scenes" of current national and international developments, moderated by Ernest Lindley.

FILM DISTRIBUTION

Mitchell Mfg. Co., Chicago, in first tv venture, has produced and made available free to 200 tv stations throughout country 15-minute tv program consisting of 10-minute film praising contributions of American appliance dealer with remainder to be live presentation by station of interview with local dealer or community leader. No specific appliance products are mentioned although portion shows room air conditioner unit, in which industry Mitchell is active.

Westinghouse Electric Corp., Pittsburgh, has produced 30-minute film, *A Dawn's Early Light,* soon to be available to tv. Information on film, which includes scenes from Atomic Energy Commission plants in Idaho and Pennsylvania, may be obtained from company's film div., 401 Liberty Ave., Pittsburgh 30.

UM&M Corp., N. Y., will distribute new half-hour tv program, *Gabby Hayes Show,* produced by Motion Pictures for Television, N. Y. Merchandising items available with program are phonograph records of Gabby Hayes' tall tales, comic and coloring books and puzzle games.

FILM PEOPLE

E. Howard Goodwin appointed manager, industrial film div., Keitz & Herndon, Dallas, Tex.

Bud Coulson, public relations director, Don Lee Broadcasting System, Hollywood, to public relations dept., Disneyland, subsidiary of Walter Disney Productions, Burbank, Calif.

NARTB FINALIZES CONVENTION PLANS

Labor relations discussions set at NARTB meet, along with final details for special radio and television days. Convention committee appointments made. Daytime Broadcasters Assn. schedules membership meeting during convention period. New tv promotion film to be shown.

GROWING importance of labor relations in broadcasting and tv station operation, as the industry becomes larger and more complex, will be recognized at the NARTB convention May 22-26 in Washington. Two breakfasts—Wednesday and Thursday—will be held.

Chairman Robert D. Swezey, WDSU-AM-TV New Orleans, of the Employer-Employe Relations Committee, and Charles H. Tower, manager of NARTB's Employer-Employe Relations Dept., will conduct the breakfasts.

The Wednesday breakfast, 8-9:30, will deal with wage-hour problems confronting radio and tv stations. Thursday will be devoted to labor relations. Both sessions will be held in the large Blue Room of the Shoreham Hotel. Informal workshop procedure will be followed with everyone having a chance to join the off-record discussions.

Stephen Dunn, recently general counsel of the Dept. of Commerce and a nationally-known labor attorney, will take part in the Thursday meeting. He has just returned to the Grand Rapids, Mich., law firm of McCobb, Heaney & Dunn.

Flanking Mr. Tower will be two associates from the NARTB Employer-Employe Relations Dept.—James H. Hulbert, assistant manager, and Harold G. Ross, labor economist.

The labor relations breakfast will consider such problems as ways of handling a strike; union opposition to technological changes; separate radio-tv contracts; pensions at the bargaining table, and national politics in labor relations.

'DAYS' AGENDAS SET

Final details of the Wednesday "Radio Day" agenda were being worked out Thursday at NARTB. Thursday's "Television Day" program is about complete.

Emanuel Katz, president of Doeskin Products Inc., will speak at the Radio Day proceedings. Doeskin recently switched its advertising from television to radio. Mr. Katz will discuss the shift from weekly sponsorship of Robert Q. Lewis, on CBS-TV, to daily sponsorship of Dr. Norman Vincent Peale, on ABC Radio. He also will report on effectiveness of the change of media and events that followed the transfer, along with recent political events bearing on radio, tv and newspaper advertising.

COMMITTEE MEMBERS NAMED

NARTB announced members of the Resolutions and Credentials committees for the convention. Named by President Harold E. Fellows to serve on these committees were:

Resolutions—Otto Brandt, KING-TV Seattle, chairman; John Alexander, KODY North Platte, Neb.; George D. Coleman, WGBI-TV Scranton, Pa.; Robert D. Enoch, WXLW Indianapolis; Gaines Kelley, WFMY-TV Greensboro, N. C.; D. Lennox Murdoch, KSL-TV Salt Lake City; Robert R. Tincher, WNAX Yankton, S. D., 1954 Resolutions Committee chairman.

Credentials—F. C. Sowell, WLAC Nashville, Tenn., chairman; Ben Akerman, WGST Atlanta; Mahlon Aldridge, KFRU Columbia, Mo.; Carleton D. Brown, WTVL Waterville, Me.; Joe H. Bryant, KCBD-TV Lubbock, Tex.; Ross E. Case, KWAT Watertown, S. D.; Gilmore Nunn, WLAP Lexington, Ky., 1954 Credentials Committee chairman.

DBA SCHEDULES MEETING

Annual membership meeting of Daytime Broadcasters Assn., comprising limited-time and daytime outlets, will be held May 23, 4:30 p.m., at the Shoreham. Ray Livesay, WLBH Mattoon, Ill., DBA president, said membership has almost doubled since the 1954 meeting in Chicago.

Members will discuss the proposal to obtain fixed operating hours the year around for daytime outlets; oppose FCC proposals to curtail daytime station operation, and a plan to send a representative to the Mexican communications conference. Harry Daly, Washington radio attorney, represented DBA at recent Mexico City negotiations.

All daytime stations are invited to the meeting. Officers and directors will be elected. Mr. Livesay will become executive vice president when a new president is elected. Officers include Alf M. Landon, KSCB Liberal, Kan., vice president; George Volger, KWPC Muscatine, Iowa, secretary, and Jack S. Younts, WEEB Southern Pines, N. C., treasurer.

MEDIUM FILM TO BE SHOWN

A feature of the convention will be a new film showing the power of tv as an advertising medium, according to Clair R. McCollough, WGAL-TV Lancaster, Pa., co-chairman of the Convention Committee. The film analyzes tv's sales and advertising impact on consumers and dealers. It is based on research studies prior to the advent of tv, and after its arrival in a particular market. W. R. Simmons & Assoc. Research Co. conducted the study for NBC.

H. M. Beville Jr., NBC director of research and planning, will introduce the film with a brief explanation of its meaning and explain plans to show it around the country. The convention showing will be the afternoon of Thursday, May 26, right after the Tv Bureau of Advertising presentation.

CONVENTION MISCELLANY

Two new exhibitors joined the NARTB list Thursday—Emsco Mfg. Co., Houston tower firm, and McGillvra Television & Radio Sales, national representatives.

C. E. Arney Jr., NARTB secretary-treasurer, said May 16 will be the last day the association will accept appplications for extra tickets to the convention banquet. The dinner will be held Thursday night of convention week in the new banquet hall of the Sheraton Park Hotel.

Code Review Board Meets, Discusses Program Trends

TRENDS in tv programming for children were reviewed by the NARTB Tv Code Review Board at a Tuesday-Wednesday meeting held in Washington. The board studied preliminary results of a special survey conducted by the code staff through an independent agency.

The subject of child programming occupied much of the discussion and was taken up during a conference with Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee. Chairman Magnuson said the committee hears many complaints about tv programs and commented favorably on Code provisions and the announcement that the number of Code subscribers has reached the 250 point.

Final data developed in the survey is being prepared and will be submitted to the Code Board at a later meeting. John E. Fetzer,

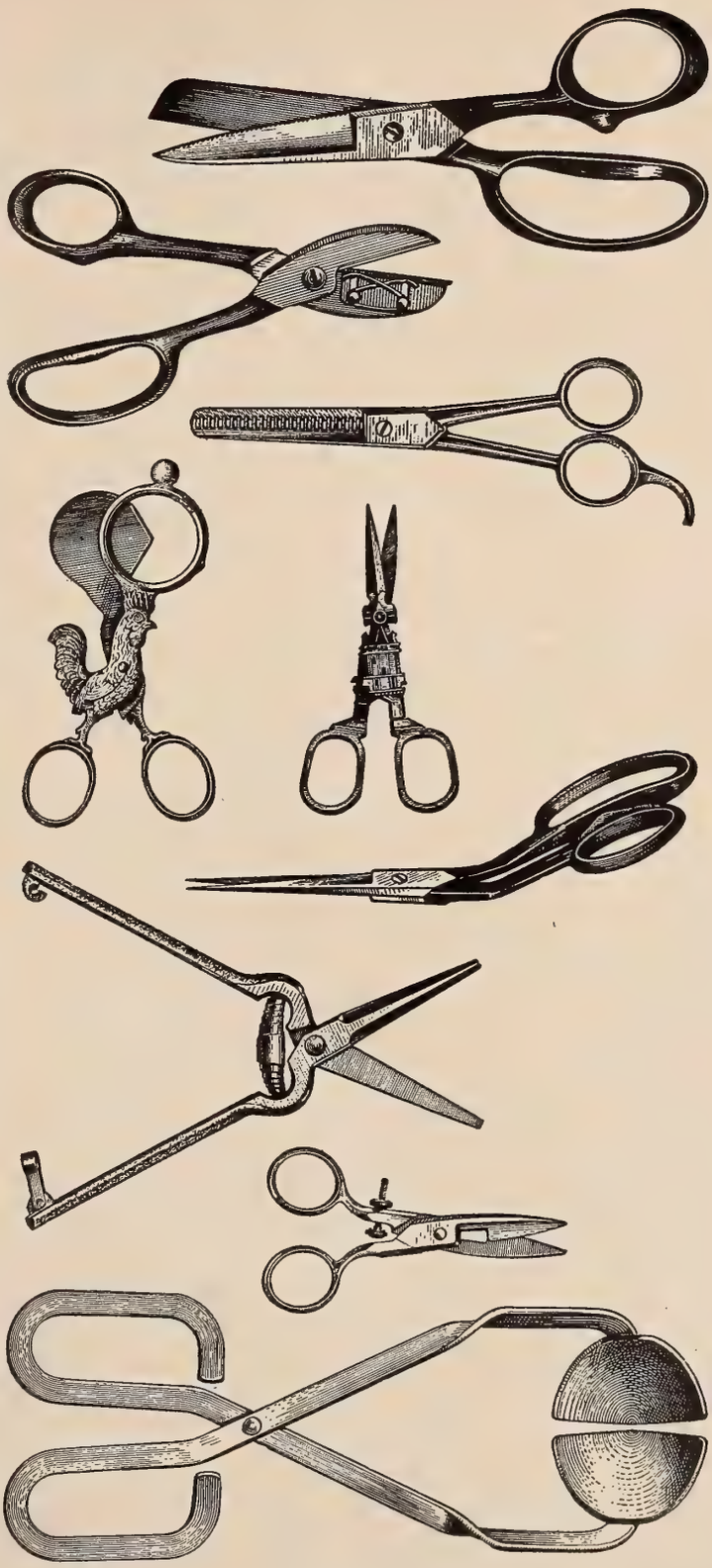


"YOUR TV CODE is a tremendous help to us in meeting complaints," Chairman Warren G. Magnuson (D-Wash.), Senate Commerce Committee, told members of the NARTB Tv Code Review Board at a Wednesday conference. Taking part were (l to r): front row, retiring vice chairman of the board J. Leonard Reinsch, WSB-TV Atlanta; Mrs. Hugh McClung, KHSL-TV Chico, Calif., new member; Sen. Magnuson; Mrs. A. Scott Bullitt, KING-TV Seattle, retiring member; John E. Fetzer, of Fetzer stations, retiring chairman who continues as consultant; back row, Thad Brown, NARTB vice president, tv counsel; Roger W. Clipp, WFIL-TV Philadelphia; NARTB President Harold E. Fellows; William B. Quarton, WMT-TV Cedar Rapids; Edward H. Bronson, NARTB Tv Code affairs director.

each one is different

The job to be done determines the design to do it. Like different pairs of shears, each quality television station is shaped to the job it must do — the need it fills — the market it serves.

For television stations, Harrington, Righter and Parsons' representation has special meaning. Our only concern — to interpret and sell the unique design of each quality television station we represent.



Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television—the *only* medium we serve

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WSYR-TV	*Syracuse*

head of the Fetzer stations, who retired as chairman of the board last week after three years service, will address the NARTB convention "Television Day" (May 26) on origin of the code and the way the tv industry has carried out voluntary regulation of program and advertising standards. He will serve the code board for the next year in an *ex officio* role.

Also retiring from the board after serving since its organization three years ago were J. Leonard Reinsch, WSB-TV Atlanta, vice chairman, and Mrs. A. Scott Bullitt, KING-TV Seattle.

Sitting at last week's meeting were three members who will take office in June: Mrs. Hugh McClung, McClung stations in California; Roger W. Clipp, WFIL-TV Philadelphia, and Richard A. Borel, WBNS-TV Columbus. Also attending last week's sessions was William B. Quarton, WMT-TV Cedar Rapids, Iowa, newly-appointed vice chairman. The new chairman, G. Richard Shafto, WIS-TV Columbia, S. C., is on a European tour.

Topics discussed at the two-day meeting included a review of the Senate juvenile delinquency hearings; ways of promoting code recognition; pitch and bait advertising practices, and results of the recently expanded monitoring program. The board reviewed films and kines of tv programs and commercials.

Staff reports were made by Edward H. Bronson, director of television code affairs, and Charles Cady, his assistant. NARTB President Harold E. Fellows and Vice President Thad Brown took part in the meeting.

$1.25 Minimum Wage Plan Opposed by NARTB's Tower

NARTB opposed the proposed $1.25 minimum wage proposals being considered by the Senate Subcommittee on Labor, appearing at the Wednesday hearings before the group. Charles H. Tower, manager of NARTB's Employer-Employe Relations Dept., said the 66% increase in the statutory minimum wage would cause great economic hardship for small-market stations and "cannot be justified on any acceptable theory of minimum wage legislation."

Citing WCIL Carbondale, Ill., as a typical small station in a small market of about 11,000 people, Mr. Tower said its employment pattern was typical, with seven fulltime people and six working parttime. All of the parttime and two of the seven regular staff employes would be affected by a $1.25 minimum, he said.

About 900 radio stations show such a pattern, according to Mr. Tower. The $1.25 level would be an oppressive burden for small stations and might force some of them out of business, he contended.

Mr. Tower also opposed proposals for a statutory exempt work test of $6,000 per year, contending it, too, would work a hardship on small stations.

RAB Holds Chicago Clinic

RADIO Advertising Bureau made "The Big Sale" presentation to midwest stations and other executives in Chicago, Peoria and Indianapolis last week. Tools for effective selling of the aural medium were outlined by Arch Madsen, RAB director of member service, and James Baker, who becomes RAB's assistant director of local sales and service May 15. The Chicago clinic was held in the WGN Chicago audience studios. The clinic will be conducted in various other cities through Nov. 18.

'Pro' Weathercasters Ask Higher Standards

Professional weathermen say non-professionals sometimes give inadequate, objectionable presentations.

PROFESSIONAL weathermen, members of the American Meteorological Society, created a squall last week over what they consider "inadequate" and "highly objectionable" weather news presentation by non-professional "weathermen" on radio-tv. The disturbance stemmed from a report, released by a special committee on radio and television of the society, which included nine recommendations to improve weather news presentation.

The recommendations:

(1) That the AMS issue a slide to indicate that a program has earned the society's seal of approval with regard to professional standards.

(2) That a permanent committee on radio and television be set up to examine the background of applicants for the slide. It noted that some people are able to present weather news in a creditable manner without meeting requirements for professional AMS membership.

(3) That AMS prepare a pamphlet describing the advantages of a professional meteorologist on the staff of a combination radio and tv station. Such a professional, the report noted, could give a station access to weather information via teletype.

(4) That the society compile a list of professional meteorologists who would be interested in radio and tv work.

(5) That a suggestion be made to professional schools to include a course in radio-tv presentation as part of meteorology training.

Study Sought

(6) That the council of the AMS ask the Advisory Committee on Weather Services to the Secretary of Commerce to look into the problem of commercialism in Weather Bureau broadcasts and its relation to the private meteorologist in radio. It recommends that either the Weather Bureau insist that all radio programs in which the bureau participates directly be strictly non-commercial, or that if the Weather Bureau broadcasts be of a commercial nature (where stations have sponsors for Weather Bureau news), that the bureau collect a fee comparable with talent fees.

(7) That the Advisory Committee on Weather Services to the Secretary of Commerce require local Weather Bureau offices to furnish radio broadcasts to all stations without restriction or discrimination. The report said that although the bureau is not participating directly in telecasts, it is involved in tv through extended telephone briefings.

(8) That extended daily telephone briefings on a regular basis by Weather Bureau personnel be curtailed.

(9) That the Weather Bureau be responsible for "policing" information it gives out to make sure it is dispensed in a "dignified" manner and that full credit be given to the source.

The special committee consisted of: Francis K. Davis Jr., weatherman for WFIL-AM-TV Philadelphia and professor of meteorology at Drexel Institute of Technology there; Louis P. Allen Jr., weatherman for WTOP-AM-TV Washington and Louis P. Allen Assoc. Inc., weather consultants; Eugene Bollay, tv weatherman in Los Angeles and North American Weather Consultants; James C. Fidler, WLW-WLWT (TV) Cincinnati; Richard J. Reed, professor of meteorology at U. of Washington, Seattle; Harold E. Taft Jr., weatherman at WBAP-TV Ft. Worth, Tex., and American Airlines there, and Clint Youle, NBC weatherman in Chicago on *News Caravan* and local weathercasts.

Toll Tv Will Benefit Sports, Levey Tells Sportscasters

TOLL TELEVISION can help solve the problems that have plagued the sports field since the advent of home television, Arthur Levey, president of the Skiatron Electronics & Television Corp., told a meeting of the Sports Broadcasters Assn. last week in New York.

Mr. Levey, whose firm has developed the Subscriber-Vision system of toll-tv, stressed that sports eventually could be telecast at a "modest fee" to many thousands or millions of fans. He reported that in discussions he has had with promotors of sports events, many were convinced that the current method of sponsoring athletic contests is not satisfactory and that toll tv offers a solution.

He predicted that unless a pay-as-you-see system is introduced, telecasting of many major league baseball games may be abandoned. He said his conclusion was based on talks with the heads of various baseball clubs.

Mr. Levey said that major sport events, such as a championship boxing bout, could be presented on toll tv "much more cheaply" than over closed-circuit tv, and the home fee, he added, probably would be less than the several dollars charged for admission to a theatre for the closed-circuit tv pickup.

As more and more sporting events are left off home tv, Mr. Levey said, the viewing public will protest more strongly. Toll tv, he said, could present these events at a cost a family could afford, thereby permitting sports to flourish.

Mr. Levey also commented on the New York State American Legion's stand against toll tv, which had cited that subscription tv would deprive tv entertainment to disabled veterans in hospitals and other shut-ins. Mr. Levey pledged his company would make its programs available to shut-ins free of charge.

RAB Starts New Series Of 'Sell Radio' Spots

A NEW SERIES of "sell radio" announcements for broadcast by member stations was launched last week by Radio Advertising Bureau, New York, as a new feature in its sales promotion service. Each month RAB plans to release six sample commercials, one minute or 20 seconds in length, which promote radio and help the individual station attract new local business by on-the-air promotion of radio as an advertising medium.

A different angle or sales approach will be stressed in each set of commercials. The first series points up the ability of radio to carry the businessmen's message to other businessmen. RAB recommends that the spots be aired at a time when businessmen will be most likely listening to radio.

Chesapeake-Va. Groups Elect

AT A JOINT meeting of the Virginia and Chesapeake Associated Press Broadcasters, held at Washington's National Press Club last month [B•T, April 25], Dave Stickle of WMAR-TV Baltimore was elected president of the Chesapeake organization and Wendell Siler of WRAD Radford, Va., head of the Virginia group.

WOAI San Antonio

THE MOST EFFECTIVE RADIO ADVERTISING IN THE GREAT SOUTHWEST - - -

..and "NEWS PRESTIGE" is a big reason why!

For 32 years WOAI has maintained a staff of specialists to gather, write, edit and present every radio newscast so competently that each earns the title of "the southwest's most complete newscast."

Names like Henry Howell, Henry Guerra, James Metcalf, Frank Matthews, and Bill McReynolds have become synonomous with accurate reporting on regularly scheduled newscasts, established through the years at times when San Antonio and south Texas has made a habit of "listenin' to the WOAI News".

Each week, WOAI broadcasts 45 newscasts, and each is a full 15-minute complete newscast, using the three major wire services plus WOAI's local news staff. Thirty-eight of the 45 are sponsored by local, regional and national advertisers. Only seven of these and a few spot adjacencies are currently available.

For top ratings and clear channel coverage, be sure your campaign is on WOAI, the "NEWS PRESTIGE" station with "listener dominance".

WOAI is the only 50,000 watt full time, non-directional, clear channel San Antonio station, serving the Great Southwest.



Represented Nationally by

EDWARD PETRY & COMPANY, INC.

New York • Chicago • Los Angeles • St. Louis
Atlanta • San Francisco • Detroit



Principal assignment

One of the first responsibilities of a major television station is to lend a hand in community affairs *wherever* help is needed. Like this...

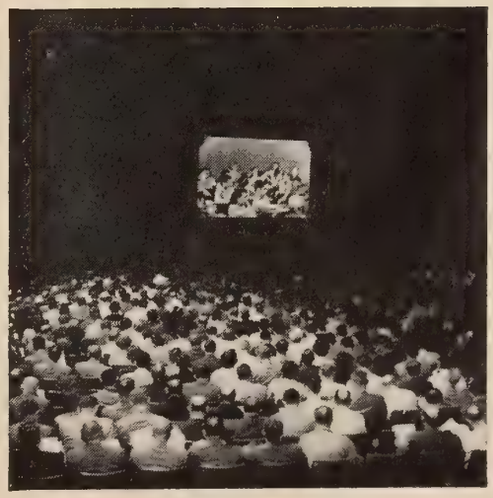
The New York City Board of Education had 720 teachers who were seeking a small number of appointments as public-school principals. Normally, it would have taken about 40 class visits and some $12,000 to select those best qualified. But this time WCBS-TV lent a hand.

Two grade-school classrooms were transported lock, stock and blackboard to a WCBS-TV studio. Teachers and pupils went through their paces as usual, except that this time television cameras were looking in. Blocks away, all 720 candidates observed the closed circuit broadcast... wrote their reports. And the Board of Education was able to accomplish in a few hours what used to take months.

This extra-curricular assignment is a good example of the sort of activity which has brought these new honors to WCBS-TV in recent weeks:

OHIO STATE AWARDS. *First award for* Camera Three; *Special award for* On the Carousel.
ALFRED I. DU PONT AWARD. *Special award for public service programming.*
VARIETY SHOWMANAGEMENT AWARD. *Plaque award for Education with Showmanship.*

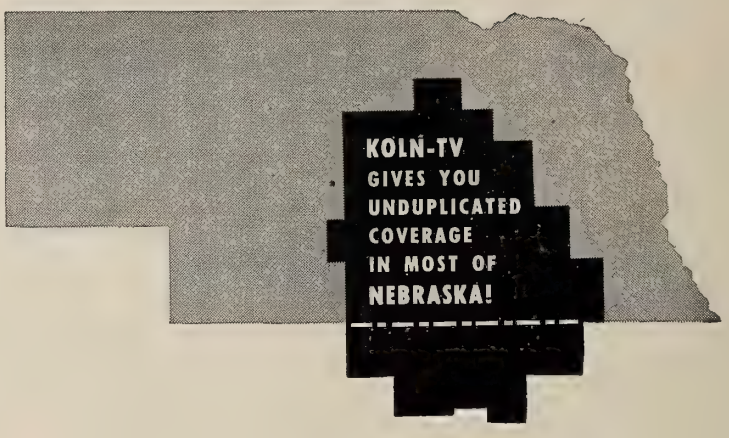
WCBS-TV's leadership in public service only matches its leadership in other schools. Fifteen million viewers consistently vote WCBS-TV the "most popular" among all New York television stations. Which is why the smartest advertisers rate us "most likely to succeed" at selling their products.



WCBS-TV *New York*



Is This "COVERAGE"?



You're half naked in Nebraska coverage if you don't reach Lincoln-Land—42 double-cream counties of Central Nebraska and Northern Kansas—642,250 people with a buying income of $900,000,000. *KOLN-TV reaches over 125,000 families unduplicated by any other station!*

The KOLN-TV tower is 75 miles from Omaha! This Lincoln-Land location is farther removed from the Omaha market than is Cincinnati from Dayton, Buffalo from Rochester or Lancaster from Philadelphia.

AM – TV – FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

KOLN-TV COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET

CHANNEL 10 • 316,000 WATTS • LINCOLN, NEBRASKA

ABC CBS DUMONT

Avery-Knodel, Inc., Exclusive National Representatives

FELLOWS URGES AWRT VIGILANCE

NARTB head, speaking at Chicago convention, warns against inroads on freedom of radio and tv.

NARTB President Harold E. Fellows last Friday called on the nation's women broadcasters, in national convention, to scrutinize with "renewed vigor," and as "important apostles of American broadcasting," actions which raise serious implications for the "cause of free radio and television."

He called upon them to "concern yourselves not alone with the immediate programming and advertising problems that occupy your daily attention. . . . But also with the fundamental structure of this medium and your responsibility to maintain that structure."

Mr. Fellows addressed a general, pre-luncheon session of the American Women in Radio & Television, holding its fourth annual convention at Chicago's Drake Hotel.

The NARTB president offered to exchange pledges with the organization in a common fight, allied with groups like the National Assn. of Radio-Television News Directors, National Assn. of Television & Radio Farm Directors, Radio Advertising Bureau, Television Bureau of Advertising and the 46 state broadcasters associations.

Over 500 AWRT delegates, registered as of Thursday, were urged to become "fully conversant" with the implications of proposed congressional legislation to limit length and control of broadcast commercials; with the Senate Interstate & Foreign Commerce Committee's plan to review network operation and practices; the continuing "dry" assault on beer and wine advertising over the air; certain group's criticisms of electronic media in general, and the movement for subscription tv.

Mr. Fellows asked AWRT members whether they are "sufficiently informed" on these subjects. He noted that toll tv, if approved, "would utilize some of the hours now devoted to free television on existing stations—thus restricting your opportunity to perform and to advertise."

The pioneer view of Brig. Gen. David Sarnoff, RCA board chairman, that public interest is best served through freedom of action in broadcasting was cited by Mr. Fellows. He also noted that this was the underlying proposition on which the FCC was originally established.

The convention opened Thursday with a banquet address by Mildred McAfee Horton, board member of RCA and former president of Wellesley College and wartime WAVES commander. She observed that through broadcast media, people have developed a "global acquaintance" and stated radio-tv have an "appalling responsibility" for reporting accurately on world events.

Tv Effects Discussed At Youth Conference

EFFECT on juvenile delinquency of radio, television and other mass media was a principal issue last Wednesday at the Conference on Youth, sponsored by the Thomas Alva Edison Foundation and held at Washington's Hotel Statler. FCC Chairman George C. McConnaughey addressed a luncheon session on "The Public's Responsibility for the Quality of Radio and Television Programming." During the one-day meeting, Vice President Richard M. Nixon and representatives from the fields of communication and education had their turn on the rostrum.

Mr. McConnaughey said he is "unalterably opposed to government control" of mass media of communication. He declared the system of free enterprise, under which radio and tv operations now are conducted, should not be "hampered."

It must be borne in mind, he said, that television is a new industry, only in existence for about nine years. "It is perfectly phenomenal," he continued, that in this short period "approximately 85% of the people of the U. S. can receive at least one picture."

The networks, Mr. McConnaughey declared, have made many fine efforts to put on more programs with the quality of a "highly cultural and educational character." He said, "They have found, as the Commission has found, that while listeners will complain about what they don't like, there is a disappointing reluctance to applaud very fine works."

The FCC chairman pointed out that "To indict any one group or any one segment of our society as being the cause of juvenile delinquency is just contrary to the facts. . . ." He said it is reported that young children spend almost as many hours watching television as they do in school, but to what extent tv is contributing to the ever increasing juvenile delinquency problem "no one can pinpoint."

Broadcasting Cooperation

"My observations since working with the FCC," Mr. McConnaughey declared, "convince me that you can expect wholehearted cooperation from the broadcasting industry. The broadcasters have tried time and again to advance programs representing better taste and which seek to elevate the interest of their audiences in matters of great national concern."

The NARTB, he continued, maintains a Television Code and Standards of Practice for Radio which are constantly being improved by committees and Code Review boards. He suggested that possibly the Edison Foundation and the NARTB might find common ground upon which to exchange ideas

Educational radio and tv can be a mighty force in raising the standards of these media, Mr. McConnaughey told the luncheon meeting.

Addressing the breakfast session, Vice President Nixon said "Television has a tremendous impact on young people. Some programs are splendid, but others are not particularly stimulating or inspiring." He further stressed the importance of the mass media in molding young minds.

In an afternoon panel session on "The Mass Media: Schools of Youth," Josette Frank, educational associate of the Child Study Assn. of America, said, "The fact is that we cannot always predict the effect of any given program on any individual child at any particular time." She quoted a leading educator who made a 12-country survey on press, films and radio, who said, "We are forced to admit that we know almost nothing about what affects the child." She declared that efforts have been confined to a negative approach: "programs are bad, movies are bad, comics are bad. We make codes in which we prescribe the things we *don't* want for our children." She said, "Sheer entertainment has legitimate values of its own; not everything we give children needs to come packaged and labeled as 'education.'"

— PROFESSIONAL SERVICES —

Bigger Share of Ad Money Predicted for Radio, Tv

TELEVISION and radio will probably absorb about 25% of all advertising expenditures within the next five years, and 35% within 10 years, Richard P. Doherty, president of Tv-Radio Management Corp., said in a speech before the Annual Business Conference of the Chamber of Commerce of Eastern Union County, N. J.

Mr. Doherty, who also has been named a director of National Affiliated Stations Inc. [B•T, April 18], declared that all advertising media, especially radio-tv, can expect a "substantial expansion over the next decade."

Blackburn-Hamilton in S. F.

NEW San Francisco office has been opened at 235 Montgomery St. by Blackburn-Hamilton Co., media brokers. William T. Stubblefield is in charge of the office. Other Blackburn-Hamilton offices are in Washington and Chicago.

'Spot Register' Dropped

PLANS to publish *Spot Radio Register,* based on information supplied by radio stations, have been discontinued, according to James M. Boerst and N. C. (Duke) Rorabaugh. They said the project was abandoned because of "lack of cooperation on part of radio stations," adding that less than one-third of some 225 stations canvassed indicated willingness to cooperate.

Mr. Boerst will continue to publish his *Spot Radio Report,* based on data supplied by advertising agencies. Mr. Rorabaugh is president of N. C. Rorabaugh Co., New York, which publishes quarterly report on spot television advertising.

New P. R. Firm Formed

NEW public relations firm, CAVU Inc., formed at 11 West 42nd St., New York, will offer clients complete public relations package, including advertising to be placed through existing advertising agencies, publicity, merchandising, sales promotion, package design and printing, according to Peter J. McDonnel, president.

GM Names New PR Director

GENERAL MOTORS has announced the appointment of Anthony De Lorenzo as director of press and radio relations succeeding Kenneth Youel, named director of divisional relations in the public relations department. Thomas E. Groehn, a GM information staff member, has been promoted to Mr. De Lorenzo's former position as executive in charge of press and radio relations in Detroit.

PROFESSIONAL SERVICE PEOPLE

Roland A. Martone, former ABC Hollywood publicist and radio-tv writer, opens law office at 6331 Hollywood Blvd.; telephone: Hollywood 2-6391.

T. J. Snowden Jr. to Jack L. Stoll & Assoc. (radio-tv station, newspaper brokers), L. A., as sales representative in seven southern states, headquartering in Augusta, Ga.

Paul Baron, former program supervisor and personnel relations director, WMGM New York, to Palmer-De Meyer Inc., same city, as placement counsellor.

PROPOSED FCC BUDGET NOT SUFFICIENT, COMMISSION SPOKESMEN TELL CONGRESS

Workload of agency is described to Senate Appropriations subcommittee with report on undermanned staff.

THE FCC last week voiced dissatisfaction with its proposed $6,870,000 fiscal 1956 budget—which includes a House-passed increase of $170,000 over the Budget Bureau's recommendations—in testimony before a Senate Appropriations subcommittee.

FCC members, notably Comr. Rosel H. Hyde, stressed that the Commission's applications backlogs in tv and other services would continue to mount unless the FCC gets the $7,240,930 it originally asked the Budget Bureau for fiscal 1956.

The Senate Independent Offices Appropriations Subcommittee, headed by Sen. Warren G. Magnuson, who also is chairman of the Senate Commerce Committee, will resume hearings May 17 on the FCC budget. Sen. Magnuson explained that several senators have expressed "vital interest" in the FCC budget, which includes $80,000 added by the House for a study of the broadcasting industry. He said the Senate unit will go into the proposed FCC study and other policy matters "quite thoroughly."

In the FCC's testimony last week, the backbone of which was a statement by FCC Chairman George C. McConnaughey, these issues emerged:

- The FCC staff is at its lowest total since World War II, while its workload has steadily increased. The Commission's staff now is 1,069, including employes in reimbursable projects.
- Although "tremendous strides" have been made in processing tv applications by changes in procedures, settlements by contestants among themselves and promptness in uncontested cases, there remain many hearing cases which require additional staff members to process.
- The FCC still is haltered by the Sec. 309(c) protest provision of the Communications Act. The rights of applicants, plus the rights of "parties in interest" to protest non-hearing grants, all cost money and delays, Comr. Hyde told the Senate group. (Amendments to the protest section have been introduced in both the House and Senate.)
- The backlogs in standard broadcasting have begun to build up again. Broadcast manpower requirements were cut drastically in 1955 and the proposed fiscal 1956 budget provides for further reduction.
- In the safety and special radio services, the FCC entered the present year in "reasonably good condition," but the "tight appropriation situation this year" will leave a heavy backlog to enter fiscal 1956.
- Sen. Magnuson observed that a large part of the FCC's troubles stems from housing problems: "There are files in the halls. You can't find anybody. I never saw an agency so badly in need of housing." He added that something ought to be done. He startled Commissioners by informing them he had been visiting the FCC "when you didn't know I was there."
- The FCC's field engineering and monitoring staffs have been cut so far that they cannot be further reduced "in the interest of the nation and the industry."
- Further expansion in the General Counsel's staff will be needed early next year to keep up with increasing litigation, caused primarily "from the fact that practically all unsuccessful applicants for tv stations carry their cases to the courts."

Sens. Leverett Saltonstall (R-Mass.) and Charles E. Potter (R-Mich.) were the only members of the appropriations group present besides Sen. Magnuson. Sen. Saltonstall asked about the FCC's examiner teams and was told by Comr. Hyde that the FCC still has four more hearing examiners than its regular 11.

Sen. Saltonstall said the FCC had told him last year that the tv backlog would be "under control" within a year. Comr. Hyde said all tv applications which have been processed have been designated for hearing or otherwise disposed of.

Chairman McConnaughey said the FCC estimates that by the end of fiscal 1956 it still will have more than 40 "hard core" cases; i.e., those which will require considerable litigation, as the less difficult cases are resolved. He said the present applications backlog is: tv, 131 hearing cases, 78 non-hearing; am, 102 hearing, 334 non-hearing.

Asked whether he was satisfied with the FCC budget, as boosted by the House, Comr. Hyde said he was not; that the applications backlog will increase, "we can't keep up with our planning and studies" and the FCC is handicapped in other "vitally important work."

Comr. Doerfer echoed the need for more money and criticized Sec. 309 (c). He said he didn't believe Congress intended the section to be used by competitors to keep a station off the air. He cited the long delay by Cherry & Webb Broadcasting Co. in getting ch. 12 on the air in Providence, R. I. The case is still in the courts, "and we may be reversed," he said. The station (WPRO-TV) went on the air March 27 after receiving a grant in September 1953. The grant was protested by ch. 16 WNET-TV there.

Comr. E. M. Webster also told the Senate group that he feels lack of funds is increasing the backlogs in other fields than television and that the FCC is "not doing a good job" because of its lack of funds.

Chairman McConnaughey told the senators that the $80,000 voted by the House for the FCC industry study will not be enough to complete the study, and would only "initiate" it.

He said the study would involve collecting data from sources outside the FCC's files, which then would be analyzed and evaluated and recommendations made. The $80,000, he said, will enable the FCC to establish the staff to conduct the study, draw up procedures and make "substantial progress" in the first (fact-finding) phase of the study. He said past FCC experience has shown the study would take more than a year.

Honest Tv Politickin'

POLITICIANS appearing on television would be kept honest—at least on the surface—under the provisions of a bill (S 1909) introduced last week by Sen. Richard L. Neuberger (D-Ore.).

Sen. Neuberger, who feels strongly on the subject of political candidates who go before tv cameras wearing make-up and toupees or who use TelePrompTers or other prompting devices, introduced a measure to amend Sec. 315 of the Communications Act. It would require FCC action against tv stations if audiences are not informed when a candidate is using artificial devices to improve his appearance or gives the appearance he is talking "straight from the shoulder" when in actuality he is being cued by a prompting device.

Deploring a tendency in politics "to substitute play-acting for reality," Sen. Neuberger said that during a tv talk in the 1954 campaign he scorned make-up and was frank to inform the audience when he was reading his speech.

NBC's New Haven Buy Questioned by FCC

Prospective purchase of WKNB-AM-TV draws pre-hearing McFarland letter on issues of overlap and effect on competition.

ADOPTING substantially the same argument employed by ch. 8 WNHC-TV New Haven, Conn., in its protest of NBC's prospective $600,000-purchase of WKNB-AM-TV New Haven [B•T, Feb. 14], FCC last week sent a pre-hearing McFarland notice to the network stating that the Commission is concerned about possible violation of its duopoly rules because of signal overlaps with NBC's WRCA-AM-TV New York. Grade B contours of the tv outlets are used in the comparison.

In its opposition to the WNHC-TV petition, NBC earlier claimed the New Haven outlet seeks "to perpetuate its present vhf monopoly, frustrate development of competition and delay the expansion of uhf in the Connecticut Valley region" [B•T, Feb. 28]. WKNB-TV, now owned by Julian Gross and associates, is a CBS affiliate operating on ch. 30. Another uhf station in the area, however, ch. 59 WELI-TV New Haven, not on the air, has voiced approval of the NBC purchase and feels it would help all uhf in the New England area [B•T, March 7].

"While the Commission has not, in considering Grade B overlap in previous television cases, found such overlap objectionable," FCC said, "the overlap in this case, together with the concentration of more than 10% of the population of the U. S. in a continuous 200-mile area on the eastern seacoast within the Grade B contours of two television stations owned by the same party raise serious questions as to whether a grant of said applications would be consistent with the provisions of Sec. 3.636 of the Commission rules and its policies promulgated thereunder."

FCC said a total of 17 million persons live in the 200-mile area while 683,000 persons reside in the Grade B overlap area of the two tv outlets.

"Similarly," FCC wrote, "approximately 250 miles separate the extreme contours of standard broadcast stations WRCA and WKNB, which, with the overlap involved, raise questions as to whether a grant would be consistent with the provisions of Sec. 3.35 of the rules." Both Secs. 3.35 and 3.636 pertain to multiple ownership and duopoly policy.

"And since ch. 30 is the only television channel assigned to New Britain," the letter continued, "a question is raised as to whether a grant of the above applications would be consistent with the provisions of Sec. 3.658(f) of the rules." This rule provides that "no license shall be granted to a network organization . . . for a television broadcast station in any locality where the existing television broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing."

KTBC-TV Power Increase Protested By KWTX-TV

CHARGES of economic injury, monopolistic practices and conspiracy have been alleged by KWTX-TV Waco, Tex., in a protest to the grant without hearing of the application of KTBC-TV Austin, Tex., to boost its power.

KWTX-TV charged that the grant last March to KTBC-TV increasing its effective radiated power from 100 kw visual and 51 kw aural to 247 kw visual and 124 kw aural will cause it economic and financial injury.

KWTX-TV operates on ch. 10 at Waco. KTBC-TV, ch. 7, is owned by Texas Broadcasting Corp. which also owns ch. 34 KANG-TV Waco. Texas Broadcasting is owned by Claudia T. Johnson, wife of Senator Lyndon B. Johnson (D-Tex.).

Petition was filed by Robert F. Jones of the Washington law firm of Scharfeld, Jones & Baron. Mr. Jones is former Republican congressman from Ohio and ex-FCC Commissioner. He was Republican counsel for the 83d Congress Senate Commerce Committee probe of the networks under Sen. John W. Bricker (R-Ohio).

The KWTX-TV protest alleged that Texas Broadcasting, through its operation of two tv stations and through the network affiliation contracts with CBS and ABC, has monopolized trade in the area. KWTX-TV contends that the increased power authorized to KTBC-TV will strengthen and solidify its alleged monopolistic activities in that area by increasing its Grade B overlap area to the detriment of KWTX-TV.

KTBC-TV, the only tv station in Austin, is affiliated with CBS, NBC, ABC and DuMont networks. KANG-TV is affiliated with CBS, ABC and DuMont and is completely overlapped by KWTX-TV, the protest noted. The KWTX-TV protest alleged that the trade practices and agreements of Texas Broadcasting, CBS and ABC constitute a boycott of KWTX-TV by preventing the broadcast of any of the networks' programs. The protest alleges that the networks' decisions to affiliate with the uhf station KANG-TV instead of the vhf KWTX-TV "strongly suggests" that they "were not motivated by ordinary business judgment."

Senate Unit Sets Hearings On FCC-Requested Measures

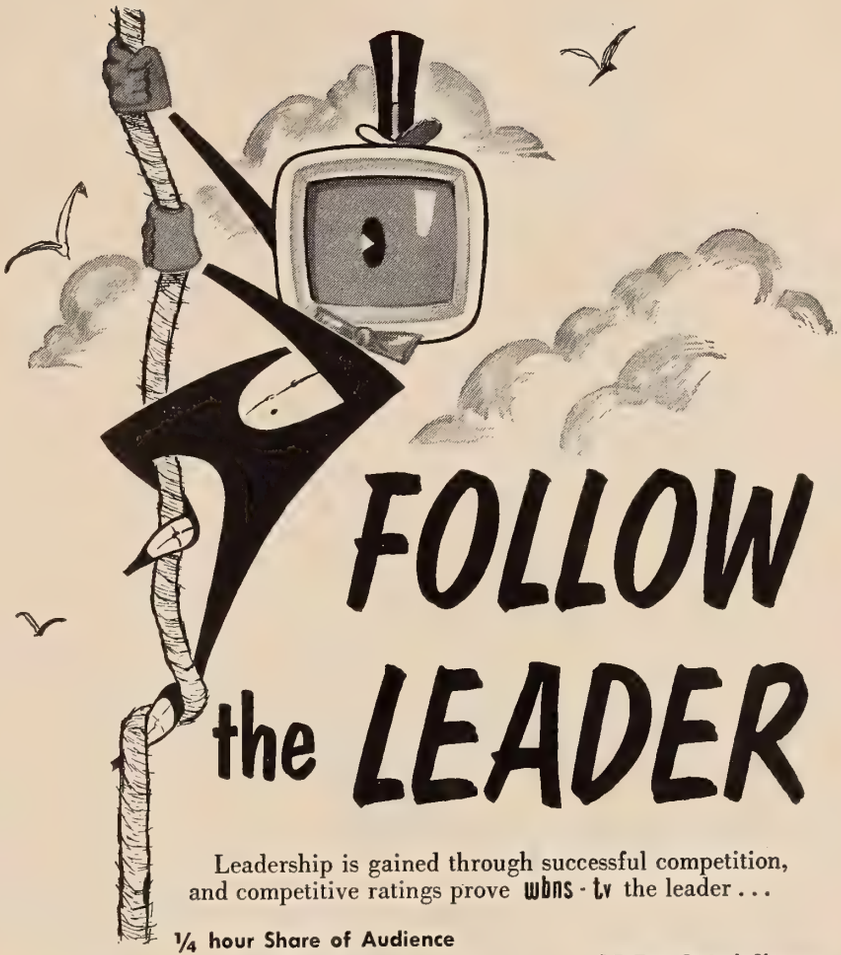
SENATE Communications Subcommittee headed by Sen. John O. Pastore (D-R. I.) will get off the ground at 10 a.m. May 19 when hearings begin on two measures requested by the FCC, Chairman Pastore announced last week.

The bills are S 1549, authorizing the FCC to impose monetary fines for violations of FCC regulations by nonbroadcast stations, and S 1456, which would amend three sections (Secs. 212, 219, 221) of the Communications Act relating to common carriers. The FCC will be first on the witness stand.

Hearing on FCC-Backed Bill Planned Soon by House Unit

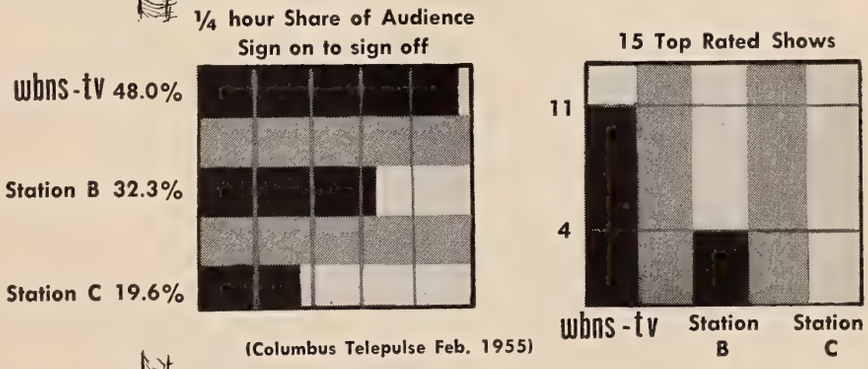
THE House Transportation & Communications Subcommittee will hold hearings in the near future on an FCC-requested bill (HR 5614) to amend the protest section of the Communications Act, Rep. Oren Harris (D-Ark.), chairman, said last week.

Rep. Harris said he would not press for an early hearing on his own measure (H J Res 138) seeking to limit the height of tv towers to 1,000 feet. He indicated applications for such towers are being cleared through the Airspace Coordinating Committee before FCC action.



FOLLOW the LEADER

Leadership is gained through successful competition, and competitive ratings prove wbns-tv the leader . . .



Top ratings, backed by full promotion and protected by high quality CBS, syndicated and local programming guarantee sales leadership for National and Local advertisers using wbns-tv

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COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*

REPRESENTED BY BLAIR TV

NATVIG COUNSEL SUBPOENAS DOERFER

Other FCC commissioners also may be called to testify in perjury trial of turnabout witness in Lamb case.

SUBPOENA for FCC Comr. John C. Doerfer to appear in the government's perjury case against Mrs. Marie Natvig, turnabout witness in FCC's license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa., was issued last week at the request of counsel for Mrs. Natvig.

It also was indicated other commissioners may be subpoenaed to testify in the trial now before U. S. District Court Judge Alexander Holtzoff in Washington.

Mrs. Natvig's trial began Tuesday after Judge Holtzoff heard a court physician confirm an earlier medical report that ex-FCC attorney Walter R. Powell Jr. has not recovered sufficiently from his recent heart attack to make a personal appearance on the stand. Judge Holtzoff excused Mr. Powell from appearing, despite protests by Mrs. Natvig's counsel, but suggested his testimony might be obtained through deposition. Mr. Powell now is on the legal staff of NARTB.

Among the allegations of the indictment, Mrs. Natvig is charged with lying when she claimed Mr. Powell coerced her into giving false testimony against Mr. Lamb in the FCC proceeding before Examiner Herbert Sharfman. Mrs. Natvig made the charge against Mr. Powell in February when she said her testimony of last fall, purporting to link Mr. Lamb with communist associations, had been false.

Examiner Sharfman, who also has been subpoenaed to appear in the Natvig trial, has recessed the FCC's WICU case until today (Monday). The WICU hearing is believed to be nearing conclusion after nearly seven months [CLOSED CIRCUIT, May 2].

Judge Holtzoff Tuesday turned down a motion by Mrs. Natvig's attorneys, Mr. and Mrs. John Dwyer, to postpone the case until Mr. Powell was recovered. The case proceeded with selection of a jury of eight women and four men.

FBI Agents Testify

Early government witnesses included FBI agents Edward J. Powers and Charles B. Schildecker, called by J. Frank Cunningham of the Justice Dept. Criminal Division, who is prosecuting the government's case. Mr. Powers now heads the Boston FBI office.

The witnesses said Mrs. Natvig contacted their office in Miami and said she had been a member of the Communist Party in Ohio in the mid-1930s and had known Mr. Lamb in that connection. Mrs. Natvig testified in this manner during her first FCC appearance—the testimony which she later recanted.

Mr. Powers said Mrs. Natvig did not want to testify if she could not do it under an assumed name. He related she told him she had read about the FCC case in the newspaper and felt she had a patriotic duty to tell what she knew about Mr. Lamb.

The FBI agent recalled Mrs. Natvig was "highly concerned" about Mr. Lamb's tv license because she felt the communication industry was a "target" of the communists. Under cross examination, Mr. Powers denied he had ever told her he would see that her son, who is employed at an aircraft plant, would lose his security clearance if she refused to testify.

On Thursday, Robert D. J. Leahy, FCC investigator assigned to the Lamb case, testified that he and Mr. Powell and the other FCC attorneys were "somewhat surprised and astounded" by the story which Mrs. Natvig told them about Mr. Lamb upon her first visit last Sept. 19. Mr. Leahy indicated it was substantially the same story she told the first time on the FCC witness stand and later repudiated.

Mr. Leahy recalled that Mr. Powell told Mrs. Natvig her information was "of extreme importance" to the proceeding but did not tell her what she should say. Mr. Leahy said in their first talk with Mrs. Natvig she was "very pleasant and very cordial" but was reluctant to testify under her real name because of possible embarrassment to her family. She was known only as "Mary Jones" at the time, he said.

Mr. Leahy remembered that FCC called Mrs. Natvig again on Sept. 22 to learn if she had made up her mind about testifying and she remarked, "My God, look what they did to Cummings," referring to the cross examination by Lamb counsel of William Garfield Cummings, the Commission's initial witness. He said she agreed to come to Washington for further talks with FCC and during this visit Sept. 23 was served a subpoena by Mr. Powell. She became upset and cried, he said.

Mr. Leahy said that later, while appearing as a witness for FCC under subpoena, Mrs. Natvig complained of the "intense cross examination" by counsel for Mr. Lamb. He stated she said that under "no circumstances" would she disclose the names of her children.

Under questioning by Mr. Dwyer, Mr. Leahy, after instruction by Judge Holtzoff to answer, said he had obtained the name of "Mary Jones" and her Miami phone number through a phone call from John Reily of Justice Dept.'s Internal Security Division. He said he understood "Mary Jones" had been a Communist Party member, had known Mr. Lamb in such connection and was "willing to talk." He said he got this from Mr. Reily.

Court Orders FCC to Hear WNYC Bid for 5 Kw Use

THE FCC was told last week by the U. S. Court of Appeals in Washington that it has to give WNYC New York a hearing on that station's application for permission to use a 5 kw transmitter capable of being run at 1 kw for regular WNYC operation and at 5 kw for Conelrad operation [B•T, April 18].

The FCC a year ago refused WNYC's application and request for waiver of a rule which forbids 1 kw stations from using a transmitter rated higher than 1 kw. WNYC operates on 830 kc, limited time. WNYC appealed this denial on the ground that it was arbitrary and that, at least, the Commission should give it a hearing.

In the appellate court's unanimous decision, written by Circuit Judge David L. Bazelon, the right of applicants to a hearing before denial was underscored.

Referring to its Storer decision early this year [B•T, Feb. 28], where the same court held that Sec. 309(b) requires a hearing before denial, the court said:

"We hold, therefore, that where, as here, an application accompanied by a request for waiver of Sec. 3.41 is supported by reasons which are neither frivolous nor unlawful on their face, the Commission is bound to observe the requirements of Sec. 309(b)."

Another Hour for Tv

TV VIEWERS in Massachusetts taverns may be getting a break soon which will permit them to see the end of hotly-contested televised baseball games.

Since the end of the prohibition era taverns in the Bay State have, by statute, closed their doors at 11 p.m. come high water or a tied ninth inning.

So much criticism has been heard from the fans who have had to leave their favorite bistros in the crucial moments of a game that a bill introduced in the Massachusetts legislature which would permit taverns to stay open until midnight has been passed by the House and is unofficially expected to pass the Senate without too much trouble.

Storer Seeks Ch. 10, But Favors Miami Uhf

STORER BROADCASTING Co. last week softened somewhat its move to persuade the FCC to de-intermix Miami, but at the same time filed its promised application for ch. 10 in that city [B•T, April 18].

In an amendment to its de-intermixture petition filed last month, Storer withdrew its recommendation that WTVJ (TV) Miami be moved from ch. 4 to ch. 39. It reiterated its position that chs. 7 and 10 should be moved out of the city and that uhf channels be substituted for these vhf frequencies.

Initial decisions are outstanding for both chs. 7 and 10. Biscayne Television Inc., which is a combination of the Cox and Knight newspaper-radio interests and Niles Trammell, former NBC president, is favored for ch. 7, and WKAT Miami has been recommended for the ch. 10 assignment. Oral argument on the ch. 7 initial decision was held before the FCC last week (see story, page 75).

The Storer amendment was filed in the interest of expediting action on its petition, the ch. 23 WGBS-TV Miami owner said. It asked quick action in issuing a proposed rule-making notice before final action on chs. 7 and 10 were made.

"Limited vhf competition is not fatal," the Storer amendment declared. It pointed to pending de-intermixture petitions from uhf stations in Hartford, Conn., and Norfolk, Va., where existing single vhf outlets are operating, as an example of that attitude.

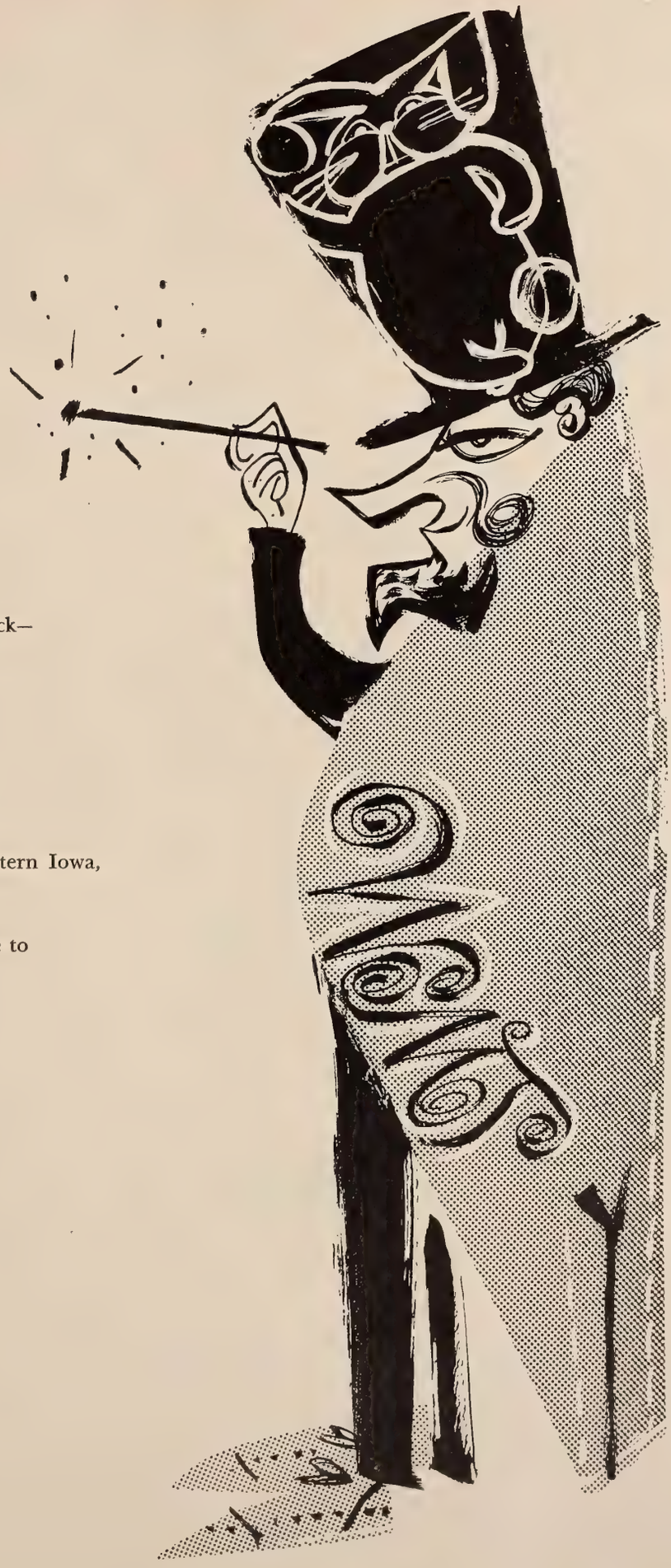
Miami, Storer said, could be a good example of the superiority of uhf to vhf. It attached field intensity measurements of WGBS-TV's ch. 23 signal which showed, Storer said, that it was superior to the vhf transmissions.

Storer warned that de-intermixture will be a fact, whether or not the Commission plans it that way. The demise of uhf stations in intermixed markets, Storer said, will result in de-intermixed, vhf-only cities. It also warned that should uhf become barren of stations, or with few outlets in operation, other services would soon be reaching for the unused or little-used block of spectrum space.

Storer's application for ch. 10 was the same application, brought up to date, of the filing refused by the FCC in 1953. This was the genesis of the U. S. Court of Appeals case which resulted in the court uprooting the FCC's rule on maximum station ownership [B•T, Feb. 28].

In that ruling, which set at naught the Com-

all about gimmick



The word that gets kicked around
so much in advertising circles—gimmick—
really means (as you knew all along)
a small device used secretly by
a magus in performing a trick.

A magus (a. y. also k. a. a.) is
a magician.

If you want *the* gimmick to reach Eastern Iowa,
be a real magus.

Call on WMT. But you won't be able to
keep it secret.

WMT AM & TV

CBS for Eastern Iowa

AM: 600 KC • TV: Channel 2

Mail address: Cedar Rapids

National Reps: The Katz Agency



AROUND FARGO, WDAY-TV PITCHES A SHUTOUT!

LATEST Fargo-Moorhead Hoopers credit WDAY-TV with an almost clean sweep of audience-preference honors. The chart shows that between 5 and 6 times as many Metropolitan Fargo families tune to WDAY-TV as to the next station.

Look at the sets-in-use—a whopping big 65% at night!

Although Metropolitan Fargo represents an important segment of WDAY-TV's coverage, it's not the whole story. WDAY-TV is also the preferred station in *most* of the heavily-saturated Red River Valley. Ask Free & Peters for the proof.

HOOPER TELEVISION AUDIENCE INDEX Fargo, N. D. - Moorhead, Minn. — Nov., 1954			
	TV-SETS-In-Use	Share of Television Audience	
		WDAY-TV	Station B
AFTERNOON (Mon. thru Fri.) 12 noon — 5 p.m.	28	86	14
5 p.m. — 6:30 p.m.	48	88	13
EVENING (Sun. thru Sat.) 6 p.m. — 12 midnight	65	85*	17*
(*Adjusted to compensate for fact stations were not telecasting all hours)			

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC



FREE & PETERS, INC.
Exclusive National Representatives

mission's right to specify a numerical maximum for station ownership, the court alluded to the denied application and declared that it was sure that the FCC would accept this application and give Storer a hearing on it.

Storer's application was accompanied by a petition asking that it be made a party to the ch. 10 hearing and that the pending initial decision be vacated and the hearing reopened. It also declared that if its de-intermixture petition was granted, it would withdraw the ch. 10 application.

The application seeks 316 kw visual power, estimates construction cost at $1,116,250, and operating costs for the first year at $780,000.

A balance sheet as of Feb. 28 showed Storer total assets at $26,561,411, of which $6,458,204 was current assets.

Current liabilities totaled $5,308,295; long term debt was shown as $10,311,835, and earned were current assets.

The ch. 10 application showed that Storer had earned $1,618,829 after taxes in 1953 and $3,702,121 in 1954.

FCC Grants Three Tvs, One Is Uhf Satellite

THREE new tv stations, at Hattiesburg, Miss., Milwaukee, Wis., and a satellite station at Ephrata, Wash., were granted by the FCC last week.

New tv on ch. 9 at Hattiesburg was granted to Lion Tv Co., composed of equal owners Dave A. Matison Jr., Harold M. Matison and Milton J. Fine. Dave A. Matison Jr. is 28.3% owner of WAML Laurel and WABO Waynesboro, both Mississippi, and half-owner of WHXY Bogalusa, La., WHNY McComb, Miss., and WHSY Hattiesburg. Harold M. Matison also is 28.3% owner of WAML and WABO.

Grant became possible with the dismissal without prejudice earlier last week of the competing application of Hattiesburg Tv Co., operator of WFOR there. Mr. Matison and Charles W. Holt, co-owners of WHSY, had withdrawn from Hattiesburg Tv Co., after FCC designated the latter for hearing because of the common tie of WFOR and WHSY. Mr. Holt is not in Lion Tv. [B•T, March 7].

The new ch. 9 station will operate with effective radiated power of 28.2 kw visual and 16.2 kw aural with antenna height above average terrain of 490 ft.

Milwaukee Grant

At Milwaukee, new tv station on ch. 31 was granted to Business Management Inc., operator of WFOX there and owned by Joseph A. Clark. The new station will operate with an effective radiated power of 21.4 kw visual and 12 kw aural with antenna height of 350 ft. above average terrain.

At Ephrata, new satellite tv station on ch. 43 was granted to Basin Tv Co., wholly owned subsidiary of Cascade Broadcasting Co., operator of KIMA-AM-TV Yakima, ch. 19 satellite KEPR-TV Pasco, Wash., and applicant for ch. 8 at Walla Walla, Wash. Cascade Broadcasting also operates ch. 3 KLEW-TV Lewiston, Idaho, and owns 40% of KWIE Kennewick, Wash.

The ch. 43 Ephrata satellite will rebroadcast the programs of ch. 29 KIMA-TV, using effective radiated power of 13.2 kw visual and 6.61 kw aural with antenna height of 660 ft. above average terrain.

In another action, the FCC authorized a private tv intercity relay system between ch. 6 KVEC-TV San Luis Obispo, Calif., and KABC-TV and KNXT (TV), both Los Angeles.

FCC LAUNCHES PROBE OF KPIX (TV) DAMAGE

Hearing called on orders to suspend licenses of three engineers on allegations of equipment tampering.

FORMAL FCC investigation of damage to technical equipment at KPIX (TV) San Francisco, reported coincident with a walkout of NABET engineers at the station last Dec. 14 [B•T, Dec. 20, 1954], got underway before Examiner J. D. Bond last Tuesday afternoon, but most of the week was spent in preliminary argument.

Principal dispute centered on qualifications of William Burgess, KPIX transmitter supervisor, as an expert witness on broadcast equipment. The first called to testify in the San Francisco hearing, Mr. Burgess was examined at length by FCC attorney Robert McAllester and NABET counsel James Brown. At one point, A. E. Towne, KPIX chief engineer, took the stand to endorse Mr. Burgess' qualifications.

Able by late Thursday to begin relating his story, Mr. Burgess recalled that when he arrived at the KPIX transmitter early on the morning of Dec. 14 he found that the crystal ovens in the transmitter and test equipment had been turned off. He said it took several hours of warm-up before the tv station could get back on the air.

Specifically, the hearing has been called by FCC upon orders which the Commission issued in February to suspend the operator licenses of three KPIX engineers on allegations linking them with the Dec. 14 incident [B•T, Feb. 21]. The orders, naming Roald W. Didriksen, Carlton R. Schwarz and Anthony Severdia, suspended their licenses for 90 days but the suspension dates were stayed pending outcome of the hearing asked by the defendants.

Although Mr. Burgess had scarcely begun testimony, Examiner Bond recessed the proceeding Thursday until May 19 because of other cases.

On Friday, however, the examiner was to hear charges against Howard A. Chamberlin and Fred P. Muller, engineers at KEAR San Mateo, Calif., concerning unauthorized shutting down of the KEAR transmitter last Oct. 5 coincident with a labor dispute involving both NABET and AFTRA [B•T, Oct. 11, 1954]. Both engineers are the subject of 60-day suspension orders, also stayed pending hearing.

FCC officials estimated it would take two or three weeks to complete the KPIX case. It was pointed out that the Commission is proceeding slowly in order to assure the defendants a full and fair hearing since the dispute involved may have a major influence throughout the industry.

FCC Grants Two Ams, One Educational Fm

TWO new daytime standard stations at Quitman, Ga., and Salem, Va., and a noncommercial educational fm station at Norfolk, Va., were granted by the FCC last week.

New 250 w daytime station on 1490 kc at Quitman was granted to Quitman Broadcasting Co., an equal partnership composed of Emerson W. Browne and John Franklin Proctor. Mr. Browne is half-owner of WKKO Cocoa, Fla., and WCLB Camilla, Ga., and applicant for a new am station at Kissimmee, Fla. Mr. Proctor is chief engineer at WWGS Tifton, Ga.

At Salem, new 1 kw daytime on 1480 kc was granted to Southeastern Enterprises, a partnership composed of R. B. Helms, Jack T. Helms and Carl J. Hoskins. R. B. and Jack T. Helms are stockholders of Blanfox Radio Co., operator of WHLN Harlan, Ky., WCPM Cumberland, Ky., and WNVA Norton, Va. Southern Enterprises is permittee of a new am station on 1360 kc at Cleveland, Tenn.

New noncommercial educational fm station on ch. 218 (91.5 mc) at Norfolk was granted to College of William & Mary. This brings the number of current educational fm authorizations to 127. The new station will operate with an effective radiated power of 1.45 kw and antenna 96 ft. above average terrain.

Meanwhile, FCC authorized KHUM Eureka, Calif., to change from 1240 kc 250 w to 980 kc 5 kw day, 500 w night, directional night.

WDLC Port Jervis, N. Y., was authorized an increase in power from 100 w to 250 w, operating unlimited time on 1490 kc. The grant is conditioned to acceptance of interference that would result from a grant of the proposed operation at Greenwich, Conn., on the same frequency by Greenwich Broadcasting Co.

Also granted last week was authority to WKYR Keyser, W. Va., to increase power from 1 kw to 5 kw operating daytime only on 1270 kc.

Sale of Ft. Smith Vhf Designated for Hearing

SALE of ch. 5 KNAC-TV Ft. Smith, Ark., to Southwestern Publishing Co. was designated for hearing by the FCC last week.

The vhf ch. 5 assignment was granted to American Television Co. (H. S. Nakdimen) in July 1954 after competing applicant George T. Heinreich agreed to withdraw following a merger agreement. The agreement to sell KNAC-TV to Southwestern Pub. Co. calls for payment of $50,000 for the ch. 5 permit and payment of $35,000 each to Mr. Nakdimen and Mr. Heinreich over a period of seven years for not re-entering the broadcasting field. The sale had been protested by KFPW Ft. Smith [B•T, Jan. 24].

The FCC wishes to determine whether, in the light of the consideration to be payed, the sale involves a "trafficking" of a permit.

Southwestern Pub. Co. is owned by Donald Reynolds, owner of the *Fort Smith Times Record* and *Southwest American* and newspapers in Okmulgee and Bartlesville, Okla., and in Las Vegas, Nev. He also owns KFSA-AM-FM-TV Ft. Smith, KZTV (TV) Reno, KLRJ-TV Henderson (Las Vegas) and KHBG Okmulgee and KBRS Springdale, Ark.

Approval of Mr. Reynolds' purchases of KORK Las Vegas and KOLO Reno was suspended by the FCC a fortnight ago to look into charges by KLAS-TV Las Vegas that Mr. Reynolds was using joint rates for KLRJ-TV and KZTV (TV) [B•T, April 25, 18].

WKNX-TV Plea Denied

FCC last week denied the petition of ch. 57 WKNX-TV Saginaw, Mich., requesting a stay of last month's grant to ch. 12 WJRT (TV) Flint, Mich., to change its transmitter site.

The WKNX-TV petition charged that the WJRT move was for the purpose of obtaining the CBS-TV network affiliation, which WKNX-TV now has. William H. Edwards, president and general manager of the Saginaw station, said that serious economic injury would result if the FCC decision is not changed and would result in Saginaw being left without a tv station.

It's here! NEW G-E

Brings you rock-steady Monochrome or Color pictures from film and slides

Now you can say goodbye to flicker, jitter, weave, smear and even registration problems in color TV projection. One long-look at a color monitor fed from this NEW G-E FILM CENTER will convince even the most critical viewer, that here is live, vital color faithfully reproduced in crisp, precise detail. And, as color television comes more and more into its own, here is inherent picture-quality to please sponsor and home-viewer alike.

CONSIDER...*COMPARE* THESE OUTSTANDING ADVANTAGES:

1. This scanner system coupled with Eastman Kodak's perfected continuous motion projector results in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

2. Many times the light output of other CM optical systems to make it possible to obtain the best pictures from your "problem" films regardless of age or density.

3. Automatic film-shrinkage compensation—virtually guarantees the same quality of projection time after time regardless of film shrinkage.

4. Available for monochrome or color projection.

5. You can block build. Start with 2x2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second CM projector, when needed, for monochrome or color film facilities.

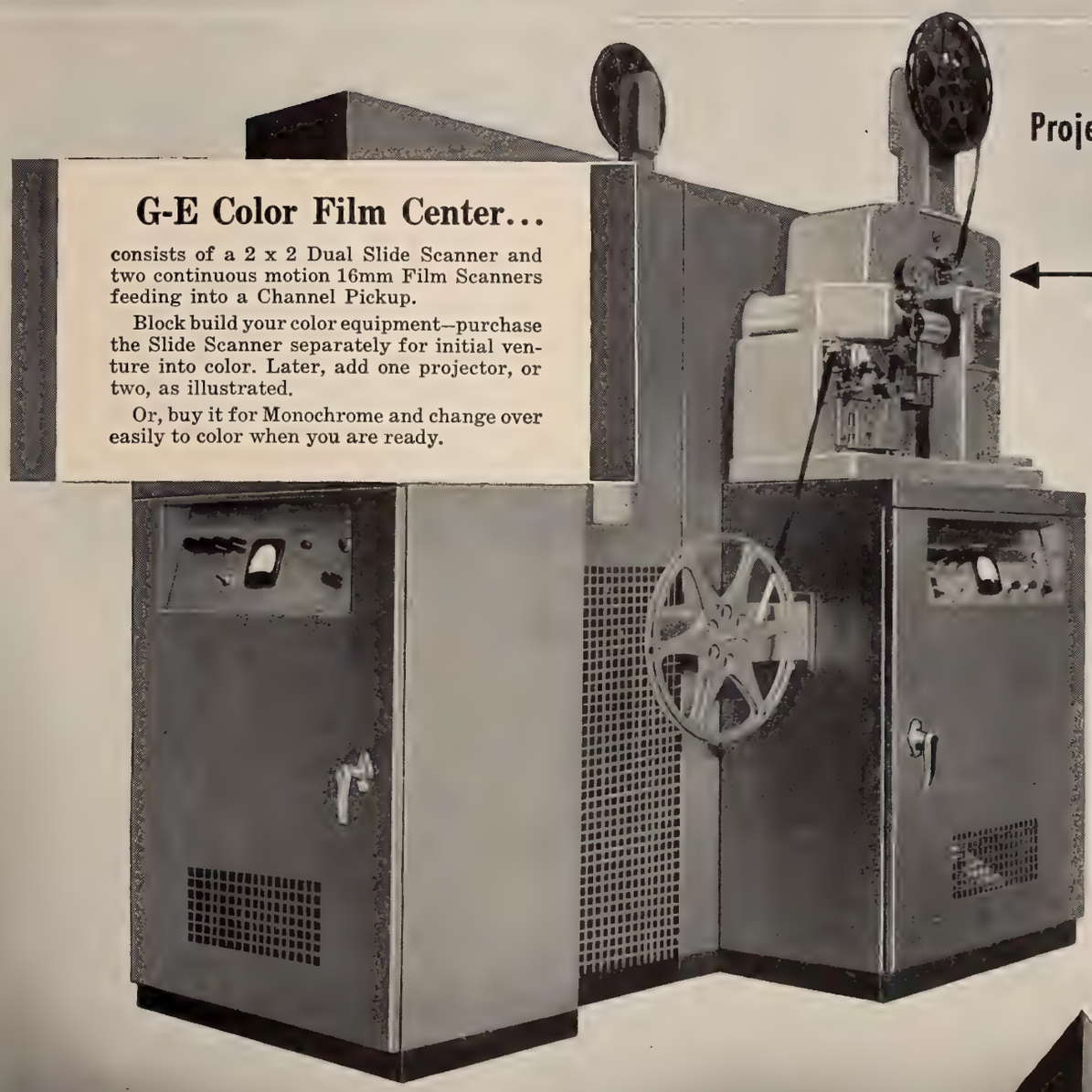
6. Separate scanner tubes in each projector—assure reduced lost air-time in event of tube failure.

7. Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation, cut manpower costs.

8. Masking amplifier actually can make final picture better than original film.



COLOR FILM CENTER -



Projector designed by EASTMAN KODAK COMPANY

G-E Color Film Center...

consists of a 2 x 2 Dual Slide Scanner and two continuous motion 16mm Film Scanners feeding into a Channel Pickup.

Block build your color equipment—purchase the Slide Scanner separately for initial venture into color. Later, add one projector, or two, as illustrated.

Or, buy it for Monochrome and change over easily to color when you are ready.

SEE FOR YOURSELF a demonstration of the New G-E Film Center in Booth No. 2, at the NARTB Convention. Let the new unit speak for itself, then compare it with all others before you decide. Complete specifications are available now through our Regional and District Broadcast Equipment Managers, or write to *General Electric Company, Section X255-9, Broadcast Equipment, Electronics Park, Syracuse, New York.* In Canada write: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

PYRAMID PLAN FOR COLOR TV

ASK GENERAL ELECTRIC TO HELP YOU BLUE-PRINT YOUR STEPS TO COLOR

Progress Is Our Most Important Product

GENERAL ELECTRIC

PRO, CON TOLL TV GROUPS TAKE TO AIR

CBS-TV was host last week to panel discussion on the subscription television topic. NBC scheduled similar verbal battle for yesterday (Sunday). Heavy volume of comment on matter received by Commission.

PROPONENTS and opponents of subscription tv took to the air last week and were scheduled to take to the air again yesterday (Sunday).

Last week, W. Theodore Pierson, Washington counsel for pro-pay tv Zenith, faced anti-fee tv Victor Scholis, WHAS-TV Louisville—each aided and abetted by a three-man panel—on CBS-TV.

On Sunday, H. C. Bonfig, Zenith vice president, and Alfred Starr, Nashville theatre owner and co-chairman of the anti-subscription tv Organizations for Free Tv, will have their say on NBC. Mr. Starr will be assisted by Faye Emerson as interrogator.

Meanwhile . . .

• Letters from the public to the FCC on subscription tv now jam 15 docket volumes. Last week's incoming mail saw pro-pay tv representations from minor league baseball clubs for the first time. Also among the writers favoring subscription tv were several station owners and doctors. The Commission's correspondence is still heavily favorable to pay tv.

• A poll of 2,600 people in Los Angeles by Tele-Census showed that two out of three were willing to pay for tv programs. The *Chicago Daily News* poll on pay tv showed a three to one vote in favor of toll tv from the first 1,800 voters.

• Joint Committee Against Toll Tv asked the FCC to incorporate a series of questions to the proponents of fee tv, mainly concerned with economic and technical aspects of their systems. These would be in addition to the queries propounded by its notice of proposed rule-making issued in February [B•T, Feb. 14.]

• International Telemeter Corp., advocate of the coin-box Telemeter system of subscription tv, was reported planning to engage in closed circuit, pay tv in two cities late this year.

• Organizations for Free Tv announced the appointment of publicist Rick LaFalce as Washington representative.

Sunday's NBC program was scheduled to be heard from 4 to 4:30 p.m., EDT. The program was to be presented on NBC's five owned-and-operated tv stations in New York, Chicago, Cleveland, Washington and Los Angeles and offered to all affiliates.

It was understood that Mr. Bonfig would introduce Zenith's film on Phonevision as his exposition in favor of subscription tv. Mr. Starr, it was understood, was to present the major economic and "public interest" arguments against free tv. Miss Emerson, tv personality and newspaper columnist, was to present questions to Mr. Starr selected from mail from readers of her column. She was also to discuss pay-as-you-see tv in relation to its impact on the legitimate theatre, motion pictures and sponsored tv.

The May 1 CBS debate saw Mr. Pierson calling for favorable action on the subscription tv petitions on the ground that it would supplement present tv fare with feature length motion pictures, Broadway plays, and superior entertainment and cultural programs.

Mr. Sholis dissented and charged that pay tv would "undermine" the present system of television broadcasting. He implied that pay tv proponents wanted a free ride on channels that had been made valuable by telecasters under the sponsored system of broadcasting.

Ranged alongside Mr. Pierson were James M. Landis, Skiatron general counsel; Ralph Bellamy, actor and president of Actor's Equity; Elfred Beck, owner of the now dark ch. 23 KCEB (TV) Tulsa, Okla.

In Mr. Sholis' corner were Trueman Rembusch, Indiana theatre owner and co-chairman, Joint Committee Against Toll Tv; Leon P. Gorman, WABI-AM-TV Bangor, Me., and Sherwood Dodge, Foote, Cone & Belding advertising agency.

In the course of the debate, Mr. Pierson declared that there could never be a nationwide system of television without pay tv. He said 15% of the country is outside the coverage areas of any station, and there are "vast numbers of people that can get only one signal, and vast other numbers that can get only two."

Mr. Sholis warned that "what's happening is a foot in the door that threatens to undermine the system that has been built up in nine or ten years." He said there is no clamor from the public for pay tv. He continued:

"You people are demanding a share of these channels. You are not willing to accept any burden of responsibility for serving the broad public interests. . . . You are not going to give them [the public] cultural programs you talk about because there is no box office for them and under the circumstances I think in the long run you are going to come in and bid for this talent television has now. If Jackie Gleason is good box office you are going to get him. . . ."

The past week's correspondence to the FCC contained two letters from broadcasters. Both favored pay tv. The first, from Ernest W. Thwaites, president-general manager of KFUN Las Vegas and KRTN Raton, both New Mexico, also hit at the NARTB Tv Board's action opposing the use of broadcast channels for subscription tv [B•T, April 18]. The other was from Theodore Jones, WCRB Boston, and it "heartily" endorsed pay tv.

Letters were also received by the Commission from F. L. Longinotti, Memphis Baseball Club; C. C. Hoffman, Mississippi-Ohio Valley Baseball League; Adam Pratt Sr., Sioux City (Iowa) Soos, and C. C. Johnson, *The Sporting News*.

In the public relations field, Conger Reynolds, public relations director of Standard Oil Co. of Indiana, and Maxwell Ewing, radio-tv director, Paul Cain Organization Inc., Dallas public relations company, both wrote favoring fee tv. In the publications field, Everett R. Smith, research director, MacFadden Publications, endorsed subscription tv.

Among others who wrote to the FCC favoring toll tv were:

Eddie Dowling, producer-songwriter; Clay H. Hollister, head of the engineering administration department, Case Institute of Technology, Cleveland; Alfred M. Wilson, executive vice president, Minneapolis-Honeywell Regulator Co., and Henry G. Guthman, finance professor, Northwestern U.

Included in last week's batch of correspondence were several copies of a letter Zenith had written to hearing aid customers asking support for subscription tv.

The Tele-Census Los Angeles poll, conducted by students from various colleges in the area, covered 2,600 families. The poll showed that 67.5% of the families favored pay tv, while 19.3% opposed it. The remainder expressed no preference.

In the *Chicago Daily News* poll, 1,315 readers voted in favor of pay tv, while 488 voted against it, according to radio-tv columnist Ethel Daccardo. Readers also indicated they would be willing to pay from 25 cents to $10, with the average running about $1. Only 33 indicated they would pay $2 or more.

The Joint Committee on Toll Tv's request for the FCC to specify additional economic and technical data was contained in a dozen pages of suggested questions. These dealt, in the main, with the cost and sales or leasing arrangement of decoders, advertising in subscription tv programs, five-year estimate of the growth and income potential of pay tv.

Telemeter's plans envisage putting into operation two closed-circuit, pay tv systems—one in the Midwest and the other in the South. They would be similar to the 1953-54 Palm Springs, Calif., operation which fed first run movies over a closed-circuit, community tv system which International Telemeter ran with signals picked up from the seven Mt. Wilson transmitters.

Pay-See Backing

A RESOLUTION seeking approval by the Illinois House of Representatives of subscription television and requesting the FCC to authorize it was introduced in Springfield last week. The resolution was sponsored by Chicago Republican Paul Randolph. It was referred to the House Executive Committee. A similar measure was approved three weeks ago by the Chicago City Council.

FCC APPROVES WNBF-AM-TV BUY

CONSENT was granted by FCC last week to the $3 million cash purchase of WNBF-AM-TV Binghamton, N. Y., by Walter H. Annenberg's Triangle Publications Inc., from John C. Clark Sr. and family [B•T, April 18, March 14]. Triangle operates WFIL-AM-FM-TV Philadelphia and is 50% owner of WHGB Harrisburg, Pa.

Mr. Clark, majority owner of the WNBF properties, told the Commission he wished to convert his estate into more liquid form and was disposing of the broadcasting and other properties.

Triangle's Roger W. Clipp is to exercise general supervisory control over the WNBF stations, FCC was told. Mr. Clipp is manager of the WFIL outlets. George R. Dunham, station manager of WNBF-AM-TV, will be retained and no other major staff changes are contemplated, the application said.

Among other transfer actions, FCC approved station sales involving WGHF (FM) New York and KWAT Watertown, S. D. (For details see FOR THE RECORD, page 105.)

FCC approved Air Music Inc.'s purchase of remaining 91% in WGHF (FM) for $41,000 from W. G. H. Finch and Frank H. Bottenus. Air Music, owned by Muzak Corp., background music firm, said it proposes to operate at least 36 hours weekly when FCC makes effective its new multiplexing rules, presently stayed pending consideration of a petition by WWDC-FM Washington for modification of the functional music order. Air Music reported net income after taxes of $46,589 in 1953 and $74,064 in 1954.

The Commission approved transfer of control of KWAT to oilman C. W. Murchison through purchase of 41% of Midland National Life Insurance Co., station licensee, for about $2.3 million. He now will hold about 73% of the stock in the insurance firm and has offered to buy the rest.



"How much electricity is there, Dad?"

You can answer that question—as well as Jimmy's dad can.

The answer is pretty clear—there's *plenty* of electricity.

Just look around your house. Electric lights—radio and television—refrigerator, range, washer, dryer, dishwasher, clocks, vacuum cleaner. You'll think of many other electric helpers at work or standing ready.

There's *plenty* of electricity because America's electric light and power companies keep the supply ahead of your needs. Today you're using twice as much electricity as you did in 1945. In 5 or 10 years you'll be using a lot more. The new power plants and equipment to bring you that additional electricity are already being built or on the drawing boards.

This is a good thing to remember when you hear people say that the federal government ought to build more electric power plants. That is unnecessary—and a waste of tax dollars. In addition, government-built power plants present the threat of a socialistic U. S. A.



Last year Americans used almost 475 billion kilowatt-hours of electricity and had an ample margin in reserve. That's about 45% of all the world's total. By 1965 the nation will use twice as much. The electric companies are spending about $3 billion a year for new plants and facilities so you'll always have plenty of electricity.

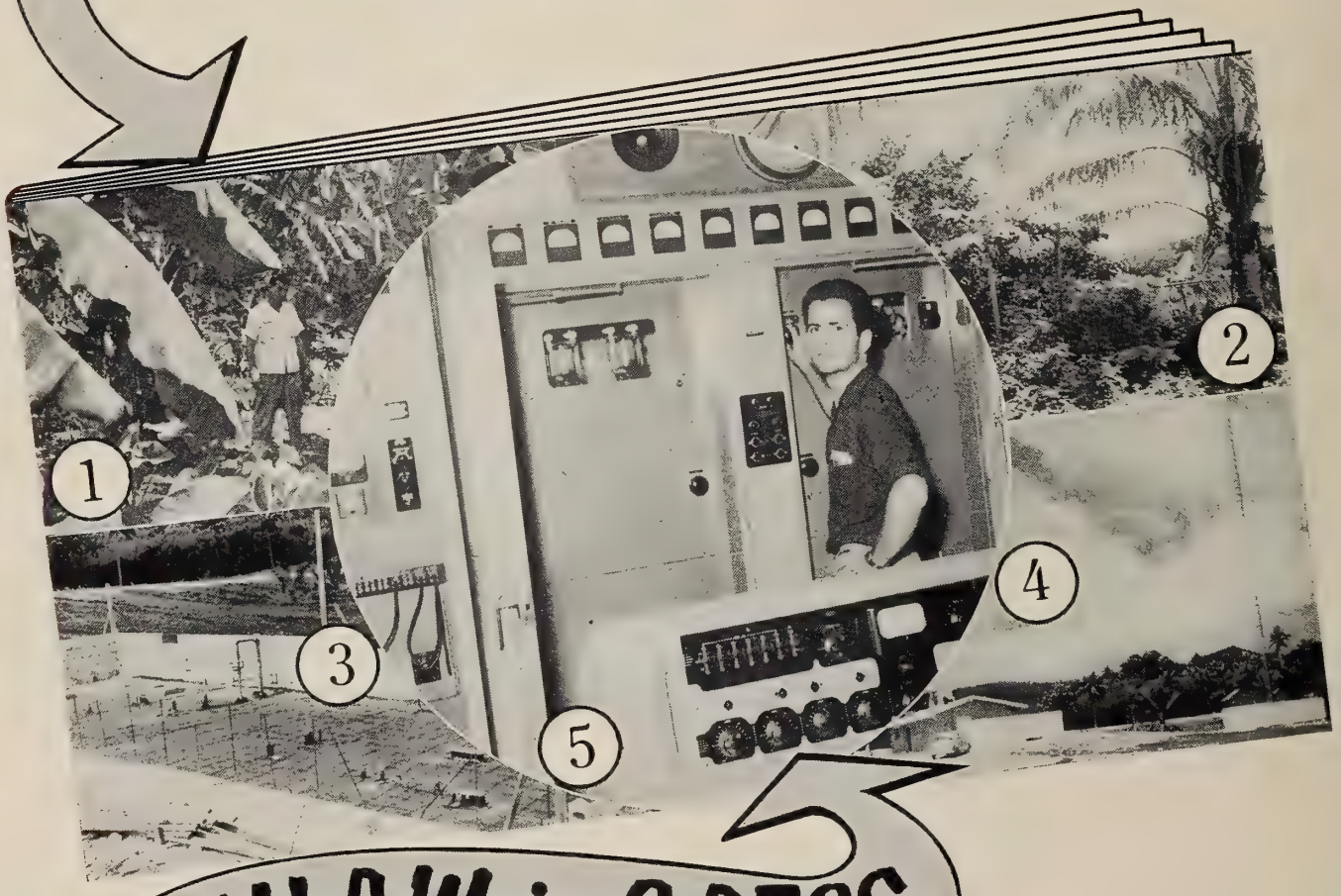
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"YOU ARE THERE"—CBS television—witness history's great events

*Names on request from this magazine

This is GUAM

They cleared the jungle, (1) and (2), and built a modern radio station, (3) and (4). KUAM, Agana, Guam serves a nearly $100,000,000.00 retail market with a bonus of coverage on 610 Kc. in Saipan and Tinian. First F. C. C. licensed station in the Far East, KUAM programs both local and network in English, Guamanian, Tagalog and Filipino language.



At KUAM is GATES

KUAM is all Gates, (5), and their selection of the big, heavy Gates BC-1F kilowatter is logical for jungle climates. Temperatures high, humidity high and repair parts nearly halfway around the world demands reliability — the reason why more radio broadcasters buy Gates than any other make.

GATES

GATES RADIO COMPANY QUINCY, ILL., U. S. A.

Manufacturing Engineers Since 1922

Houston, 2700 Polk Avenue
New York, 51 East 42nd Street
Washington, D. C., Warner Bldg.
Los Angeles, 7501 Sunset Blvd.
New York, International Div., 13 East 40th St.
Atlanta, 13th & Spring Sts.
Montreal, Canadian Marconi Co.

GOVT. SUIT EXCLUDES RADIO-TV ASSNS.

Justice Dept. complaint charging restraint of trade against such trade groups as American Newspaper Publishers Assn. and the American Assn. of Adv. Agencies does not name broadcasting industry members as parties.

NO radio-tv broadcast association is included in the complaint due to be filed—possibly this week—against the American Newspaper Publishers Assn., the American Assn. of Adv. Agencies and several other media organizations for alleged restraint of trade in establishing a recognition system for advertising agencies [B•T, May 2], Assistant Attorney General Stanley N. Barnes told B•T last week.

"We do not plan to include the NARTB in our complaint," Mr. Barnes, who heads the Justice Dept.'s antitrust division, declared. Mr. Barnes said no radio or tv association was mentioned in the complaint.

The Justice Dept. announced two weeks ago that it would file a civil antitrust suit against ANPA, AAAA and other media associations for establishing a recognition system to grade advertising agencies, and to enforce such requirements as charging 15% commission, prohibiting rebates, and refusing to recognize "house" agencies (established by large advertisers to recover the 15% commission from media.)

Last week, Mr. Barnes told the Senate Antimonopoly Subcommittee that the complaint would be filed "soon." He said that the recognition system injured two classes of businessmen—"ad agencies whose entry into the business was impeded, and advertisers who were prevented from cutting sales costs, if they so desired, by placing advertising directly with newspapers or magazines."

"As a result," Mr. Barnes said, "national advertisers were compelled to pay media the full ad rate, including payment for advertising agency services they did not want and never received."

Bar to rebates, Mr. Barnes said, resulted in price fixing.

Newspaper national advertising is commissionable; retail advertising is not commissionable. Broadcasters, on the other hand, treat as commissionable all time, plus, in many cases, talent and production charges.

There is no recognition system in broadcasting. Although NARTB some years ago recommended that broadcasters adhere to a standard contract form, there was no requirement that it be followed.

A check with several broadcasters indicated that most use their own credit departments to check new agencies seeking to place business with their stations. If the agency has a good credit rating, the station accepts the orders. What happens to the 15% commission does not concern the station, is the attitude of station owners.

Although spokesmen for ANPA two weeks ago indicated it would fight the government's suit, last week Cranston Williams, ANPA executive director, said the association's board of directors never has decided officially what action to take.

The AAAA's general counsel, George Link Jr., has said he was sure the advertising association would be absolved of any violation of the antitrust laws when a trial was held.

Pendency of the suit became known at the ANPA convention in New York two weeks ago. Elisha Hanson, ANPA counsel, told the convention that the government was poised to institute the suit. Attorney General Herbert Brownell then admitted that the suit was in preparation, but said that ANPA, AAAA and others had been invited to a pre-filing conference in the hopes of settling the issues out of court.

3 DISPUTED TV CASES ARGUED BEFORE FCC

Miami, Peoria and Portsmouth-Norfolk contestants present oral arguments. Diversification issue highlights the Miami ch. 7 case.

THREE highly-contested television cases—Miami ch. 7, Peoria, Ill., ch. 8 and Portsmouth-Norfolk, Va., ch. 10—were heard in oral argument before the FCC *en banc* Monday, with mass media diversification being the highlight of the dispute in the Miami proceeding.

At issue in the Miami argument was an initial decision by Chief Hearing Examiner James D. Cunningham favoring Biscayne Television Corp. over the competing bids of East Coast Television Corp., South Florida Television Corp. and Sunbeam Television Corp. [B•T, Jan. 24].

Biscayne represents a merger of Cox and Knight newspaper-radio interests with substantial minority interest being held by Niles Trammell, former NBC president. Cox group owns WIOD Miami while Knight interests have WQAM there. South Florida includes ex-FCC Chairman James Lawrence Fly.

The losing applicants contended the merger of the dominant newspaper and radio interests, plus Mr. Trammell's continuing link with NBC through a consultancy contract, violates FCC's policy to favor diversification of mass media in comparative cases. Biscayne, however, defended the examiner's conclusion that newspaper interests should not be penalized when found superior in other areas such as past performance. Biscayne said Mr. Trammell's agreement with NBC was the usual manner of awarding long service by a top executive and could be terminated by Mr. Trammell at any time.

In the Peoria ch. 8 case, in which Examiner Elizabeth C. Smith favored WIRL over WMBD, the latter protested that the initial ruling failed to give proper weight to the broadcast record and experience of the two principals, Charles C. Caley, two-thirds owner, and John E. Fetzer. Mr. Caley also is 25% owner of WDZ Decatur, Ill., while Mr. Fetzer operates WKZO-AM-TV Kalamazoo, Mich., KOLN-AM-TV Lincoln, Neb., and WJEF-AM-FM Grand Rapids, Mich. WMBD felt its program proposals were "more realistic" than its competitors.

WIRL, however, agrued that the examiner properly favored it on the basis of greater local ownership integration, programming, and diversification. WIRL noted WMBD once had a tv permit and surrendered it in 1949.

In the Portsmouth-Norfolk ch. 10 proceeding, Examiner Charles J. Frederick preferred Beachview Broadcasting Corp. of Norfolk over WAVY Portsmouth and the latter argued its wide ownership among prominent local citizens had been overlooked and constituted a "distinguished" group in "stark contrast" to the background of the two Beachview principals, amusement park owner Dudley Cooper and ex-broadcaster Irvin M. Kipnes.

Beachview protested the "smear" of its chief owners and cited the WAVY group's trustee arrangement. Beachview said the examiner was correct in finding it was to be preferred on the basis of greater integration and industry experience. Beachview charged that the WAVY bid had been promoted by Carl J. Burkland, now a WAVY official, while he was a CBS Spot Sales executive.

KTLA (TV) Drops 'Play Marco' Same Day FCC Issues Order

HOURS after FCC announced its order last Thursday which would require KTLA (TV) Hollywood to show cause why it should not stop its *Play Marco* show, the station announced it has cancelled the tv-bingo program, effective June 4, and is so notifying Caples Co., program syndicator. Co-sponsors of the show are Hoffman Electronics Co. and Jerseymaid Milk Products.

Decision to voluntarily stop the program pursuant to the four-week cancellation provision contained in the station's contract with Caples was announced by Klaus Landsburg, KTLA vice president-general manager, through Washington counsel, Arnold, Fortas & Porter. KTLA was expected to petition FCC Friday to withdraw the cease and desist order and grant regular renewal of license, now continued on a temporary basis.

Although respective counsel for KTLA, Caples and various sponsors have investigated the legal implications of the program both before and after the show went on the air and determined it did not violate any federal or state laws [B•T, March 7], FCC's order last week considered *Play Marco* to be in violation of the lottery provisions of the U. S. Code and Commission rules. Station spokesmen indicated KTLA has been considering dropping the program for some time even though it still believes it to be legal.

N. Y. Supreme Court Bans Photos Without Permission

APPELLATE division of the New York State Supreme Court last week decided that justices in Manhattan and the Bronx must observe a rule banning the taking of photographs in courtrooms without the permission of the higher tribunal.

The decision held that Judge Matthew J. Diserio of the Bronx Children's Court had erred last March when he allowed newspaper and television photographs to be made at an arraignment of nine youths. The rule of the appellate division, as stated, is that "the taking of photographs or broadcasting or telecasting, at any time or on any occasion, whether or not the court is in session, unless permission of the appellate division is first obtained, is forbidden."

Kern to Trade Commission

NOMINATION of William C. Kern, Democrat of Indiana, for a seven-year term as Federal Trade Commissioner succeeding Comr. James M. Mead, a Democrat, whose term is expiring, was sent to the Senate last Thursday by the White House. The appointment would be effective Sept. 26. Mr. Kern, assistant director of the FTC's Bureau of Litigation, would replace Comr. Mead, a former senator from New York.

Sen. Long Introduces Bill Allowing $7 Uhf Tax Credit

SEN. RUSSELL B. LONG (D-La.) last week introduced a bill (S 1898) to allow a $7 tax credit on each tv set "capable of receiving television broadcasts in all of the ultra high frequency channels."

The bill, introduced Wednesday by Sen. Long, a member of the Senate Finance Committee, cannot be acted upon by the Senate since all tax bills in Congress must originate in the House. However, the bill can be added as an amendment to any House-passed tax bill or may be substituted by the Senate Finance Committee for HR 4070, which has been introduced by Rep. Frank Ikard (D-Tex.) and which would exempt all-channel tv sets from the 10% federal excise tax (see story, this page and editorial, page 114).

A spokesman for Sen. Long said the bill was introduced because it represents the sentiments of the Senate Finance Committee during the 83d Congress. He said there is a possibility Sen. Long may "buy" Rep. Ikard's bill if it reaches the Senate. Hearing on the Ikard measure by the House Ways & Means Committee currently is awaiting a report from the Treasury Dept.

The $7 tax credit proposal is equivalent to the provisions of an amendment added by the Senate Finance Committee last year to a House-passed catchall tax bill (HR 6440). The bill died on the Senate calendar [B•T, Aug. 23, 1954]. The $7 tax credit proposal had been added by the Senate Finance Committee after former Sen. Edwin C. Johnson (D-Colo.) had asked for elimination of the 10% excise tax [B•T, May 17, 1954].

Ikard Nudges Treasury For Report on Set Tax Bill

REP. FRANK IKARD (D-Tex.) said last week both he and the staff of the House Ways & Means Committee, of which he is a member, again have written the Treasury Dept. for report and reactions on Rep. Ikard's bill (HR 4070) to exempt all-channel tv sets from the 10% federal excise tax. Rep. Ikard said he asked for Treasury Dept. reactions when he first introduced his bill [B•T, Feb. 21].

The Texas Democrat said he asked the Treasury to expedite the report and hopes to have an answer in a week, and that the Ways & Means Committee then can bring the bill up for consideration. A report from the Treasury Dept. is standard procedure on tax bills.

Rep. Ikard said he expected the Treasury to report around $100 million loss in revenue from removal of the tax, but said he believed the enacted bill will pay for itself in the long run by enabling growth of new sources of taxable revenue (uhf stations, etc.) over a period of years. He said more and more interest is evident in the proposal in both houses of Congress, that he is "pleased" with interest shown and that he hopes Treasury can "get behind us" so the committee can "go ahead with hearings."

Stations Say Private Relays Are Better Than AT&T Plan

AT&T's off-the-air pickup service for tv stations [B•T, March 7] sounds attractive, but it would be better to permit stations to own their own intercity relays if that is more economical.

This is what telecasters told the FCC last fortnight in answer to the Commission's request for comments on the AT&T proposal [B•T, April 4].

In answer to requests by Radio-Electronics-Television Manufacturers Assn. and NARTB, the Commission extended the deadline for filing comments on this subject from April 29 to May 20. Replies will be due May 31.

In detailing the differences in costs, WGLV (TV) Easton, Pa., declared that the full cost of direct interconnection via common carrier would be $4,000 per month. If the new off-the-air AT&T proposal reduces that by half, to $2,000, that is still overpriced compared to the $475 per month the Easton station spends on its own relay.

A similar analogy was made by KDUB-TV Lubbock and KPAR-TV Sweetwater, both Texas. Half of the AT&T's direct interconnection would amount to $3,060 a month, the stations said, compared to $450 a month for their own facilities.

WTTV (TV) Bloomington, Ind., urged that the FCC permit the telecaster to choose the method he wants to use, and KFXJ-TV Grand Junction, Colo., iterated its support for the FCC proposal which would permit tv owners in distant markets to build and operate their own microwave systems [B•T, Nov. 15, 1954].

S. F. to Portland Relay Gets Approval of FCC

FCC has approved a $4 million Pacific Telephone & Telegraph Co. microwave relay system between San Francisco and Portland, Ore., which will supplement existing tv facilities into the northwest region. The system, when completed in about two years, will constitute an unbroken microwave relay including San Diego, San Francisco, Portland, Spokane, and Seattle. The new radio relay leg will have dropoffs at Medford and Eugene, Ore., for tv station service.

At the same time, two applications for privately-owned common carrier microwave facilities were filed with the FCC to feed tv signals to community tv systems.

The Hualapai Peak Carrier Co., Kingman, Ariz., asked permission to construct a receiving-transmitting antenna atop Hualapai Peak and feed Arizona, California and Nevada tv signals to community systems in Kingman and in Needles, Calif. Cost was estimated at $37,460, with monthly charges to be $800.

Charles L. Adam, under the name of Teleview Networks, Sheridan, Wyo., asked to be permitted to construct a receiving-transmitting antenna atop Cloud Peak to feed Billings, Mont., signals to community systems in Sheridan and Buffalo, Wyo. Cost was estimated at $9,500, with a monthly charge of $650.

KTVU (TV) Stockton Quits

KTVU (TV) Stockton, Calif., notified the FCC last week that it ceased operating on ch. 36 April 30. The station was affiliated with NBC, claimed 120,000 uhf sets in its market. It is owned by Browen Industries, publisher of *Fontana Herald News*, *Richmond Independent* and the weekly *La Mesa Scout*, all California. Suspension of KTVU left ch. 13 KOVR (TV) as the only Stockton outlet on the air. Financial problems were blamed for suspension.

Florida Tax Relief Bill Moves

A FLORIDA House committee on county and municipal government has approved and sent to the floor a bill exempting radio and television stations from state, county and municipal occupational taxes. The bill, which would go into effect next Oct. 1, passed the committee April 26.

NATS LAUNCHES DRIVE FOR UHF, VHF MEMBERSHIP

GE-National Telefilm organization, designed to aid low income tv stations, encourages station managers to join.

NATIONAL Affiliated Television Stations Inc. is launching a promotional drive this week to attract foundering uhf and vhf television stations to its membership.

The campaign is being touched off by a mail piece to station managers in which the claim is made that two-thirds of all post-freeze tv stations in the U. S. are losing money, and their salvation may lie in NATS membership, which will provide outlets with a national sales force, programming, financial aid and management counsel.

NATS was formed last March by the General Electric Co. and National Telefilm Assoc., tv film production and distribution company [B•T, March 21]. The organization was set up to assist uhf and vhf stations to operate more profitably. Officers of NATS are Joseph Justman, chairman of the board; Ely Landau, executive vice president; Olivar Unger, vice president, and Berman Swarttz, secretary-treasurer. Richard Doherty is director of management services and Glen Lord of GE is liaison representative.

The letter states that the NATS sales organization will work independently and also in collaboration with national sales representatives, to sell whole blocks of stations. It adds:

"Nearly $4 million is being spent by local sponsors in all media advertising. Television stations, by and large, are just not cracking this advertising volume. Better programming, better promotion, and better sales effort are the essential ingredients for better local selling. NATS is geared to help its members on these problems."

The presentation follows a talk by Mr. Doherty April 29 before the Pennsylvania Assn. of Broadcasters, in which he warned that tv station operators face a risky future. He pointed out that two-thirds of the post-freeze tv stations (vhf and uhf) are losing money and said the outlook is not promising.

In this connection, he observed that 1955 expenditures will be at least 150% greater than in 1952, but emphasized that the number of operating stations currently is 300% greater than in 1952. Stations have increased out of proportion to tv advertising outlays even though television broadcasting is America's "strongest growth" industry, according to Mr. Doherty.

In the face of this uncertain outlook, Mr. Doherty continued, television requires "creative management, smart programming and alert selling."

Bums for Pay-See

WALTER O'MALLEY, president of the Brooklyn Dodgers, last week indicated that Dodger baseball games will be carried to fans via pay-as-you-see tv for about 50 cents a game if the FCC authorizes toll tv.

Mr. O'Malley noted that as long as two years ago, he had advanced the possibility of using subscription tv. Sources close to the Dodgers reported that the club is faced with declining attendance this season despite the current winning record of the league-leading National League team.

DISCOVER A NEW HIGH IN AIR TRAVEL...



TWA's great new SUPER-G CONSTELLATIONS

NEWEST, QUIETEST, MOST LUXURIOUS AIRLINERS IN THE SKIES TODAY!



Created by Lockheed especially for TWA!

Powered by newest Turbo-compound engines!

Interiors by Henry Dreyfuss, world-famous designer!

Here's a combination of unsurpassed luxury and outstanding speed never before dreamed possible—TWA's new Super-G Constellation!

There's a richly decorated lounge for pleasant conversation; four spacious cabins; extra-large lean-back chairs, and many other luxurious features. At mealtime you'll be delighted by each course of a delicious de luxe dinner. And any time at all you can enjoy your favorite drink—champagne, scotch, bourbon, or cocktails, all complimentary, of course.

Now operating non-stop between New York and Los Angeles, Super-G service will soon be extended to key cities coast to coast. Be among the first to try the incomparable new TWA Super-G Constellations.

For reservations, see your TWA travel agent, or call TWA, Trans World Airlines.

MEET FELLOW PASSENGERS in the fashionable "Starlight Lounge." Relax in deep-cushioned sofas, enjoy your favorite drink from TWA's complete beverage service at no extra cost.

Fly the finest... **FLY TWA**
TRANS WORLD AIRLINES
U.S.A. · EUROPE · AFRICA · ASIA

Mayoral Sets Plans For Uhf Development

Owner of uhf WJMR-TV New Orleans plans boost to maximum power plus revitalization of now-suspended uhfs in Mobile and Houston.

PLANS to underwrite $640,000 for uhf in New Orleans, Mobile and Houston were announced last week by George A. Mayoral, executive vice president of Supreme Broadcasting Co. (WJMR-TV New Orleans).

Mr. Mayoral and fellow stockholder Chester F. Owens, New Orleans attorney and real estate developer, are betting on uhf in this way:

Around June 1, WJMR-TV will boost its power from 100 kw to 1,000 kw when the present ch. 61 CBS outlet there moves to ch. 20. It was authorized by the FCC to move down the uhf band last February. WJMR-TV expects to double its present 40-mile radius to 80 miles, blanketing the flat New Orleans area. GE's 1 megawatt transmitter will be used at a cost of $350,000.

The New Orleans company is buying the ch. 48 construction permit of WKAB-TV Mobile, Ala., by assuming a $200,000 obligation to GE for equipment. The Mobile station will be operated as a satellite to the New Orleans station through the use of a single hop microwave relay to cover the 110-mile distance between the two cities. The WKAB-TV call letters will be changed to WMRC-TV and it will be operated with 400 kw. WKAB-TV began operating late in 1952, suspended operation in the summer of 1954. Target date for putting the station back on the air is June 1.

The third move by the New Orleans duo is the purchase of a 30% interest in ch. 39 KNUZ-TV Houston. To be established is a Supreme Broadcasting Co. of Texas, which will be 30% owned by the New Orleans company and 70% by KNUZ-TV Inc., the present licensee. KNUZ-TV Inc. is owned by Max Jacobs and David H. Morris. KNUZ-TV began operating in the fall of 1953 and suspended in the early summer of 1954. The plan is to put KNUZ-TV back on the air this fall with 400 kw, under co-management of Messrs. Mayoral and Morris.

The New Orleans, Mobile and Houston stations will be programmed one hour a day in Spanish for the Latin American population of those cities. The stations will be part of National Affiliated Television Stations Inc., which will feed films and kinescopes to them. NATS is the GE-National Telefilm Assoc. venture to bolster lagging tv stations, both uhf and vhf [B•T, March 21].

There are only two maximum power uhf stations operating. They are WBRE-TV and WILK-TV, both in Wilkes-Barre, Pa. In addition to WJMR-TV, the Storer-owned ch. 27 KPTV (TV) Portland, Ore., is scheduled to increase to maximum power this summer, with RCA equipment due early in May.

Messrs. Mayoral and Owens also are extending into Puerto Rico.

They have bought a 30% interest in ch. 5 WORA-TV Mayaguez for $40,000. This will be operated as a satellite of ch. 2 WKAQ-TV San Juan beginning Sept. 1. WKAQ-TV is owned by Angel Ramos, publisher of the *San Juan El Mundo*. WORA-TV will be owned by a newly formed Supreme Broadcasting Co. of Puerto Rico, which will be 30% owned by the New Orleans interests and 70% by its present licensee, Radio Americas Corp. (Alfredo Ramirez de Arellano). When this is consummated, the New Orleans group will drop its pending application for Mayaguez' ch. 3.

The New Orleans principals also are filing applications for ch. 11 in Caguas, with 30 kw; and ch. 7 in Ponce, with 5 kw, both in Puerto Rico, spending $90,000 to build at Caguas and $60,000 at Ponce.

They also are negotiating to buy 60% of ch. 4 WAPA-TV San Juan, P. R. The other 40% would be owned equally by Goar Mestre, owner of CMQ-TV Havana and related Cuban stations, and Jose Ramon Quinones, present WAPA-TV owner.



NOW INCREASING IN POPULATION
BY AN ESTIMATED 1,000 FAMILIES A MONTH

Phoenix area's current population (475,000 as of January 1) is expected to be increased by 400,000 additional residents in the next ten years.

All these new residents will need homes, cars and clothing . . . they'll buy food and furniture, radios and TV sets, gifts and garden tools . . . they'll patronize restaurants, theatres and resorts. In short, this area's mushrooming population makes it an INCREASINGLY receptive market for YOUR product!

Tell YOUR sales story the result-getting way, over KPHO and KPHO-TV . . . dominant first-choice of advertisers who seek a growing "family" market!

SOLD
reached most effectively through . . .

KPHO-TV and KPHO
Channel 5
First in Arizona since '49
Dial 910 • ABC Basic
Hi Fidelity Voice of Arizona
YOUR MEREDITH STATIONS

AFFILIATED WITH BETTER HOMES and GARDENS • REPRESENTED BY KATZ

John C. Mullins Assumes Presidency of KBTV (TV)

JOHN C. MULLINS of Tulsa, Okla., who earlier this year purchased KBTV (TV) Denver [B•T, Feb. 14], has assumed the presidency of licensee Tv Denver Inc. and has moved the focal point of his activities to Denver to devote a major amount of time to KBTV at the policy level. No immediate staff changes are contemplated, he announced. He said the station plans to develop local talent and with the addition of new ABC-TV programs in the fall and summer will bring viewers "the best available television entertainment."


MR. MULLINS

Mr. Mullins, who purchased KBTV with Frank Leu, Nashville insurance broker, from W. D. Pyle and associates, is former majority stockholder in KPHO-AM-TV Phoenix, Ariz., which he sold to Meredith Publishing Co. in 1953. Mr. Mullins currently is negotiating for the purchase of a second tv station.

After 29 years of searching...

Oilmen Open New Frontier in North Dakota

by NORMAN BRUNSDALE,

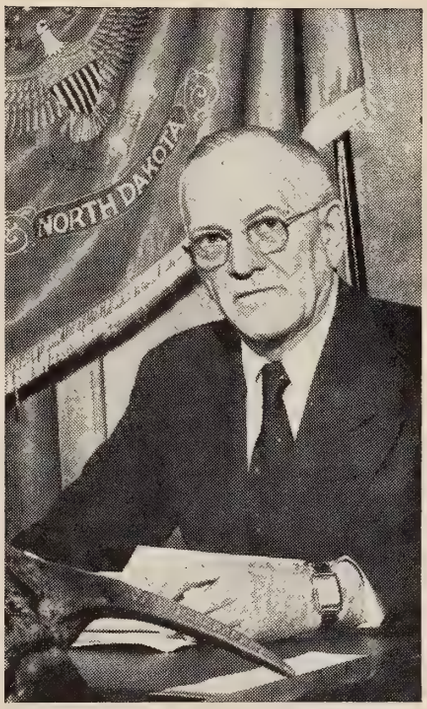
Governor of North Dakota

For almost 30 years I heard about oil in North Dakota. The only trouble was that nobody had been able to find it. During this time many oil companies and individual operators had leased land and drilled wells. But each attempt failed—ending always in a costly "dry hole."

That's the first lesson I learned about American oilmen—they just won't quit! After 29 years of searching, their persistence finally paid off in the spring of 1951. An oil company brought in a successful well near Tioga in Williams County. North Dakota had become America's 27th oil-producing state.

Right away, scores of companies, large and small, began to compete for drilling rights throughout the state. The competition was terrific—in no time at all, over half of North Dakota's farmland was leased to various oil companies.

Widely-spaced derricks soon began to dot our wheat fields. And today, only 4 years after the first discovery, North Dakota boasts 3 major fields and 19 small fields. These fields have already contributed over 13 million barrels to America's oil supplies.



Norman Brunsdale has been governor of North Dakota since 1951—the year oil was discovered in his state. He has been able to observe first-hand how America's oilmen open a new frontier—how oil discoveries affect a state and its people.

* * *

Oil has been good to our state. It has given us a "second crop." Before oil, our prosperity depended on how the weather treated the wheat. Now oil lease and production revenues give our farmers more security—even during bad wheat years. Actually, all Americans benefit from the North Dakota oil discoveries, because our oil fields promise to make a sizable contribution to future U. S. oil reserves.

Strangely enough, oilmen have benefited least from North Dakota's oil. That's because, out of the 295 "wildcat" wells drilled in unproven areas, *only* 22 were oil producers—the other 273 were "dry holes." To date, oil companies have invested over 200 million dollars in our state. I know that it will be a very long time before they realize a profit on that huge investment.

But oilmen accept the tough odds inherent in their business because they know that, under America's competitive system, profits can be made if a reasonable amount of success is attained.

If you want powerful proof of how well this competitive business system of ours works, just remember the oil industry's fine record in North Dakota.

This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U. S. oil industry. This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N. Y.

Perkins, Dirks Elected To Top KTIV Tv Co. Posts

ELECTION of officers of KTIV Television Co. (KTIV [TV] Sioux City, Iowa), following purchase of one-half interest by Perkins Bros. Co., operator of KSCJ there [B•T, March 14], has been announced by the company.

W. R. Perkins, president of Perkins Bros., has been named chairman of the board and Deitrich Dirks was elected president. Mr. Dirks sold one-half interest in the ch. 4 station for $160,000 to Perkins Bros. Co. pursuant to merger agreement whereby Perkins withdrew its bid for ch. 4.

Other officers are Eugene T. Flaherty, executive vice president; Duane Kidder, vice president; Elizabeth Sammons, treasurer, and Carlton M. Corbett, secretary. Elected to the board of directors in addition to the officers were William Klinger and Henry Shull.

Whittenburgs Take Over Amarillo, Lubbock Stations

CONTROL of the Globe News Publishing Co., licensee of ch. 4 KGNC-TV and controlling stockholder of KGNC Amarillo and KFYO Lubbock, both Texas, was taken over by Roy R. Whittenburg and family with the filing last week of an applicant seeking FCC approval of the transfer.

The Whittenburg family owns about 35% of the Globe News Publishing Co. at present. With the purchase of 64,375 additional shares of stock, at a price of $60 per share ($3.8 million), the Whittenburg family will own 92% of the publishing company.

Transfer is actually to the Panhandle Publishing Co., publisher of *Borger* (Tex.) *News-Herald,* and the trustees of the E. F. Fagg estate.

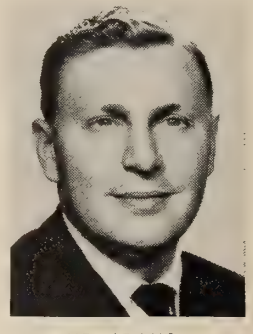
The Globe News Co. publishes the *Amarillo News* and *Globe-Times* and owns the Avalanche-Journal Publishing Co., publisher of the *Lubbock Avalanche* and *Journal.*

KGNC operates with 10 kw on 710 kc. It is represented by Katz Agency, as is KGNC-TV. KFYO operates with 5 kw day, 1 kw night on 790 kc. It is affiliated with CBS and also is represented by Katz Agency. KGNC and KFYO are NBC affiliates,

WABC-TV Sales Chief Trevor Adams Jr. Dies

FUNERAL services were held Wednesday at New Rochelle and Larchmont, N. Y., for John Trevor Adams Jr., 37, WABC-TV New York sales director, who died May 1 of a heart attack at his Larchmont home.

Mr. Adams had been associated with ABC since August 1951 when he had joined WJZ-TV (now WABC-TV) as general manager. In January 1953 he was named sales director.



MR. ADAMS

His entire business career was in the radio-tv field. Before he joined WABC-TV, he was with the DuMont Television Network and WABD (TV) New York as assistant director of sales (March 1949-August 1951).

Surviving are his widow, Ruth Higgins Adams; a son, Timothy Adams; two sisters, a brother and his parents. J. Trevor Adams Sr. at one time was partner with his son in a radio representative firm.

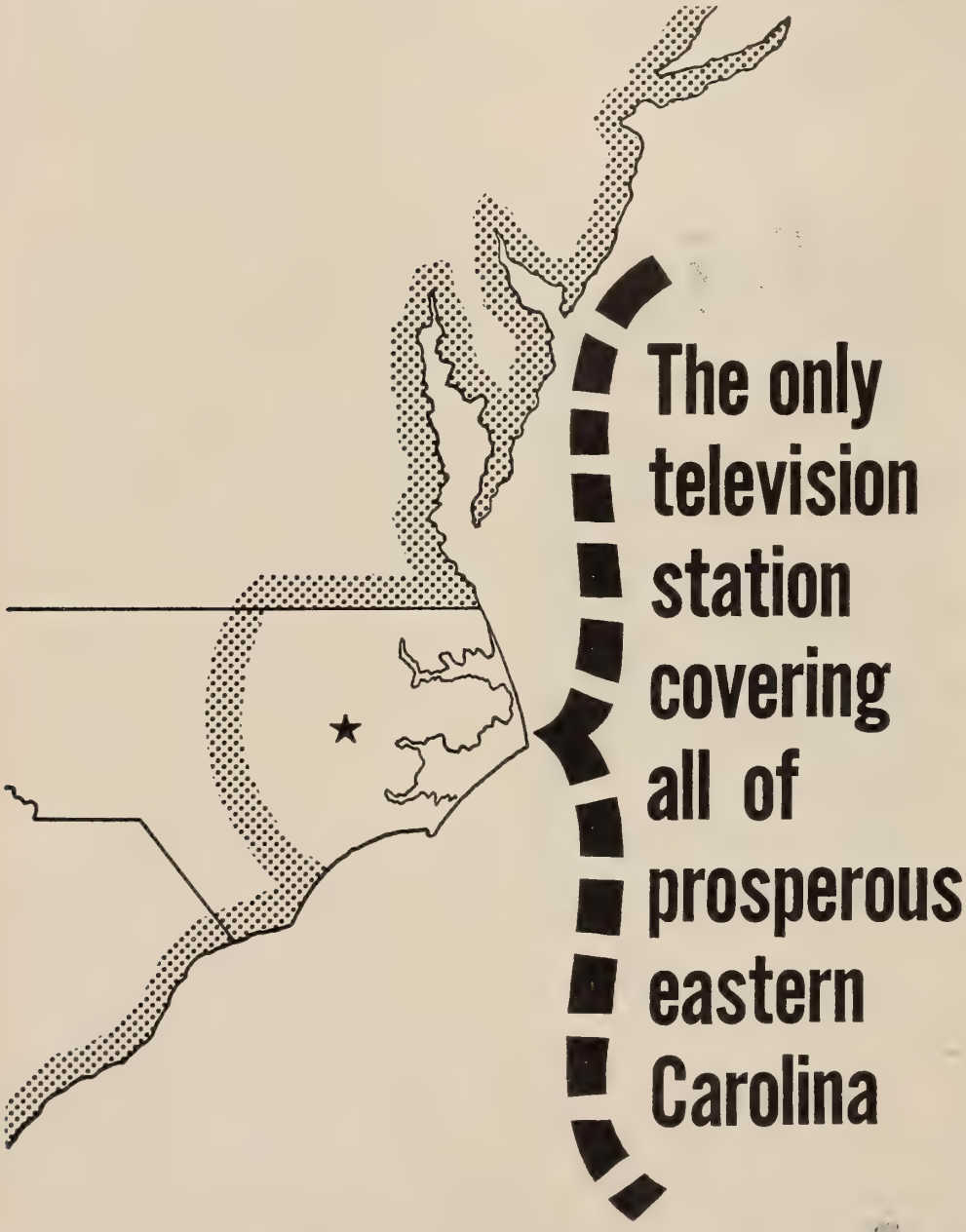
Roland Kay Appointed KCBS Sales, Adv. Head

APPOINTMENT of Roland Kay, San Francisco manager of CBS Radio Spot Sales, as director of sales and advertising for KCBS San Francisco, CBS o&o station, was announced last week by Jules Dundes, newly named general manager of the station [B•T, April 25]. Mr. Kay has been with the network since 1943. Before his San Francisco assignment, he was an account executive for CBS Radio Spot Sales in New York and Chicago. He was also a New York representative for KNX Los Angeles, and the CPRN.



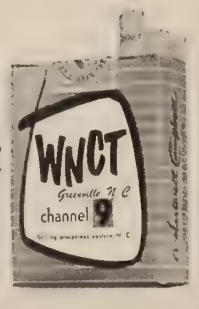
MR. KAY

In his new position, Mr. Kay succeeds Mr. Dundes who was named to the post of general manager succeeding Arthur Hull Hayes when the latter was named president of CBS Radio.



PRIMARY CBS AFFILIATE **WNCT** channel 9

Greenville ★ N. C.



100,000 watts full time
A. Hartwell Campbell, Gen. Mgr.
JOHN E. PEARSON CO., NAT'L. REP. • JAMES S. AYERS, S.E. REP., ATLANTA



Did you up periscope?

You certainly did—and you can surface now. And for all the hundreds of Advertising Council campaigns you've launched since Pearl Harbor, you deserve a WELL DONE. The results on just the four below show a clean sweep. For a group of volunteers—agency account men, writers, artists and media people—you are a staunch crew. You have helped torpedo some of America's pressing problems and brought the Ship of State through some rough waters. But the Ship is not in port yet, so stand by.

PUBLIC SERVICE • ADVERTISING COUNCIL •



Encouraged all Americans to attend church or synagogue of their choice by appealing to parents through their children.



Explained how our American system of free enterprise grew and how the U.S. standard of living became the highest.



Warned people not to gamble with fire. Created Sparky to interest and educate children in fire prevention.



Stimulated youngsters in high school to prepare for rewarding careers in engineering and science.

The Advertising Council, Inc., 25 West 45th Street, New York 36, N. Y.





WCBS-TV Sets Rate Card 15; One Hour Class AA, $6,500

WCBS-TV New York last week put into effect its new rate card No. 15 which increases rates for Class AA station time by approximately 8% and Class AA announcements by about 13%. The rate card also institutes varying increases for other classifications of time.

New one-hour Class AA rate is $6,500 for a 1-25 week contract, as compared with $6,000 on the old rate card; half-hour is $3,900 as against $3,600 on rate card 14, and quarter-hour, $2,600, as compared with $2,400. On Class AA announcement, new rates for 20-second station breaks or one-minute spots on sound film for 1-25 weeks are raised to $1,700 from $1,500 and for 10-second shared station identifications to $850 from $750 under the old rate card.

Sam Cook Digges, general manager of the station, said the days per week discount has been eliminated except where special rates for three or more times per week exist on certain participation programs and special features. He added that the consecutive weeks discount has been "substantially liberalized" to a new maximum of 20% for Classes B, C, and D time.

Katz Promotes Miller, Joyce; Adds Two Salesmen

APPOINTMENTS of Roy Miller and William W. Joyce to the newly-created, respective posts of midwestern radio sales manager and midwestern sales manager for television of The Katz Agency Inc., station representatives, were announced last week by Gerald H. Gunst, a vice president of The Katz Agency.

In addition to serving as midwestern radio sales manager, Mr. Miller will be second-in-command to Mr. Gunst in the administrative organization of the Chicago office. He joined Katz in 1942 and previously was a salesman for WIND, WJJD and WAIT Chicago.


MR. MILLER


MR. JOYCE

Mr. Joyce has been with Katz since 1945. His background includes advertising sales experience with World Broadcasting Co., Texas State Network, *Rural Progress* magazine and North Texas Advertising Co.

The company announced that two salesmen will be added to the staff today (Monday): Noyes F. French, formerly with the Branham Co., who is assigned to the Chicago office, and Kevin A. McDermott, recently with Henningsen Inc., who joins the New York staff.

Wyse-Rickard Nuptials

MARRIAGE of Mrs. Bess Marsh Wyse, owner of KWBW Hutchinson, Kan., and stockholder in KTVH (TV) there, and John Kenneth Rickard, sales representative for Northwestern Life Insurance Co., took place April 28 in Austin, Tex. Mr. and Mrs. Rickard will reside in Hutchinson.



AFTER a dinner sponsored by the Krey Packing Co. of St. Louis, celebrating its co-sponsorship with Anheuser-Busch Inc. (Budweiser beer) of the 77-road game schedule of the St. Louis Cardinals, to be telecast over ch. 36 KTVI (TV) St. Louis, the principals get together. L to r: John D. Scheuer Jr., executive vice president-general manager of KTVI; Oscar Zahner, vice president of Ruthrauff & Ryan, Krey agency, and John Krey Stephens, vice president of the packing company. Interest in the telecasts prompted an order for 50,000 uhf converters from a single St. Louis tv distributor, KTVI reports.

Tito New Natl. Sales Mgr. For Vic Diehm Stations

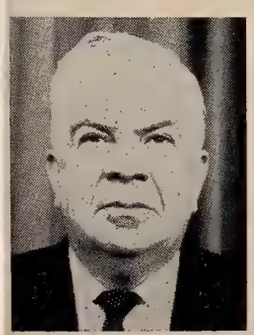
PROMOTIONS and additions at WAZL Hazleton, Pa., have been announced by Victor C. Diehm, WAZL president-general manager and head of the Vic Diehm Assoc. Stations (WVDA Boston; WIDE Biddeford, Me.; WHOL Allentown, Pa.; WHLM Bloomsburg, Pa., and WAZL).

Thomas A. Tito, WAZL sales manager, has been named national sales manager for that station and others in the group. He is succeeded by Robert J. Sacco, formerly assistant sales manager. Mrs. Addison Griggs of Hazleton, has been added to the station sales staff, and Miss Pepitsa Karvounis has been named sales secretary.

The station has acquired more space at its location in the Hazleton National Bank Bldg. to accommodate the expanded sales staff.

Gavin Heads WDSM Sales

TOM GAVIN, radio-tv executive for 26 years, has been appointed general sales manager of WDSM-AM-TV Duluth, Minn. (Superior, Wis.), Rodney Quick, vice president and general manager, has announced.



MR. GAVIN

Mr. Gavin formerly was station manager of WIRL Peoria, Ill., and before that was manager of a regional radio network in northern Minnesota and Wisconsin.



Advertisement

From where I sit *by* Joe Marsh

Thankful for those "Noisy Neighbors"

A recent news story about an Air Force base and the townspeople who live near it illustrates a point I've been trying to make for a long time.

The local people petitioned the Air Force to move the base to another town. They complained that the roar of those jets overhead was getting to be irritating and upsetting.

The Air Force countered by inviting all the petitioners to the field to explain why the base was important to the defense of the community. As a result, the people decided that jet noise is really a welcome noise—and all petitions were dropped.

From where I sit, we all have a job to do in this world, military men and civilians alike. Naturally our ways of working are often quite different—just as our tastes and habits differ. For instance a hot-shot pilot is traditionally a round-the-clock coffee drinker . . . while I prefer just an occasional quiet glass of beer. But it's a "plane" fact, the community needs the services of both of us.

Joe Marsh

Copyright, 1955, United States Brewers Foundation

$40,100 in Contributions Saves KEAR's Music Format

LOVE of good music and a loyal audience are the reasons KEAR San Francisco gives for the station still airing a format of classical music. After the station's financial resources had been exhausted following numerous difficulties, it made an appeal to its audience March 7 for $25,000, stating it would be forced to give up its good music policy and revise its format toward a more commercial type of operation if the amount was not collected by April 1. By March 31, KEAR reports $40,100 had been collected, all with no strings attached.

Until recently KEAR was located in San Mateo, about 20 miles south of San Francisco, and being a fringe station in competition with 17 Bay Area radio outlets, it programmed only classical music. On Oct. 5, 1954, engineers and announcers staged a walkout over a wage dispute and other issues. It was impossible for KEAR to meet union demands as it was operating at a loss, according to it. The strike lasted four months, during which time supervisory personnel manned double duties. It ended Feb. 2, the same day the FCC granted KEAR's two-year-long request for a change in location to San Francisco.

By this time, crippled by the strike and higher operating costs, the station's financial well had run dry. Its sales staff had been released during the strike and there were no funds to hire a new one. KEAR management, depending on the loyalty of its audience, then decided to air an appeal and thus continues to program classical music and is "well on the road to success as a commercial radio station."

Cincinnati Stations Unite To Weed Out Deceptive Ads

TO PREVENT the broadcast of "misleading or deceptive advertising," Cincinnati's eight radio stations and three tvs have joined forces to conduct their own screening program.

In making the announcement, which was in the form of a written statement signed by operators of the 11 stations, the broadcasters said they would welcome assistance from all interested organizations and the public in the campaign to stamp out what is commonly referred to as "bait-and-switch" advertising.

The statement said in part: "We ourselves will screen all advertising prior to our acceptance of it for broadcasting and will reject any copy which does not meet the standards which we have established. A copy of these standards is on file in the sales departments of our respective stations and may be examined at any time. . . ."

The statement was signed by Robert Rounsaville, WCIN; Charles A. Topmiller, WCKY; Mort C. Watters, WCPO-AM-TV; Hulbert Taft Jr., WKRC-AM-TV; John Murphy, WLW-WLWT (TV); James Lang, WNOP; Sherwood R. Gordon, WSAI, and Arthur Eilerman, WZIP.

WABD (TV) Plans to Telecast Production Now on Broadway

IN his first major programming move at WABD (TV) New York, Ted Cott, general manager of DuMont's owned-and-operated stations, last week completed arrangements to place a one-hour version of a Broadway revue on WABD this Thursday (7:30-8:30 p.m. EDT).

The production to be telecast is "Shoe String Revue," which opened to critical acclaim but has had waning audiences and is scheduled to close on Saturday. Mr. Cott believes that "this exposure will give the show a new lease on life." He observed that this will be "one of the few times in tv history that a station will air a Broadway production while it is still playing."

KFXM San Bernardino Sold for $150,000-Plus

SALE of 1 kw KFXM San Bernardino, Calif., to a group of local businessmen for a sum exceeding $150,000 was announced last week by Eugene W. Lee, president, Lee Bros. Broadcasting Corp., station owner. Sale is subject to FCC approval.

Entire stock of Lee Bros., jointly owned by Mr. Lee and Mrs. J. Clifford Lee, was purchased by an new group, to be known as KFXM Inc. Willard R. Hasbrook, general manager, KFSD San Diego, will be president-general manager.

WNEW Signs Gene Klavan

WNEW New York disc jockey Gene Klavan has been signed to a five-year exclusive contract with the station that will bring him an estimated $500,000, it has been announced by Richard D. Buckley, owner-manager of WNEW. Signing of Mr. Klavan, Mr. Buckley said, brings all of WNEW's major personalities under long-term pacts. These include Mr. Klavan's partner, Dee Finch, as well as Jerry Marshall, Art Ford and Lonny Starr.



. . . and that's only 5% of total buying power within our 100 uv line!

WIBW-TV exerts tremendous influence over the spending of this wealth. Our advertisers get the benefit of all the loyalty and confidence built up by our big brother, WIBW, over a period of nearly 30 years. We're reaching into 153,744* big-buying TV homes with the kind of entertainment we **know** they like and the kind of selling we **know** they understand and respond to.

A call to your Capper man will show you how to harness this $1.3 billion market at an unbelievably low cost-per-thousand.

* 3/1/55—excluding urbanized Kansas City and St. Joseph, Mo.

WIBW-TV
SEE YOUR Channel 13 CAPPER MAN
V M F
The Kansas View Point

CBS-DUMONT-ABC

TOPEKA, KANS.
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City

Rep: Capper Publications, Inc.

HEMISPHERIC TV NETWORK FORESEEABLE—QUINONES

Advancement of tv in Latin America offers greatest hope for strengthening ties between western hemisphere nations, Jose Ramon Quinones, president of WAPA-TV San Juan, P. R., believes.

THE ADVANCEMENT of television in Latin America offers the greatest hope for strengthening economic, cultural and spiritual ties of the nations in this hemisphere, according to Jose Ramon Quinones, president of WAPA-TV San Juan, P. R. WAPA-TV was host to leading international advertising agencies April 3-May 2 in conjunction with the first anniversary of the station.

"A continental tv network, linking North, Central and South America, as well as the Caribbean, is a definite possibility in the foreseeable future. When we observe the powerful impact television has had on the public of Puerto Rico in one short year, as well as in Cuba, Brazil and the United States, we cannot help but feel a sense of awe at the potentialities of telecasts on a hemispheric scale," Mr. Quinones said.

The international agency delegation, which places over $100,000,000 in foreign markets, included Shirley F. Woodell, vice president of J. Walter Thompson Co., New York; Arthur L. Grimes, associate director of McCann-Erickson Inc., New York; Paul R. Krumming, president of National Export Advertising Service Inc., New York; Harold E. Weinholtz, Young & Rubicam, New York; Joseph L. Palmer, president of Foreign Advertising & Service Bureau, New York; Robert F. Kendall, vice president of Gotham Advertising Co., New York; Daniel C. Kaufherr, vice president of Irwin Vladimir & Co., New York, and Richard W. Battan, vice president of Robert Otto & Co., New York.

Goar Mestre, president and the general manager of CMQ-AM-TV Havana and television networks in Cuba, also attended the WAPA-TV festival. He is minority stockholder of WAPA-TV.

Al M. Martinez, the executive vice president of the Caribbean Networks, representatives of WAPA-TV in New York, directed the international delegation through the ultra modern WAPA-TV plant, which cost approximately $650,000, exclusive of land. Mr. Martinez pointed out that the growth of tv in metropolitan San Juan in one year exceeded 75,000 sets. An average of 6,300 new sets are being purchased each month, he said.

WAPA-TV is owned and operated by Jose Ramon Quinones, who also is first vice president of the Inter-American Broadcasting Assn. The station operates on ch. 4 with 56.2 kw. Its Lehigh tower, with a six-bay antenna, rises 291 ft. above sea level.

Delfin Fernandez is the general manager of WAPA-TV; Jose Franco, program director; Howard Hayes, formerly with WTOP Washington and WPIK Alexandria, Va., chief engineer; Frank Quinn, technical supervisor, and Mariano Angelet, sales manager.

Color Film in West Virginia

TWO West Virginia tv stations have reported their first use of color film. WSAZ-TV Huntington (ch. 3) April 29 presented its first local film colorcast featuring *I Led Three Lives*, sponsored by Falls City Brewing Co., Louisville. WCHS-TV Charleston (ch. 8) April 26 telecast in color the *Cisco Kid* program, sponsored by Evans Super Markets.

KGBT-TV Goes to 100 Kw

ADDITION of a 35 kw GE amplifier has raised ch. 4 KGBT-TV Harlingen, Tex., to maximum power of 100 kw, the station has reported. KGBT-TV started Oct. 4, 1953, with 13 kw ERP. Troy McDaniel, general manager of the station, reports the power increase, which became effective on April 4, has given the station a much stronger picture throughout the Lower Rio Grande Valley.

WSB-TV Claims Color 'First'

A closed-circuit color tv program, originating in the studios of WSB-TV Atlanta and produced by station personnel, was the highlight of a dinner given on April 25 by the Protestant Radio & Television Center there. WSB-TV believes it was the first color tv religious program ever produced. The dinner marked the opening of the center's campaign for $250,000 to build and equip a tv production center on its property.



INTERNATIONAL delegation attending the first anniversary of WAPA-TV includes (l to r): (seated) Shirley F. Woodell, J. Walter Thompson Co.; Jose Ramon Quinones, WAPA-TV; Robert F. Kendall, Gotham Advertising Co.; Arthur L. Grimes, McCann-Erickson Inc.; Paul R. Krumming, National Export Advertising Service Inc.; Joe Jones, Reed-Jones Inc.; (standing) A. M. Martinez, Caribbean Networks Inc.; Louis Catoni, Reed-Jones Inc.; Richard W. Batten, Robert Otto & Co.; Goar Mestre, CMQ-TV Havana; Daniel C. Kaufherr, Irwin Vladimir & Co., and Harold E. Weinholtz, Young & Rubicam Inc.



FAIRBANKS HITS 48% SHARE-OF-AUDIENCE IN NEW YORK

Throughout last year, "Douglas Fairbanks Jr. Presents" topped all syndicated shows in the nation's top market: New York. Its average rating was 18.5, share-of-audience over 40%. This year, it's doing even better. In January, almost every other viewing home in New York was watching this show! (ARB)

"DOUGLAS FAIRBANKS JR. PRESENTS"

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.

7 West 66th St., N. Y.

CHICAGO · ATLANTA · HOLLYWOOD · DALLAS

REPRESENTATIVE APPOINTMENTS

KPOJ Portland, Ore., appoints Avery-Knodel Inc., N. Y.

KBMI Las Vegas, Nev., names Daren F. McGavren Co., S. F.

WHIL Medford, Mass., has appointed Broadcast Time Sales, S. F.

WICS (TV) Springfield, Ill., has appointed Robert S. Keller Inc., N. Y., as network sales representative. Keller firm will represent WICS in seeking network business for station.

REPRESENTATIVE PEOPLE

Martin Katz, special projects director, Blair-Tv, N. Y., appointed sales development director.

Marvin L. Shapiro, account executive, WCAU-TV Philadelphia, to CBS Tv Spot Sales, Chicago, in same capacity.

Louis J. Hummel, formerly account executive, national sales staff, Crosley Broadcasting Co. [WLW-WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, WLWA (TV) Atlanta], Cincinnati, to Free & Peters Inc., Detroit, as account executive, succeeding **Lon King,** who transfers to N. Y. office as tv account executive.

Arnold Benson, former member, promotion dept., WNBC-WNBT (TV) New York (now WRCA-AM-TV), to sales promotion and advertising dept., CBS Radio Spot Sales, same city, as copywriter.

4,686,860 TUBES OF TOOTHPASTE!



MR. TOOTHPASTE MANUFACTURER–

Just one tube of your toothpaste sold in a month to the radio homes in WGN's area would mean 4,686,860 tubes sold—$1,171,715 at 25¢ a tube!!*

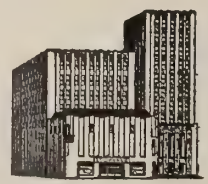
WGN reaches more homes than any other advertising medium in Chicago, and our *Complete Market Saturation Plan* has proven it can sell your products to these homes.

* *Nielsen Coverage Service*

A Clear Channel Station
Serving the Middle West
MBS

WGN

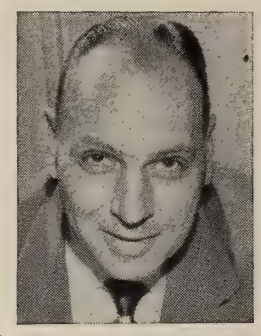
Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago Office: 441 N. Michigan Ave., Chicago 11
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Representative: Geo. P. Hollingbery Co.
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

STATION PEOPLE

Harry D. Peck, formerly resident vice president and general manager, Hearst Corp. [WISN-WTVW (TV) Milwaukee], appointed vice president and general manager, WAGE-TV Marquette, Mich.



MR. PECK

William O. Paine, manager, KGU Honolulu, elected to board of directors, licensee Advertiser Publishing Co. Ltd.

Bob Houston appointed assistant manager, WRIV Riverhead, L. I., N. Y.; **Charles Johnson** named news editor-announcer; **Jim Garrett** named announcer-engineer.

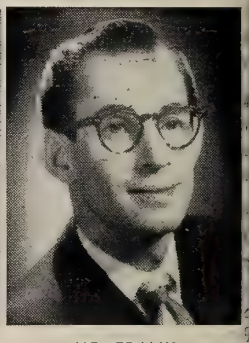
Nina Magno, director, foreign language programs and women's features, WADC Akron, Ohio, named executive vice president, licensee, Allen T. Simmons Inc.; **Bob Wilson,** WADC, appointed vice president and assistant to president of station; **Harold L. Hageman,** WADC chief newscaster and program director, appointed to same positions of Allen T. Simmons Inc.

Jack Shefrin, general manager, WRNY-AM-FM Rochester, N. Y., resigns with future plans unannounced.

Brent Kirk, sales manager, KUTV (TV) Salt Lake City, appointed station manager; **John P. Brophy** named national sales manager; **Alan F. Frank,** KUTV, appointed program-production manager.



MR. KIRK



MR. FRANK

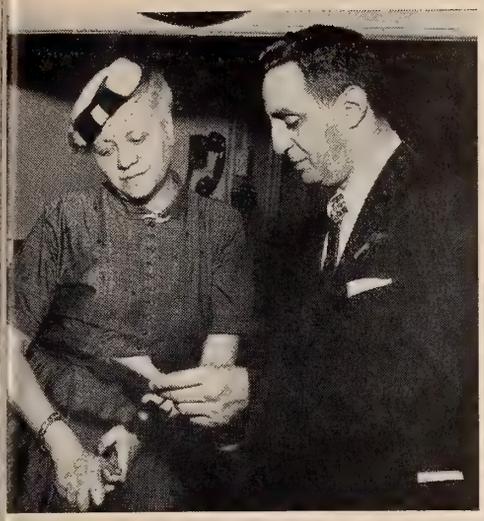
Ken Bagwell named commercial manager, KXYZ Houston, Tex., succeeding **Art Stone,** resigned and remaining available in food and supermarket merchandising advisory work.

Rollie Johnson, sports director, WCCO-TV Minneapolis-St. Paul, appointed news, sports and special events director; **Paul Brown,** formerly with KSTP St. Paul-Minneapolis, to WCCO as news writer.

Bill Riley appointed public service director, KRNT-AM-TV Des Moines, Iowa; **Guy Koenigsberger,** KRNT commercial production manager, appointed KRNT-TV production manager.

David Carson, formerly research engineer, RCA Labs, Princeton, N. J., to WFLN Philadelphia as chief engineer; **Michael O'Donnell,** formerly director, music dept., WINS New York, to WFLN as musical program director.

Jay Veevers, formerly in film research and copy capacities, Dekko Films, Boston, appointed manager, copy dept., WBMS Boston; **Steve James,** WBMS announcer, named news editor; **James Kraft** to sales department.



AT CEREMONIES opening the new Harlem Radio Center of WLIB New York, renovated at a cost of $50,000, Harry Novik, station general manager, checks a congratulatory telegram with Mrs. Ann Hedgeman, aide on race relations to New York City Mayor Robert F. Wagner. WLIB opened its new studios and offices April 27 and held open house for agency timebuyers and account executives.

George Dorsey, program manager and filmbuyer, WRC-TV Washington, additionally assumes program manager duties, WRC; **James McMurry** appointed to newly-created position, WRC-AM-TV production manager.



MR. GRANT

Ray Grant, sales staff, KFSD San Diego, appointed sales manager.

Rita L. Garner to WMGM New York as sales promotion director.

Harry Dangerfield Jr., formerly vice president in charge of radio-tv, Bond & Starr Adv. Agency, Pittsburgh, to KSON-AM-FM San Diego, Calif., as sales promotional manager.

Alex Monahan, formerly with WFBM Indianapolis, Ind., appointed program director, WWTV (TV) Cadillac, Mich.; **Daryl Sebastian,** WWTV, named merchandising and promotion director.



MR. MONAHAN



MR. SEBASTIAN

Worth White, announcer, WPTF Raleigh, N. C., named promotion director, succeeding **H. Taylor Vaden,** who moves to WCAU-TV Philadelphia as promotion director; **Thomas L. Maness,** WPTF sales staff, transfers to promotion dept.; **Jane Isley** to program dept.; **Betty Jeanne Campbell,** program dept., and **Richard Newton,** transcription clerk, resign.

Ed M. Morrissey, former news editor, KIMA Yakima, Wash., appointed KIMA-AM-TV and KEPR-TV Pasco, Wash., public relations and promotion director.

Robert Clinton, account executive, KIMN Denver, appointed staff executive, KVWO Cheyenne, Wyo.

William Veneman, formerly with KTTV (TV) Los Angeles, appointed executive assistant for tv to J. Elroy McCaw, coordinating Mr. McCaw's Washington tv interests, which include KTVW (TV) Tacoma (Seattle).

Robert F. Stolfi, tv network sales dept., CBS-TV, to WNDU-TV South Bend, Ind., as sales promotion and advertising director.



MR. STOLFI

Ted Steele, program personality, WOR-AM-TV New York, named musical director.

Neal Finn, program contact, WCBS-TV New York, and **Robert Miller,** associate director, CBS-TV, appointed WCBS-TV directors.

Eleanor Warner, production staff, KWK-TV St. Louis, appointed director.

Lela Hutson Grim, formerly with WIEL Elizabethtown, Ky., to KXO El Centro, Calif., as continuity director; **El Merriman,** formerly announcer, KXLE Ellensberg, Wash., to KXO as announcer.

Lawrence S. Roser, formerly engineer, WLAC Nashville, Tenn., to WLAY Muscle Shoals, Ala., as chief engineer.

Don Wood, formerly producer-director, King Broadcasting Co. (KING-AM-FM-TV Seattle), to KTVW (TV) Tacoma, Wash., in same capacity.

Don Wolf, production staff, CBS, to WMGM New York as writer-director.

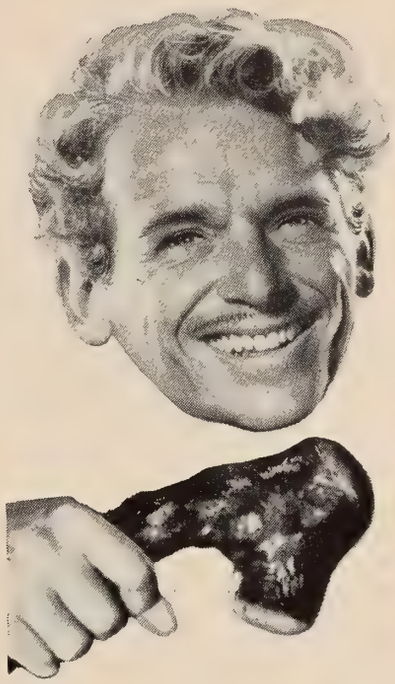
Dan Bellus, sales dept., KFEQ-TV St. Joseph, Mo., appointed to head newly-created sales development and promotion dept., KFMB-AM-TV San Diego, Calif.; **William D. Browning,** program manager, KFSD San Diego, to KFMB as announcer and host-m.c., *Bill Browning's Best* program.



MR. BELLUS

Peter Thornton, publicity director, WENS (TV) Pittsburgh, to KDKA-TV there as public relations director, succeeding **Dick Fortune,** who enters public relations and advertising field.

Jerry Dunphy, formerly with KEDD-TV Wichita, Kan., to WXIX (TV) Milwaukee as news director.



RHEINGOLD SPONSORS "FAIRBANKS" AGAIN . . . 3rd YEAR IN A ROW!

In January, almost every other viewing home in New York was watching "Douglas Fairbanks Jr. Presents", (ARB, January '55)! Rheingold Beer is so impressed, they're sponsoring Fairbanks regionally for the 3rd consecutive year. Many markets available for first run. 'Nuff said!

"DOUGLAS FAIRBANKS JR. PRESENTS"

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.

CHICAGO • ATLANTA • HOLLYWOOD • DALLAS



Cal Douglas
Dan Daniel
Maury Farrell Boyd Evans
Stars of
"Noon Edition"
12:00-12:30 P.M. Monday-Friday

Stars Sell on Alabama's greatest TV station

WABT
Birmingham

Editor-in-chief, host, master salesman—Cal Douglas opens Noon Edition with latest news. Dan Daniel follows with headlines from the world of sports. Next is Woman's Page, then Maury Farrell's Feature Page, to which he gives an unusual twist. Boyd Evans, authority on farm prices, gives the Farm News. Dan Daniel's weather report winds up a fast, full variety treatment of what's NEWS today!

You can SELL
Your Products
to Alabama folks

If you TELL
them on programs
they enjoy seeing

Represented by
BLAIR-TV

Bob Dunham, formerly with KVOR Colorado Springs, Colo., to KCOW Alliance, Neb., as news editor.

Charles Benedict, sportscaster, Don Lee Broadcasting System, Hollywood, to KOLD Yuma, Ariz., as sports director.

Larry Keith to WIST Charlotte, N. C., as sports director; **Richard Wilmot** to local sales staff.

Mark Scott, former sports director, KFWB Hollywood, to KOWL Santa Monica, Calif., in similar position, continuing to broadcast Hollywood Star baseball games on KFWB. **Floyd (Babe) Herman,** former Brooklyn Dodgers baseball player, to KFWB as sportscaster, succeeding Mr. Scott.

George Menard appointed farm director, WBBM Chicago.

Gene Ziliak, floor crew, KVOO-TV Tulsa, Okla., appointed stage manager; **Noel Confer,** floor crew, named to announcing staff.

Michael Casey, set director, KNXT (TV) Hollywood, named stage manager; **Jim Casey,** former producer-director, KFMB-TV San Diego, to KNXT as coordinator, *Musical Nitecap* program.

Dolly Beach, former editor, weekly *Catalina Islander,* Avalon, Calif., to KBIG Avalon as traffic manager, succeeding **Virginia Wilkins.**

Charles C. Crockett, former announcer, KGMB Honolulu, to sales staff, KGMB-TV.

Bernard M. Alper, formerly account executive, WLEV-TV Bethlehem, Pa., to WGLV (TV) Easton, Pa., in same capacity.

Murray L. Goldsborough Jr., assistant general manager, WHVR Hanover, Pa., to WAAM (TV) Baltimore as account executive.

Charles E. Powell to sales staff, WBAL Baltimore, as account executive.

Paul Freygang, former account executive, KNEB Scottsbluff, Neb., to KHOL-TV Kearney-Holdrege, Neb., as advertising account executive; **Wendell Dean Smith,** formerly announcer, KRVN Lexington, Neb., to KHOL-TV; **Willadean Deaver** and **Robert Stolz** to traffic and production depts., respectively.

John Cody, formerly with WWHG Hornell, N. Y., to sales staff, WHEC Rochester, N. Y.

Howard Harms, former classified advertising manager, *Twin Falls* (Idaho) *Times-News,* to KDYL-AM-FM Salt Lake City as account executive.

Jack Argersinger, announcer, WFVA Fredericksburg, Va., to WTOL Toledo, Ohio, in same capacity.

Henry Charnell, graduate, Northwest Radio & Tv School, to KSYC Yreka, Calif., as announcer-engineer.

Leon Kelly, formerly announcer-program director, WEAV Plattsburg, N. Y., to announcing staff, WGY Schenectady, N. Y.

Art Anderson, graduate, Northwest Radio & Tv School, Portland, Ore., to KORT Grangeville, Idaho, as announcer-salesman.

Bob Rogers, graduate, Northwest Radio & Tv School, Portland, Ore., to KCOV Corvallis, Ore., as announcer-salesman.

Dan Riss, freelance actor and former newscaster, KCOP (TV) Hollywood, resumes newscasting duties at station.

Phil Cosgrove, graduate, Northwest Radio & Tv School, Portland, Ore., to KXRO Aberdeen, Wash., as announcer-copywriter.

Tony Gayhart, graduate, Northwest Radio & Tv School, Portland, Ore., to KGVO-TV Missoula, Mont., in film and announcing capacities.

Bob Cawley, promotion manager, KCKT (TV) Great Bend, Kan., to KTVK (TV) Phoenix, Ariz., as production coordinator and star of nightly *Bob Cawley Show.*

Bob Drews to WEAW-FM Evanston, Ill., as disc jockey.

Milo Hamilton, formerly sportscaster with St. Louis Cardinals baseball radio network, to announcing and sports staff, WIND Chicago.

Bob Montgomery returns to WBIG Greensboro, N. C., as announcer and program personality.

Bill Rice, newscaster, KARK-AM-TV Little Rock, Ark., to announcing staff, WFBM-AM-TV Indianapolis, Ind.

Ray Freeman, formerly with WMLV Millville, N. J., to WLDB Atlantic City, N. J., as disc m.c.

Clete Roberts to KNXT (TV) Hollywood as newscaster.

Frank Herman, magician and actor, to KTLA (TV) Hollywood as host-m.c., *Cartoon Carousel.*

Bob Shriver, announcer, KFEL-TV Denver, to announcing staff, KOA-AM-TV there.

Roger Coryell, formerly with KHBC Hilo, Hawaii, to announcing staff, KGMB Honolulu; **Anne Steenrod,** formerly with WPTW Piqua, Ohio, to KGMB as copywriter.

James McClintock, general manager, Pierpoint Landing, Long Beach, Calif., adds duties as host-commentator, KHJ-TV Hollywood *Fishing Flashes.*

Mal Bellairs, Chicago freelance announcer, to WBBM Chicago.

Charles Roudabush, engineer, WPIK Alexandria, Va., and Margaret Capizzi were married April 23.

Lois Weiss, secretary, production dept., KYW Philadelphia, and Thomas Wexler were married April 17.

Buddy Morrison, stage manager, KNXT (TV) Hollywood, and **Jeannie Finnegan,** script secretary, *Panorama Pacific* program, Columbia Tv Pacific Network, were married April 16.

Jack Argersinger, announcer, WTOL Toledo, Ohio, father of girl, Cheryl Dorothy, April 8.

Thomas B. Cookerly, sales executive, WBTV (TV) Charlotte, N. C., father of boy, Thomas Clayton, April 19.

George Baron, vice president and general manager, KOWL Santa Monica, Calif., father of girl, Pierrette Marie, April 18.

Ed Jordan, announcer, WFBM-AM-TV Indianapolis, Ind., and **Dee Jordan,** WFBM writer, parents of girl, Gretchen Ann, April 17.

Joseph A. Kjar, sales manager, KSL-AM-FM Salt Lake City, father of girl.

Terry H. Lee, general manager, KOVR (TV) Stockton, Calif., father of girl, Elisa Thompson.

AFTER LONG WAIT, A-BLAST GOES OFF

Radio-tv networks, after nine days of delay, give nationwide coverage to Nevada test.

AFTER a nine-day delay, radio and television networks and stations covered the test explosion of a 35-40 kiloton nuclear device at Yucca Flats, Nev., last Thursday at 8:10 a.m. EDT.

The atomic bomb test was carried on television by a "live" pooled telecast on CBS-TV and NBC-TV. Network personnel and equipment had been on the scene for two weeks, prepared to broadcast the blast as soon as weather conditions permitted [B•T, May 2]. The telecast began at 8:01 and lasted until 8:25 a.m.

Grant Holcomb of CBS-TV was "anchorman" for the combined telecast, reporting the over-all scene from Media Hill. CBS-TV newsman Jack Beck described the civil defense activity immediately before and after the explosion. Roy Neal of NBC-TV broadcast from the forward trench, less than two miles from "ground zero." Herb Kaplow of NBC-TV provided reports from the Army Signal Corps installation, where communication was maintained with the armored vehicles above ground, about 1½ miles from the center of the target area.

The networks scheduled another pooled telecast for last Friday (8:30-8:55 a.m. EDT) to provide viewers with a tour of Survival Town, the model community erected by the Atomic Energy Commission and civil defense in the target area to measure the destructive force of the blast.

Quality of the pooled telecast was far below expectations. Skeleton forces covered for the networks, the first teams having been withdrawn because of the postponements. Likewise, most of the independent station observers and newsmen had left prior to the blast [B•T, May 2].

Last Thursday on the NBC-TV *News Caravan* (Mon.-Fri., 7:45-8 p.m. EDT), color films of the explosion were shown, said to be the first time color films were seen on tv the same day they were made.

A pooled radio network coverage of the explosion last Thursday was carried on ABC, CBS and NBC Radio. The program was broadcast 8-8:15 p.m. EDT and throughout that day the networks carried summaries of the broadcast. Coverage was supplied by Dallas Townsend, CBS; Bill Ewing, ABC, and Mr. Kaplow, NBC.

Mutual and DuMont carried news of the tests on various news programs throughout the day.

NBC Central Div. Drops 55 In Personnel Readjusment

NBC Central Div. last week released 55 employes in a personnel readjustment move due to the reduction in Chicago-originated network tv shows over the past year. Dismissals covered production, programming, engineering, advertising-promotion and other fields. About 25 other employees are being retained during the summer months to help service the division's "green network" Daylight Saving Time operation and fill in for vacationers.

Spokesmen said the readjustment was necessitated because of the surplus of employes connected with former Chicago-originated programs. NBC Central Div. hopes to arrange transfers for others to NBC local or network operations on the West Coast.

Among tv programs dropped by NBC Chicago during the past year: *Time to Live, On the Farm* (which may return), *Eddie Arnold Time, Welcome Travelers* (now CBS-TV), *Kukla, Fran & Ollie* (now ABC-TV) and *Ding Dong School* (which moves to New York about June 1).

'MONITOR' PROGRESS TOLD TO NBC RADIO AFFILIATES

Robert Sarnoff and Frederic Horton of NBC, via closed circuit, tell affiliates four sponsors have signed for participations on the series. Talent lined up.

FIRST REPORT on the progress of time sales to date for *Monitor*, new NBC Radio weekend service which will debut June 12, was given last week by the network. Signing of additional talent for the series was also announced. The sales picture was drawn for NBC Radio affiliates, via a closed-circuit broadcast, by Robert W. Sarnoff, executive vice president of the network, and Frederic L. Horton, director of radio sales for NBC, who announced that four of the nation's leading companies have placed orders for participations on *Monitor*.

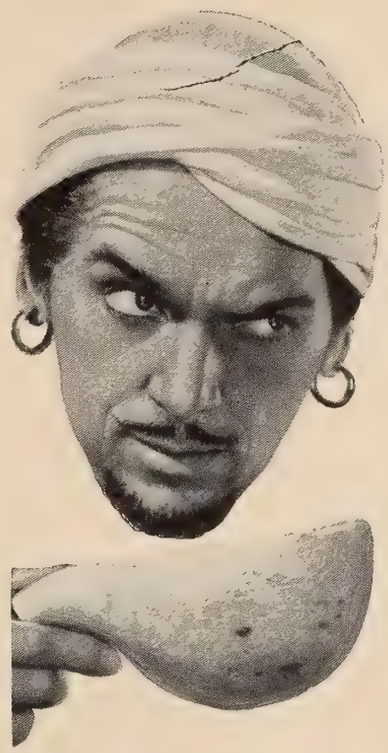
Mr. Sarnoff told affiliates nearly 500 one-minute participations already have been sold on *Monitor*, representing an increase of 138% in gross billings over NBC's current weekend commercial business. Network advertisers who have signed for participations include Western Union Telegraph Co., RCA, Nash Motors and Carter Products. Orders received thus far for local participations on NBC's owned stations are from Seaforth, Douglas Labs (Coppertone), Mid-Continent Petroleum Corp. and Bronzetan.

Mr. Sarnoff said that in addition to the business already signed, an equal volume has been committed by other advertisers. These commitments give assurance the weekend series will go on the air with a heavy commercial volume, he said.

The network also announced both Clifton Fadiman, radio-tv personality, author and critic, and Leon Pearson, newsman, have been signed for *Monitor*. Mr. Fadiman will function as a "communicator," presiding over a four-hour segment of entertainment and information on the forthcoming series. Mr. Pearson will handle up-to-the-minute reviews of new Broadway plays and motion pictures. The reviews will be a regular *Monitor* feature. Other "communicators" who have been selected for the series are Dave Garroway, Jane and Goodman Ace and Red Barber. Bob Elliott and Ray Goulding, radio comedy team, will serve as "critics-at-large" on the new series [B•T, May 2].

KTBS-TV Sets NBC-TV Tieup

KTBS-TV Shreveport, La., will be affiliated with NBC-TV when it begins telecasting about Sept. 3, E. Newton Wray, president and general manager, has announced. The ch. 3 station, which will operate with 100 kw, will transmit all NBC-TV color programs from the outset, the announcement said. The transmitting tower will measure 1,151 ft. and will beam programs to the Arkansas, Louisiana and Texas area, according to the station.



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YOUR HOST...

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CBS-TV Calls All Affiliates To May 19-20 Meeting in N. Y.

FULL-DRESS meeting of all CBS-TV affiliates with the network has been set for May 19-20 at the Waldorf-Astoria in New York, J. L. Van Volkenburg, president of CBS-TV announced last week.

Network officials last week said there was no unusual significance to the meeting to which 228 network affiliates in the U. S., Canada, Alaska, Hawaii, Puerto Rico and Cuba have been invited. Attendance, made up of owners and key management executives, is expected to reach 300 or more.

It was understood that the meeting will be held with the objective of making an overall review of network problems and plans, including fall programming, fall sales, promotion-publicity, research and small market affiliates. It was believed that color tv, which had dominated part of a similar NBC-TV affiliates meeting a few weeks ago [B•T, April 25], would not be prominent on the CBS-TV agenda.



EWING C. KELLY (seated), president and general manager of KCRA-TV Sacramento, Calif., and Harry Bannister, NBC vice president for station relations, seal the agreement whereby ch. 3 KCRA-TV will become a basic affiliate of NBC-TV when the station, now under construction, goes on the air on or about Sept. 1.

Five New Sponsors Sign With CBS Radio; Two Renew

SIGNING of five new sponsors and contract renewals by two others for five current shows on CBS Radio was announced last week by John Karol, vice president in charge of network sales. Renewals included Campana Sales Co., Batavia, Ill., for a quarter-hour segment of *Arthur Godfrey Time* on an alternating schedule starting May 31, through Erwin, Wasey & Co., New York, and Lever Bros for a quarter-hour of *Art Linkletter's House Party* on Monday, Wednesday and Friday, effective May 30 for 52 weeks through BBDO, and its quarter-hour sponsorship of *Arthur Godfrey Time* on an alternating schedule, through McCann-Erickson.

New sponsors are Miller Products Co., St. Louis, through Winius-Brandon Co., same city; Corn Products Sales Co., New York, through C. L. Miller Co., same city; Harrison Products Co., San Francisco, through Sidney Garfield & Assoc., same city; McKesson & Robbins Inc., New York, through Ellington & Co., same city, and Murine Co., Chicago, through BBDO, same city.

Mr. Karol also announced that Campana has extended its sponsorship of *Rosemary Clooney Sings* on Thursday and its quarter-hour segment of *My Little Margie* on Sunday.

Regional CBS-TV Network Buys Pacific Grid Slate

EXCLUSIVE live tv rights to regional Pacific Coast Conference football games this fall has been sold to Columbia Tv Pacific Network, CBS-TV Hollywood and PCC executives announced last week.

Tentative schedule calls for eight games, seven distributed among five Saturdays and the season opener—Texas A&M at UCLA—on Friday night, Sept 16. NCAA rules call for five Saturday regional games maximum, set the available regional dates and limit teams to two appearances each during the season.

The CTPN-PCC agreement provides generally that games will be carried on 18 CTPN stations, except that no game may be televised in the home territory of the host team.

The tentative schedule:

Sept. 16—Texas A&M at UCLA.

Sept. 24 (two games)—Illinois at California, Stanford at Oregon State (night game, released in San Francisco only).

Oct. 8—USC at Washington.

Oct. 22 (two games)—Stanford at Washington. USC at California (released in Los Angeles only).

Nov. 5—Oregon at Washington State.

Nov. 12—Oregon State at California.

Participating in negotiations were James T. Aubrey Jr., CTPN general manager; Alfred Masters, Stanford U. athletic director and PCC radio-tv committee chairman, and William J. Perry, conference radio-tv director.

Network Bids Due This Week For Five Big Ten Grid Games

THE BIG TEN hopes to receive a definite network bid sometime this week in connection with the sale of its package of five regional football telecasts under the national NCAA plan this fall.

It was understood that both NBC-TV and CBS-TV are the main bidders for the Western Conference football package under single or multiple sponsorship. ABC-TV and DuMont Tv Network reportedly have displayed less interest, though the former was understood to have re-entered negotiations recently.

Among prospective sponsors, it was learned, are a number of oil companies, such big names as Standard Oil Co. of Indiana, Phillips 66, Sinclair Refining Co. and Oklahoma Oil of Chicago.

Sombrero Network Hosts

THE EIGHT-STATION Sombrero Network was host to timebuyers from New York agencies at a party there last week for a sales presentation session on the network, which claims to cover a potential audience of 2,800,000 Spanish-speaking consumers throughout the U. S. The network is composed of KCOR San Antonio, KWKW Pasadena, WHOM New York, KTNX Austin, KCCT Corpus Christi, KABQ Albuquerque, XELO Juarez-El Paso and XEDF Nuevo Laredo-Laredo, Tex. Richard O'Connell, New York, is national representative for the network.



ABC AFFILIATION, effective May 21, is agreed to by WJAS Pittsburgh, Pa. L to r: John H. Buchheit, commercial manager of WJAS; H. Kenneth Brennen, president and general manager of the station, and Charles W. Godwin, director of station relations, ABC Radio network.

KBS Adds 13 Affiliates, Bringing Total to 835

ADDITION of 13 new affiliates and a new high of 835 clients were reported by Keystone Broadcasting System last Wednesday. New stations on the KBS list, according to Blanche Stein, station relations director, are the following: WLBN Lebanon, Ky.; WWEZ New Orleans and KSUL Sulphur, both La.; WBRV Boonville, N. Y.; WAAA Winston-Salem, N. C.; WLEC Sandusky, Ohio; WOTR Corry, Pa.; WGSW Greenwood, S. C.; WCBR Memphis and WDEH Sweetwater, both Tenn.; KZIP Amarillo and KSKY Dallas, both Tex., and KHFS Vancouver, Wash.

NETWORK PEOPLE

S. Mark Smith, editor, Theatre Guild-produced ABC-TV *U. S. Steel Hour* and radio's *Theatre Guild on the Air,* discontinues Theatre Guild association June 1 to become script supervisor of Maurice Evans' series of live, one and one-half hour dramatic color NBC-TV Sunday presentations starting Oct. 23.

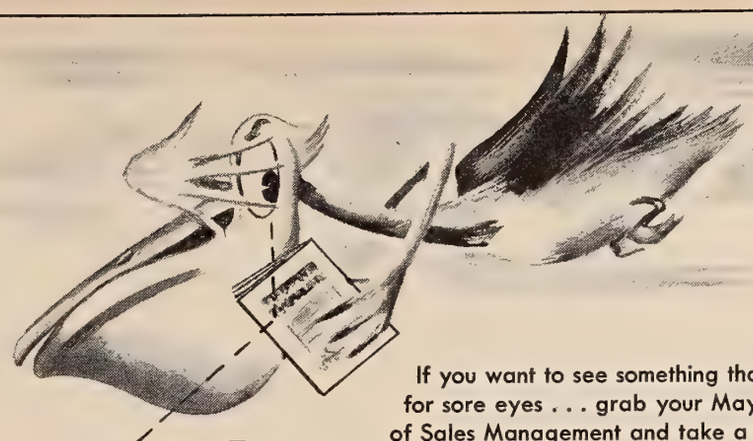
George Putnam, newscaster, KTTV (TV) Hollywood, adds duties as newscaster, ABC Radio western network.

Daniel Shorr, CBS Washington correspondent, representing U. S. radio-tv newsmen on two-week tour of refugee centers of Europe organized by Netherlands International Radio Service.

Dr. Gerhart D. Wiebe, research psychologist, CBS Radio, elected president, American Assn. for Public Opinion Research, succeeding **Dr. George Gallup,** director, American Institute of Public Opinion, retiring president.

Marjie Millar, who portrays "Susan" on ABC-TV *Ray Bolger Show,* and John Florea were married April 23.

Edwin G. Koehler, station relations dept., DuMont Tv Network, father of girl, Eleanor Jane, April 29.



we've already had a peep!

If you want to see something that's good for sore eyes . . . grab your May 10 issue of Sales Management and take a gander at the figures for WIOD's 4-county market, DADE (Miami), BROWARD (Ft. Lauderdale), PALM BEACH (West Palm Beach), and MONROE (Key West) . . . you'll find a population increase of over 100,000 new year 'round residents. And, when it comes to effective buying income and retail sales — WOW! — they've both increased in the hundreds of millions of dollars.

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National Rep., George P. Hollingbery Co.



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SHOW — new profits

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lowest in cost for a complete program service
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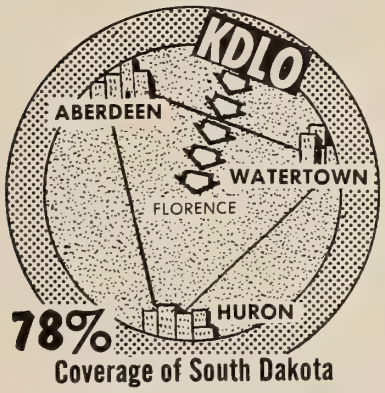
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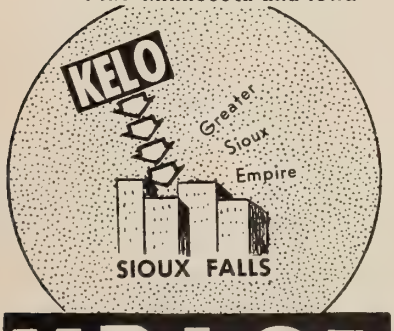
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(South Dakota)

He's putting a whole new market on the tv map . . . 78,000 single-station homes, massed in the great Aberdeen - Watertown - Huron triangle . . . reached only by the new . . . Joe Floyd-operated KDLO-TV (CHANNEL 3), a proud, powerful interconnected companion of KELO-TV, Sioux Falls.



78% Coverage of South Dakota — Plus Minnesota and Iowa



KDLO TV

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NBC (TV) PRIMARY
CBS ● ABC ● DuMONT

1955 RCA SALES TARGET OF $1 BILLION SET BY SARNOFF AT STOCKHOLDERS MEET

With sales already over the quarter-billion mark RCA-NBC board chairman predicts record year, topping 1954 gross sales by nearly $60 million. Color tv progress noted at 36th annual meeting.

SALES TARGET of $1 billion for RCA during 1955 was fixed last week by Brig. Gen. David Sarnoff, chairman of the board of RCA and NBC, at the 36th annual stockholders meeting of RCA in New York.

Gen. Sarnoff reported that in the first quarter of this year sales and earnings were higher than for any similar period in the history of the corporation, with sales amounting to $256,305,000 and net profit at $12,568,000. Although Gen. Sarnoff observed that the first quarter period cannot be used as a yardstick for the remainder of the year, he said:

"Nevertheless, based upon the annual progression and rate of our growth in past years, we hope that RCA will, for the first time in its history, achieve the stature of a billion-dollar corporation. Our sights are set high and the target for 1955 is one billion dollars in sales of products and services."

RCA's 1954 annual report showed that gross income totaled a record high of $940,950,000 in that year [B•T, Feb. 28].

Gen. Sarnoff estimated that television, including manufacturing, telecasting and servicing, accounts for about 52% of RCA's business, and was optimistic on color television's outlook. He predicted that in 1956 and in subsequent years, RCA earnings from sale of color tv sets "will substantially exceed its earnings from sales of black-and-white sets during those years."

Gen Sarnoff reported that production was to begin last week at the company plant at Bloomington, Ind., on two newly-designed RCA 21-inch color tv receivers, one priced at $795 and the other at $895. He pointed out the RCA tv tube manufacturing plant at Lancaster, Pa., is being expanded to produce more than 30,000 tubes a month (see story page 31).

Color television will "break through" and be "well underway before Christmas," Gen. Sarnoff asserted, stating that "a reasonable number" of color programs will be broadcast with regularity and this number will increase as more color sets are installed in homes.

In reply to a question from a stockholder, Gen. Sarnoff ventured the opinion that color tv sets will be sold at a price of about $500 "within the next one or two years."

Last Wednesday, Robert A. Seidel, executive vice president, consumer products, RCA, explained that dealers are expected to begin offering the new 21-inch color receivers early this June, but cautioned that quantities will be limited.

He said that the new color sets' 26-tube chassis is a reduction of 14 tubes from the 40 used in previous RCA 21-inch color receivers.

Members of the board of directors re-elected for a three-year period were: John T. Cahill, RCA counsel; Elmer W. Engstrom, executive vice president, RCA; Edward F. McGrady, former Under Secretary of Labor; William E. Robinson, president of Coca-Cola Co., and Gen. Walter Bedell Smith (Ret.).

A stockholder observed that Gen. Sarnoff's contract with the corporation expires next March and asked what steps, if any, had been taken to renew the pact. Mr. Cahill replied that Gen. Sarnoff will have marked a 50-year association with RCA and its predecessor firm by next March and said the board of directors intends to "persuade" the general to sign another contract.

Transmitting Equipment

TRANSMITTER SHIPMENTS

Station	Power	Band	Use
Gates Radio Co.			
KCAS Carson City, Nev.	250 w	am	new station
WFTR Front Royal, Va.	250 w	am	replacement
KBEC Waxahachie, Tex.	500 w	am	new station
WRIV Riverhead, N. Y.	500 w	am	new station
WMLT Dublin, Ga.	1 kw	am	replacement
KIMN Denver	5 kw	am	replacement
WDKD Kingstree, S. C.	5 kw	am	power increase
CKCH Hull, Que.	5 kw	am	power increase
General Electric			
WTOC-TV Savannah	20 kw	tv (ch. 11)	----
RCA			
WNDU-TV Notre Dame, Ind.	12½kw	tv (ch. 46)	new station

ORDERS

GE			
WKRG-TV Mobile, Ala.	35 kw	tv (ch. 5)	new station
RCA			
KSTF (TV) Scottsbluff, Neb.	2 kw	tv (ch. 10)	new station

OTHER EQUIPMENT: GE also reports that WKRG-TV Mobile has ordered a four-bay antenna, a dual camera chain and a vidicon film camera.

Complete Am-Tv Gear Offered for $50,000

Manufacturer Sarkes Tarzian has combination unit now available at low cost.

COMBINATION radio-tv studio-transmitter unit selling for less than $50,000 was proposed last week to meet the need for low-cost television operations. The idea was advanced by Biagio Presti, of Sarkes Tarzian Inc., Bloomington, Ind.

Mr. Presti has informed FCC the plan conceives combination am and tv stations with studio equipment costing less than $20,000 and the remaining gear, including antenna, priced at around $30,000.

This plan, it was stated, would permit operation of a tv station in every town having an am station, with operational costs "little if any higher than their present am costs." Capital investment can be brought down as low as $40,000, it was added.

Mr. Presti said am personnel could easily handle the simple tv and am operation at the same time, with the same transmitter man taking the necessary readings on both am and tv equipment and the am announcer operating control equipment. Vidicon cameras could be placed in the audio control room so the am announcer could handle the operation. "We are in fact doing a very similar thing at WTTV (TV) Bloomington," he explained.

Simulcast copy could be prepared, he said, with one man operating the audio board and film control "without difficulty," as done at WTTV. Another factor is the new Sarkes Tarzian 100-slide capacity projector, which permits selection at will and preloading for several days. After presetting, Mr. Presti said, the operator can place slides on the air by pressing a single button.

Early operation of the combination am-tv transmitter might include only two or more hours video per day, but this could be changed

Fm Multiplexing for $2,000

COMMERCIAL operation of fm multiplexing, authorized last month by the FCC as a means of providing new support for fm broadcasting [B•T, March 28], is already underway at KTYL-FM Mesa, Ariz., which under special authority has been transmitting a subcarrier program of background music without announcements.

The equipment will be shown in operation at the NARTB Convention by Paul Schafer Custom Engineering, exclusive sales representative for the Harkins system. Receivers will pick up both the main WWDC-FM Washington program and subcarrier programs.

Equipment used at KTYL-FM was developed by Dwight (Red) Harkins, owner of



DWIGHT (RED) HARKINS with his multiplexing system at KTYL-FM.

Harkins Broadcasting Co., operator of KTYL-AM-FM in Mesa, a suburban Phoenix community. Mr. Harkins is also station manager of KVAR (TV) Mesa which he originally built as KTYL-TV and then sold to the owners of KTAR Phoenix. As a personal hobby, he maintains an electronic research lab, where he has spent five years in developing a multiplexing system that not only meets the required technical specifications but is also economical for the fm broadcaster to install, Mr. Harkins told B•T.

The overall price of his multiplexing set-up will be less than $2,000, including installation and all necessary modifications, he said. This figure even includes transportation of the trained engineer who will come to the station to install the apparatus, make the needed modifications and instruct the station personnel on the various phases of multiplexing. Cost of receiving units will vary from $35 to $90, he said, noting that the total installation cost, including antenna and labor, should be held under $100 per subscriber for a practical system.

Subscription rates received by the station will be dictated by local conditions in each market, Mr. Harkins said, reporting that rates now charged in a number of cities range from $20 to $40 a month. The low initial cost of his system, he said, should enable the broadcaster to set his rates low enough to attract a large number of users. He estimated that as few as 100 subscribers would make for a profitable operation. Mr. Harkins expects to offer a financing plan for the purchase of his components, he said.

For the manufacture of his units, Mr. Harkins has become affiliated with Walton Hershfield, an owner of Vinson Carter Electric Co., which he described as Arizona's largest industrial electronics and electrical contracting firm, capable of producing as much equipment as is needed. Tape recording equipment designed for subcarrier programming is being designed by Berlant Instrument Co. of Los Angeles, he reported.

The Harkins transmitter unit is compact, occupying about 10 inches of a standard 19-inch relay rack, he said. In addition, a phase modulator, which he also developed, must be added to the fm transmitter to inject the subcarrier without interfering with the station's regular programming.

as stations gather experience and utilize the flexible equipment, he said.

After discussing ways of using especially designed slides and animated symbols during playing of phonograph records, as done on the *Hit Parade* and other programs, Mr. Presti said he believed he could demonstrate the equipment at the May 22-26 NARTB convention.

"Insofar as technical details are involved," he said, there "is absolutely no problem and the equipment in fact is presently available."

The complete package studio, costing an estimated $19,775, would consist of one vidicon film chain, TFC-2A, including necessary projectors and accessories; one Tarzian automatic slide projector, TSP-2B (100 capacity); one ACT-1A audio control assembly; one VSS-1A video switching system; one SG-1A synchronizing generator plus TPS-3A power supply; three UR-1A utility racks (less doors and side panels); one VDA-1B distribution amplifier plus TPS-3A power supply.

This studio can be arranged to allow future expansion without any additions except cameras, etc., according to Mr. Presti. Additional studio camera facility using a studio vidicon can be installed for as low as $4,400, he said, or as little as $3,925 if fixed shot studio shows are planned. These figures include complete monitor facilities. The Tarzian 16mm film projectors have 4,000-foot capacity.

Radio, Tv Set Production Half Again Over 1954 Mark

RADIO AND TV set production in the first quarter of 1955 leaped to 40% and 50%, respectively, above the 1954 level, according to Radio-Electronics-Tv Mfrs. Assn.

Radio production continued to run over a million a month, totaling 3,640,144 for the three months compared to 2,581,565 a year ago. Tv set output for the first quarter totaled 2,188,252 compared to 1,477,110 in the same 1954 period.

March, a five-week work month, set high records for 1955, running far ahead of January and February for both radio and tv sets. Weekly radio production also was ahead.

Production of radios with fm tuning totaled 23,859 in March, out of 1,482,274 sets. Another 972 tv sets had tv tuners. About one out of seven tv sets were equipped for uhf reception.

Radio and tv 1955 set output by months:

	Television	Home Sets	Portables
January	654,582	280,121	47,303
February	702,514	232,831	109,120
March (5 weeks)	831,156	300,840	233,465
Total	2,188,252	813,792	389,888

	Auto	Clock	Total Radio
January	573,837	166,885	1,068,146
February	597,742	150,031	1,089,724
March (5 weeks)	774,025	173,944	1,482,274
Total	1,945,604	490,860	3,640,144

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DUMONT FACED WITH MINORITY REVOLT

Liquidation of tv network among demands of Wall Street stockholders. Compromise agreements said to be in negotiation.

A THREATENED rebellion by a formidable bloc of minority stockholders of Allen B. DuMont Labs, electronics manufacturer and parent company of the DuMont Television Network, had subsided near the week's end. Negotiations were in progress to strike a compromise.

Should these latest efforts to negotiate the dispute fail, DuMont can be expected to be engaged in a proxy battle.

At stake was both the management policy of the firm, of which Dr. Allen B. DuMont is president and a board member, and the make-up of its board of directors.

Prime mover of the opposition is Carl M. Loeb, Rhoades & Co., New York investment firm, which claims representation of 350,000 shares, or about 20% of DuMont Class A stock.

Its motives:

• Desire that it be permitted to elect an "independent"—as distinguished from the DuMont management group and Paramount Pictures Corp. interest (also a large minority stockholder).

• Elimination of this existing division of stock: 1,801,054 shares of Class A and 560,000 shares of Class B.

• Liquidation of the DuMont Television Network which, it is felt, has been a drag on the company's financial position.

• Feeling that DuMont's top management should be strengthened by clarifying the division of authority and responsibility among executives engaged in research and development, as opposed to business policy.

Proxy Battle Threatened

Before the DuMont interests and the Loeb, Rhoades group entered into negotiations, there were threats made at the stockholders meeting Monday by the latter group that it would start a proxy battle if its demands were not considered. Plans were afoot even before the meeting came to a close to hold a special meeting within a month or two, with proxy statements calling for amendment of the by-laws and enlargement of the DuMont board. It was asserted that the group was prepared "to take energetic, aggressive action."

Another block of minority stock is held by Paramount Pictures, which, it was estimated, can claim some 25% of the total stock. That company, which the DuMont interest at one time tried to buy out but was unsuccessful because of failure to agree on terms, owns all of the Class B stock and 43,200 shares of Class A. Paramount is permitted to elect three of the eight board of directors.

Unlike the Loeb, Rhoades group, the Paramount bloc's differences with the DuMont interest are not so clearly defined, although it is known that Paramount is not pleased with general management policy and also is unhappy about the losses being suffered by DuMont in the network operation.

Four directors are elected by Class A stockholders and are top company executives. The eighth board member, Percy M. Stewart of Kuhn-Loeb, New York investment bankers, is the only board member who is not a member of the DuMont management group or of the Paramount interests.

Ross Reid, attorney representing Loeb, Rhoades, told B•T Thursday that of prime importance to the stockholder group he represents was the impasse on the board that materialized when Mr. Stewart voted with the Paramount group, thus presenting a 4 to 4 lineup. Mr. Reid's group failed at last Monday's annual meeting of the DuMont company to elect Armand G. Erpf, of Carl M. Loeb, Rhoades, to the board as an "independent" Class A director.

Paul Raibourn, treasurer of DuMont and a Paramount vice president, attended the meeting "unofficially," explaining that his group was not in attendance because "we do not care to be identified with any action taken at this meeting." He said that Paramount had received letters and phone calls questioning the policies of the present DuMont management.

During the meeting, Dr. DuMont, in answer to a query from the stockholders, said he had favored a plan to sell the network to ABC several months ago but that Paramount board members and Mr. Stewart had opposed this proposal. Mr. Raibourn, however, commented that the matter never came before the board for a formal vote and Dr. DuMont retorted that the company would be "$2 million to $3 million better off" if the sale had been cleared.

Both Dr. DuMont and Mr. Raibourn stick to their positions. Dr. DuMont maintains that there was an "impasse" on the board at the time of the ABC purchase proposal because of the Paramount lineup. But Mr. Raibourn's only reply to queries is the stand he took at the meeting, i.e., that the ABC matter never came up for a formal board vote.

Negotiations Underway

Queried by B•T Friday, Dr. DuMont said the negotiations underway with the Loeb, Rhoades group looked favorable. He said "demands have been made" but that with any agreement there also "must be concessions from both sides." He also indicated that the DuMont interests feel confident of a proxy victory should the negotiations collapse. According to Dr. DuMont's version of the ABC incident, Mr. Stewart voted then with the Paramount bloc on the board, thus canceling the proposed sale.

In his statement before the stockholders, Dr. DuMont, described by dissenting Mr. Reid as a "capable man" but in need of "independent financial advisers on the board," stressed what was described as the enhanced market values of the company's tv stations—WABD (TV) New York and WTTG (TV) Washington—and capital gains already realized. These, he said, will exceed all the network losses since it began operating by more than $7 million after taxes.

He said the company has had a successful record and that facts not reflected in the profit

Camera Vision Exhibits

CAMERA VISION Productions Inc. has scheduled at least five more demonstrations of its new electronic-and-motion picture film camera system [B•T, April 25] for industry representatives. The showings will be held at the newly-leased 50,000 square foot sound stage at 7417 Sunset Blvd., Hollywood, to be used as the firm's equipment headquarters.

and loss statements or balance sheets should be considered when making an appraisal.

The annual report of the company, he said, showed network losses in 1954, before taxes, cut DuMont's other profits by $5 million. Total operating losses of the network since its beginning were $16 million before taxes. Profits for DuMont's owned and operated stations (including WDTV [TV] which it later sold to Westinghouse Electric Corp.) cut down broadcasting losses to $5.5 million after taxes.

Dr. DuMont said:

"At the time of our sale of the Pittsburgh station, our balance sheet reflected a book value for it of approximately $700,000. We sold it for $9,750,000. We realized a net gain, after taxes, of $6,725,000—over a million dollars more than our net losses on our broadcasting operations from the start. And we still have left two stations and the most modern studio building in the East, with enhanced market values—values which are not shown in profit and loss statements or balance sheets.

"Should it become desirable to translate the market values of our remaining broadcasting properties into liquid assets, it is a matter of simple arithmetic to figure that from the beginning our gains, as a result of being in the broadcasting business, will exceed our total operating losses by more than $7,000,000 after taxes. This amounts to approximately $3 a share more, in terms of shareholders equity.

"Of one thing, you may be sure. Your management is conscious of changing conditions—in both broadcasting and manufacturing. We are taking steps necessary to elimination of broadcasting losses and continuing enhancement of broadcast property values.

"In the meantime, you may enjoy the knowledge that red broadcasting operating figures already have been wiped out by capital gains and that you still have continuously increasing values yet to be tapped."

Progress made by DuMont in the development of new and improved electronic equipment during 1954 was outlined. Among the developments: color film transmitting equipment for television stations, demonstrations of 19-inch round and 21-inch rectangular color picture tubes of the shadow-mask type, the Electronicam tv-film system, the Iconumerator which counts up to a million objects in one second, a large number of improved and newly designed electronic instruments, and an electronic automobile engine analyzer for instantaneous detection of almost all motor faults or imperfections.

Officers of the DuMont firm re-elected at the meeting by Class A stockholders were Dr. DuMont, president, and Stanley F. Patten, vice president. Re-elected as directors by the Class A stockholders were Dr. DuMont, Mr. Patten, Dr. Thomas T. Goldsmith Jr., Bruce T. DuMont and Mr. Stewart.

Sales for First Quarter Decline, Hoffman Reports

A DECLINE in consolidated sales, from over $14 million during the first 1954 quarter to nearly $9 million during the same 1955 quarter, has been reported by Hoffman Electronics Corp., Los Angeles radio-tv and electronics manufacturer.

H. Leslie Hoffman, firm president, blamed the sales decline entirely to "unavoidable delays in production for delivery against government contracts."

A quarterly report to Hoffman stockholders noted that net 1955 first-quarter profits were $309,906 or 43 cents a share, against $470,238 or 69 cents a share during the same 1954 period.

NEW COLOR GEAR OFFERED BY GE

STATIONS planning colorcasting were offered an added boost last week by General Electric Co., which announced commercial production of its new color film and slide equipment.

For those tv outlets without immediate color plans, GE is making the equipment available for monochrome use. The color components can then be added at a later date to provide programming with color film and slides. Whether bought outright for color now or on the staggered basis, the total purchase price will be the same.

GE set these prices:

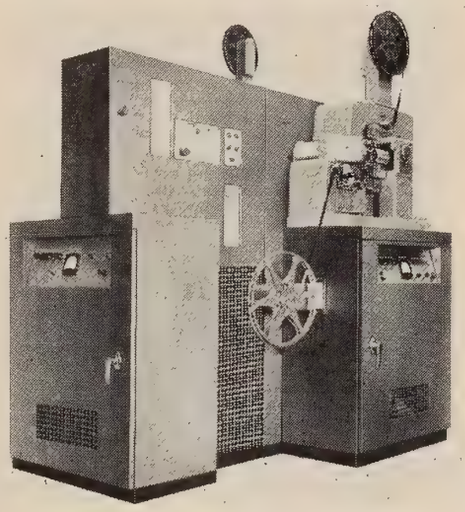
$25,000 for a color scanner channel, or $13,000 for the monochrome scanner now and an additional $12,500 for the conversion kit later.

$7,000 for a dual 2″ x 2″ slide scanner.

$18,000 for a film scanner including a continuous motion projector.

The scanner channel is common to both the film and the slide equipment.

The new color equipment uses a continuous motion projector developed by the Eastman



GE's new tv color film and slide system.

Kodak Co. for use with the system's electronic flying spot which is its light source and film scanner.

Freedom from registration problems, high light level and automatic, mechanical and optical shrinkage control are claimed by GE for the new system. According to the firm the optical design gives a crisper, cleaner picture than now possible and with a minimum amount of noise. Arrangement of the mirrors reduces the effects of dust and dirt which present a "rainlike appearance" on home sets.

The 16mm continuous motion projector uses a special f. 1.6 projection lens and mirror system which reflects more than 95% of the source light. The projector system may be started or stopped on any frame without synchronizing the movement of the film with the field rate before the picture is telecast, thus minimizing sprocket hole and film damage.

Each film and slide scanning channel has its own flying spot scanner so that the entire system will not be out of operation if one of the light sources fails.

GE has been testing the new equipment at Syracuse, N. Y., and at KING-TV Seattle, Wash. Installation is expected to be available for other stations within a few weeks.



Whose Beak Holds More Than His Belly Can . . .

That's an old Cajun saying round South Louisiana . . . *interpret it any way you wish!* However, we want to reassure you that there's more *people* than *pelicans* in the South Louisiana area that WAFB-TV covers—some 600,000 people.

WAFB-TV has 200,000 watts to beam out your sales message not only to the 9 parishes in the Baton Rouge trade area with an annual buying income of $450,000,000—but also to many outlying South Louisiana cities, including Opelousas, New Iberia and Lafayette.

PROGRAMS?

Top rated shows from ABC, CBS and DuMont along with our own impressive local shows keep folks in this rich market area watching from sign-on to sign-off!



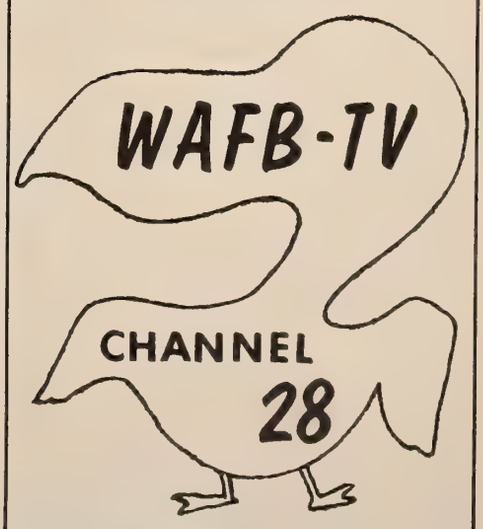


POWER?

200,000 watts. Enough to prompt one of our viewers 150 miles away to write us, and we quote: ". . . reception couldn't be clearer if we were sitting right on top of WAFB-TV!"

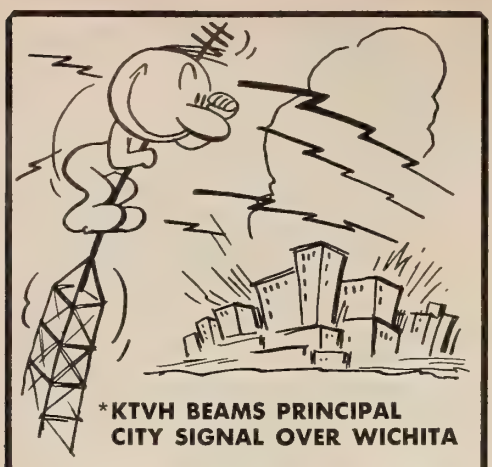
To put your sales message across to the non-pelican population of South Louisiana, get the facts you need from:

ADAM J. YOUNG, JR., INC.
National Representative



BATON ROUGE, LA.

Tom E. Gibbens, Vice President & Gen. Mgr.



*KTVH BEAMS PRINCIPAL CITY SIGNAL OVER WICHITA

Both the Wichita **ARB** and the **KTVH** area **PULSE** show at least 7 out of 10 leading film and network shows on **KTVH**. Programming and strength of signal offer you a profitable combination. *Take advantage of it, now!*

*Recent report from the FCC states that KTVH has a principal city signal over Wichita.

KTVH
HUTCHINSON

VHF 240,000 WATTS — CBS BASIC—DUMONT — CHANNEL 12

Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

BMI

BOOK PARADE

America's Most Widely Listened-to Book Program

In Current Release

THESE REVIEWERS:

Carl Sandburg; Tyrone Power; Robert St. John; Frances Parkinson Keyes; August Derleth; John K. Sherman; Daniel O'Flaherty; Laura Scott Meyers; Hon. Sterling Cole; Walter Spearman.

THESE BOOKS:

"An Almanac for Moderns"—Donald Culross Peattie

"Cavalry of the Sky"—Lynn Montross

"The Civil War"—James Street

"The Story of My Life"—Helen Keller

"Away All Boats"—Kenneth Dodson

"A Connecticut Yankee"—Mark Twain

"A Man Called Peter"—Catherine Marshall

"Atoms in the Family"—Laura Fermi

"Mrs. Candy Strikes it Rich"—Robert Tallant

"Roanoke Renegade"—Don Tracy

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

TV SET SHIPMENTS TOTAL 36 MILLION

NEARLY 36 million tv sets have been shipped to dealers by manufacturers, according to Radio-Electronics-Tv Mfrs. Assn. The specific figure is 35,677,818 sets, covering the nine-year period from 1946 through 1954. Shipments in 1954 totaled 7,161,362 sets. Following by states are the number of tv sets shipped from factories to dealers in the 1946-54 period:

State	Total	State	Total
Ala.	361,689	N. H.	120,842
Ariz.	123,925	N. J.	1,664,853
Ark.	179,862	N. M.	66,768
Calif.	3,129,919	N. Y.	4,754,300
Colo.	231,379	N. C.	555,087
Conn.	635,586	N. D.	56,736
Del.	108,845	Ohio	2,592,978
D. C.	351,174	Okla.	412,549
Fla.	554,183	Ore.	218,476
Ga.	559,164	Pa.	3,112,857
Idaho	70,295	R. I.	229,881
Ill.	2,487,747	S. C.	225,468
Ind.	1,029,462	S. D.	49,153
Iowa	565,117	Tenn.	461,774
Kan.	310,223	Tex.	1,366,244
Ky.	427,405	Utah	156,224
La.	391,164	Vt.	52,622
Me.	176,297	Va.	556,496
Md.	631,803	Wash.	492,729
Mass.	1,448,063	West Va.	297,733
Mich.	1,682,313	Wis.	724,469
Minn.	573,162	Wyo.	15,211
Miss.	146,951	U. S. Total	35,616,771
Mo.	918,661	Alaska	5,496
Mont.	39,396	Hawaii	55,551
Neb.	278,876	Grand Total	35,677,818
Nev.	20,660		

Standard Has New 10 Kw Unit

A NEW 10 kw tv transmitter designed for the vhf band and described as a high-quality, low-priced unit has been developed by Standard Electronics Corp., Newark, N. J., it was announced last week.

Outstanding features of the new transmitter, according to Standard, is the low initial investment of $55,000 and low power consumption of 30.2 kw at 90% power factor at black level. Standard also reports the unit offers reduced weight and smaller floor space requirements.

Jansky & Bailey Develops Wireless, Midget Microphone

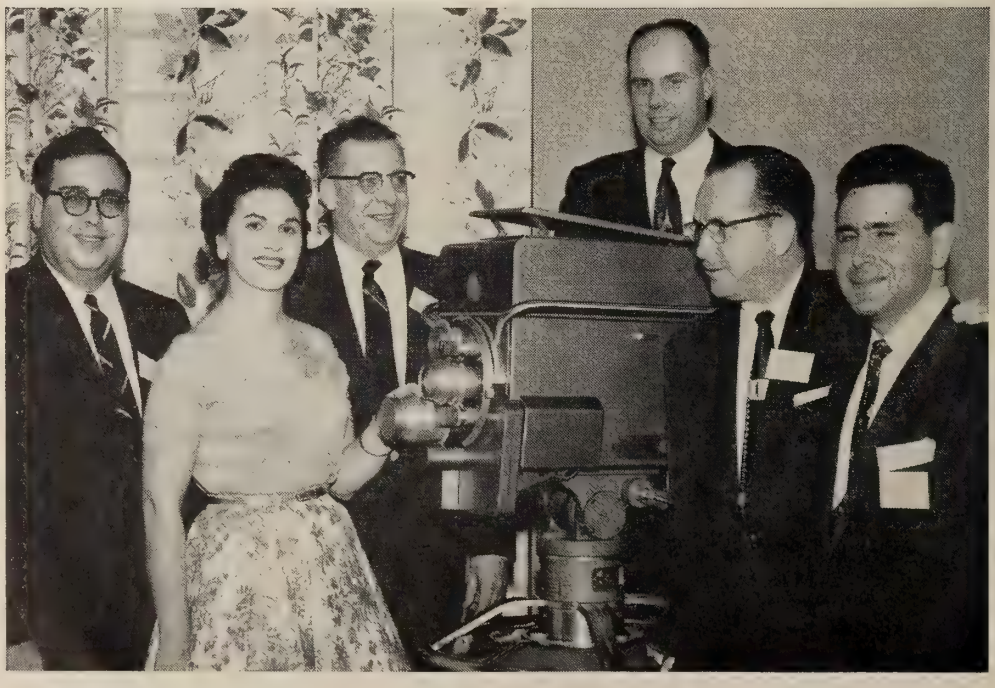
WIRELESS microphone, contained in two cigarette case-size containers small enough to conceal in a performer's clothes, has been announced by Jansky & Bailey Inc., Washington radio and electronic engineering firm. The development is being demonstrated May 2-13 at the Washington Futurama show held at a downtown department store.

The Model 500 midget fm transmitter operates on 153.1 mc under a special, experimental FCC authorization. It incorporates a highly sensitive microphone and transmitting circuit in one case and a battery supply in the other. Power is .5 w peak input. The output of the wireless mike can be picked up from distances up to several hundred feet. The equipment is being used in Navy developmental work, including medical examinations where the patient's heartbeat and blood pressure can be recorded while he is undergoing physical exercise. Its use for tv or radio studio programs would obviate the need for fixed microphones or portable mikes with attendant cables, it was pointed out.

Raytheon Opens Midwest Unit

NEW warehouse and sales offices to speed the shipment of electronic tubes and related products to customers and dealers in the Midwest have been opened by Raytheon Mfg. Co., Waltham, Mass., at 9501 Grand Ave., Franklin Park, Ill., in the outskirts of Chicago. The warehouse also contains a modern engineering laboratory for handling commercial engineering problems.

Manager of the new warehouse is Alexander E. Blazis, formerly foreman in Raytheon's Quincy, Mass., receiving tube plant. C. R. Hammond, assistant vice president of Raytheon, has been named equipment sales manager.



SPEAKERS featured on the color-tv portions of the two two-day Tv Studio Lighting Conferences held April 4-7 at General Electric's Lighting Institute, Nela Park, Cleveland, are (l to r): Phil Wygant, production supervisor, WBAP-TV Ft. Worth, Tex.; Lorraine Andre, Cleveland model who posed for demonstrations of color values; Frank E. Carlson, GE tv lighting expert and conference co-chairman; Joseph F. Wiggin, specialist in broadcast studio section, GE electronics division, Syracuse; Reid R. Davis, NBC New York tv studio-field technical operations manager, and Joseph Bambara, CBS New York engineer in charge of special projects.



PAUL DeCLOUET (r) of the Camellia Broadcasting Co., Lafayette, La. (KLFY and forthcoming KLFY-TV there), signs an order with Wayne Marcy, sales engineer for Gates Radio Co., Quincy, Ill., for Gates audio equipment including a CC-1 console and turntables for the tv station, scheduled to go on the air July 1.

MANUFACTURING PEOPLE

Lawrence A. Appley, president, American Management Assn., elected director, Sylvania Electric Products Inc., N. Y.

Jean P. Gleis, plant manager, and **Kenneth R. Johnson,** general sales manager, Packard-Bell Co. (radio-tv receivers), L. A., elected vice presidents in charge of manufacturing and sales, respectively.

Everett W. Olson, communications director, Webster-Chicago Corp. (tape recorders, phonographs), Chicago, appointed advertising and public relations director, succeeding **S. T. Seaman,** who moves to John W. Shaw Inc., Chicago, newly-named Webcor agency, as group supervisor on that account.



MR. OLSON

George Cohen, eastern regional sales manager, Emerson Radio & Phonograph Corp., Jersey City, N. J., appointed service sales director.

Edward P. Steele, assistant manager, market research dept., Admiral Corp., Chicago, appointed manager, succeeding **Robert L. Anderson,** resigned.

Harold V. Childs appointed manager, field service engineering dept., Ampex Corp. (magnetic tape recorders), Redwood City, Calif.

Daniel R. von Recklinghausen, senior project engineer, Hermon Hosmer Scott Inc., Cambridge, Mass., appointed chief research engineer.

N. M. Marshall, broadcast tv sales manager, General Precision Lab, Pleasantville, N. Y., assumes new duties, assistant director, engineering products div.; **Joseph Belcher,** engineer and video recording specialist, promoted to industrial tv sales manager.

Edward F. Hamilton, formerly with Admiral Corp., Chicago, appointed special sales dept. representative, Hallicrafters Co., Chicago.

Albert H. Postle, assistant manager, production div., Sprague Electric Co., North Adams, Mass., appointed ceramic capacitors and printed circuits sales engineer.

AWARDS

SAFETY AWARDS GO TO RADIO-TV

National Safety Council presents annual awards to four networks, 110 stations and other media. Some advertisers also honored.

ONE television and three radio networks—NBC-TV, plus CBS, NBC and Rural Radio Network—along with 110 stations (84 radio, 26 tv) were announced last Tuesday as winners of the National Safety Council's non-competitive Public Interest Awards for 1954. Simultaneously broadcasters and other media were lauded for helping curtail accidents.

A number of top advertisers also were singled out for "exceptional service to safety," among them Chevrolet Motor Div. of General Motors Corp., DeSoto-Plymouth Dealers of America, Esso Standard Oil Co. and Standard Oil Co. (of Indiana). The National Safety Council also honored 10 general circulation and 30 specialized magazines, 34 daily and 11 weekly newspapers and 24 outdoor companies.

Executives from agency, broadcast, publication, newspaper, advertising and educational fields served as judges for the awards, given annually to public information media. Ralph Hardy, NARTB vice president, was one of seven judges.

In announcing the awards, Ned H. Dearborn, Council president, attributed "the downward trend in accidental deaths" the past year in large part "to the increasing amount of attention being given to safety by all kinds of public information media." He praised broadcasters and others for tackling the accident problem "with vigor, imagination and initiative," and interpreting it in such a way as to influence behavior, particularly on the streets and highways.

List of radio and tv stations follow:

RADIO STATIONS

CBL Toronto, Ont.; CJBC Toronto, Ont.; KBIZ Ottumwa, Iowa; KBST Big Spring, Tex.; KDKA Pittsburgh, Pa.; KDPS Des Moines, Iowa; KDYL Salt Lake City, Utah; KELO-AM-TV Sioux Falls, S. D.; KEX Portland, Ore.; KFAB Omaha, Neb.; KFBB Great Falls, Mont.; KFEQ St. Joseph, Mo.; KFH Wichita, Kan.; KIEM-KRED-FM Eureka, Calif.; KIMO Independence, Mo.; KING Seattle, Wash.; KLAC Hollywood, Calif.; KLMS Lincoln, Neb.; KLON Long Beach, Calif.; KMJ Fresno, Calif.; KMYR Denver, Colo.; KOMA Oklahoma City, Okla.; KOMO Seattle, Wash.; KONO San Antonio, Tex.; KOY Phoenix, Ariz.; KQV Pittsburgh, Pa.; KRKO Everett, Wash.; KRNT Des Moines, Iowa; KSCJ Sioux City, Iowa; KSUB Cedar City, Utah; KTHS Little Rock, Ark.; KVOO Tulsa, Okla.; KVR8 c/o FPO, San Francisco; KWIZ Santa Ana, Calif.; KXOB Stockton, Calif.; KYA San Francisco, Calif.; KYNO Fresno, Calif.; KYW Philadelphia, Pa.; WASA Havre de Grace, Md.; WAVZ New Haven, Conn.; WCCO Minneapolis, Minn.; WCHS Charleston, W. Va.; WCKY Cincinnati, Ohio; WCOV Montgomery, Ala.; WEEU Reading, Pa.; WFPG Atlantic City, N. J.; WGRD Grand Rapids, Mich.; WHAM Rochester, N. Y.; WIP Philadelphia, Pa.; WISN Milwaukee, Wis.; WJAG Norfolk, Neb.; WJR Detroit, Mich.; WKBS Mineola, N. Y.; WKJG-AM-FM Fort Wayne, Ind.; WKNX-AM-TV Saginaw, Mich.; WKY Oklahoma City, Okla.; WLW Cincinnati, Ohio; WMBD Peoria, Ill.; WMOA Marietta, Ohio; WMOH Hamilton, Ohio; WMRN-AM-FM Marion, Ohio; WMSC Columbia, S. C.; WNOX Knoxville, Tenn.; WOI Ames, Iowa; WOWL Florence, Ala.;

MORE THAN "JUST A TOWER"

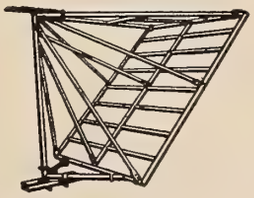
IT'S THE WHOLE JOB WRAPPED UP

From coast to coast you will find installations where TOWER'S "Package" service is paying off. We manufacture the tower and erect it—handle your job from the planning stage on through complete maintenance service.

A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type . . . heavy legs and braces . . . designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coat of primer undercoat . . . supports all types of television antennas and coaxial feed line or wave guide . . . complete erection by experienced crews.

MICROWAVE TOWERS AND REFLECTORS



TOWER is a pioneer in Microwave towers and Microwave reflectors. We are manufacturers of famous Microwave passive reflectors used by the U. S Government, Bell Telephone System and leading manufacturers . . . TOWER reflectors are used widely by TV stations to direct microwave signal from studio to transmitter. We invite you to check with our satisfied customers.

Tower Fabricators And Constructors The World Over

TOWER

Construction Co.

SIOUX CITY, IOWA





JUDGING for the National Safety Council's Public Interest Awards for 1954, announced May 3, brought together these prominent executives (l to r): seated around table, Paul Jones, NSC public information director; Ralph W. Hardy, vice president, NARTB; Wesley I. Nunn, advertising manager, Standard Oil Co. (of Indiana); Norman Damon, vice president, Automotive Safety Foundation; Marie Burroughs, NSC radio-tv division, and Dan Thompson, Council's radio-television director. In background are Bill Perry (l) and Dick Lawrence, NSC radio-tv division. Messrs. Hardy, Nunn and Damon served as three of seven judges, with Mr. Damon as chairman of group. Others not shown were Robert R. Burton, vice president, Needham, Louis & Brorby Inc.; Hugh Curtis, editor, *Better Homes & Gardens;* Dr. Albert A. Sutton, professor of journalism, Northwestern U.'s Medill School of Journalism, and Basil L. Walters, executive editor, Knight Newspapers.

WPEP Taunton, Mass.; WPFB Middletown, Ohio; WPRO Providence, R. I.; WQAN Scranton, Pa.; WRNY-AM-FM Rochester, N. Y.; WROL Knoxville, Tenn.; WRUN Utica, N. Y.; WRVA Richmond, Va.; WSAY Rochester, N. Y.; WSB Atlanta, Ga.; WSGW Saginaw, Mich.; WSMB New Orleans, La.; WSVS-AM-FM Crewe, Va.; WTIC Hartford, Conn.; WTTM Trenton, N. J.; WUOT Knoxville, Tenn.; WWJ-AM-FM Detroit, Mich.; WWL New Orleans, La.; WWVA Wheeling, W. Va.

TELEVISION STATIONS

CBLT (TV) Toronto, Ont.; KCSJ-TV Pueblo, Colo.; KENS-TV San Antonio, Tex.; KING-TV Seattle, Wash.; KMJ-TV Fresno, Calif.; KPIX (TV) San Francisco, Calif.; KVTV (TV) Sioux City, Iowa; KWTV (TV) Oklahoma City, Okla.; WAAM (TV) Baltimore, Md.; WBAY-TV Green Bay, Wis.; WBZ-TV Boston, Mass.; WCPO-TV Cincinnati, Ohio; WDSU-TV New Orleans, La.; WFBC-TV Greenville, S. C.; WFMY-TV Greensboro, N. C.; WHAM-TV Rochester, N. Y.; WICU (TV) Erie, Pa.; WKJG-TV Fort Wayne, Ind.; WKY-TV Oklahoma City, Okla.; WLWT (TV) Cincinnati, Ohio; WNBQ (TV) Chicago, Ill.; WNCT (TV) Greenville, S. C.; WNOK-TV Columbia, S. C.; WREX-TV Rockford, Ill.; WTVJ (TV) Miami, Fla.; WWJ-TV Detroit, Mich.

Gold Reel Films Available

ANNUAL Gold Reel Film Festival of the Film Council of America was held in New York at the Waldorf-Astoria Hotel with about 400 16mm motion pictures entered in competition. A large number of the films, a council spokesman said, are available for free loan tv exhibition.

Among the winners and runnersup available for tv are "The Stranger," distributed by the Ford Foundation; "What Makes a City Great," produced for the Greater New York Fund by Transfilm; "Horizon of Hope," sponsored by the Alfred P. Sloan Foundation and distributed by Movies, U.S.A.; "The Changing American Market," distributed by Transfilm; "ABC's of Jet Propulsion," distributed by General Motors, and "Glass and You," distributed by Association Films.

EKN Seeks Nominations

NOMINATIONS for the outstanding young electrical engineer of 1954 are now open, according to John Craig, chairman of the award organization committee of Eta Kappa Nu Assn., national electrical engineering honor society. Candidates, Mr. Craig said, do not have to be members of the society but must be under 35 years old and have degrees in electrical engineering from colleges in the U. S. or Canada within 10 years prior to May 1, 1955.

Mr. Craig announced that the awards are made on the basis of social and civic accomplishments as well as technical achievements. Nomination forms may be obtained from A. B. Zerby, executive secretary of Eta Kappa Nu, P. O. Drawer C, Dillsburg, Pa.

AWARD SHORTS

John B. Adams, of Washington, public relations consultant, Government of Pakistan, and formerly with CBS, winner of government classification award from American Public Relations Assn. for segment of Pakistan public relations program, in which radio-tv played important part.

Galen Drake, CBS Radio personality and Housewives' Protective League director, WCBS New York, named "Homemaker's Best Friend" by Assembly of Brooklyn Jewish Women's Organizations.

Robert H. Martin, farm consultant, WPTF Raleigh, N. C., and president and manager, Raleigh Farmers Market Inc., named "Market Manager of the Year" by National Assn. of Produce Market Managers.

WGN Chicago presented President Eisenhower Award from Treasury Dept. for promotion of sale of bonds through department's family packet plan.

CBS-TV *Studio One* program, for Nov. 9, 1954 "An Almanac of Liberty," presented special award from Anti-Defamation League of B'nai B'rith as "year's outstanding example of the use of mass media for education in American democratic ideals."

Lewis & Martin Films Inc., Chicago, presented first award for tv commercials in annual competition of Art Directors Club of Milwaukee, for color commercial series prepared for Stark, Wetzel & Co. (meat packer), Indianapolis, Ind.

Heather Woodward, student, U. of Miami, Coral Gables, Fla., presented first annual $500 American Women in Radio & Tv scholarship and was honored last week at annual convention in Chicago.

Chuck Dulane, program director, WGAY Silver Spring, Md., presented annual distinguished service award of Silver Spring Junior Chamber of Commerce for efforts during 1954 on behalf of charitable organizations, civil defense, agriculture, public safety and civic groups.

Sammy Davis Jr., entertainer, presented W. C. Handy award of Dant Distillery Co. as winner of nationwide poll as country's outstanding tv guest star.

WOW-AM-TV Omaha and **WJAG** Norfolk, both Neb., presented awards from Nebraska Heart Assn. for initiative in promoting heart fund drive at 20th annual meeting of Nebraska Broadcasters Assn.

KTTV (TV) Los Angeles and Richfield Oil Corp., there, jointly commended by Los Angeles City Council and County of Los Angeles Board of Supervisors for collaboration in special telecast of Salk polio vaccine report from Ann Arbor, Mich.

WBZ-WBZA Boston-Springfield, Mass., presented annual highway safety award from Automobile Legal Assn. for public service highway safety campaigns.

Drue Smith, public affairs director, WDEF-AM-TV Chattanooga, Tenn., presented citation as "Woman of the Year" for greater Chattanooga area from Quota Club.

United Productions of America, Burbank, Calif., designated to receive top bronze plaque awards Oct. 18 of National Films for Safety Competition for *Hooray for Homer,* animated commercial film produced for Baltimore & Ohio Railroad, and *Mrs. Hazaerd's House,* live action film with UPA animated inserts, produced for Prudential Insurance Co.

WHOL Allentown, Pa., presented citation from President's Committee on Employment of Physically Handicapped in recognition of outstanding efforts expended in promoting equal opportunity for employment of physically handicapped.

Gilbert Forbes, news editor, WFBM-TV Indianapolis, Ind., presented award from B'nai B'rith women of Indianapolis for "strengthening community relationship and for outstanding Americanism." **Tom Carnegie,** WFBM-TV sports director, presented first annual achievement award in field of sportscasting from Alpha Epsilon Rho, national honorary radio-tv fraternity.

KNXT (TV) Hollywood's *Psychology on Tv,* conducted by Dr. Herman Harvey, U. of Southern California professor, presented second annual tv award of California Federation of Women's Clubs on April 16 program.

Frank Atkinson, manager, co-op dept., ABC, presented wrist watch as first prize winner in naming ABC employees social and athletic club in N. Y. "Mike & Camera Club."

Gretchen Jackson, women's program commentator, WBMS Boston, presented bronze plaque and scroll naming her "Woman of the Year" from Zeta Phi Beta, international interracial sorority, for "outstanding achievement in radio, journalism and community service."

Charles Shaw, news director, WCAU-AM-TV Philadelphia, for second consecutive year presented Better Understanding Citation from English-Speaking Union for "furthering understanding among the English-speaking peoples."

Paul Coates, star, *Confidential Files,* KTTV (TV) Hollywood, presented Torch of Hope award from City of Hope organization for "outstanding endeavors" on behalf of afflicted children.

Eleanor Powell, star, *Faith of Our Children,* KRCA (TV) Hollywood, presented award by Los Angeles Urban League for encouragement of interracial relationships through her program.

Curt Gowdy, sportscaster, WHDH Boston, presented original of artist Bob Coyne's caricature drawing of Mr. Gowdy, which appeared in *Boston Record,* by Benjamin Bartzoff, WVOM Brookline, Mass., and Helen Horrigan, Chambers & Wiswell Inc. (adv.), Boston, at meeting of Radio-Tv-Adv. Executives Club of New England.

WPTZ (TV) Philadelphia presented special award of merit from Red Feather-United Fund agencies of that city.

Carlitos Chan, announcer, WMAQ Chicago, presented award from American Legion, Dept. of Illinois, for "unselfish distinguished service . . . for betterment of the community, state and nation. . . ."

CBS-TV "Smoke" presentation on *Suspense* show, May 4, 1954, chosen best mystery tv play of 1954 by Mystery Writers of America, which awarded "Edgar" to **Gore Vidal,** adaptor of "Smoke" from Author William Faulkner's short story.

Robert W. Sarnoff, executive vice president, NBC, named "Young Man of the Year in Marketing" by Assn. of Adv. Men & Women, N. Y., for new sales and program patterns designed to make broadcasting more useful to advertisers; for interest in problems of marketers; for creating "most comprehensive merchandising program in the history of broadcasting," and for "combination of youth, experience and leadership which he embodies, and which are an inspiration to young people entering the field of marketing and advertising."

L. R. Rawlins, general manager, KDKA Pittsburgh, presented Charles Earhart Award of Pittsburgh Sales Executives Club for outstanding activities for club during past year.

Alice Jackson, WJAR-TV Providence, R. I., presented award of merit from American Legion, Dept. of Rhode Island, for "outstanding and generous contribution to the success of the American Legion programs in Rhode Island"; **Rikky the Clown,** personality, WJAR-TV *Tip Top Circus* program, presented award from Rhode Island Heart Assn. for efforts during 1955 Heart Fund campaign.

Get the NEW STANDARD for '55



have
advertising facts
at your fingertips

When you want competitive information about the leading business firms spending 95c out of every national advertising dollar — keep the new 1955 STANDARD ADVERTISING REGISTER handy!

Here you'll find 14,000 leading advertisers with 60,000 executives listed by title — the advertising agency handling the account — amount spent — extent of distribution — over 15,000 brand names!

Let us send you all the facts about the new 1955 "Red Book". A line on your letterhead will bring them to you by return mail.

The Register Contains

- The Advertiser, Address, Capitalization
- Products with Trade Names
- Corporate Executives
- Advertising Manager
- Sales Manager
- Printing Buyer
- Advertising Agency Handling Account
- Account Executives
- Advertising Media Used
- Advertising Appropriations
- Character, Extent of Distribution

THE AGENCY LIST

Standard source of information about 3,000 U.S. and Canadian advertising agencies with data on their recognition, personnel, and over 30,000 clients. Issued three times a year — the AGENCY LIST is part of STANDARD'S complete service or may be purchased separately.



Free Write for colored illustrated booklet giving full information about the STANDARD ADVERTISING REGISTER and Supplementary Services. It's yours for the asking.



NATIONAL REGISTER PUBLISHING CO., INC.
130 West 42nd St. New York 36, N. Y.
333 N. Michigan Ave. Chicago 1, Illinois

Now it costs less to sell

MINNEAPOLIS ST. PAUL

Maximum power at minimum cost. Ask your H-R representative about choice availabilities.

ASK H-R

316,000 watts on Channel 9



Offices, Studios, Transmitter
FOSHAY TOWER
Minneapolis
Represented Nationally by H-R TELEVISION, INC.

Always the Best Independent Buy in the Market

the AIMS station!

Boston	WCOP	New Orleans	WTIX
Cleveland	WDOK	New York	WINS
Dallas	KLIF	Omaha	KOWH
Denver	KMYR	Portland,Ore.	KXL
Des Moines	KCBC	San Antonio	KITE
Evanston, Ill.	WNMP	San Francisco	KYA
Evansville, Ind.	WIKY	Seattle	KOL
Houston	KNUZ	Springfield,Mass.	WTXL
Indianapolis	WXLW	Stockton,Cal.	KSTN
Jackson, Miss.	WJXN	Syracuse	WOLF
Kansas City	WHB	Tulsa	KFMJ
Huntington, L.I.	WGSM	Wichita,Kan.	KWBB
Louisville	WKYW	Worcester,Mass.	WNEB
Milwaukee	WMIL		

Canada

Calgary, Alberta, Canada	CKXL
New Westminister, B.C.	CKNW

Only one in each market

Membership by invitation only

RADIO GROUP

EDUCATION

GE Transmitter, Equipment Ordered by WTTW (TV)

CHICAGO Educational Television Assn. has signed a contract with the General Electric Co. to provide transmitter and studio equipment for its forthcoming educational, non-commercial tv station, WTTW (TV).

Station plans were announced at a news conference in Chicago Tuesday, based on a projected 30-hour weekly schedule for WTTW when it begins regular operation about Sept. 1. Test patterns are slated to get underway late this summer, according to Dr. John W. Taylor, executive director.

Other developments are (1) station will program at the outset from 4-10 p.m., Monday through Friday; (2) construction work has begun at the Museum of Science & Industry which will house offices and studios; (3) WTTW is negotiating for studio space in Chicago's loop for training personnel and airing test patterns and (4) a transmitter will be installed atop the Field Bldg. in July.

Tv News Institute Begins At Northwestern U. June 21

ALL PHASES of television news programming and production will be covered by Northwestern U.'s Medill School of Journalism in a Television News Institute slated to be held June 21 through July 30 in Evanston, Ill. Medill's new closed-circuit tv news studios will be open for inspection.

The courses are open to professional newsmen and advanced graduate journalism students and teachers. Among those radio-tv newsmen scheduled to speak thus far are William Ray, NBC Central Div.; Jack Shelley, WHO Des Moines; Spencer Allen, WGN-TV Chicago; George Faber, CBS Chicago (news film manager), and William Warrick and Jack Chancellor, NBC Central Div.

Florida Passes Measure For University Tv Outlet

A BILL that would authorize the U. of Florida at Gainesville to establish and operate a television station has been passed by the state's House Committee on Higher Education. Rep. Farris Bryant, who introduced the measure, told the committee there are private tv interests which are competing among themselves to give the university equipment.

Although Rep. Bryant refused to disclose who the interests are, he assured the group that "The university would not be obligated to anyone." The bill as reported out did not include any appropriations. Rep. Bryant said he would take this up with the appropriations committee later.

Audience Board Starts Tv Commercials Preview

NEWEST activity of the National Audience Board—previewing of tv film commercials [B•T, April 4]—started Saturday when a number of Revlon cosmetic, Congoleum, Nairn and Colgate commercials were to be previewed at Samuel Goldwyn studios, Hollywood, at the invitation of John W. Loveton Productions.

Civic and cultural leaders of 22 southern California groups, headed by Mrs. Florence Thalheimer, program director of former educational KTHE (TV) Los Angeles, will constitute the previewing board, according to NAB spokesmen. An advisory board of broadcasting and advertising executives are formulating the criteria by which the commercials are to be judged, the spokesmen noted.

This fall, when 900 California members will convene in Los Angeles for a meeting, awards will be presented to advertisers for outstanding commercials, NAB announced.

Author Barkins Defends Tv As 'Vital Educational Asset'

TELEVISION is "a definite, vital educational asset" from which a child can receive a "practical, liberal kind of education," according to author Evelyn Barkins.

These comments are contained in a new book on family life, entitled *Four Children for the Doctor*, which was published Thursday by Frederick Fell.

In her book the author asks: "Where else can the average, sheltered, gently-nurtured, modern child get such a wholesome closeup of the sometimes seamy, but authentic, face of current life? How else, moreover, could this necessary and often disturbing lesson in realism, that we must all sooner or later learn, be less painfully or more pleasantly learned [than on television]?"

In programming, Miss Barkins finds, there are a good many good shows in every category. And she notes, often the most critical of tv's program quality are clandestine tv watchers and enjoyers.

The author asserts that her family, at first steadfastly refusing to yield to tv viewing, finally purchased a set after becoming convinced that tv was no "passing fancy" and to "shun it . . . was not only unnecessary, but unrealistic and unintelligent, too." Tv, she writes, "is a family occupation."

RCA-NBC Scholarship Set Up

SYLVESTER L. WEAVER Jr., president of NBC, has announced that an RCA-NBC scholarship and fellowship program has been established to help perpetuate high standards in radio and tv. Mr. Weaver also said NBC had inaugurated a special "Presidents Award" of between $4,000 and $6,000 for a person between 25 and 35 who has shown outstanding talent and creativeness in the field of drama. Drama schools of Yale U., Carnegie Institute of Technology and Iowa State U. will share in the scholarship and fellowship grants.

WRCA-TV Forms Workshop

TV WORKSHOP has been established by WRCA-TV New York for the production of experimental programs in cooperation with various educational institutions, actors' groups, museums and other cultural groups, Steve Krantz, station program manager has announced. Ideas are to be contributed by the station's program staff "to encourage group planning in program matters."

The workshop's first program will be *The Analyst*, presented in cooperation with the New York State Society for Mental Health.

REVERSAL PROCESSING FOR TV

Specializing in one day Reversal Processing and Duplicating for television. Special attention and temperature control within .2 of one degree insure perfect density prints for TV.

Write for free catalogue.

NATIONAL CINE LAB
Box 4425 Washington 17, D. C.

ITA Constructs First Tv Station in Croydon

FIRST Independent Television Authority station in Britain is now being built in Croydon, Surrey, and will start commerical operations in September. Two additional transmitters for the British commercial television system are proposed for Lancashire and Yorkshire.

A total of 63 tv film producers in Britain are now actively preparing to provide filmed program material for the commercial stations and 88 advertising agencies have, according to their own announcements, established special tv departments.

At the Shepperton Studios, first production for the British commercial television system has been stopped due to a strike of technicians organized by the ACT labor union. ACT instructed its members not to work for Future Productions, which is to make the first British film for domestic commercial exploitation by Associated Rediffusion, one of the contractor companies for program time of the ITA.

BBC-TV has a daily adult audience in Britain of 31.9% of the 37 million population, it is indicated in a survey prepared for Radio Luxembourg by Social Surveys Ltd. Despite a substantial increase in the total audience during past two years, average of 2.7 viewers per set was maintained, according to the survey. Percentage figures on the British tv audience: 52.2% are women; 40.5% are 45 years old or older, and 61.5% belong to the "below average" income group. Most popular British program reported is the *Fabian of Scotland Yard* series which got a 27.2% rating or a total audience of 10,880,000.

The survey shows that Radio Luxembourg which has been broadcasting commercial, English-language programs for many years has not only resisted any impact caused by BBC-TV but has, on the contrary, added to its audience. BBC Radio, on the other hand, was severely hit by the increasing popularity of BBC-TV programs, according to the survey.

Radio Still Vigorous, Canadian Advertisers Hear

"THOSE are not dirges you hear from radio stations, but singing commercials," Finlay MacDonald, manager of CJCH Halifax and immediate past president of the Canadian Assn. of Radio & Television Broadcasters, told some 400 Canadian advertiser and agency executives at the opening of the 40th annual convention of the Assn. of Canadian Advertisers at the Royal York Hotel, Toronto, on May 3.

Mr. MacDonald told the advertising executives that the number of radio sets in use in Canada had grown from three million in 1946 to over six million today. In 1946 there were 27,000 car radios, he reported, while today there are over one million cars with radio receivers. He reported that there is a microphone on every main street of every small town of Canada.

Mr. MacDonald told the advertisers that in the last year radio stations had a chance at self-analysis and "it did not stop at our operations. We are looking over our audiences, finding out what they like, how they work and how they play. We discovered that people are used to radio all the time, no matter what they are doing. We have just about reached saturation of Canadian homes. Billings are greater than ever. Add this to the tremendous growth of out-of-home listening, especially in automobiles and the incredible new little portable models, and you have a picture of a medium bursting with health and vitality. Radio can best handle news, music and home-town affairs. Radio is not dead, radio never left home, radio never went away."

The CARTB presented a new sales approach to Canadian advertisers in the form of a two-act play, "Crisis in Studio A," in which a mythical station, CACA, went off the air in the midst of a newscast and a silk-hatted "medium" came in to state he had stopped all radio stations operating in the entire world, because he did not think anyone was listening to radio today. Station staff, listeners and advertisers presented the "medium" with facts and figures on how essential radio is today and the vast mass audience available at all times of the day and night. In the end the "medium" was convinced that people still listened to their radio sets, that radio served a useful purpose and broadcasting was resumed.

Canada Tv Set Sales Rise

CANADIAN TELEVISION receiver sales in the first three months of 1955 totaled 166,462 sets valued at $51,419,791, compared with sales of 111,399 sets in the same period of 1954. Bulk of sales, approximately 130,000 units, were sets with 21-in. screens. More than a third of the sales were in the province of Ontario, 63,324 sets; 38,698 sets in Quebec province, 17,391 sets in the Atlantic Coast provinces, and 47,049 sets in the four western provinces.

Sales, Production Deals Made by Official in Britain

GROUP of overseas sales and production transactions were completed by Harold Hackett, president of Official Films, New York, who returned to the home office last week after a two-week business trip in Great Britain and Sweden.

Mr. Hackett sold Official's *My Hero* and *Colonel March of Scotland Yard* series to Associated Broadcasting Co. for showing over commercial channels in London and Manchester.

He said that commercial television will begin in London this September and in Manchester and Birmingham in January 1956. As presently organized, channels are allocated to Associated Broadcasting Co. in London on weekends; to Rediffusion in London Monday-through-Friday; Associated Broadcasting in Birmingham, Monday-through-Friday; to Morris Winnock, in Birmingham, on weekends; Rediffusion, in Manchester, weekends, and Morris Winnock, in Manchester, weekdays.

Mr. Hackett also reported that Official has entered into a co-production arrangement with Sapphire Films Ltd., London to produce three filmed series. They are *The Adventures of Mr. Pastry,* starring British comic Dickie Herne; *Tangiers,* an adventure series shot on the African Coast, and a program anthology series centering around historical figures such as Chopin, Disraeli, Abraham Lincoln and Napoleon.

Cornberg to Aid British Tv

SOL CORNBERG, director of studio and plant planning for NBC, has accepted an invitation to travel to England as a tv consultant to Sidney L. Bernstein, chairman of Granada Theatres Ltd. He will leave for London July 1 to assist Mr. Bernstein in the design of a new tv station to be located in Manchester. Mr. Bernstein controls one of the four companies granted a commercial license by Britain's Independent Television Authority.

IN EVANSVILLE INDIANA
WISE BUYERS CHOOSE



THRIFTY FIFTY

COMPLETE COVERAGE
WEHT covers ALL of the rich Indiana, Illinois, Kentucky Tri-State.

UNDUPLICATED CBS-TV COVERAGE
Fringe area VHF reception of other stations does NOT include CBS network.

REALISTIC RATES
WEHT's realistic cost per thousand, has budget-minded accounts parlaying smart buys into sales every day.

Represented by MEEKER TV and ADAM YOUNG—St. Louis

WEHT CBS
CHANNEL 50

WTVD
DURHAM-RALEIGH
now has
232,020
TV SETS (source, Television Magazine)
More Sets than
JACKSONVILLE, Florida
or
RICHMOND, Virginia
WTVD
DURHAM-RALEIGH
CHANNEL 11
NBC-ABC
Call HEADLEY-REED

REBEL HARVEST

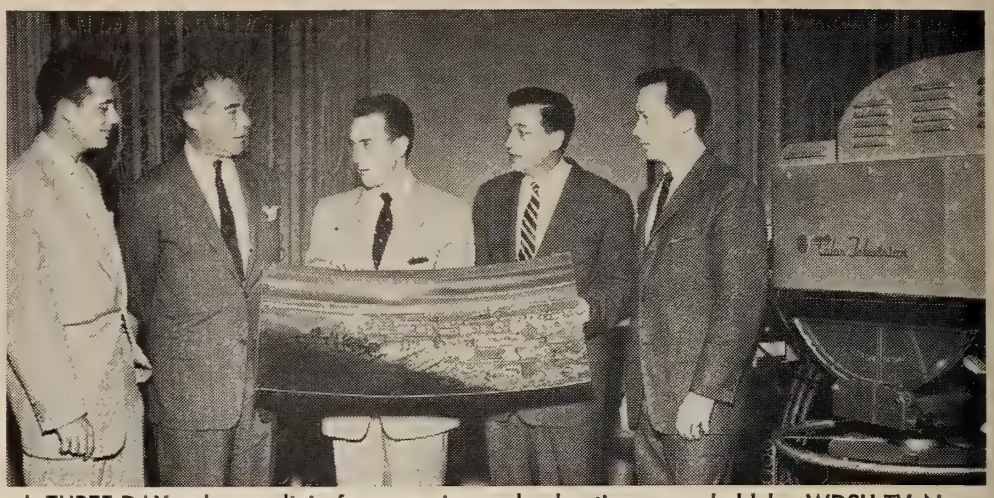
REBEL HARVEST is being reaped in Georgia by WRBL-TV Columbus. The station is digging up five basic soil types in the Georgia-Alabama area and distributing them to principal timebuyers through direct mailings. Timebuyers also are receiving a desk-top garden box, a small package of special nutrient, a "secret seed" and easy-to-follow instructions for "gardening." The first 10 to identify the "surprise flower" that blooms and contact WRBL-TV will receive "10 green, negotiable bills bearing the picture of the man who was first to be called to leave his farm and his green-thumb hobby to serve his country."

POLIO LOLLIPOPS

TAGS with attached lollipops are being passed out to first and second graders being inoculated for polio by WHOP Hopkinsville, Ky. The tag reads, "I'm lucky—I've had Salk vaccine! WHOP is proud of me!" and has a "Fight Infantile Paralysis" sign printed on it. WHOP staffer Katherine Peden has been Christian County campaign chairman for the fund drive there for two years and several years ago organized the first Mother's March in the county. The station has worked over the years to assist in the polio campaigns and believes it has been a contributing factor in promoting and publicizing the National Foundation in its research and in making the fund drives in the area a success. It thinks the lollipops will brighten up an ordeal for the youngsters "that finds us grown-ups flinching."

'NAME THE SPONSOR'

"NAME THE SPONSOR" contest is being conducted by KTIV (TV) Sioux City, Iowa. Persons obtained entry blanks at the station's booth at the sixth Annual Siouxland Exposition at Sioux City Auditorium April 22-24. Thirty-five thousand people attended the show and thousands picked up entry blanks, according to the station. The blank lists the 46 programs carried by KTIV during the week and contestants must list the names of each program's sponsor. A statement, "I like to watch KTIV because . . .," is to be completed in 25 words or less as a tie-breaker. Prizes will include $500 worth of furniture. The contest, coming at the daylight time change, is designed to familiarize viewers with KTIV's summer schedule.



A THREE-DAY color tv clinic for agencies and advertisers was held by WDSU-TV New Orleans and NBC-TV officials April 6-8. L to r: Tom Hicks, WDSU-TV vice president in charge of programming, and Robert D. Swezey, WDSU-TV executive vice president and general manager, discuss *Peter Pan* art work with NBC-TV color consultants Ed Bennett, Norman Grant and Dick Smith.

GOODWILL DINNER AIRED

EIGHTEENTH annual goodwill dinner of the Massachusetts Committee of Catholics, Protestants & Jews was televised May 5 by WNAC-TV Boston. The dinner, aired 9:30 p.m. to 10:30 p.m., is dedicated to citizens who believe in and respect the rights and dignity of the individual. This year the event honored Jack Benny, CBS comedian, Gen. Walter Bedell Smith, former Under-Secretary of State, and Gov. Theodore R. McKeldin of Maryland, for making brotherhood a way of life. Toastmaster was Maxwell M. Rabb, secretary to the cabinet and special counsel to the President.

CORDIC AND OMICRON

REGE CORDIC, popular disc jockey on KDKA Pittsburgh, has been made an honorary member of the 147th Fighter Bomber Squadron of the Pennsylvania Air National Guard. The squadron already has been using a drawing of Mr. Cordic's program character, "Omicron," as its insignia. The disc jockey has about a dozen different characters on his *Cordic & Co.* show and "Omicron" is his voice recorded at 45 rpm played at 78 rpm. The presentation ceremony coincided with the opening of the current recruiting drive there, which Mr. Cordic plugged several weeks beforehand on his program.

'TODAY' ESSAY CONTEST

ESSAY CONTEST is being conducted by a number of tv stations throughout the country on why NBC-TV's early-morning show, *Today*, should pay a visit to the cities where the stations are located. Contestants may win local awards and a national prize of a trip to New York to read the winning letter to Dave Garroway, m.c. of *Today*.

EDITORS TO NEW ORLEANS

FIFTEEN trade paper editors and New York newspaper and magazine columnists were flown to New Orleans April 19 by the Motion Picture Advertising Service Co. for the premiere on WDSU New Orleans of *Official Files, New Orleans Police Department*, a new tv film series now being distributed by U.M.&M. Corp. The latter firm is an amalgamation of Minot Tv Inc., New York, Motion Picture Advertising Service Co., New Orleans, and United Film Service Inc., Kansas City.

CITIZEN-PRODUCED TV SHOW

SERIES of Saturday afternoon citizen-produced tv programs has been introduced on WJHP-TV Jacksonville, Fla., under the supervision of Daniel F. Wozniak, assistant professor of journalism at Florida State U., Tallahassee. The series is in conjunction with a course taught by Mr. Wozniak in cooperation with the general extension division of the school and WJHP-TV. The course consists of a workshop instructing interested laymen in the use of the facilities of the commercial station for public service programs. The WJHP-TV series is produced by production teams from the class with students rotating in production capacities.

SUCCESSFUL RADIO CAMPAIGN

A CAMPAIGN of 12 daily spot announcements on KBIG Avalon, Calif., not only brought excellent local response to advertiser Kelly-Bilt Clothes, Oceanside, Calif., but within 24 hours the store received substantial mail orders from an area covering eight Southern California counties. In a letter to the station, Dan Lawrence Co., San Diego, stated that half of the orders were accompanied by money orders and checks, and concluded. "Count us as a very happy agency with a very happy client." The clothing firm has expanded its original order with KBIG.

THE LATEST WCKY STORY

What in Radio Can You Buy for 6¢?

Here's What!
1,000 Listening Homes
Here's Where!
823,500 Homes in 10 Southern States*
Here's How!
WCKY Open 1 minute rate $50.00
823 | 50.00 | .06.

* WCKY Audience, according to Nielsen Coverage Service.

L.B. Wilson Inc. WCKY CINCINNATI

Where in Radio Can You Buy More for 6¢?

RADIO WANT-AD

TO FIND a replacement for Connie Page, program hostess who was leaving the station, KTNT-TV Tacoma, Wash., went newspaper classified one better and ran its own "help wanted" ad. By means of one-minute live spots and 20-second plugs, the station sought a new tv personality for its *Home Show*. Hundreds of letters came in, according to KTNT-TV, some from as far north as Vancouver, B. C., and south from Astoria, Ore. Top applicants were asked to appear on both closed-circuit tv and the live *Home Show*. Viewers were asked to write in their choice of a hostess. A young housewife and former fashion model, Peg Carpenter of Puyallup, Wash., was the final choice of viewers and station officials.

'SUNDIAL SATURATION SERVICE'

WDRC Hartford, Conn., has sent to clients a new brochure on its "Sundial Saturation Service." The service, developed by William F. Malo, commercial manager, is based on "sufficient frequency and repetition for real impact." The brochure outlines how the service works, showing how it can be adapted to any budget, can be used on short notice and "can go to work for you right now."

'YOUR NAVY SHOW'

NEW series designed to show the U. S. Navy at work—at sea, in the air and on land—and to show the public that Navy life is similar to that of civilians has been started on WGN-TV Chicago. Titled *Your Navy Show*, the program features talent from the Ninth Naval Command and Robert Trendler and his WGN orchestra. Adrienne Falcon serves as m.c. of the show, which includes film clips of various Navy activities.

SYNTHESIZER BROADCAST

WGMS Washington April 27 at 7:05 p.m. broadcast for the first time in the city the results of the electronic sound synthesizer developed and recently introduced by the David Sarnoff Labs, Princeton, N. J. The electronic synthesizer, according to WGMS, "is a music making device that can, in theory, originate any sound and any voice. Therefore, by mechanical means alone, music can be produced which does not originate with any musician or musical instrument." Members of the press, electronics industry and music and hi-fi fields heard a preview of the music and explanatory talks that same day before the broadcast. Musical examples were introduced with especially transcribed remarks by Brig. Gen. David Sarnoff.

Coincidental Sales

AS A MEANS of enabling salesmen to tailor their "pitch" for a specific program to a specific account, WOR New York account executives have been provided with an all-transistor, pocket-size radio which they carry with them to appointments with agency timebuyers. Salesmen are arranging appointments with timebuyers to coincide with the time of the program offered for sale. For instance, if the appointment is for 1 p.m. EDT, timebuyers will listen to *Luncheon at Sardi's* as well as a presentation about the show.

'MAGIC CARPET' CONTEST

CARIBBEAN vacation for two is the prize being awarded by Dorsey Connors of WNBQ (TV) Chicago in a "magic carpet" contest on her nightly travel series. Viewers are asked to write in 50 words why they think a relation or friend deserves such a trip to Cuba, Haiti, Nassau and Miami Beach. Travel editors of four Chicago newspapers will serve as judges of the contest.

TORONTO FOLLOWS CHICAGO

THE DOWNTOWN Businessmen's Assn. of Toronto Inc. has taken a leaf from the success story of Chicago's State Street Council and embarked on a radio spot announcement campaign to lure shoppers downtown [B•T, April 25]. The association started its drive March 15 with 14 150-word spots each day on three stations and on April 11 increased coverage to four outlets with 18 announcements per day. Live and recorded spots are being aired on CHUM, CKFH, CFRB and CKEY.

CKTB BROCHURE

CKTB St. Catherines, Ont., has issued a 20-page illustrated brochure on its operations for agency timebuyers. The booklet contains pictures of industrial expansion in the area, coverage maps, directory of manufacturers, lists of local and national advertisers, examples of CKTB programming and statistics on population in the area.

WFMT (FM) HI-FI BROADCASTS

WFMT (FM) Chicago will broadcast from special studios at the 1955 High Fidelity Show in Chicago's Palmer House Sept. 30-Oct. 2, and other stations specializing in hi-fi will maintain exhibits at the exposition, it has been reported. The special broadcast feature was announced jointly by Bernard Jacobs, WFMT manager, and S. I. Neiman, president of the show. WFMT will maintain a specially constructed broadcasting studio, airing music, drama, poetry and discussion fare.

'McGILL U. ON THE AIR'

CFCF Montreal for the third year is airing a weekly program, *McGill University on the Air*, in which university students have a chance to learn something about the programming, advertising and broadcasting facets of commercial radio.

NEGRO PULSE FINDINGS

FINDINGS of a Pulse study of the Negro radio market in New York have been prepared in a brochure by WWRL New York, which claims the Feb. 14-18 test of 600 Negro families in the New York area shows the station to be the "best buy" among radio outlets serving this segment of the population in the periods of 9-11 a.m., 2-5:30 p.m. and 10:30 p.m. to midnight. WWRL's figures, based on Pulse ratings and share of audience per quarter-hour, are computed on "comparative average cost per thousand." According to the data, the Negro population in the market is 1,100,872. Areas tested by percentages: Manhattan, 46; Bronx, 15; Brooklyn, 22; Queens, 10, and New Jersey, seven.

NAME THE PROGRAM

WMTW (TV) Poland Spring, Me., conducted a contest to name home economist Edith Webber's new cooking show on the station and pulled over 16,000 entries. Mrs. Lena Gardner of Portland, Me., was winner with the title, *Cook-*

WKMI
KALAMAZOO
Western Michigan's Most Powerful Independent
Serving the Kalamazoo-Battle Creek 270,000 Metropolitan Area
★
5,000 Watts
Full Time • at 1360
Steere Broadcasting Corporation
Nat'l Rep., Forjoe

MAGNIFY YOUR SALES
IN THIS STABLE $140,000,000.00 MARKET
CBS KGVO-TV MISSOULA MONTANA
• University City
• Rich Lumbering and Agricultural Area
GILL-PERNA, reps.
167 Mountainous Miles from Spokane

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET NEW YORK 22, N. Y.
EL 5-0405
All Inquiries Confidential

Sell the Champlain Valley
WEAV PLATTSBURG, N. Y.
Ask GILL-PERNA Inc.

CHNS
HALIFAX NOVA SCOTIA
THE
SIGNBOARD
OF
SELLING POWER
IN THE
MARITIME PROVINCES
ASK
JOS. WEED & CO.
579 Fifth Ave., New York
He Has the Reasons Why!
5000 WATTS—NOW!

LIBEL
SLANDER
PIRACY
COPYRIGHT
VIOLATION
Our special
INSURANCE
answers the problem
of claims in this field
ADEQUATELY • INEXPENSIVELY
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE
CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI



"Now don't tell me you stayed home to listen to KRIZ Phoenix, too?"

TAPE DUPLICATION
Unrivalled capacity, fast complete service—Multiple destination mailings. Experienced engineers—Ampex installations assure quality.
RECORDED PUBLICATIONS LABS.
1558-70 Pierce Avenue Camden, N. J.
Cam.: WO 3-3000 • Phila.: WA 2-4649

First Aid by Tv

REGISTERED applicants for first aid course given on WNHC-TV New Haven during a 20 half-hour program series were awarded "Tv Certificates of Recognition in First Aid" at conclusion of *If Disaster Strikes* series. Certificate can be applied to regular Red Cross first aid certificate. Station reports nearly 600 viewers registered for the course. Because of its success, a new series is being planned to start in the fall.

ing Can Be Fun. Prizes included a choice of major appliances and a dozen bonuses ranging from a mattress to enough paint to do a famliy home.

CKLB'S CARBON COPIES

BECAUSE many local organizations and clubs keep scrapbooks about their activities published in newspapers and magazines, CKLB Oshawa, Ont., now keeps carbon copies of its news announcements about such organizations. The carbon copy is sent to the local organization with a note mentioning the time and date the item was broadcast over the station. As a result, CKLB has received a sheaf of thank you notes from top executives of big companies like General Motors, as well as from local Boy Scout troops.

WHAT LISTENERS WON'T HEAR

INDIVIDUAL disc jockey personality recordings are being utilized by WKDA Nashville, Tenn., to show the listening audience what they "will not hear" on the station. The promotional gimmicks contain brief satirical sketches designed to show listeners what will not be aired over the air as well as to emphasize what they will hear on the station's *"Happy Musicland . . .* all day, every day, over WKDA."

'WINKY DINK' KITS SOLD

SALE of "Winky Dink" kits is expected to pass the three million mark early in May, Barry, Enright & Friendly, packagers of the CBS-TV program, *Winky Dink and You* (Saturday, 11-11:30 a.m. EDT; Sunday, noon to 12:30 p.m. EDT), reports. Edwin S. Friendly, vice president of the packaging firm, said that through April 15, 1,345,200 kits had been sold on the air, 1,730,300 through retail outlets and another 260,900 as "super kits."

PUPPIES AND A HELICOPTER

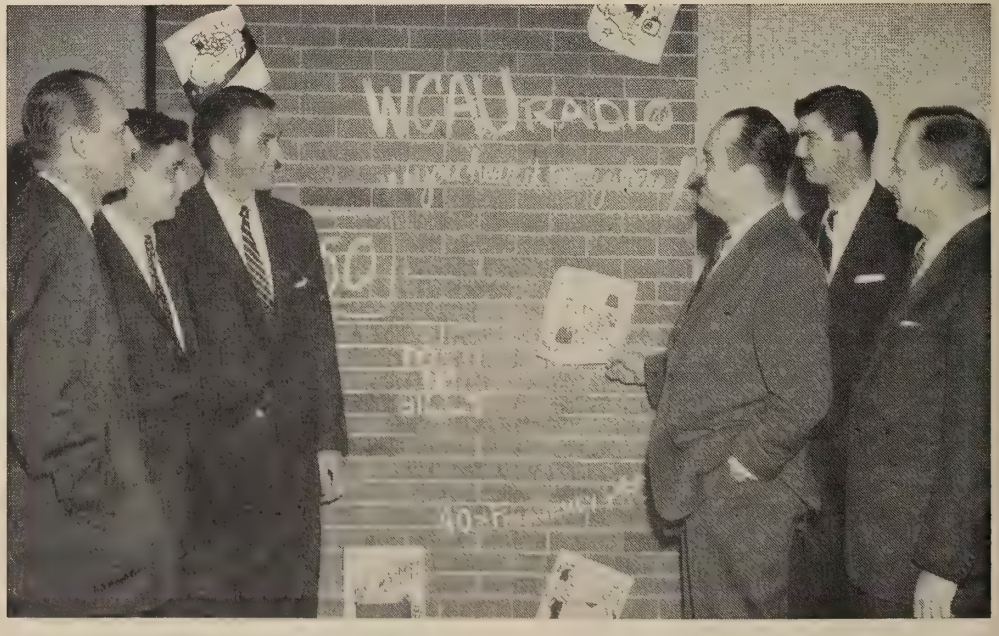
A HELICOPTER was used by John Coons to deliver puppies to 12 Chicagoland children as prizes in the "Name the Puppy" contest on *Noontime Comics* on WNBQ (TV) Chicago. Called "Operation Puppylift," the project called for "Uncle Johnny Coons" to deliver cocker spaniels or beagles to Jewel Food store parking lots in three Chicago suburbs—Bensonville, Aurora and Libertyville. The program is sponsored by Lever Brothers Co. (soaps and other household products), New York.

WCPO-TV AIRS POLIO SHOTS

REMOTE telecast of first and second grade children of the Cincinnati public schools receiving their Salk polio inoculations was staged April 27 by WCPO-TV there. The remote began at 9:15 a.m., just as the youngsters started into the gymnasium of the Cummins School for the shots. Newscaster Bob Otto interviewed Cincinnati Health Dept. officials, doctors giving the shots and parents of the children being inoculated.

'OPERA THEATRE' RETURNS

TOTAL of 2,500 requests has prompted WNMP Evanston, Ill., to bring back its *Opera Theatre* series starting April 30, according to Lewis LaMar, assistant general manager of the station. He claims the series, which features complete opera programs, is the only one of its kind on the air today and will have a longer run (21 weeks) than any opera series. The program is aired each Saturday at 3 p.m. and was brought back by listeners' requests. WNMP has been collecting and auditioning records for the series for the past six months.



SUMMER CAMPAIGN plans and slogan of WCAU Philadelphia are unveiled by Robert N. Pryor (4th r), WCAU vice president in charge of public relations and promotion, at April 21 meeting with CBS Radio Spot Sales representatives. L to r: Ray Kremer, Chicago office; Pete Storer, New York; Dick Schutte, Los Angeles; Jack Donahue, Chicago, and Bob Dooley, New York.

Zooing and Viewing

THE OLDEST ZOO in America is promoting itself via the newest medium—and it's really paying off. The Philadelphia Zoological Gardens, which lays claim to that venerable title "oldest zoo in America," began to use television 15 years ago in the experimental days of WPTZ (TV) there. Since that time, according to Roger Conant, curator of reptiles and public relations, attendance has risen steadily, with the exception of seasons with a large number of rainy weekends.

Zoo attendance 15 years ago averaged 400,000 per year. It passed the half-million mark in 1945 and has been going up since. The record attendance was registered in 1951 with 857,901; last year saw 739,701 pass through the turnstiles. The figures represent money inasmuch as the Philadelphia Zoo, unlike most zoological parks, obtains most of its operating revenue through admissions. Films of zoo activities are now used on all three Philadelphia tv outlets (WFIL-TV, WCAU-TV and pioneer WPTZ) as well as by outside stations (WDEL-TV Wilmington, Del.; WGBI-TV Scranton, Pa., and WGLV (TV) Easton, Pa.). Latest innovation is a 15-minute color program on WFIL-TV.

AD AWARD BROCHURE

HENRY J. KAUFMAN & Assoc., Washington agency, has prepared a promotion brochure covering the various ad awards won by the agency. An attached note says, "The only reliable way to judge an advertisement . . . say some admen who never win awards . . . is by the sound of a cash register ringing up sales. Some of our best friends are cash registers, but we like it when advertising we prepare also achieves award recognition for our clients." The booklet describes the many awards won by Kaufman, from eight at the annual National Advertising Agency Network meeting to staffer Betty Gwyer's "Washington Ad Woman of the Year" award.

PRESS GETS A PLANE RIDE

TO CELEBRATE the second anniversary of the *Music 'til Dawn* program on KNX Hollywood, April 28, station executives joined sponsor American Airlines in inviting trade and newspaper press to a three-hour afternoon flight over the Grand Canyon in a DC-7 supplied by the airline, which has sponsored the program since its start. A birthday cake was sliced and distributed to the press during the flight.

WWDC GOLFING CONTEST

WWDC Washington is conducting a "Hole-in-One" contest April 30 through July 4 for the benefit of the Crippled Children's Society of Maryland, Virginia and the District of Columbia. Top prize is a 1955 Chevrolet automobile and there also are daily prizes. A special 85-yard green and cup have been laid out at a suburban Washington driving range. The fee is $1 for six balls. All are eligible except professional golfers. There is no limit on the number of times a person may enter. If no hole-in-one is scored, the person nearest the cup will be judged winner. Names of daily winners are being broadcast over WWDC's *Bob Wolff Sports Show*.

Station Authorizations, Applications

(As Compiled by B • T)

April 28 through May 4

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of April 30, 1955 *

	AM	FM	TV
Licensed (all on air)	2,704	522	134
CPs on air	13	17	†319
CPs not on air	98	13	121
Total on air	2,717	539	453
Total authorized	2,815	552	574
Applications in hearing	127	3	180
New station requests	201	8	18
New station bids in hearing	69	0	127
Facilities change requests	142	9	38
Total applications pending	823	80	196
Licenses deleted in April	0	1	0
CPs deleted in April	1	0	4

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary through May 4

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,717	2,704	111	211	67
Fm	539	522	30	3	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	279	322	603[1]
Noncom. Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	310	106	416
Noncom. Educ. on Air	9	3	12

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	963	337	743	538	1,282[2]
Noncom. Educ.	58		30	28	58[3]
Total	1,020	337	773	566	1,340[4]

[1] One hundred-forty-one CPs (29 vhf, 112 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 35 already granted.
[4] Includes 636 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

Ephrata, Wash.—Basin Tv Co. granted uhf ch. 43 (644-650 mc); ERP 13.2 kw visual, 6.6 kw aural; antenna height above average terrain 660 ft., above ground 139 ft. Estimated construction cost $82,405 first year operating cost $25,000, revenue $50,000. Post office address % A. W. Talbot, 1411 Fourth Ave. Bldg., Seattle. Transmitter location 1 mile W of Ephrata. Geographic coordinates 47° 18′ 45″ N. Lat., 119° 35′ 00″ W. Long. Transmitter and antenna GE. Legal counsel D. F. Prince, Washington. Consulting engineer Frank H. McIntosh, Washington. Principals include **Cascade Bcstg. Co.** (100%), owner of KIMA-AM-TV Yakima, satellite KEPR-TV Pasco, Wash., KLEW-TV Lewiston, Idaho, applicant for satellite on ch. 8 at Walla Walla, Wash., and 40% owner of KWIE Kennewick, Wash.; Pres. **Thomas C. Bostic**; Vice Pres. **J. Barry Watkinson**, and Sec.-Treas. **Frank E. Mitchell**. Granted May 4.

Milwaukee, Wis.—Business Management Inc. (WFOX) granted uhf ch. 31 (572-578 mc); ERP 21.4 kw visual, 12 kw aural; antenna height above average terrain 350 ft., above ground 434 ft. Estimated construction cost $124,961, first year operating cost $150,000, revenue $180,000. Post office address 4531 W. Forest Home Ave., Milwaukee. Studio and transmitter location 208 W. Wisconsin Ave., Milwaukee. Geographic coordinates 43° 02′ 20″ N. Lat., 87° 54′ 17″ W. Long. Transmitter and antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Page, Creutz, Garrison & Waldschmitt, Washington. Principals include Pres.-Treas. **Joseph A. Clark** (100%); Vice Pres. **Edward Stillman**, and Sec. **Chas. L. Goldberg**. Granted May 4.

APPLICATIONS

Sacramento, Calif.—Educational Television, vhf ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,074 ft., above ground 500 ft. Estimated construction cost $256,350, first year operating cost $160,500 revenue $160,500. Post office address % Postmaster, Sacramento. Studio location 3835 Freeport Blvd., Sacramento Jr. College, Sacramento. Transmitter

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

location 3.5 miles S of El Dorado, Calif. Geographic coordinates 38° 37' 49" N. Lat., 120° 51' 20" W. Long. Transmitter and antenna GE. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer Peter K. Onnigian, Sacramento. Pres. **Kenneth R. Hammaker**, postmaster. Filed April 28.

Laredo, Tex.—H. C. Avery Jr. & David H. Cole d/b as Vidicon Industries of America, vhf ch. 8 (180-186 mc); ERP 28.2 kw visual, 16.1 kw aural; antenna height above average terrain 240.8 ft., above ground 318 ft. Estimated construction cost $105,450, first year operating cost $77,380, revenue $99,010. Post office address % Ross K. Prescott, attorney, Life of America Bldg., Dallas, Tex. Studio and transmitter location 820 Convent Ave., Laredo. Geographic coordinates 27° 30' 23" N. Lat., 99° 30' 29" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutchison, Arlington, Tex. Principals in equal general partnership include **H. C. Avery Jr.**, architect and engineer, and **David H. Cole**, roofing and construction material and service contractor. Filed May 3.

Existing Tv Stations . . .

ACTIONS BY FCC

WBIQ (TV) Birmingham, Ala.—Ala. Educational Tv Comm. granted STA to operate educational tv station on ch. 10 for the period ending June 13. Granted April 27; announced May 3.

WFLB-TV Fayetteville, N. C.—Fayetteville Bcstrs. Inc. seeks mod. of CP for ch. 18 to change ERP to 12.9 kw visual, 7.22 kw aural; antenna height above average terrain 347 ft. Filed April 29.

KBST-TV Big Spring, Tex.—Big Spring Bcstg. Co. granted mod. of CP for ch. 4 to change ERP to 5.1 kw visual and 2.5 kw aural. Granted April 29; announced May 3.

KCOR-TV San Antonio, Tex.—KCOR Inc. seeks mod. of CP for ch. 41 to change ERP to 11 kw visual and 6.03 kw aural. Granted April 29; announced May 3.

APPLICATIONS

KRBB (TV) El Dorado, Ark.—South Ark. Tv Co. seeks mod. of CP for ch. 10 to change studio and transmitter location to 5.3 miles S of El Dorado along U. S. Hwy 167; change ERP to 24.1 kw visual, 12 kw aural; antenna height above average terrain 631 ft. Filed April 29.

KCOP (TV) Los Angeles, Calif.—The Copley Press Inc. seeks CP for ch. 13 to change ERP to 173.8 kw visual, 86.9 kw aural; antenna height above average terrain 2,910 ft. Filed April 29.

KWWL-TV Waterloo, Iowa—Blackhawk Bcstg. Co. seeks mod. of CP for ch. 7 to change transmitter location to 5 miles SE of Jessup, Iowa; ERP to 316 kw visual, 158 kw aural; antenna height above average terrain 1,037 ft. Filed May 2.

WPAG-TV Ann Arbor, Mich.—Washtena Bcstg. Co. seeks mod. of CP for ch. 20 to change ERP to 17 kw visual, 9.5 kw aural; antenna height above average terrain 343 ft. Filed April 29.

KCOR-TV San Antonio, Tex.—KCOR Inc. seeks mod. of CP for ch. 41 to change ERP to 11.1 kw visual, 6.6 kw aural; antenna height above average terrain 498.5 ft. Filed April 28.

STATIONS DELETED

KWIK-TV Pocatello, Idaho—Eastern Idaho Bcstg. & Tv Co. FCC deleted tv station on ch. 6 at request of attorney. Deleted April 26.

KOPR-TV Butte, Mont.—Copper Bcstg. Co. FCC deleted tv station on ch. 4 for lack of prosecution. Deleted April 26.

New Am Stations . . .

APPLICATIONS

Holbrook, Ariz.—Donald E. Jacobs Sr. & Irene Tabor d/b as Northeastern Arizona Bcstrs., 1270 kc, 1 kw daytime. Post office address % Irene N. Tabor, Box 31, Holbrook. Estimated construction cost $25,378, first year operating cost $31,200, revenue $42,580. Principals include **Donald E. Jacobs Sr.** (75%), Indian trading post and tourist curio store owner, and **Irene N. Tabor** (25%), housewife. Filed May 2.

Wynne, Ark.—East Ark. Bcstrs. Inc. 1400 kc, 250 w unlimited. Post office address % J. L. Shaver Jr., Ben Block Bldg., Wynne. Estimated construction cost $14,536, first year operating cost $32,000, revenue $45,000. Principals include Pres. **Thompson B. Murray Jr.** (5%), auto dealer; Vice Pres. **J. L. Shaver Jr.** (2½%); Sec.-Treas. **Raymond O. Raley** (45%), retail store owner, and **William W. Meriwether** (10%), retail hardware. Filed April 26.

Ft. Lupton, Colo.—Harry Laurence Hill, 800 kc, 500 w daytime. Post office address % E. B. Evans, 718 Symes Bldg., Denver. Estimated construction cost $21,530, first year operating cost $36,000, revenue $55,000. Mr. Hill is dairy farmer and orchestra leader. Filed May 2.

Clarksdale, Miss.—David M. Segal, 900 kc, 250 w daytime. Post office address 1012 Baltimore Bldg., Kansas City, Mo. Estimated construction cost $14,900, first year operating cost $36,000, revenue $48,000. Mr. Segal is 74% owner KUDL Kansas City; 75% owner WGVM Greenville, Miss.; 94% owner KOSI Aurora, Colo., and sole owner of KDKD Clinton, Mo., and KLEE Ottumwa, Iowa. Filed April 28.

Wolf Point, Mont.—Charles L. Scofield & Willard L. Holter d/b as The Wolf Point Bcstg. Co., 1490 kc, 250 w unlimited. Post office address % Charles L. Scofield, Box 1240, Williston, N. D. Estimated construction cost $6,150, first year operating cost $30,000, revenue $36,000. Principals in partnership include **Charles L. Scofield** (⅔), owner of KEYZ Williston, N. D., and ⅓ owner KLTZ Glasgow, Mont., and **Willard L. Holter** (⅓), ⅓ owner KLTZ and salesman at KEYZ. Filed May 2.

Fargo, N. D.—Northwestern Schools, 900 kc, 1 kw daytime. Post office address 50 Willow St., Minneapolis, Minn. Estimated construction cost $21,716, first year operating cost $30,000, revenue $30.000. Applicant is non-profit organization and operates KTIS-AM-FM Minneapolis and KNNS Waterloo, Iowa. Principals include Pres. **Richard A. Elvee**; Sec. **Victor P. Chamberlain**, and Treas. **James T. Knutson.** Filed April 28.

Tyler, Tex.—Dana W. Adams, 1330 kc, 500 w daytime. Post office address 1323 E. Sixth St., Tyler. Estimated construction cost $27,047, first year operating cost $36,000, revenue $48,000. Mr. Adams is in real estate and insurance sales. Filed May 2.

Existing Am Stations . . .

ACTIONS BY FCC

KIMN Denver, Colo.—KIMN Inc. granted CP to change studio location to 5350 20th Ave., Denver. Granted April 29; announced May 3.

WHOT South Bend, Ind.—South Bend Bcstg. Corp. granted mod. of license to change studio location to Juniper Rd., Notre Dame, Ind. Granted April 26; announced May 3.

WTHI Terre Haute, Ind.—Wabash Valley Bcstg. Corp. granted CP to change studio location to 308 Fairbanks Block, Terre Haute. Granted April 29; announced May 3.

Ownership Changes . . .

ACTIONS BY FCC

WLAY Muscle Shoals, Ala.—Muscle Shoals Bcstg. Corp. granted voluntary transfer of control and assignment of license to M. C. Gregory for $110,000. Mr. Gregory, in turn, seeks assignment to wholly owned Gregory Bcstg. Corp. Mr. Gregory is former station and sales manager of WRAW Augusta, Ga. Granted May 4.

WCRL Oneonta, Ala.—Blount County Bcstg. Service Inc. granted voluntary transfer of control through sale of all stock for $20,410 to **L. D. Bentley Jr.** (50.7%), manager of WCRL; Vice Pres. **B. S. Bentley** (48.5%), and Sec. **Rachel B. Bentley** (0.7%). Granted May 4.

WLBS Birmingham, Ala.—WLBS Inc. granted voluntary transfer of control to G. G. Pruett through transfer of 58.3% interest by E. D. Rivers Sr. in exchange for Mr. Pruett's notes and certificates of WMIE Miami, Fla., to amount of $50,000. Mr. Pruett will now be sole owner. Granted May 4.

WKRG-AM-FM Mobile, Ala.—Giddens & Rester Radio granted assignment of license to WKRG-TV Inc., permittee of ch. 5 WKRG-TV, for $150,000. **Kenneth R. Giddens** is president and 20% owner of WKRG-TV. Granted May 4.

KMNS Sioux City, Iowa—Siouxland Bcstg. Co. granted voluntary assignment to **William F. Johns Jr.** (72%); **Patricia Johns** (3%); **William F. Johns Sr.** (13%); **Penrose H. Johns** (3%), and **Robert J. Flynn** (9%) d/b as Siouxland Bcstg. Co. Messrs. Flynn and Johns Sr. pay $4,000 each for 10% interest. Granted May 4.

WHXY Bogalusa, La.—Bogalusa Bcstg. Corp. granted voluntary transfer of control through sale of 50% interest for $10,000 to **Charles W. Holt** (55%), ½ owner WHNY McComb and ⅓ owner WHSY Hattiesburg, Miss.; **Herbert Aplin** (22½%), auto dealer; **Francis T. Zachary** (15%), Circuit Court Judge; **Mattie M. Climo** (5%), and **Emma H. Aplin** (2½%). Granted May 4.

WHNY McComb, Miss.—WSKB Inc. granted voluntary transfer of control through sale of 50% interest for $43,500 to **Charles W. Holt** (55%), ½ owner WHXY Bogalusa and ⅓ owner WHSY Hattiesburg, Miss.; **Herbert Aplin** (22½%), auto dealer; **Francis T. Zachary** (15%), Circuit Court Judge; **Mattie M. Climo** (5%), **and Emma H. Aplin** (2½%). Granted May 4.

WHSY Hattiesburg, Miss.—The Hub City Bcstg. Co. granted voluntary transfer of control through sale of remaining 50% interest for $15,000 to Charles W. and Connie L. Holt. Mr. Holt is ½ owner of WHXY Bogalusa and WHNY McComb, Miss. Granted May 4.

WNBF-AM-TV Binghamton, N. Y.—Clark Associates Inc. granted voluntary transfer of control to Triangle Publications Inc. (Radio & Tv Div.) for $3 million. Triangle Pub. is owner of WFIL-AM-FM-TV Philadelphia, Pa., and 50% owner of WHGB Harrisburg, Pa. Granted May 4.

WGHF (FM) New York, N. Y.—WGHF Inc. granted transfer of control from W. G. H. Finch to Air Music Inc. through sale of remaining interest for $41,000. Air Music Inc. is owned by Muzak Corp. Granted May 4.

KRGA Springfield, Ore.—KRGA Inc. granted voluntary transfer of control to Glen M. Stadler through purchase of 75% interest from W. Gordon Allen and his wife M. R. Allen for $50,000. Mr. Stadler is station manager of KRGA. Granted May 4.

KWAT Watertown, S. D.—Midland National Life Ins. Co. granted voluntary transfer of control to Clint W. Murchison through sale of 20,524 shares of stock from voting trust for $2,257,640. Midland National Life is 95.9% stockholder of Tri-City Tv Corp., applicant for new tv station on ch. 3 at Watertown. Mr. Murchison, former 32% owner of Midland National Life and holder of oil, gas and investment interest, will now own 73.9% interest. Granted May 4.

WRAD Radford, Va.—Rollins Bcstg. Inc. granted voluntary assignment of license to Perry E. and Alice C. Gresham for $125,000. Mr. Gresham is president of Bethany College, Bethany, W. Va. Granted May 4.

APPLICATIONS

KWRF Warren, Ark.—Paul Fiser & John G. Rye d/b as Pines Bcstg. Co. seeks voluntary assignment of license to Paul Fiser, John G. Rye and Lee Reaves d/b as Pines Bcstg. Co. through sale of ⅓ interest to Lee Reaves, manager of KWRF, for $10,000. Filed April 28.

WLOL St. Paul, Minn.—Independent Bcstg. Co. seeks voluntary assignment to B F R Bcstg. Corp. for $300,000. Principals include **N. L. Bentson, Edmund Ruben** and **Joe Floyd**, each owning ⅓ interest. Same interests own KELO-AM-TV Sioux Falls, S. D., and KDLO-TV Florence, S. D. Filed April 29.

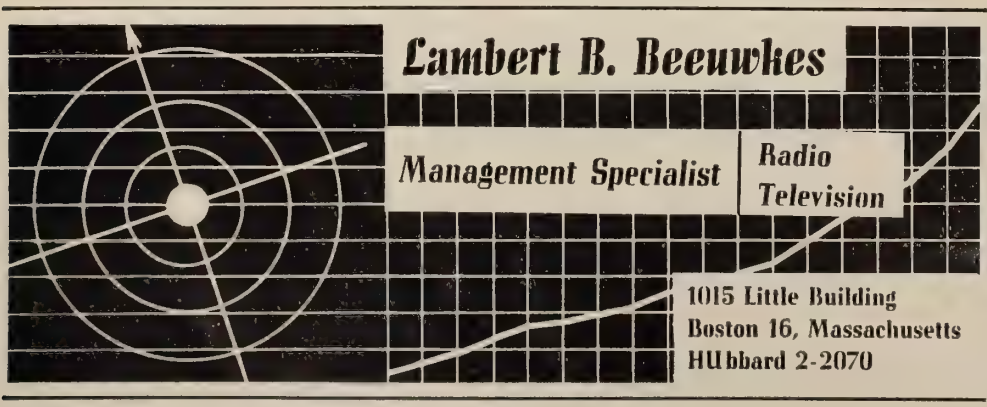
WMIS Natchez, Miss.—Natchez Bcstg. Co. seeks involuntary transfer of control (91%) to Mrs. P. K. Ewing, executrix of the estate of P. K. Ewing, deceased. Mrs. Ewing will now own 94%.

KDRO-AM-TV Sedalia, Mo.—Milton J. Hinlein seeks voluntary assignment of license to corporation KDRO-TV and Radio Inc. Mr. Hinlein will then sell ½ interest. Filed April 26.

WNBF-AM-TV Binghamton, N. Y.—Clark Associates Inc. seeks voluntary assignment to parent corporation Triangle Publications Inc. (Radio & Tv). Filed April 28.

WNRC-AM-FM New Rochelle, N. Y.—Radio New Rochelle Inc. seeks voluntary transfer of control to Donald Daniels through sale of 54.4% interest by James A. and Don R. Iodice in lieu of cancellation of $16,000 notes. Mr. Daniels has interest in real estate and investments. Filed April 29.

WHAN Charleston, S. C.—Charleston Bcstg. Co. seeks transfer of control to Harry C. Weaver through sale of all stock for $49,500. Mr. Weaver is ½ owner WGAP Maryville and holds interest in WOKE Oak Ridge, both Tenn. Filed April 25.



WCDT Winchester, Tenn.—Royce E. Richards, Ernest F. Richards Sr. and Ernest F. Richards Jr. d/b as Franklin County Bcstg. Co. seek voluntary assignment corporation to Franklin County Bcstg. Co. Each partner retains identical ⅓ interest. Filed April 29.

KSAM Huntsville, Tex.—Theodore F. Lott & M. B. Cauthen d/b as Huntsville Bcstg. Co. seek voluntary assignment to M. B. Cauthen tr/as Huntsville Bcstg. Co. Mr. Cauthen purchases remaining 50% interest from Mr. Lott for $5,500. Filed April 29.

Hearing Cases . . .

OTHER ACTIONS

KNAC-TV Ft. Smith, Ark.—American Tv Co. FCC designated for hearing applications for (1) assignment of CP (ch. 5) to Southwestern Pub. Co., and (2) extension of time to construct. Chairman McConnaughey and Comr. Hyde dissented. Action May 4.

KTLA-TV Los Angeles, Calif.—Paramount Tv Productions Inc. FCC ordered KTLA-TV to show cause at a hearing at time and place to be designated later, why that station should not cease and desist from broadcasting the program "Play Marco" which appears to violate the U. S. Criminal Code and the Commission's rules governing lotteries and "Give-Away" programs. Action May 4.

De-Intermixture—Acting on petitions, the Commission extended from May 2 to May 17 the time for filing comments to rule making seeking de-intermixture of commercial vhf and uhf television assignments in Peoria, Ill.; Evansville, Ind.; Madison, Wis., and Hartford Conn. Action April 27.

Flint-Saginaw, Mich.—FCC by order, denied petition of Lake Huron Bcstg. Corp., permittee of WKNX-TV Saginaw, Mich., filed April 28 requesting interim stay of grant made April 14 to WJR, The Goodwill Station Inc., for mod. of CP for tv ch. 12, Flint, Mich., to specify a new transmitter site and to make other changes. Comr. Lee dissented. Action May 4.

Hattiesburg, Miss.—Hattiesburg Tv Co. FCC granted petition to dismiss without prejudice bid for new tv station on ch. 9. Action May 3.

Off-The-Air Relay Service—By order, the Commission granted request by Radio-Electronics Television Manufacturers Association and extended the time from April 29 to May 20 within which to file comments on further notice of proposed rule making to amend Part 4 of the tv Auxiliary Broadcast rules, and to May 31 for filing replies thereto. Action April 27.

Ambridge, Tarentum, Pa.; Painesville, Ohio—By order the Commission granted request of its Broadcast Bureau and supporting request by Miners Broadcasting Service Inc., insofar as they request enlargement of issues in proceeding on applications for new am stations (1460 kc) of Miners Bcstg. Service Inc., Ambridge, Pa.; Louis Rosenberg, Tarentum, Pa., and Somerset Bcstg. Co., Painesville, Ohio, and added issue to determine whether the installation and operation of the station proposed by Somerset would be in compliance with the Commission's rules and standards with particular reference to providing the required minimum of interference-free service within its normally protected daytime contour (0.5 mv/m) because of interference from station WBNS Columbus, Ohio; denied request in all other respects; also denied petition of Miners to dismiss Somerset application. Action April 27.

Tv Allocations—By report and order, the Commission finalized rule making proposed March 9, and substituted ch. 22 for ch. 61 at Springfield, Mass., and ordered WWLP (TV) to shift accordingly. This necessitates exchanging ch. 25 for ch. 52 at Barnstable, Mass.; ch. 38 for ch. 50 in Boston, Mass.; transfer of ch. 61 from Springfield to Easthampton, Mass., and changing the educational reservation at Providence, R. I., from ch. *22 to ch. *36. These changes are effective June 2. Commissioner Hennock not voting. Action April 27.

WGNS Murfreesboro, Tenn.—WGNS Inc. FCC issued an order to show cause at a hearing on June 13 why license for am station should not be revoked for violating Section 3.181 of the rules by failing to keep the required operating and program logs. Action May 4.

Routine Roundup . . .

April 28 Decisions

ACTIONS ON MOTIONS

By Comr. Robert T. Bartley on April 26

Paducah, Ky., Columbia Amusement Co.; Paducah Newspapers Inc.—Granted petition of Paducah Newspapers for extension of time to May 31 in which to file exceptions to initial decision in re ch. 6 (Dockets 10875-76).

Omaha, Neb., KFAB Bcstg. Co.—Granted petition for extension of time to and including May 16 within which to file exceptions to initial decision in re ch. 7 (Docket 9009).

Seattle, Wash., KXA Inc.; Puget Sound Bcstg. Co.—Granted motion of applicants for an extension of time to and including May 16 in which to file exceptions to initial decision in re ch. 7 (Dockets 9030, 10758-59).

WERD Atlanta, Ga., Radio Atlanta Inc.—Granted petition for an extension of time to and including May 2 in which to file exceptions to initial decision in re am applications (Dockets 10638 et al.).

By Examiner Hugh B. Hutchison on April 26

Abilene, Texas, Bill Mathis—The examiner on his own motion, continued without date the hearing scheduled for May 2 in re am application (Docket 11180).

By Examiner Thomas H. Donahue on April 26

Oakland, Calif., Television East Bay—Granted motion for extension of time to file proposed findings from May 2 to May 16 in re applications for ch. 2 (Dockets 8888 et al.) and the time for filing replies from June 1 to June 15.

April 29 Applications

ACCEPTED FOR FILING

Modification of CP

KHJ Hollywood, Calif., General Teleradio Inc.—Mod. of CP (BP-8907) as mod. which authorized change to directional antenna night use only (DA-N) for extension of completion date (BMP-6827).

WKOP Binghamton, N. Y., The Binghamton Bcstrs. Inc.—Mod. of CP (BP-9218) as mod. which authorized increase daytime power and install DA for daytime use for extension of completion date (BMP-6828).

KURA Moab, Utah, R. L. McAlister—Mod. of CP (BP-9377) which authorized new standard broadcast station for extension of completion date (BMP-6826).

KTIX Seattle, Wash., W. Gordon Allen—Mod. of CP (BP-8674) as mod. which authorized new standard broadcast station for extension of completion date (BMP-6829).

WCOV-TV Montgomery, Ala., Capitol Bcstg. Co.—Mod. of CP (BPCT-822) as mod. which authorized new tv station for extension of completion date to 8-1-55 (BMPCT-3079).

License for CP

WSEV Seviersville, Tenn., Smoky Mountain Bcstg. Corp.—License to cover CP (BP-9327) as mod. which authorized new standard broadcast station (BL-5702).

Remote Control

WATA Boone, N. C., Wilkes Bcstg. Co.—(BRC-711).

May 2 Decisions

ACTIONS ON MOTIONS

By Examiner James D. Cunningham

WSPA-TV Spartanburg, S. C., The Spartan Bcstg. Co.—Granted motion of WSPA-TV to quash subpoena duces tecum; and denied joint motion of Wilton E. Hall and Greenville Tv Co., protestants, to strike or dismiss petitioner's motion (Action of 4/25).

WMID Atlantic City, N. J., Mid-Atlantic Bcstg. Co.—Granted petition for extension of time to May 13 to file proposed findings in re applications for renewal of license and transfer of control (Dockets 11045-46) (Action of 4/27).

By Examiner J. D. Bond on April 28

Biloxi, Miss., Radio Associates Inc.; WLOX Bcstg. Co.—By Memorandum Opinion and Order denied petition to remove hearing to field filed by WLOX and that portion of opposition filed by Radio Associates which requests limiting the deposition proceedings in re ch. 13 (Dockets 10844-45); and further ordered that for purposes of appeal, the effective date of this order is April 29.

Eatontown, N. J., Harold M. Gade; Long Branch, N. J., Monmouth County Bcstrs.—Issued an Order after second prehearing conference that parties shall submit their respective direct affirmative case exhibits on or before May 23; further prehearing conference shall be held May 26, and hearing shall commence June 2 (Dockets 11124-25).

By Examiner H. Gifford Irion

Broadcast Bureau—Granted petition for reconsideration of the Examiner's direction to file proposed findings in proceeding re application for ch. 9 in Charlotte, N. C. (Dockets 8837 et al.), and such proposed findings by the Bureau are not required (Action of 4/28).

Charlotte, N. C., Radio Station WSOC Inc., et al.—Granted petition for continuance of date for filing proposed findings from April 29 to May 2 in re ch. 9 (Dockets 8837 et al.), and the date for filing reply findings was continued from May 13 to May 16 (Action taken 4/29).

By Examiner Elizabeth C. Smith on April 26

Price, Utah, Carbon-Emery Bcstg. Co.—Granted petition for extension of time to May 3 for filing proposed findings in re am application (Docket 10739), and the time for filing reply to such findings was extended to May 23.

May 2 Applications

ACCEPTED FOR FILING

License for CP

WLEW Port Huron, Mich., Harmon LeRoy Stevens, Herman LeRoy Stevens and John F. Wismer d/b as Port Huron Bcstg. Co.—License to cover CP (BP-8958) which authorized change frequency and change hours of operation (BL-5704).

Modification of CP

KRWC Forest Grove, Ore., Irving V. Schmidtke—Mod. of CP (BP-9261) as mod. which authorized increase in daytime power and install new transmitter for extension of completion date (BMP-6831).

Remote Control

WIST Charlotte, N. C., The Bcstg. Co. of the South—(BRC-712).

Application Returned

WMOR Morehead, Ky., Morehead Bcstg. Co.—Voluntary assignment of license to Morehead Bcstg. Co. (Name of assignee and assignor incorrect.)

Renewal of License Returned

WGRM Greenwood, Miss., Mrs. P. K. Ewing, executrix of the estate of P. K. Ewing, deceased—(Dated Wrong) (BR-847).

Modification of CP

KCKT (TV) Great Bend, Kan., Central Kansas Television Co.—Mod. of CP (BPCT-1838) as mod., which authorized new tv station to extend completion date to 11-3-55 (BMPCT-3080).

May 3 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of April 29

Granted License

KBIF Fresno, Calif., John Poole Bcstg. Co.—Granted license to cover CP (BP-9714), CP to replace expired CP (BP-8410) as mod., which authorized changes in antenna system and change transmitter, studio and station location (BL-5698).



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Early Sign-off

WPRE Prairie du Chien, Wis., Prairie Bcstg. Co.—Granted permission to operate from 6:30 a.m., CST, to 7:00 p.m., CST, Monday through Saturday and 8:00 a.m., CST, to 7:00 p.m., CST, Sunday, except when carrying programs of a special event or of public interest, at which time operation may continue up to licensed sign-off time, for period ending Sept. 1955.

WRRR Rockford, Ill., Rock River Bcstg. Co.—Granted permission to sign-off at 6:00 p.m., local standard time, for months May through Sept.

WBEV Beaver Dam, Wis., Beaver Dam Bcstg. Co.—Granted permission to sign-off at 6:00 p.m. during those months when sunset falls after 6:00 p.m., local standard time, for period ending Sept. 1955.

Granted CP

WOBS Jacksonville, Fla., Southern Radio and Equipment Co.—Granted CP to replace expired CP (BP-9344), which authorized change in antenna-transmitter location, employing combination am and tv tower increase in height (BP-9812).

KCUL Fort Worth, Tex., East West Bcstg. Co.—Granted CP to replace expired CP (BML-1474) which authorized increase in power, installation of new transmitter and directional antenna (DA-2) cond. (BP-9813).

Modification of CP

The following were granted extensions of completion dates as shown: KURA Moab, Utah, to 8-22-55; WKOP Binghamton, N. Y., to 8-2-55, conditions; KBST-TV Big Spring, Tex., to 9-22-55; WCOV-TV Montgomery, Ala., to 11-10-55; WPRO-FM Providence, R. I., to 12-1-55.

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WATA Boone, N. C.; WIST Charlotte, N. C.; WJIV Savannah, Ga.

Action of April 28

Granted CP

WPDM Potsdam, N. Y., St. Lawrence Radio Inc.—Granted CP for replacement of expired CP (BP-9185) which authorized new am station on 1470 kc, 1 kw, D (BP-9811), and mod. of CP. (BP-9811) for change in type transmitter (BMP-6833).

Modification of CP

KHJ Hollywood, Calif., General Teleradio Inc.—Granted extension of completion date to 6-1-55, conditions (BMP-6827).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KIMO Independence, Mo.; WALA Mobile, Ala.; while using nondirectional antenna; WDXE Lawrenceburg, Tenn.

Actions of April 27

Granted License

WOL-FM Washington, D. C., Washington Bcstg. Co.—Granted license covering changes in fm station (BLH-1013).

WOTR Corry, Pa., Olivia T. Rennekamp—Granted license for am broadcast station (BL-5685).

WBFC Fremont, Mich., Paul A. Brandt—Granted license for am broadcast station (BL-5664).

CP Deleted

WOL Washington, D. C., Washington Bcstg. Co.—Granted request for cancellation of (BP-9590) CP to change antenna-transmitter location, install new transmitter and make changes in antenna system; increase height.

Modification of CP

KRMW The Dalles, Ore., Radio Mid-Columbia Inc.—Granted mod. of CP (BP-8791), which authorized new am station, to change type transmitter and operate transmitter by remote control; condition (BMP-6823).

The following were granted extensions of completion dates as shown: WTCM Traverse City, Mich., to 7-14-55; WLCO Eustis, Fla., to 8-22-55; KWHO Salt Lake City, Utah, to 9-6-55.

Actions of April 26

Modification of CP

The following were granted extensions of completion dates as shown: WBRD Ft. Lauderdale, Fla., to 10-24-55, conditions; KFJZ-TV Fort Worth, Tex., to 11-17-55.

Actions of April 25

Modification of CP

The following were granted extensions of completion dates as shown: WHP-FM Harrisburg, Pa., to 6-10-55; KFXJ-TV Grand Junction, Colo., to 11-22-55; WEEK-TV Peoria, Ill., to 10-25-55; WSBA-TV York, Pa., to 11-22-55; WBRZ (TV) Baton Rouge, La., to 11-25-55; KOOL-TV Phoenix, Ariz., to 11-20-55; KMJ-TV Fresno, Calif., to 11-15-55; KGTV (TV) Des Moines, Iowa, to 11-24-55; WSUN-TV St. Petersburg, Fla., to 11-24-55; WNHC-TV New Haven, Conn., to 11-16-55.

May 3 Applications

ACCEPTED FOR FILING

License for CP

WNVA-FM Norton, Va., Blanfox Radio Co.—License to cover CP (BPH-2013), which authorized new fm station (BLH-1048).

KUGN-FM Eugene, Ore., KUGN Inc.—License to cover CP (BPH-2026), which replaced expired permit (BLH-1047).

Renewal of License

KVOK (FM) Honolulu, Hawaii, The Kamehameha Schools—(BRED-108).

Modification of CP

KAKI (TV) Visalia, Calif., Sequoia Telecasting Corp.—Mod. of CP (BPCT-1873) which authorized new tv station to extend completion date to 10-20-55 (BMPCT-3087).

WSBT-TV South Bend, Ind., South Bend Tribune—Mod. of CP (BPCT-1017) as mod., which authorized tv station to extend completion date to 8-27-55 (BMPCT-3082).

License of CP

WHO-TV Des Moines, Iowa, Central Bcstg. Co.—License to cover CP (BPCT-334) as mod., which authorized new tv station (BLCT-298).

Modification of CP

WEHT (TV) Henderson, Ky., Ohio Valley Television Co.—Mod. of CP (BPCT-1024) as mod., which authorized new tv station to extend completion date (BMPCT-3086).

KFVS-TV Cape Girardeau, Mo., Hirsch Bcstg. Co.—Mod. of CP (BPCT-727) as mod., which authorized new tv station to extend completion date to 12-14-55 (BMPCT-3089).

WIMA-TV Lima, Ohio, WLOK Inc.—Mod. of CP (BPCT-1398) as mod., which authorized new tv station to extend completion date to 12-6-55 (BMPCT-3088).

WFAA-TV Dallas, Tex., A. H. Belo Corp.—Mod. of CP (BPCT-1401) as mod., which authorized changes in facilities of existing tv station to extend completion date to Oct. 1955 (BMPCT-3083).

KRLD-TV Dallas, Tex., KRLD Radio Corp.—Mod. of CP (BPCT-1857) as mod., which authorized changes in facilities of existing tv station to extend completion date to 12-2-55 (BMPCT-3085).

May 4 Decisions

BROADCAST ACTIONS

By the Commission en banc

Granted CP

KVEC-TV San Luis Obispo, Calif., Valley Electric Co.—Granted CPs for a private tv intercity relay system between KABC-TV and KNXT (TV) Los Angeles, Calif., and KVEC-TV San Luis Obispo, conditions; KVEC-TV operates under STA on ch. 6.

McFarland Letter

WKNB-TV New Britain, Conn., The New Britain Bcstg. Co.—Is being advised that application (BMPCT-2787) for mod. of CP (ch. 30) and application (BTC-1896) to transfer control to National Bcstg. Co., indicate necessity of a hearing.

Renewal of License

The following stations were granted renewal of licenses for the regular period:

WERH Hamilton, Ala.; WMTM Moultrie, Ga.; KAGH Crossett, Ark.; KAMD Camden, Ark.; KANE New Iberia, La.; KANV Shreveport, La.; KAOK Lake Charles, La.; KBBA Benton, Ark.; KBRS Springdale, Ark.; KBTA Batesville, Ark.; KBTM Jonesboro, Ark.; KCIJ Shreveport, La.; KCLA Pine Bluff, Ark.; KCON Conway, Ark.; KDAS Malvern, Ark.; KDLA DeRidder, La.; KDMS El Dorado, Ark.; KELD El Dorado, Ark.; KENT Shreveport, La.; KEUN Eunice, La.; KFFA Helena, Ark.; KGHI Little Rock, Ark.; KHOZ Harrison, Ark.; KJEF Jennings, La.; KICN Blytheville, Ark.; KLFY Lafayette, La.; KLIC Monroe, La.; KLOU Lake Charles, La.; KLRA Little Rock, Ark.; WACR Columbus, Miss.; WAMI Laurel, Miss.; WARB Covington, La.; WBIP Booneville, Miss.; WGBI Columbus, Miss; WCJU Columbia, Miss.; WCID Cleveland, Miss.; WCMA Corinth, Miss.; WDOB Canton, Miss.; WDSU New Orleans, La.; WELO Tupelo, Miss.; WFOR Hattiesburg, Miss.; WFPR Hammond, La.; WGCM Gulfport, Miss.; WGVM Greenville, Miss.; WWPF Palatka, Fla.; WITA San Juan, P. R.; WRLD-AM-FM Lanett, Ala.

Renewal of License

KVIM New Iberia, La., Queen City Bcstg. Co.—(BR-2711).

WTRB Ripley, Tenn., West Tennessee Radio Service—(BR-3056).

WKYB-FM Paducah, Ky., WKYB Inc.—(BRH-361).

WOMI-FM Owensboro, Ky., Owensboro Bcstg. Co.—(BRH-306).

WDOD-FM Chattanooga, Tenn., WDOD Bcstg. Corp.—(BRH-515).

WTJS-FM Jackson, Tenn., The Sun Pub. Co.—(BRH-547).

Applications Returned

WILS Lansing, Mich., Lansing Bcstg. Co.—License to cover CP (BP-9773) which authorized change present auxiliary transmitter to alternate main transmitter nighttime and auxiliary transmitter daytime on 1320 kc, using 1 kw power. (Section I not submitted).

WGRV Greeneville, Tenn., Radio Greeneville Inc.—Renewal of license (Dated wrong).

WLEU-AM-FM Erie, Pa., Commodore Perry Bcstg. Service Inc.—Voluntary transfer of control of licensee corporation from Owen K. Murphy to Philip B. Hirsch (BTC-1936).

License for CP

KTVH (TV) Hutchinson, Kan., Hutchinson Tv Inc.—License to cover CP (BPCT-1244) as mod., which authorized new tv station (BLCT-297).

WWJ-TV Detroit, Mich., The Evening News Association—License to cover CP (BPCT-787) as mod., which authorized changes in facilities of existing tv station and change studio location to 622 West Lafayette, Detroit (BLCT-302).

WBTW (TV) Florence, S. C., Jefferson Standard Bcstg. Co.—License to cover CP (BPCT-1341) as mod., which authorized new tv station (BLCT-303).

KTNT-TV Tacoma, Wash., Tribune Pub. Co.—License to cover CP (BPCT-1344) as mod., which authorized new tv station (BLCT-300).

KTNT-TV Tacoma, Wash., Tribune Pub. Co.—License to cover CP (BPCT-1887) as mod., which authorized installation of auxiliary transmitters at the main transmitter site (BLCT-301).

Modification of CP

WTRI (TV) Albany, N. Y., Van Curler Bcstg. Corp.—Mod. of CP (BPCT-408) as mod., which authorized new tv station to extend completion date to 11-16-55 (BMPCT-3081).

ACTIONS ON MOTIONS

By Examiner James D. Cunningham

WAKU Latrobe, Pa., Clearfield Bcstrs. Inc.—Granted petition to vacate proceeding in re Cease and Desist Order (Docket 11137), and cancelled hearing presently scheduled. (Action of May 3).

(Continued on page 113)

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Florida east coast station needs experienced sales manager. Right man could also be station manager. Box 429A, B•T.

Time salesman or sales manager. Suburban Chicago am-fm. Aggressive young organization. Advance. 25% commission. All details first letter. WEAW, Evanston, Illinois.

Salesman

Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B•T.

Salesman needed for radio station. Salary and commission. Send full particulars in first letter. Box 374A, B•T.

Major market southeast network top power and Hooper rated station seeks a salesman or local sales manager of proven quality, ability and experience. I'll substantiate with bonafide figures an income potential of $15,000 a year upward if you substantiate your high calibre and experience rating to deserve ocnsideration for this amazing opportunity. It's a once in a life time opening. Contact me through Box 423A, Broadcasting • Telecasting headquarters, Shoreham Hotel, during the NARTB convention. I'll then contact you and we'll exchange mutual confidences.

If you're a good radio time salesman against television competition, we have a sales job open on top rated small market California station. Your performance sets your salary. Reply Box 425A, B•T.

We need top salesman. Excellent future for good producer. KASI, Ames, Iowa.

Experienced am salesman by KMED, leading station in southern Oregon. Salary, commission setup. Box 1306, Medford, Oregon.

Deep south, progressive, fulltime independent serving excellent Mississippi delta area. Need conscientious salesman. Send resume to Bruce Gresham, WCLD, Cleveland, Mississippi.

Wanted: Aggressive man or woman salesman. Drawing account, commission, plenty of opportunity to earn a good living. WWOC, Manitowoc, Wisconsin. Contact Ed Allen, WDOR, Sturgeon Bay, Wis.

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RADIO

Help Wanted—(Cont'd)

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Announcers

Humorous DJ—Fast flowing ad lib. Jovial, full of fun, infectious personality. Production minded. Actor background. Single. For Pa., N. Y., Michigan, Ohio, Illinois area. Box 933G, B•T.

Wanted dependable, married, night duty experienced, staff announcer. ABC Network. Texas. Send resume. Box 318A, B•T.

Hard-hitting announcer who can really sell 'em. Experience in mail order pitching desired but not necessary. Must be versatile, sober, reliable. Group-owned stations; excellent future; good starting salary. This station 50 kw, clear channel, in medium size midwestern city. Send photo, educational background and complete resume of previous and present employer. Send to Box 391A, B•T.

Anyone for Alaska? We need good all-round DJ-announcer—who can sell commercials for independent 24-hour station. Anchorage's top listening music, news, and special events station. Send tape, resume and photo to Mrs. Nancy Warner, KBYR, Box 1960, Anchorage, Alaska.

Immediate opening for staff announcer. Excellent working conditions. Good pay. Contact Fred Kincaid at KPLT, Paris, Texas.

Wanted: Combination announcer-engineer-DJ, 1st class license. Preferable a man strong on western music. Write WBRV, Boonville, New York.

Need good announcer-copywriter immediately. Good working conditions, good pay. Send tape, photo and sample copy first letter. Paul E. Reid, WCEH, Hawkinsville, Geargia.

Exceptional opportunity for capable, experienced news and sports man. Emphasis on sports. Must be top-notch play-by-play. Full details first letter. WHFB, Benton Harbor, Michigan.

Good announcer or combo man, minimum one year's experience. Contact Bill Jaeger, WJWL, Georgetown, Delaware.

Wanted: Experienced staff announcer, strong on commercials, news and play-by-play sports. Excellent opportunity for local and college play-by-play sports. Send "off the air" tape, complete details, and photograph, salary expected. Immediate opening. Contact Bob McRaney, General Manager, Mid-South Network, telephone 2549, Columbus, Mississippi.

Technical

Engineer—1st phone—chief's job if you're capable. Permanent—give all details. Box 392A, B•T.

Engineer-announcer for southern California independent; must have good voice but emphasis on technical. Ours is a pleasant community, centrally situated, one hour's drive from beaches, mountains, desert, metropolis (Los Angeles). Station is well equipped, stable, affiliated with daily newspaper. Write of experience, availability, salary requirements. Robert Walker, KOCS, P. O. Box 593, Ontario, California.

Wanted: Engineer with first class ticket. Good wages, good working conditions. Chance to learn tv. Apply General Manager, KFBB, Great Falls, Montana.

Combo-man, first phone, must be capable maintenance man and have experience announcing. Progressive daytime station, nice community, favorable working conditions. Contact WAAG, Adel, Georgia.

Engineer with experience in complete small station maintenance, remote control operation. No transmitter trick. Strictly maintenance, remotes, construction, etc. $75.00 per week. Send information on experience, recent photo. Personal interview will be necessary before final selection. C. Leslie Golliday, WEPM, Martinsburg, West Virginia.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Learn news—assistant to news director wanted. Make calls, rewrite, staff. Qualifications: Good voice; command of English; confidence you could learn to edit and write. Midwest. $60 to start. Box 990G, B•T.

Copywriter, traffic girl, needed for radio network affiliate, southeast. Box 394A, B•T.

Copywriter—handle traffic and do some air work. Male or female. Daytime station. Send complete details. Radio WBRT, Bardstown, Kentucky.

Situations Wanted

Managerial

Midwest—Wisconsin preferred. Now managing southern station—desire return north. Capable in sales, programming, supervision. Present employers recommend. Box 971G, B•T.

General manager. Successful salesman. Outstanding program director. Knows radio. Desires "future", not "position". Willing to invest limited amount in right opportunity. Box 283A, B•T.

Highly successful small station manager wishes to lease station in south. Do all selling, engineering and copy myself. If you're tired of bad management . . . let me lease at a good return for you. Box 357A, B•T.

Manager or assistant manager . . . married, desires location in northeastern section of U. S. Experience in all phases of radio station operation: Sales, promotion, production, writing, program direction, announcing. No floater. Box 386A, B•T.

Advertising agency manager, fifteen years in radio wants radio management. Strong on administration, programming. Box 403A, B•T.

Successful manager—many years thoro experience all phases. Can build from CP. Hard worker with strong sales push. Low cost operation. Small or medium market. Available soon, present station sold. Box 405A, B•T.

Available June 15, radio station manager and chief engineer. Supervised construction, made installation, completely organized and operated present station for four years. Complete resume and references on request. Middle or southern Atlantic states preferred. Box 420A, B•T.

Manager available June 1st. Thoroughly experienced, exceptional sales record, can operate economically. Family man, best references. Could invest. Write Broadcaster, 305 Boulevard, Anderson, South Carolina.

Salesmen

Ten years radio, four as sales manager. Seeking good, permanent, radio or vhf television sales connection. Box 377A, B•T.

Salesman, announcer, copywriter. Steady worker, not flashy. Settled family man, experienced, believe trial will satisfy you. Don Parnell, Rt. 4, Box 353, Fayetteville, N. C.

Announcers

Announcer—radio-television. 5 years experience—relocate—base salary and talent. Box 208A, B•T.

Production—DJist . . . 3 years experience . . . fluent . . . 22 . . . single . . . preferably midnight to dawn position. Box 275A, B•T.

Staff announcer, news, sports, DJ, commercials, control board, third ticket. Married, veteran, will travel. Tape resume on request. Box 316A, B•T.

Announcer: 5 years, strong all phases. Reduced staff necessitates position. Excellent references. State salary. Tape, photo available. Also, board. Box 321A, B•T.

Reliable, efficient married announcer seeking permanent position. Six years with same station. Experienced in news, sports, music, continuity. Immediate tape, resume, photo, references. Box 354A, B•T.

RADIO

Situations Wanted—(Cont'd)

Conscientious announcer—news DJ, commercials, married. Want place to settle. One year's experience. Excellent potential. Available immediately. Box 359A, B•T.

Good news, commercial, excellent DJ. Knows music from Bach to bop. Box 360A, B•T.

One of America's top 20 DJ's available now. 18 years radio, 2 years tv. Details and tape upon request. Box 361A, B•T.

Negro announcer—DJ. Trained voice. Available now. Resume and tape on request. Box 363A, B•T.

Staff, good commercial, news, sports, married, draft exempt. Box 365A, B•T.

Announcer—mature, reliable, excellent commercials. Strong news. Music—popular standard. Semi-classicals. Engaging personality. Highest references. Tape. Box 367A, B•T.

Announcer with 2 years experience in all phases of radio has reached peak of present employment. Desires change to larger market. Strong on news, commercials and personality shows. Write Box 368A, B•T.

Announcer, strong news, good DJ, sells commercials, will travel—tape and resume. Box 372A, B•T.

Sportscaster—DJ. Experienced baseball, football, baseketball play-by-play. Maintain complete sports file. Former sportswriter. Informal disc shows. Vet, married, third phone, B.A. degree. Radio school grad. Employed. Tape, resume if desired. Box 373A, B•T.

Excellent announcer . . . nine years experience. First phone . . . employed. Wants Florida. Box 376A, B•T.

Experienced announcer, employed—seeks training for manager. Family, college, auto, programming, sales, sports, and staff. Seek southern market. Tape, references. Box 378A, B•T.

Experienced staffer, eastern major market indie, desires staff spot, preferably with net affiliate. Box 387A, B•T.

Experienced negro R&B DJ. News, references, 3rd phone, tape on request, will travel. Box 396A, B•T.

Staff announcer. Married. Desire small station. Recent broadcasting school grad. Strong news, commercial, play-by-play. Tape, resume. Will travel. Box 397A, B•T.

Intelligent deejay announcer. Strong experience. Now available. Consider all. Tape. Box 398A, B•T.

Announcer, some copywriting, light experience, wishes position enabling him to grow with station. 21 years old, single. Willing to travel, excellent references, third class ticket, tape and resume on request. Draft deferred. Box 399A, B•T.

Announcer, deejay, recent graduate, no hot shot. Hard worker seeking opportunity—prove myself—asset—your station. Tape, resume. Box 400A, B•T.

Hard working all around staff announcer, who can handle any type DJ show. One year experience. Box 401A, B•T.

This gal's got it—experience, education, ability, and lots of imagination. Air work, writing, acting experience; college grad.; copy samples and tape available. Single, 23, and employed—seeking advancement. Prefer upper midwest. Box 406A, B•T.

Staff announcer, light experience, commercial art background, mature. Radio or tv—never disappointed a boss. Have resume and tape. Box 413A, B•T.

DJ, young married man experienced in all phases of announcing, including control board operation. Box 414A, B•T.

Ambitious young DJ, recent graduate, willing to work hard and learn. Limited experience. Will travel. Box 415A, B•T.

Personable young staff announcer. Experienced limited, copious knowledge music, sports. Sober, dependable. Box 418A, B•T.

Country and gospel music DJ available. Experienced. First phone. Southeast preferred, but not necessary. Box 421A, B•T.

Presently employed 5 kw—wish new location. Smaller operation acceptable. Deejay, staff, news. Veteran, single, third phone. Tape, resume. Gary Martin, WBBB, Burlington, North Carolina.

RADIO

Situations Wanted—(Cont'd)

Announcer, copywriter, salesman. Average or better. Mature, experience, references. Need connection immediately, trial basis OK. Don Parnell, Rt. 4, Box 353, Fayetteville, N. C.

Sports—staff announcer; play-by-play and all around experience; friendly DJ style. Bruce Schaft, 424 Manville Road, Pleasantville, N. Y. Phone: Pleasantville 2-2444.

Staff announcer. Superior, friendly, selling, mature voice. Strong news, commercials. Reliable family man. New England to midwest. Want more? Matt Watson, 24 Wappanocca Ave., Rye, New York.

Sports play-by-play my selling point. Can do good staff job too. Presently employed, contact Mike Wynn, Box 701, Logan, West Virginia. Phone 254.

Technical

Studio technical personnel for radio and television operation in midwestern metropolitan market. Radiotelephone first license desirable, but not required. Very best of equipment, and excellent employee relationship. State experience, education, draft classification, and provide snapshot. Box 297A, B•T.

Engineer, now chief 5,000 watts, wants change central Florida, Appalachian Mountains, no announcing, have bookkeeping experience. Seventy minimum. Forty hours. Box 344A, B•T.

Engineer: Seven years experience am-fm. Top references. Tv opportunities preferred. Box 353A, B•T.

Chief—experience, cost conscious, financially responsible. Interested south, southeast. No announcing. Consider staff am-tv. Box 364A, B•T.

Engineer, first phone. Three years am and fm experience. Knowledge of television. Draft exempt. Box 379A, B•T.

Chief engineer. Complete am-fm station engineering. Limited tv construction. Long experienced, respectable and sober. Married, age 35. State salary. Box 384A, B•T.

Six years chief am, first phone, car. Age 32, family, middle west or west. Available immediately. Box 390A, B•T.

First phone. Experienced transmitter and studio. Now employed at 5 kw. Box 409A, B•T.

Engineer-announcer. Seven years experience. 26. Good voice, good references. If permanent, wire, or air mail salary and working conditions. Box 416A, B•T.

Engineer, first phone, wants position midwest or southwest. Eighteen months broadcasting, six years other radio work. No announcing. Have car. Hatzell, Box 173, High Island, Texas.

Engineer: First phone, 28, single, car. Available now. Radio and tv school graduate plus 5 years am and fm experience including station construction and remote control. Desire am or tv location with future. Consider vacation work. Raymond Ziegenbalg, General Delivery, Rapid City, South Dakota.

Am-fm-tv first class licensed operator ten years, now available. Any offer, locale considered. 30, single, car. Write, wire: Engineer, 206 Furman Street, Syracuse, N. Y. Phone 75-8913.

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

Experienced newsman—25, 3 years experience major New York network, radio and tv, tape film editing, seeks position as news editor—announcer. Will relocate. Box 356A, B•T.

Special events woman, panel shows, interview, "man" on street, musical background. 5000 watt station just sold. Prefer south or southwest. Box 358A, B•T.

P. D. for award winning station looking for opportunity—move up. Familiar with all phases indie operation. Go anywhere. Box 371A, B•T.

Production manager—director, low cost local production specialist, two years experience in training green crews, married, 28, vet. Write Box 380A, B•T.

I like money, but, salary secondary to position as local newsman with strong station in friendly community. Limited experience as leg-man. 6½ years announcing experience. Offer recommendations, tape and newscopy samples. Box 388A, B•T.

News. Available shortly. Experienced newscaster and editor, thoroughly familiar with world and national news and general midwestern news. Experienced editor. Tape available. Box 417A, B•T.

Experienced radio station bookkeeper and gal Friday seeks position. Familiar traffic, record library. Excellent references. Prefer Minnesota or surrounding states. Box 426A, B•T.

Girl Friday. 12 years experience all phases of radio. Held last position 7½ years as program, continuity, traffic and woman's director. References. 565 Osage Street, Spartanburg, S. C.

TELEVISION

Help Wanted

Announcers

Midwest vhf tv station has immediate opening for good all around announcer. Rush full information, photo, tape and required salary. Box 395A, B•T.

Need young men with or without radio experience. Send complete information to Smullin tv, Box 1189, Medford, Oregon or Box 1021, Eureka, California.

Technical

California medium market needs good practical, stable television engineer. Must be excellent operator, television control board, projectors, switcher, microwave, etc. Good on maintenance. Must be good mechanic and electrician. Reply Box 424A, B•T.

Programming-Promotion, Others

Outstanding vhf station in southeast needs a smart promotion director. Must have experience in broadcast field, writing ability, knowledge of research, merchandising, preparation of newspaper ads. This job entails sales, market and program promotion. Write giving full details on training and experience and send small photo. Box 412A, B•T.

BROADCAST MANAGEMENT EXECUTIVE

Nine years of TV results in major market as general manager, station construction supervisor, management consultant, *Ten years* of AM experience, age 42. Best references. Personal record and character await your inspection. Interview at your convenience or at NARTB Convention in Washington, May 22-26.

Box 411A, B•T

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Outstanding opportunity for experienced director both station and sports, strong emphasis on baseball. KSAN-TV, San Francisco, California.

Director-production manager. Must be fully experienced in handling studio film and remote sports and special events programs. Give full particulars about previous experience, salary expected and when available. Contact Bloyce Wright, WAKR-TV, Akron.

Situations Wanted

Managerial

Sales manager. Experience: General sales manager of two vhf stations. Family man, young, aggressive. Wants to settle with progressive operation. Box 203A, B•T.

Announcers

Highly professional DJ, news, special events announcer available to quality operation. Tape, picture on assurance of proper handling and return—$150 per week minimum guarantee. Professional; family man for professional operation only. Box 192A, B•T.

Eye-appeal, buy-appeal for your sponsors. Young lady announcer will give up program with highest rating in very competitive market for opportunity in tv. Friendly voice, attractive appearance, graceful hands. Box 351A, B•T.

Top tv personality. 2 years with own DJ show, also straight announcing. 18 years radio. Details and tape on request. Box 362A, B•T.

Technical

Six years tv—fourteen years' broadcast experience, able to maintain, operate and install all video and audio equipment; satisfactory class A license, supervisory experience. Also familiar with film cameras and projection equipment. Will relocate. Box 352A, B•T.

First phone, graduate engineering and tv production schools. 26, single. Need start. Box 369A, B•T.

Tv chief or assistant chief available. Six years in all phases of high and low power uhf and vhf. Have built from cp up. My past experience will speak for itself. Sober, reliable and best of references. Box 370A, B•T.

Experienced am-tv, 2½ years tv chief directional am seven years. Family man. Midwest to west. Box 383A, B•T.

Chief engineer tv, three years experience field engineer Philco desires position as chief engineer tv station in south or west. Write Philip Bate, 125 Nelson Drive, Warwick, Va., for resume.

Programming-Production, Others

Program director—Girl Friday wants job with future in radio-tv Los Angeles, San Francisco area. Young, experienced all phases radio, college graduate. Details on request. Box 272A, B•T.

Tv-radio newscaster, seven years experience, 28, married, $125 minimum. Box 366A, B•T.

TELEVISION

Situations Wanted—(Cont'd)

News director. Nationally recognized. Presently heading one of the nation's largest radio and television news operations. Will consider change to progressive, news minded tv station that desires top ranking news department. Present commercial billing on local television news exceeds $170,000 annually. Box 319A, B•T.

Film editor, 2 years experience, young, single. Like to direct, or do stage craft. Will work as part-time editor, if need be. Have some theatre experience. Box 342A, B•T.

Experienced cameraman—2 years. All studio operations. Desire permanent position. Will accept summer relief. Relocate. Excellent references. Box 375A, B•T.

Do you need another right arm? I've had 5 years in tv field. Past year as client relations director developing all local spots and programs for vhf station in southern market. Strong on creative work, continuity and art supervision. Administrative ability. Excellent references. Single, age 31, will relocate. Box 419A, B•T.

Experience pays. This man's rich radio-tv experience (12 years) will pay off to the employer willing to take his services. A pioneer in low-cost, local, live tv programming with pull. A young man seeking opportunity as program director or manager's assistant. Replies confidential. Box 427A, B•T.

FOR SALE

Stations

WMPA, Aberdeen, Mississippi, fulltime independent. Single station market owner over 36,500. Contact Joe Phillips, WSSO, Starkville, Mississippi.

Texas metropolitan market Spanish station. Approximate earnings $20,000. Price $100,000 cash. Paul H. Chapman, 84 Peachtree, Atlanta.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment Etc.

Tv field Zoomar lens. Slightly used, perfect condition. Box 270A, B•T.

GR 1932-A distortion and noise meter. Recently overhauled and in perfect condition. $250. Box 389A, B•T.

250 to 1000 watt transmitter and associated equipment. State price, make and condition. Box 407A, B•T.

Wanted: Used Hewlett-Packard distortion analyzer. Must be in good condition. Will pay cash. Box 410A, B•T.

For sale: Used Motorola 150 megacycles fm mobile receivers and transmitters, make excellent remote pickup equipment. Transmitters, dyamotor powered, 30 watt output. Price, $65, per receiver, $65 per transmitter, includes cover and mounting plate, less cables. RCA 829B tubes, $10.00 each and 6AK5 tubes, ruggedized (5654), $1.50 each. Also Western Electric 13A transmission measuring set. M. Hoffman, 3321 Ewald, Detroit 38, Michigan.

WANTED TO BUY

Stations

Miss.—Ark.—La.—W. Tenn.—Stations or CPs Towns 5000 plus or cities. Box 947G, B•T.

All or control Iowa, Minnesota, Illinois radio st tion. State price, down payment, terms. B 402A, B•T.

Two partners interested in buying am station North Carolina or Ohio. Have background, e perience and needed cash. Deal directly wi owner, no middle man. All replies confidenti and will contact all replies. Box 408A, B•T.

Radio. Texas, Oklahoma, Arkansas, Missou Kansas. Professionally licensed service. Ral Erwin, Broker, Box 811, Tulsa.

Equipment Etc.

Wanted: Used, in first class condition, micro-wa studio transmitter link unit. Prefer 900mc ba operation. Also need antennas for above. B 341A, B•T.

Wanted by eastern radio-tv school: Used tw camera chain, 16mm and slide projectors, contr monitors and associated equipment. Please d scribe condition and quote price. Box [illegible] A, B•

Need 1000 watt transmitter. Have 250 mitter that we'll either trade or sell. condition, etc., to Box 422A, B•T.

Wanted: 4 ft. RCA microwave refle horizontally polarized buttonhook o feed for 4 ft. reflector. Chief Enginee TV, Amarillo, Texas.

Wanted—used Hewlett-Packard model D distortion analyzer in good conditio Dover, Ohio.

Wanted: Equipment for 250 watt statio ing tower. State price and conditions. Bob LaRue, Box 21, Fort Morgan, Col

5 or 10 kilowatt fm transmitter. Advi price, hours used, etc. Box 729, Glend fornia.

Instruction

Get your FCC first phone license in 8 Intensive, personalized instruction in re or by correspondence. For details, write ham School, Dept. 1-K. Address eith Hollywood Blvd., Hollywood, Calf., or 7 Street N.W., Washington, D. C.

**Your FCC first phone license in a hurry. N largest professional school offers brand streamlined course. Guaranteed coachin tionwide placement. Full information rus you free (no salesmen will call). Get the it costs no more! Northwest Radio & Televi School, 1221 N. W. 21st Avenue, Portland Oregon.

TELEVISION

Help Wanted

Salesman

Television Account Executive

Sales representative for thirteen top-rated TV syndicated film properties with established company. Generous compensation plan. Excellent exclusive Central States Territories. Experience in TV Syndicated sales; TV station sales; or agency TV purchasing preferred.

Write Box 382A, B•T

Situations Wanted

Technical

Desire to relocate as administrative Chief Engineer of TV operation. 10 years background in AM, FM, TV transmitter, studio, maintenance, in operator and supervisory capacities. As Ass't Chief Engineer, planned and operated VHF station; Chief Engineer UHF. 33. Married. Finest references. Box 393A, B•T

AVAILABLE IMMEDIATELY TELEVISION TRANSMITTER

RCA-TT 5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load. RCA six (6) bay antenna and tower.

Terms can be arranged.

BREMER BROADCASTING CORP.

1020 Broad Street
Newark 2, New Jersey

FOR SALE

Equipment

FOR SALE
TV PLANT
GE-5KW TRANSMITTER, CHs 7-13 INC, DIPLEXER, FILTERS & DUMMY LOAD
GE—BAY ANTENNA
GE-FREQUENCY MONITORS, SPARES
PRICED RIGHT
KFMB-TV SAN DIEGO, CALIF.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
wer Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Equipment

Equipment Needed Immediately
Channel 3
v Transmitter
ı chain
lio chain
Projectors
tching and Monitoring equipment
Box 355A, B•T

INSTRUCTION

ATIONAL ACADEMY of BROADCASTING

3338 16th St., N.W.
Washington, D. C.
Job Getting Courses in Announcing, Writing, Producing for Radio & TV
Call Decatur 2-5580
New Term Starts June 2

FCC 1st PHONE LICENSE IN 5 to 6 WEEKS
***THE* ORIGINAL INTENSIVE 'DOOR OPENING COURSE' RADIO-TELEVISION**
OUR INTEGRITY PROVEN
Check the school that others try to copy.
WILLIAM B. OGDEN
1150 W. Olive Avenue
Burbank, California
BE TAUGHT—NOT TOLD
UNDERSTAND—NOT MEMORIZE
Over 1600 successful students in NINE years

(Continued from page 108)

By Examiner Elizabeth C. Smith

WNYC New York, N. Y., City of N. Y. Municipal Bcstg. System; WCCO Minneapolis, Minn., Midwest Radio-Tv Inc.—Granted joint petition re agreement for exchange of exhibits, and the hearing presently scheduled for May 23 was continued to Sept. 7 in re Docket 11227. (Action of May 3).

KNBY Newport, Ark., Newport Bcstg. Co.—Granted petition requesting that further pre-trial conference in proceeding re Docket 10883, presently scheduled for May 3 be continued to May 31, and the hearing continued from May 9 to June 6. Action of April 29).

By Examiner Annie Neal Huntting on April 29

Newburyport, Mass., Theodore Feinstein—Ordered that the hearing now scheduled for May 13 be continued to May 25, and all parties are to appear for a further pre-hearing conference on May 12 re am application (Docket 11141).

By Examiner Herbert Sharfman on May 2

WICU (TV) Erie, Pa., Dispatch Inc.—On oral request of counsel, continued hearing scheduled for May 3 to May 9 in re Docket 11048.

May 4 Applications

ACCEPTED FOR FILING

Modification of CP

WFTG London, Ky., States Bcstg. System Inc.—Mod. of CP (BP-9222) as mod., which authorized new standard broadcast station for extension of completion date (BMP-6832).

WICR Cruz Bay, St. John, V. I., Mary Louise Vickers, tr/as West Indies-Caribbean Radio—Mod. of CP (BP-9071) as modified, which authorized new standard broadcast station for extension of completion date (BMP-6834).

Modification of License

WRAP Norfolk, Va., Cavalier Bcstg. Corp.—Mod. of license to change name of licensee corporation to Rollins Bcstg. of Virginia Inc. (BML-1626).

Remote Control

WAPI Birmingham, Ala., The Television Corp. (BRC-715).

KLIF Dallas, Tex., Trinity Bcstg. Corp.—(BRC-713).

KTSA San Antonio, Tex., Sunshine Bcstg. Co.—(BRC-714).

WSKI Montpelier, Vt., Montpelier-Barre Bcstg. Co.—(BRC-717).

WCHS Charleston, W. Va., The Tierney Co.—(BRC-716).

UPCOMING

MAY

May 12: Baltimore Community Educational Tv Inc. dinner, Emerson Hotel, Baltimore.
May 16: RAB Clinic, Trenton, N. J.
May 17-18: *Chicago Tribune* Forum on Distribution and Advertising, WGN studio, Chicago.
May 17: RAB Clinic, Philadelphia.
May 18: RAB Clinic, Pittsburgh.
May 19: RAB Clinic, Buffalo, N. Y.
May 20: RAB Clinic, Syracuse, N. Y.
May 22: Radio Pioneers Banquet, Washington.
May 22-26: NARTB Convention, Shoreham and Sheraton-Park hotels, Washington.
May 23: Community Broadcasters Assn., Shoreham Hotel, Washington.
May 31: Deadline, Fund for the Republic Television Awards (script contest), New York.
May 31: RAB Clinic, St. Louis.

JUNE

June 1: Deadline, Nominations for Outstanding Young Advertising Man, Assn. of Adv. Men & Women of New York.
June 1: RAB Clinic, Wichita, Kan.
June 2: RAB Clinic, Denver.
June 3: RAB Clinic, Salt Lake City.
June 5-8: Adv. Federation of America golden anniversary convention, Palmer House, Chicago.
June 5-8: Alpha Delta Sigma convention (adv. fraternity), Palmer House, Chicago.
June 6-8: National Community Tv Assn. convention, Park Sheraton Hotel, New York.
June 12-14: Iowa Broadcasters Assn., Crescent Beach Lodge, Lake Okaboji.
June 13: BMI Clinic, Turf Club, Twin Falls, Idaho.
June 13: RAB Clinic, New York.
June 14: BMI Clinic, Rainbow Hotel, Great Falls, Mont.
June 14: RAB Clinic, Hartford, Conn.
June 15: BMI Clinic, Hotel Utah, Salt Lake City.
June 15: RAB Clinic, Boston.
June 16: RAB Clinic, Manchester, N. H.
June 17: BMI Clinic, Hotel Denver, Glenwood Springs, Colo.
June 17: BMI Clinic, Edgewater Beach Hotel, Detroit Lakes, Minn.
June 17: RAB Clinic, Bangor, Me.
June 17-18: Colorado Broadcasters Assn. meeting, Denver Hotel, Glenwood Spring.
June 20-22: National Assn. of Tv & Radio Farm Directors meeting, Washington.
June 20-July 1: WSM-Peabody College Radio-Tv Workshop, Nashville, Tenn.
June 21: Television News Institute, Northwestern U., Evanston, Ill.
June 24-25: Virginia Assn. of Broadcasters, Engleside Hotel, Staunton.
June 26-29: Adv. Assn. of the West convention, Portland, Ore.
June 27-30: Western Assn. of Broadcasters (Canadian) convention, Jasper Park Lodge, Jasper, Alberta.
June 28: Presentation, Outstanding Young Advertising Man, Assn. of Adv. Men & Women of New York.

JULY

July 1: RAB Clinic, Cedar Rapids, Iowa.
July 11-31: Institute in Live & Filmed Tv, U. of Miami, Coral Gables, Fla.
July 18-29: WSM-Peabody Tv Workshop, Peabody College, Nashville, Tenn.
(RAB Clinics are scheduled through Nov. 18.)

AUGUST

Aug. 1-9: Educational Television Workshop, Michigan State College, East Lansing.
Aug. 14-Sept. 3: National Assn. of Educational Broadcasters television production workshop, State U. of Iowa, Iowa City.

SEPTEMBER

Sept. 12-14: CBS Radio Affiliates meeting, Detroit.
Sept. 12-16: National Assn. of Educational Broadcasters engineering workshop, Michigan State College, East Lansing.

SOUTHWEST RADIO STATION

Now available. Beautiful thriving city. Ideal climate.
Details to financially responsible principals.

RALPH J. ERWIN
Broker of Theaters and Radio Stations
Box 811, Tulsa
TEXAS • OKLAHOMA • ARKANSAS • MISSOURI • KANSAS

Courtship Costs

FROM now on the American advertiser is going to get more attention from rival media than the shapeliest chorus girl ever got from the Broadway wolf pack.

Media are going about their wooing with more money and more determination than they have ever spent before.

At the moment, unhappily for radio and television, the medium with the most money for this job happens to be the newspapers.

The newspapers' Bureau of Advertising is operating this year with $1.6 million to spend on blandishments to catch the advertiser's eye.

Contrasted with that amount are the $720,000 budget of Radio Advertising Bureau and the $400,000 budget of Television Bureau of Advertising. Though each of those amounts may be somewhat expanded before the end of 1955, they will still not total anything like the $1.6 million that the newspapers will be spending.

The newspapers have anted up $1.6 million for their Bureau of Advertising this year because, as was explained at the American Newspaper Publishers Assn. convention, national advertising in newspapers in 1954 dropped below that of 1953. Additionally, the publishers were told, the money is needed to fight off competition from other media [B•T, May 2].

Now money alone will not win the advertiser's hand. Imagination, ingenuity and basic sex appeal are also important, and of those qualities radio and television have their full share.

But money is not to be scorned. The suitor with good looks, charm and a winning personality will certainly not be handicapped if he has a well-pressed dinner jacket, too.

The point of all this is that if radio and television are to stand a chance of holding a favorable position at the stage door, they are going to need enough money to keep up appearances. Perhaps neither needs as much as the newspapers have (after all, as an older and paunchier party, newspapers must spend more to look well), but together they certainly must match the newspapers' resources. Ideally they ought to be able to outspend the newspapers.

How to Break a Bottleneck

THROUGH the good offices of Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee, it is now established that one big step toward solution of the uhf television circulation problem lies in the elimination of the onerous 10% excise tax on sets. Manufacturers representing 90% of set production pledge the production of all-band receivers if the tax is eliminated, but they won't agree voluntarily to produce all-channel sets only because of fear of running counter to the antitrust laws.

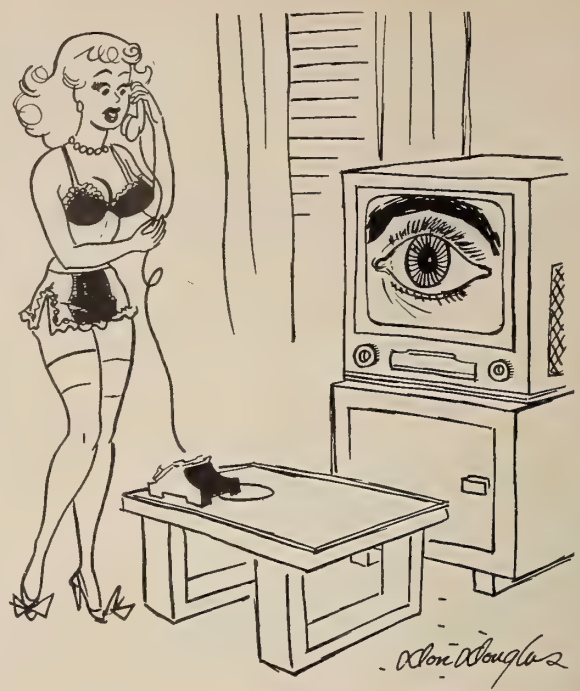
So here, both the cause and the cure are isolated. Congress is loath to eliminate any excise taxes because, as Sen. Magnuson points out, it "opens up a Pandora's Box" wherein all those saddled with excises seek relief.

That, however, should not deter all those interested in television's well-being from following through. Congress is interested. The FCC must be, because, properly or not, the uhf crisis is on its doorstep. And the vhf telecasters must be concerned about the tribulations of their uhf colleagues because their own future well-being is dependent upon uhf getting the fair shake it was promised and deserves. If uhf is not given incentive through access to circulation, another kind of pressure will be visited upon vhf—pressure to break-down vhf coverage patterns by reducing separations, introducing directionals and shoehorning in services that would degrade vhf service unconscionably.

The task is not insuperable, despite failure at the last session of Congress. First it is right because it is in the public interest. Moreover, there is ample precedent. Last session, the excise taxes on jewelry, furs and theatre admissions were substantially reduced—cut in half in most cases. Were those cuts in the public interest? Are these "luxuries" to be compared to the survival of an important segment of what has become an indispensable information medium?

The obvious answer is to "inform" the Congress and keep informing it. The luxury people maintained extensive lobbies and got the result. This job is one for all telecasters, whether uhf or vhf, for the set manufacturers and, if you please, the FCC itself in pursuance of its mandate from Congress to allocate frequencies in such a fashion as to provide maximum service to the nation.

The NARTB convention later this month here in Washington should take note, and we think it will. What better place to map out a campaign to inform Congress of the urgency of the problem.



Drawn for BROADCASTING • TELECASTING by Don Douglas

"But it's not only on channel 2—it's on all the channels!"

Sarnoff's First Fifty

ONE billion dollars in sales, products and services in 1955. That's the goal David Sarnoff has set for RCA. There's little doubt that RCA will make it, what with a record of $940.9 million in 1954. And 52% of that was derived from television. There's the predicted color "break-through" directly ahead, too.

The buoyant story of RCA's business is recounted elsewhere in this issue. The saga of the man behind this phenomenon is not.

Next year David Sarnoff observes his 50th anniversary in what we call radio. At 65 he continues the driving executive force in RCA's far-flung operations.

So far as we know, Gen. Sarnoff didn't really invent anything in radio or electronics. Yet he epitomizes the electronic era throughout the world. It was his vision that sparked radio's development. His prowess as an executive gave incentive and direction to development of the whole field.

David Sarnoff was not content to let the inventors serve up the products of their genius. He told them what he wanted to have invented. He gave them the solution and let them work out the ways and means. But more important, he gave them encouragement, counsel that sprang from a self-acquired knowledge of engineering and finance. Only his peculiar genius could supply this combination of gifts.

Gen. Sarnoff's competitors may regard him as tough, arrogant, stubborn and bitterly competitive. He may well be all these. But all nevertheless must admire him for his greatness as a business leader, a philosopher, a soldier and a patriot.

A year from now, when RCA's all-electronic, air-cooled cash register, with built-in light amplifier, rings up that first billion-dollar year, Gen. Sarnoff will be feted as he also observes his Golden Anniversary in radio. He will revel in the kudos.

But it's an even bet that he will commission his scientists to develop for celestial export a transistorized color transmitter no bigger than a man's hand, to promote interplanetary goodwill. And from Camden he will dispatch a fleet of RCA-Victor atomic-powered space ships to deliver the new Mars Model bug-eye screen (no terrestrial flop-over) color receiver to corner that market. Simultaneously, he will be goading NBC's planet-to-planet network to grab and hold the lead in the constellation ratings, while RCA records revolve around the solar system at a speed of 45 rpm.

In Good Company

BIG BEAR markets and "the little show"

11:15 P.M. MONDAY THROUGH FRIDAY



This great food chain knows that WWJ-TV produces eye-catching programs; knows, too, that the station offers valuable association with other business leaders. That's why Big Bear is sponsoring "The Little Show" following "News by Williams" for Richman Brothers and Norge, and preceding "Tonight" with Steve Allen's gilt-edged roster of participants.

Hour after hour, day after day, one big name follows another on Michigan's First Television Station. You belong in this good company. For program ideas and availabilities, phone, wire, or write your nearest Hollingbery office or WWJ-TV direct.

P. S. *The lovely lady's name is Hellen Hartwick—a WWJ-TV discovery.*

In Detroit . . .
You Sell More
on channel

4 WWJ-TV

NBC Television Network
DETROIT
Associate AM-FM Station WWJ

FIRST IN MICHIGAN • *Owned and Operated by* THE DETROIT NEWS
• *National Representatives:* THE GEORGE P. HOLLINGBERY COMPANY

1st in the Heart of America!

. . . for community service



the KMBC KFRM radio TEAM

No matter what standards you use to judge a radio station, you'll find the KMBC-KFRM Team consistently first in the Heart of America.

Some of this prestige could be due to services that are not even broadcast. For example, we present newscasts direct by special wire to the weekly luncheon meetings of the Advertising & Sales Executives' Club; Sertoma Club; Chamber of Commerce; Rotary Club; and the Real Estate Board. These are 5-minute news summaries that are an established part of each club's weekly program—presented by us as a service to civic groups important in the life of the community.

Then there's our "Man-of-the-Month Fraternity"—a civic "honor society" sponsored by KMBC, to recognize outstanding civic achievement and to honor the community's leaders. The present members choose a new member monthly, as recognition of a new member's service to his community. There are no initiation fees nor dues. KMBC-KFRM is host at the impressive initiation ceremony and monthly luncheon.

Activities such as these show how KMBC-KFRM puts emphasis on *every* type of community activity . . . public service as well as news, sports, play-by-play major-league baseball, women's programs, farm service programs, kid shows, drama, quiz, variety, forums and music—serious music and popular music. Ours is a *well-balanced* programming diet, designed to attract *well-balanced listeners.* How about letting us help you with your sales-building problems in the Heart of America?

1st in the Heart of America — 6th Oldest CBS Affiliate



Primary Basic CBS Radio



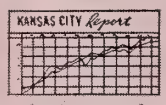
FREE & PETERS, INC.
Exclusive National Representatives



. . . and for television, the Swing is to KMBC-TV . . . Kansas City's Most Powerful TV Station

The "P.S." doesn't come last at KMBC-KFRM

The folks who run the KMBC-K radio Team *(including the stockho* believe public service programmin broadcast responsibility requiring bit as much attention as commercial ules. We have a special departme build public service features occu regular and frequent positions on ou gram schedule. These are not mere f for unsold time—they're consisten formative shows that hold a surpri large audience—programs designe cover all aspects of community life.



For instance, we ha weekly series — KA CITY REPORT — in cooperation with the Chamber of merce. Business conditions and pr of civic projects are covered on thi gram, now in its ninth year. Many city's most important leaders have heard on this show—a fact which explain the tremendous local presti the KMBC-KFRM Team.



Another feature t brought added stature KMBC-KFRM call let RADIO SCHOOLHO This program, originated 12 years a heard weekly by more than 100,00 dents through radios installed in rooms throughout Missouri and K Special instruction in art, history, appreciation and youth guidance is b cast under the auspices of the Kansas School District. 100,000 youngsters— a pretty good sized market to have cated to the KMBC-KFRM Team!



Special events of publ terest rate special atte on KMBC-KFRM, When the Kansas City *Athletics* bas team returned home from their first trip, 5,000 cheering fans awaited the the airport. Larry Ray, whose play-by baseball broadcasts are heard over K KFRM, had casually mentioned on th that it would be a nice gesture if so the folks were at the airport for the t arrival. One mention was all it to draw this huge crowd! And, to launc baseball season, KMBC-KFRM was *only* radio station broadcasting the Baseball Parade attended by more 200,000 Kansas Citians.

There's a lot more to the KMBC-K public service story; but since we see be running out of column, let's sum with this thought: A radio statio known by the audience it keeps. We ours—and keep it *loyal*—with well anced programming that has put KM KFRM *first in the Heart of America!*

Don Davis

DON DAVIS *Vice President*
JOHN SCHILLING *Vice Pres. & Gen'l M*
GEORGE HIGGINS *Vice Pres. & Sales M*

MAY 16, 1955 35c PER COPY

BROADCASTING TELECASTING

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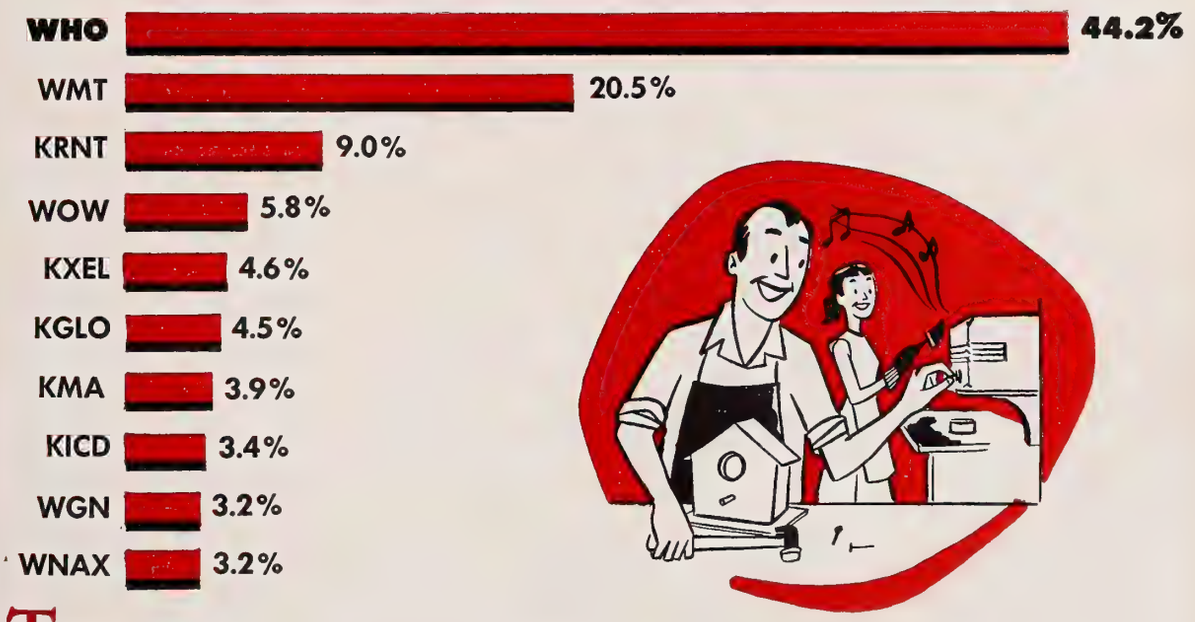
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THE NEWSWEEKLY OF RADIO AND TV

WHO IS IOWA'S FAVORITE RADIO STATION FOR NIGHTTIME LISTENING!



THE figures above are an excerpt from the 1954 Iowa Radio-Television Audience Survey — one of the advertising industry's best-known and most widely-accepted audience studies.

The 1954 Survey *proves,* for the 17th straight year, the effectiveness of top-notch broadcasting facilities, outstanding programming, deeply conscientious Public Service, energetic audience promotion. WHO *believes* in radio, and the Iowa audience *believes in WHO . . .*

Ask Free & Peters, or write us, for your complimentary copy of the 1954 Survey. It will help you in your understanding of this entire area.



FREE & PETERS, INC.
National Representatives

BUY ALL of IOWA—
Plus "Iowa Plus"—with
WHO
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

Climaxing a YEAR of COLOR operation...





In a demonstration of ingenuity, typical of WKY-TV operation, an electric fork lift was employed to permit the rapid transition from low-angle to high-angle shots and the mobility necessary to follow the whirling pace of America's top square dance specialists.



WKY-TV's SQUARE DANCE *Festival*

. . . a 30-minute network telecast in full compatible color from the studios of WKY-TV, carried coast-to-coast by NBC-TV!

With the colorcast of the "Square Dance Festival" on April 23, 1955, WKY-TV staff members once again demonstrated the know-how that has made WKY-TV the leader in Oklahoma Television!

From coast-to-coast, viewers watched the best exhibition groups of the National Square Dance Convention in the *first full-length color program to be fed an entire network by an independent TV station!*

WKY-TV employed only its own staff and facilities to produce a network calibre show, the same production know-how which is responsible for Oklahoma's most popular programming on a day-to-day basis.

So, whether your plans call for color or black-and-white TV . . . let the leadership of WKY-TV in Oklahoma TV . . . born of experience and cumulative know-how . . . work for you as it has for others in reaching the largest Oklahoma audience for your TV dollar.*

* ARB Metropolitan Area Report of March, 1955, reveals that 23 of TOP 25 TV shows are on WKY-TV.

Channel 4
WKY-TV
NBC
ABC
OKLAHOMA CITY

Owned and operated by THE OKLAHOMA PUBLISHING CO. - The Daily Oklahoman—Oklahoma City Times - The Farmer-Stockman - WKY Radio—Represented by Katz Agency, Inc.

THE NATION'S FIRST COLOR TELEVISION STATION

NOW... a NEW LOOK in Colorado...

KIMN

COLORADO'S NEW RADIO CENTER

DENVER KEY STATION OF THE INTERMOUNTAIN NETWORK



New KIMN Studios, Edgewater Beach, Denver . . . Denver Headquarters of MOUNTAIN MIKE

- **New Personalities**
- **New Programming**
- **New Studios**
- **Finest AM Facilities in the West**

52 STATIONS *in*
UTAH
COLORADO
IDAHO
MONTANA
WYOMING
NEW MEXICO
NEVADA
TEXAS
NEBRASKA



Cover the vast* and prosperous intermountain market with KIMN and the Intermountain Network— 52 hometown stations located where people live, listen and BUY!

*One-fourth of the total area of the nation— the nation's fourth largest market.

InterMountain Network

Lynn L. Meyer, President

Salt Lake City, Utah — 146 South Main
Denver, Colorado — Radio Station KIMN

Represented by Avery-Knodel, Inc.
New York – Chicago – Los Angeles
San Francisco – Dallas – Atlanta

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



EXCITING!

so exciting—

your sales potential in this $5¼ billion market!

You find that your product sales rise quickly—when you use WGAL-TV to advertise your product. This super-powered station's 316,000-watt signal sends your message from its mountaintop transmitter location to the vast, rich **CHANNEL 8 MIGHTY MARKET PLACE.** The one station that reaches this wealthy market, WGAL-TV sells your product to more than three million people who have $5¼ billion to spend every year. For sales that grow by leaps and bounds, *buy WGAL-TV.*



STEINMAN STATION
Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.

New York **Chicago**
Los Angeles **San Francisco**

closed circuit.

ANOTHER RATE CUT? With fourth annual reappraisal of CBS Radio rate structure upcoming Aug. 25, President Arthur Hull Hayes and his executive staff meet this week with executive committee representative affiliates with signs pointing to another "adjustment." Plan is to make network "competitive" with NBC Radio, in view of new Monitor *project (which CBS says constitutes about 50% cut rate-wise). Discussion centers around combination of adjustment of compensation to affiliates plus benefits in rates to advertisers, including discounts. Studied effort is being made to avoid calling it rate reduction, but rather "simplification" to put network on paying basis.*

B•T

TOLL TV AT CONVENTION? Hot one tossed at FCC is letter from WMAL-TV seeking 30-day temporary experimental authorization to demonstrate Zenith Phonevision in Washington for edification of FCC, interested members of Congress and (perhaps principally) NARTB convention. Sets would be placed at vantage points at convention hotels, FCC and presumably Capitol. FCC staff will present plan at this week's meeting with action anybody's guess.

B•T

IRRESPECTIVE of what may happen on WMAL-TV request, Zenith plans to demonstrate closed-circuit paid tv at its suite at Sheraton-Park Hotel and is inviting small groups of broadcasters to attend scheduled showings, perhaps three or four per day, to groups of about 40.

B•T

LOG JAM • Reception that greets new 88-page, radio-tv section published for first time yesterday (Sunday) by *New York Herald Tribune* will be studied carefully for signs that program log, radio-tv fan magazines, such as *Tv Guide*, are in for competitive trouble. *Tribune's* book is in handy digest size and contains logs for week plus features on broadcast media. Slick paper and color being used. If this presages trend among Sunday newspaper supplements in large metropolitan tv markets, national circulators such as *Tv Guide* may find their "wide-open" field suddenly narrowed.

B•T

WTVR (TV) Richmond, ch. 6, last Tuesday entered interim affiliation with CBS whereby advertisers desiring market will be cleared. Heretofore basically NBC, Havens & Martin station June 1 severs affiliation with NBC which moves to new WXEX-TV Petersburg, ch. 8, now scheduled to begin program operation in August. CBS, it's understood, would not sign regular affiliation contract because of "moral obligation" to WRVA, its am affiliate in Richmond, which holds initial decision (examiner's report) for ch. 12 over WRNL. Rate for current advertisers on WTVR (TV) is $800 for class A hour base but increases to $950 effective August 14 in light of station's full power and new facilities.

B•T

STARS WEREN'T RIGHT • Vigorous effort to have Television Code Review Board amend code to permit astrology tv-film series featuring astrologer Carroll Righter was unanimously rejected by board at its meeting in Washington May 3-4, it is learned. Righter column is syndicated in many leading newspapers, and tv-film counterpart would be handled by Lou Snader, pioneer in field. Two previous efforts had been made to eliminate astrology from code ban which also covers fortune-telling, phrenology, palmreading and numerology. One high government personage, it's reported, importuned board to approve Righter-Snader request.

B•T

DESPITE current reports, there has been no basic change in Pittsburgh outlook as far as CBS affiliation is concerned. Agreement to purchase WSTV-TV ch. 9 Steubenville for $3 million and move transmitter closer to Pittsburgh still stands but could be terminated by mutual consent. FCC has indicated necessity of hearing with "McFarland letter" extension already authorized to June 10. Meanwhile, reports continue on imminent merger of applicants for both chs. 4 and 11 Pittsburgh.

B•T

PRIVATE RELAYS • Considerable Congressional support for station-owned-and-operated microwave systems is being generated. Under present FCC regulations, common carrier facilities (AT&T and associated Bell companies) must be used. Number of stations, however, have complained to their Congressional delegations about costs, notably uhf operations seeking relay service from cooperating vhf outlets in larger markets.

B•T

BIGGEST contingent at NARTB convention next week will be RCA-NBC—about 300 strong. Group will be almost evenly divided between NBC radio and tv and RCA-Victor. Nearly one-fourth of display space will be occupied by RCA for its equipment and services.

B•T

TOLL RADIO, TOO? Edgar Kobak, president of ARF and business consultant, will pose one to FCC this week to further compound and confound overall problem on toll tv. Why not toll radio, too, he will ask in formal communication to FCC? He has not made up his mind whether he's for or against subscription broadcasting at this stage but feels there should be no discrimination as between broadcast media. He also wants to know what will happen to World Series and Metropolitan Opera on radio if toll tv'ers buy up visual rights.

B•T

NEW TECHNIQUE in using radio to keep both its members and public informed during strike was used by National Conference Committee of Cooperating Railroad Labor Organizations in Louisville & Nashville strike, which terminated last week. Two five-minute reports were keyed from WMAL Washington to some 75 stations in L&N area at cost of roughly $600 a day, described as "cheaper than buying spots." Plan, evolved by Morris Novik, broadcast consultant, utilized volunteered services of five labor writers, with announcing handled by Joe McCaffrey, Washington commentator. Mr. Novik left last Thursday for Europe on Queen Mary to attend UNESCO Conference in Vienna as delegate. He also goes to Israel for meeting of Israeli Radio Council and to Italy to consult on television.

B•T

PAY-SEE PUSHERS • Extent to which subscription tv issue is being agitated is reflected in volume of mail received by FCC from members of Congress. Inquiries generally ask when FCC will act, appear to be preponderantly in favor of introduction of gadget-tv. FCC Chairman McConnaughey has also received quantities of pro-pay-see mail from personal friends who have been individually urged to write him by Zenith representatives.

B•T

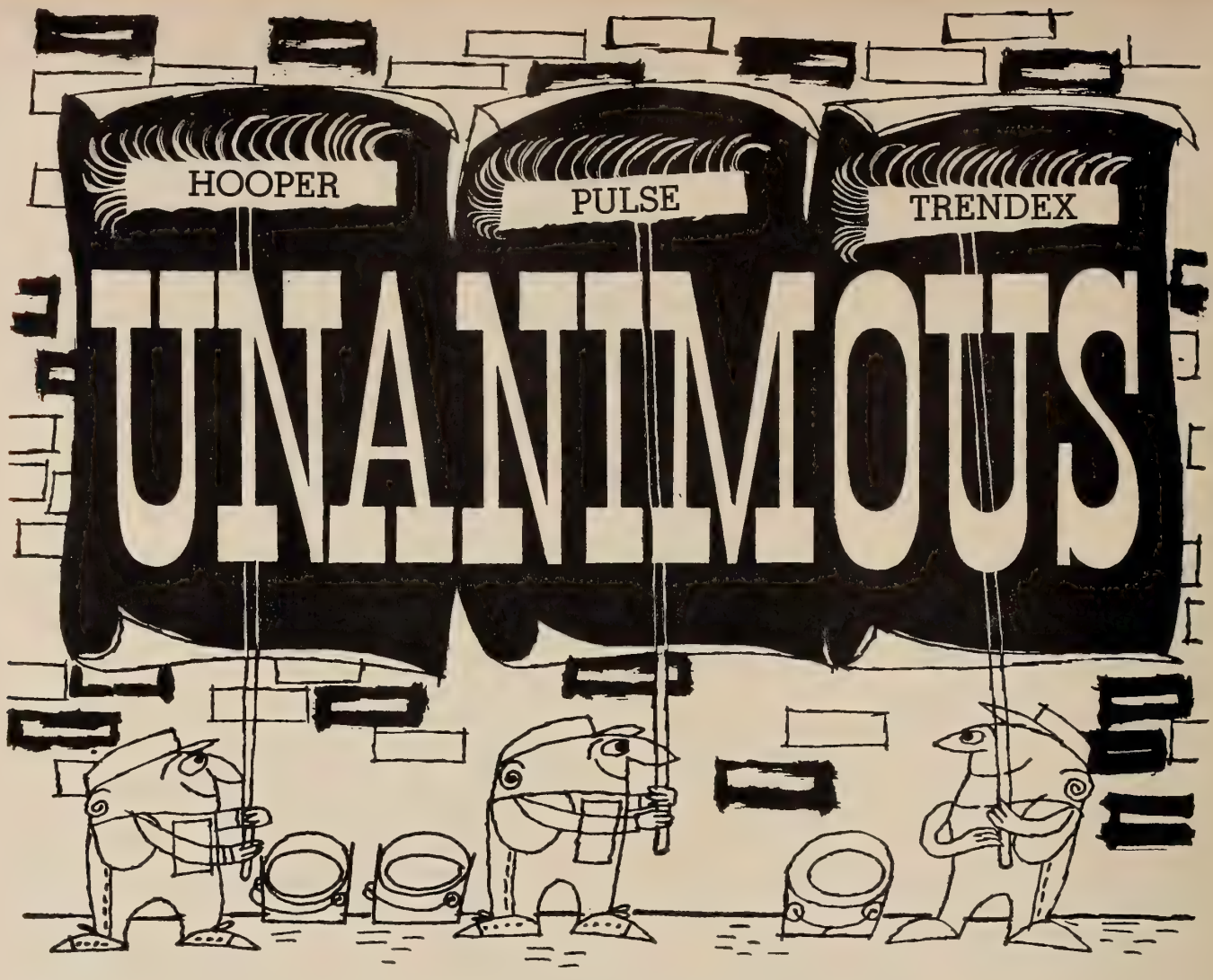
ROBERT K. RICHARDS, former administrative vice president of NARTB and now its public relations consultant, has been retained by TelePrompTer Corp. No formal announcement was made but disclosure came in release, through Mr. Richards' office, of letter from TelePrompTer Chairman Irving Kahn to Senator Richard Neuberger (D-Ore.) protesting his proposed new bill to require disclosure to audience of use of props in political campaigning on tv (story page 118).

B•T

DOUBLE EXPOSURE • Irony of battle between WTRI (TV) Albany which went dark Feb. 1 when it lost its limited alternative CBS affiliation to WROW-TV Albany is this: Stanley-Warner Theatres owns 50% of WTRI. Lowell Thomas, principal in WROW-TV, is even now making new Cinerama "Seven Wonders of the World" —for Stanley-Warner exhibition.

B•T

MUCH has been said about plight of small market tv stations—uhf or vhf. In about month, facts may be known whether same red ink is used by vhf station in small city as uhf station in same type of area. That is when FCC's economists are expected to complete latest financial study of post-freeze stations up to October 1954.



There's unanimity in Kansas City:

No matter how you count the audience the no. 1 station is

WHB

10,000 WATTS, 710 KC

HERE IS THE WHB LEADERSHIP LINE-UP:

FIRST PLACE—HOOPER
Average share of audience, 7 a.m.-6 p.m. Mon.-Sat., Mar.-Apr., 1955

FIRST PLACE—TRENDEX
Average share of audience, 8 a.m.-6 p.m. Mon.-Fri., Jan.-Feb., 1955

FIRST PLACE—PULSE
Average share of audience, 6 a.m.-6 p.m. Mon.-Sat., Jan.-Feb., 1955 combined in, and out of home.

This is what Mid-Continent programming, ideas and excitement have achieved for WHB! All three national surveys—PULSE, HOOPER, TRENDEX—give WHB the top daytime spot with all-day average ratings as high as 49.5% (Hooper). So no matter what ratings you buy by, your best Kansas City buy is WHB. Talk to the man from **Blair** or WHB General Manager **George W. Armstrong.**

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

KOWH, Omaha	WTIX, New Orleans	WHB, Kansas City
Represented by	Represented by	Represented by
H-R Reps., Inc.	Adam J. Young, Jr.	John Blair & Co.

at deadline

Tape Tv Color Success 'Beyond Dreams,' Says Mullin

BING CROSBY Enterprises Inc., working on tv tape recording, reports "success of this project is exceeding our wildest dreams," according to John T. Mullin, research director, at dedication of Minnesota Mining & Mfg. Co. research center in St. Paul (story, page 40).

He said Crosby officials were very impressed with recording of NBC-TV "Desert Song" and described it as "nearly perfect in every detail." Mr. Mullin revealed firm's delivery of radar recorder with color tv principles under government contract scheduled for September.

Crosby representatives, including Frank Healey, executive director, attended two-day showing of RCA transcontinental color telecast by video tape from New York. Minnesota Mining officials predict home type-units may sell for less than $500 when home video tape becomes reality. Estimated cost of VTR (video tape recording) equipment in commercial production, perhaps by fall, ranges from $50,000 to $150,000. Problems being solved and commercial output pegged six to 18 months away.

Progress also is being made by Armour Research Foundation, Brush Development Co., Ampex Corp., Magnecord Inc. and other firms "not too far behind either RCA or BCE," it was stated.

Limited Color Foreseen In Near Future By Kalmus

LIMITED amount of "tv product" will be color film next year and use of video magnetic tape for color recording also will be limited and probably first in kinescoping perhaps by end of this year, Dr. Herbert T. Kalmus, president and general manager, Technicolor Inc., said Friday in New York.

Increased amount of color tv transmitting and receiving equipment will mean more tv shows turning to color, he said, noting that "ultimately" great percentage of tv programs will be in color. Dr. Kalmus said majority of tv films now are being made in black-and-white with only "moderate" number of commercials being filmed for current colorcast although small amount being produced for agency and client experimenting. He said advantages in color filming of commercials now lie in helping determine proper use of color. Video magnetic tape will not replace color film for some time to come either in tv or in motion pictures, he said.

Agencies to See NBC Color

ALMOST 2,000 key advertising agency executives in 13 different cities throughout country have been invited by NBC to attend luncheon May 25 and view premier showing, via closed circuit, of color film on NBC's $250,000 survey, "Strangers Into Customers," which describes tv's impact on "typical" city of Ft. Wayne, Ind., both on buying habits of residents and on everyday living habits. Study made for NBC by W. R. Simmons Co. at suggestion of advertising executives and covers periods before and after tv came to Ft. Wayne 18 months ago. Film will be shown May 26 at NARTB convention.

TIME FOR TAPE

AMERICAN TUCK Co., distributors for Electronic Magnetic Products Div., through its agency, Grey Adv., New York, has offered to match every dollar spent by radio stations for its recording tape with equal amount for purchase of spot announcements on those stations, as means of increasing its distribution among stations.

AAAA Says Federal Suit Is Repeat of 1923 Case

JUSTICE Dept.'s complaint against American Assn. of Advertising Agencies, part of civil antitrust suit against five media associations and AAAA (see early story, page 33), deal with "essentially the same activities" covered in Federal Trade Commission action launched in 1923 and dismissed seven years later, George Link Jr. of McKercher & Link, AAAA counsel, said Friday.

He said throughout Justice Dept.'s current investigation AAAA's stated position has been that "if the law as currently interpreted requires any change in AAAA activities, the AAAA will adjust its activities to the law." This, he added, will continue to be AAAA policy. He noted that since dismissal of 1923 FTC action "there have been no changes in the activities of the AAAA in the field covered by the Dept. of Justice complaint."

"The action of the Dept. of Justice relates solely to alleged collective agreements by the associations concerned and their members," Mr. Link said. "It does not in any way request any change in the individual arrangements between agencies and their clients or agencies' individual arrangements with individual media."

Stanley N. Barnes, Assistant Attorney General, told House Judiciary Subcommittee Friday Antitrust Div. is studying problem of newspaper mergers which have left some cities with only one newspaper.

WJRT (TV) to Join CBS-TV

PRIMARY affiliation of WJRT (TV) Flint, Mich. (ch. 12), with CBS-TV, effective Sept. 1, announced Friday by John F. Patt, president of WJR, The Goodwill Station Inc., Detroit, licensee, and Herbert V. Akerberg, CBS-TV vice president in charge of station relations. Worth Kramer is vice president and general manager and A. Donovan Faust, operations director.

'OMNIBUS' RETURNS

OMNIBUS, Peabody award-winning show produced by radio and tv workshop of Ford foundation, will return to CBS-TV early in October in same time period, Sun., 5-6:30 p.m., Robert Saudek, workshop director, announced Friday. This will mark fourth successive year that *Omnibus* has been presented. Four advertisers will once again be offered sponsorship of series.

• BUSINESS BRIEFLY

SWIFT LOOKING • Swift & Co., Chicago, reportedly shopping for new network tv property this fall in 8:30-9 p.m. (EST) slot immediately following new Perry Como show. *Swift's Show Wagon* with Horace Heidt being dropped in that period but may be retained in another segment, perhaps under Swift sponsorship. Discussions now underway involving NBC-TV, J. Walter Thompson Co. and Swift executives.

MINUTE RICE RETURNS • General Foods Corp., N. Y. (Minute Rice), will sponsor program featuring Sunshine Boys Gospel Singers on 83 ABC Radio stations in South (Mon.-Fri., 12:25-12:30 p.m. EST), starting May 30. Sponsorship said to mark return to network radio by Minute Rice after absence of more than four years. Agency, Young & Rubicam, N. Y.

CERTAIN-TEED ADDS • Certain-Teed Products Corp., Ardmore, Pa. (roofing), will introduce new product line to representatives with closed-circuit telecast to 10 cities today (Monday). Program will be produced by Box Office Television Inc., N. Y., in cooperation with ABC-TV, originating in Philadelphia.

SUN OIL RADIO • Sun Oil Co., through Ruthrauff & Ryan, New York, placing 16-week radio campaign in about 50 markets, effective today (Mon.).

Organization Committee To Plan Film Association

PLAN for organization of trade association among tv film distributors to be developed by committee headed by Dave Savage, Guild Films. Committee was named following meeting held last week by representatives of 30 major distributors.

Dwight Martin, General Teleradio, who presided at meeting, named organization committee. Other members are Ralph Cohn, Screen Gems; Frank Reel, Ziv-Tv; Arche Mayers, Unity Television; Herbert Gelbspan, Hal Roach Studios, and Mr. Martin.

AFTRA, L.A. Stations Settle; Union Wins Pay Increases

CONTRACT AGREEMENT between 16 independent Los Angeles radio stations and American Federation of Tv & Radio Artists settled Friday (earlier story, page 122). Two-year pact, effective May 1, provides $5 weekly pay increase for first year and $2.50 increase second year.

Additionally, stations agreed not to broadcast programs or announcements of producers or agencies declared unfair by AFTRA. Stations won stipulation of 30-day "cooling-off" period before ban becomes effective on programs, 14-day period on announcements.

WABC-TV Post to Wynn

APPOINTMENT of Lawrence L. Wynn as sales manager of WABC-TV New York, was announced Friday by Ted Oberfelder, vice president and general manager. Mr. Wynn, account executive on station sales staff, succeeds late J. Trevor Adams [B•T, May 9].



Hardcastle Motor Company of Goodlettsville, Tenn., decided recently to take an experimental flyer on Channel 4 daytime advertising—"just to see what would happen." Purchased: the 12:15 p.m. news program with Ralph Christian, one day a week.

So what *did* happen? Here's what Owner-Manager Dock Hardcastle reports:

"After just our first and second broadcasts we received calls, letters and showroom visits from people all over Middle Tennessee and Southern Kentucky. After the second broadcast alone, our salespeople were answering telephone calls for more than thirty minutes. One customer purchasing a car on an outright sale said he didn't know we existed before he saw our program on television. We are amazed at the action we have obtained with this limited schedule on a daytime TV news presentation, and as a result we have extended our contract indefinitely."

For further proof of the daytime selling power of Channel 4, contact WSM-TV's Irving Waugh or any Petry man.

CHANNEL 4 **WSM-TV**

Clearly Nashville's #1 TV Station!

at deadline

KTVQ-NATS Agreement Up to Federal Court

TWO-YEAR agreement whereby ch. 25 KTVQ (TV) Oklahoma City becomes identified with GE's National Affiliated Television Stations Inc., receiving new programming and financial resources [B•T, March 21 et seq.], goes today (Monday) before Federal District Judge Edgar S. Vaught there for confirmation as station's reorganization plan. Agreement already has been circulated to creditors. Petition for reorganization was granted last December with John Esau, station president, and Duke Duvall, local attorney, named trustees by court. Mr. Esau has asked to be relieved of his posts to become general business manager of *Television Age*.

Under plan, subject to FCC approval, station's present common stockholders will get preferred stock. Total new common stock issue goes to creditor E. A. (Jack) Fariss for cancellation of note said to be in excess of $100,000. Oilman-cattleman Fariss agrees to advance station $10,000, if needed, over and above $20,000 new operating capital being loaned by NATS. Latter also will supply full film library under six-month deferred rental plan, provide management-sales advice and interim operating team. GE will defer equipment payments for year.

Multiplex Plea Protested

CALLING for immediate enforcement of FCC's new rules on fm multiplexing and functional music operations, WGMS-AM-FM Washington petitioned Commission Friday protesting bid of WWDC-FM there for modification of rules. WWDC-FM won stay of rules pending reconsideration of provisions which would restrict simplex functional music programming and cause economic hardship in view of current contracts with advertisers and clients [B•T, May 2]. WGMS claimed that WWDC-FM, by telling FCC only 18% of its $27,000 1954 income came from general broadcasting while rest came from functional music, showed that "beep" programming is not broadcasting and not entitled to simplex operation. WGMS said WWDC-FM modification would prejudge pay-tv battle.

Trade Commission Check Covers Radio-Tv Quarterly

SPECIAL task force of Federal Trade Commission that screens radio-tv commercials will spot check 2,800 radio stations and 600 tv stations four times yearly, FTC Chairman Edward F. Howrey told meeting of National Industrial Advertisers Assn. last week in Washington.

He said stations will be asked to submit advertising continuities for 24-hour period. Actual times of year will be determined by new "scientific sampling technique" designed to give FTC continuous and representative cross-section.

Chairman Howrey said revised procedure will "reduce the requests" by FTC for advertising continuities and thus lessen stations' burden. At same time, he indicated, station cross-section will be improved.

ABC JOINS NARTB

ABC Radio network and four o&o stations joined NARTB Friday, winding up membership campaign which NARTB President Harold Fellows called "the most successful in NARTB history." NARTB now has all major radio and tv networks in membership. Recent drive brought total membership to 1,991, gain of 160 stations and one network since March 1. Richard M. Brown, KPOJ Portland, Ore., is membership committee chairman. NARTB now has 1,259 am stations, 332 fm, 271 tv, eight networks and 121 associates.

Budget Hearing Thursday

FCC hearing on its $6,870,000 fiscal 1956 budget by Senate Appropriations Subcommittee will resume at 10 a.m. Thursday instead of tomorrow (Tuesday) as previously scheduled [B•T, May 9], Sen. Warren G. Magnuson (D-Wash.), subcommittee chairman, said Friday. Senators are expected to question FCC closely about its proposed $80,000 study of broadcasting industry and other FCC policy matters.

FCC Sets Two-Year Policy

FCC requires station operators to keep program and operator logs two years, but it never has spelled out how long broadcasters must keep other reports—performance measurements, auxiliary transmitter tests, political candidates' requests for time, logs of experimental and auxiliary stations. FCC now has decided that those documents should also be kept on file for two years.

Weed Expands in Chicago

JOSEPH J. WEED, president of Weed Television Corp., New York, Friday announced expansion of Chicago sales staff. New sales manager is George Lindsay, who will supervise midwest sales staff including Bill Scharton, Dave Williams, Sam Eadie and Joseph Fisher Jr. Additions to staff are Messrs. Eadie and Fisher. Mr. Eadie was previously with promotion department of ABC and CBS and has been associated with tv staff of Free & Peters, Chicago. Mr. Fisher, who also has been with Free & Peters, was general sales manager of WENR-TV Chicago and KOVR (TV) Stockton, Calif.

UPCOMING

May 17-18: *Chicago Tribune* Forum on Distribution & Advertising, WGN studio, Chicago.
May 19-20: CBS-TV affiliates, Waldorf-Astoria Hotel, New York.
May 22: Radio Pioneers Banquet, Washington.
May 22-26: NARTB Convention, Shoreham and Sheraton-Park hotels, Washington.
For other Upcomings see page 151.

PEOPLE

MEREDITH M. DAUBIN, since 1938 in law firm of Dow, Lohnes & Albertson as tax attorney, has become associated with George O. Sutton, Washington communications attorney.

JOSEPH SANTLEY, recently producer-director with NBC-TV, appointed producer-director of Screen Gems' *Patti Page Show*, quarter-hour tv filmed series to be presented in 175 markets starting in July, under sponsorship of Oldsmobile.

MARVIN H. HULT, assistant manager, named manager of WMBD Peoria, Ill., by Charles C. Caley, president. **ROBERT O. RUNNERSTROM,** formerly manager of WLOK-AM-TV Lima, Ohio, joins WMBD in executive capacity. **HAROLD V. PHILLIPS,** sales manager, has resigned to join WTVH-TV Peoria as sales manager.

STEVE GILBERT, formerly of Radio-Tv Representatives Inc., N. Y., to New York sales staff, WAAT (TV) Newark.

GIL TURNER, formerly animator at Walter Lantz, has joined United Productions of America, Burbank, Calif., assigned to "Near-Sighted Mister Magoo" series.

JAMES W. BEACH, sales manager of ABC-owned WBKB (TV) Chicago, promoted to director of ABC-TV Central Div. He succeeds **GERALD VERNON,** who resigned.

EDWARD J. MONTAIGNE named Friday as supervisor of film production for CBS-TV program department. He will be associated with Nat Hiken, producer-director on new Phil Silvers' show, *You'll Never Get Rich*. He formerly was executive producer with William Esty Co.

WTRI (TV) Hearing Completed

FCC hearing on protest by WTRI (TV) Albany to Commission approval of purchase of WROW-TV Albany by CBS commentator Lowell Thomas and associates (see earlier story, page 116) was completed Friday with testimony by Mr. Thomas and H. V. Akerberg, CBS-TV stations relations vice president. Both supported testimony of CBS President Frank Stanton and others that CBS affiliation for WROW-TV was granted in best interests of CBS and not because of CBS debt to Mr. Thomas. Parties were given to June 30 to file proposed findings with Chief FCC Hearing Examiner James D. Cunningham.

Lever Studies Time Periods

LEVER BROS., currently sponsoring *Big Town* Wed., 10:30-11 p.m., on NBC-TV, studying other time periods and expects to take over Tues., 10:30-11 p.m. period, also on NBC-TV, next season when Chrysler and *It's a Great Life* will be forced out of that time because of sponsor conflict with Pontiac, moving into 9-10 p.m. spot. Lever Bros. also switched agencies for *Big Town* last week, moving from McCann-Erickson to Sullivan, Stauffer, Colwell & Bayles, New York.

WBKB (TV) Increases Rates

WBKB (TV) Chicago, ABC o&o outlet, announces new rate card (No. 8) with increases covering programs, announcements and station breaks. Program charges run from $2,200 for new one-hour Class AA time to $825 for one hour Class D time on same basis, all classes downscaled for more frequent usage. Class A hourly rate up from $1,650 to $2,000. Top on announcements and breaks is $400 for 20 seconds in Class A time (one to 12 times) and lowest is $150 for 20 seconds of Class C. Rates are retroactive to April 1, 1955.

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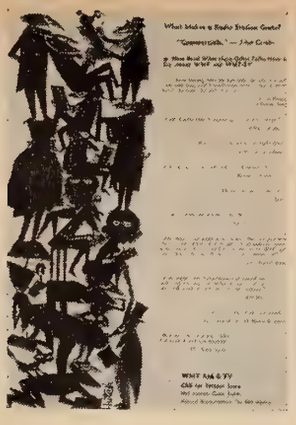
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

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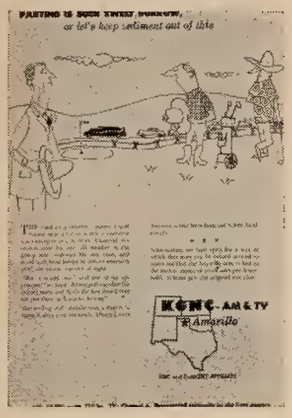
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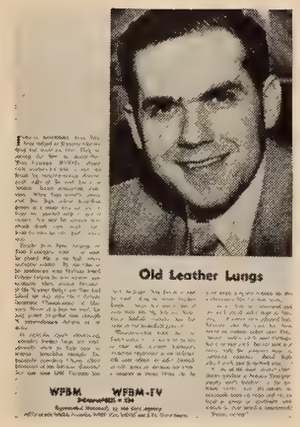


NARTB Convention Visitors:

(This is an advertisement about advertising)



If you like the station advertising for WMT, KGNC, WFBM, WLAC-TV, WTIX, WHB, KOWH, WCHS (in order of our appearance on their respective scenes), perhaps, while you're in town, you'd like to visit their agency.



Object: Matrimony

The agency believes at least two things about station promotion:

1. It should be readable, even entertaining, if possible.
2. It should be believable.

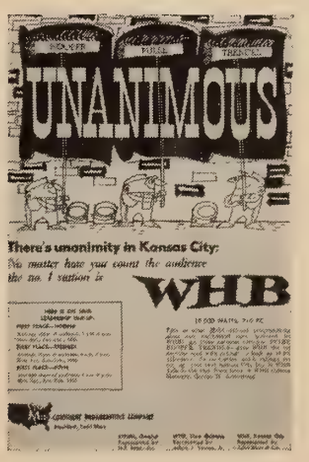


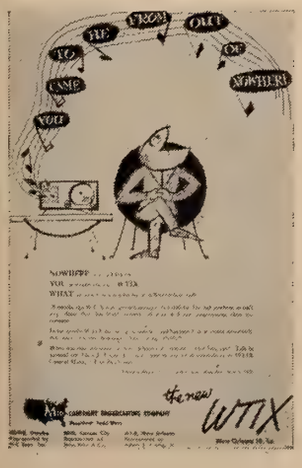
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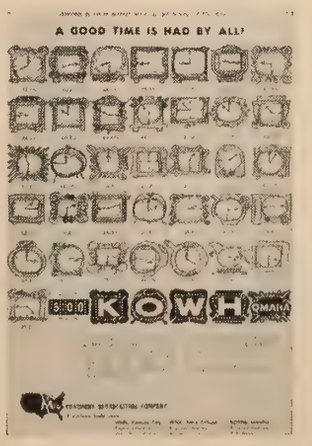
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Phone District 7-7400. Ask for Henry Kaufman, Jeff Abel, Ted Mandelstam, or Harry London.

We do not handle stations whose territories overlap. We spend more time on a station's advertisements than the commission allowed by a trade magazine can adequately compensate for. Therefore, we charge service fees. We think they are reasonable.









NO SELLING

WITHOUT

WBC RADIO STATIONS—

DELIVER 26%* MORE HOMES THAN ANY OTHER COMBINATION OF STATIONS IN THESE MARKETS

In Boston, WBZ+WBZA, 51,000 watts, the only New England station with primary coverage in all six states.

In Philadelphia, KYW, 50,000 watts, delivers America's third market, covers 1,160,900 homes in 36 counties.

In Pittsburgh, KDKA, 50,000 watts, sells strong in 108 counties where 8 million people spend over 7¼ billion dollars annually.

In Fort Wayne, WOWO, 50,000 watts, covers 69 rich counties in Indiana, Michigan, Ohio. $4,499,760,000 retail sales last year.

In Portland, KEX, 50,000 watts, Oregon's only top-powered station, blankets the Pacific Northwest.

WBC TV STATIONS—

FIRST IN 4 OF THE 9 MILLION-SET MARKETS IN THE U.S.

In Boston, WBZ-TV, Channel 4, New England's first TV station delivers America's 6th market, 1,267,223 homes.

In Philadelphia, WPTZ, Channel 3, gives a clearer picture to more people over a wider area than any other Pennsylvania station.

In Pittsburgh, KDKA-TV, Channel 2, Number one TV station in western Pennsylvania delivers America's 8th market, 1,134,110 TV homes.

In San Francisco, KPIX, Channel 5, Northern California's pioneer TV station delivers America's 7th market,1,159,055 TV homes.

That's why no selling campaign is complete without the WBC stations. Put WBC in your plans. Call any station, or Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.

*Nielsen Coverage Service—nighttime

CAMPAIGN IS COMPLETE

THE WBC STATIONS



WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ + WBZA • WBZ-TV, *Boston;* **KYW • WPTZ,** *Philadelphia;* **KDKA • KDKA-TV,** *Pittsburgh;*
WOWO, *Fort Wayne;* **KEX,** *Portland;* **KPIX,** *San Francisco*

KPIX represented by THE KATZ AGENCY, INC.
All other WBC stations represented by FREE & PETERS, INC.

HOT SHOT FOR SPOTS



READY for a sure thing?



AIM your message at the nation's 3rd fastest growing metropolitan area



FIRE away..at less cost per viewer than with any other Texas TV.



CBS TELEVISION & DUMONT TOO
KDUB-TV
LUBBOCK, TEXAS
NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

VE+10

WHAT has happened in the decade since VE Day, May 8, 1945, when the European part of World War II came to a victorious end for the Allies? Where do we stand now? What lies ahead?

Those questions, asked by editors and reporters of the *Washington Post & Times Herald* and answered by 10 military, scientific and political leaders, a small boy and a cartoonist, made up an hour-long tv show originated at the paper's tv station, WTOP-TV Washington, and broadcast over the CBS-TV network on the 10th anniversary of VE Day, May 8, 1955.

The answers, elicited in succinct, to-the-point filmed interviews, were to some extent reassuring to the families watching on that Mother's Day afternoon. Peace will continue for the foreseeable future, the military and scientific men agreed. (Only the cartoonist, Bill Mauldin, anticipated war.)

But the peace they foresaw is a cold war peace, a peace based not on a mutual desire of the Communist and Western powers to live in harmony but on a mutual fear to unleash the new weapons of war. Peace through U. S. military strength too great for the Communists to dare to challenge—that's the way we shall stay out of war, they said. If we'd been stronger—and wiser—in the period immediately following World War II we'd be better off today.

Harry S. Truman, President when Germany surrendered; Gen. Walter Bedell Smith, who accepted the surrender; Gen. Omar Bradley, field commander of more troops than any other general in our history; Adm. Alan G. Kirk, in charge of getting our troops to Europe; Gen. Carl Spaatz, whose airmen dropped a million and a half tons of explosives on Germany; Dr. Vannevar Bush, coordinator of wartime science; Dr. Werner von Braun, developer of the V-2 rocket—were all of one mind: military strength, atomic weapons too terrible to use, will insure peace.

Our need for moral strength was urged by Averell Harriman, Ambassador to Russia on VE Day and now governor of New York, and by Secretary of State John Foster Dulles, who stated: "Peace and justice are goals which cannot be achieved without sacrifice and without dedication. Surely people ought to be willing to sacrifice as much for peace as they would be able to sacrifice if there were a war and they were striving for victory."

Mark Berch, who was born on VE Day and wants to be an astronomer when he grows up, said he thinks that "now is a satisfactory time to live in." President Eisenhower expressed the sentiments of many a viewer when he said: "I wish that in this cold war we could now get some victory that would make us feel as good as we felt that day of May 1945."

Although the interviews were filmed individually, they were skilfully blended together by the intervening remarks of Philip Graham, publisher of the *Washington Post & Times Herald* and narrator of *VE+10*. A rapid recap, with just a glimpse of each participant as he uttered his key phrase, gave an unusually satisfactory conclusion to the thought-provoking hour.

Broadcast on CBS-TV, May 8, 2:30-3:30 p.m., originating at WTOP-TV Washington.

Producer-director: Larry Beckerman; co-producer and news editor: Alfred Friendly; coordinator for WTOP-TV: Thomas Jones.

Filmed by: Hal Saylor and Ralph Schultz.

Narrator: Philip L. Graham.

Interviewees: President Dwight D. Eisenhower, former President Harry S. Truman, Gov. Averell Harriman of New York, Sec. of State John Foster Dulles, Gen. Omar Bradley, Gen. Carl Spaatz, Adm. Alan G. Kirk, Gen. Walter Bedell Smith, Dr. Vannevar Bush, Dr. Werner von Braun, Bill Mauldin, Mark Berch.

Interviewers: Eddie Folliard, Chalmers Roberts, Robert Estabrook, Edward Ryan, Milton Caniff, Jean Rogers, Alfred Friendly, Jack Norris, J. R. Wiggins, Stewart Alsop, Herblock.

LET'S TAKE A TRIP

FOR AILING penguins with sore throats the treatment is rest and an injection of what probably is just plain vaccine of a type long known to penguins.

For the overstuffed—with peanuts, that is—llama, stomach aches can be straightened out by a careful diet, and, of course, a rationing of peanuts.

This new knowledge was imparted in a visit Sunday (May 8), via CBS-TV, to the animal hospital in New York's Bronx Zoo.

Let's Take a Trip (Sunday, 3:30-4 p.m. EDT), primarily a children's show, should rate as tops for adult watchers as well. During the few weeks it's been around the program has been at sea on a real, live tugboat and aloft in a whirling helicopter. Back on land on May 8, it visited the animal hospital. Journeying is by live tv camera which follows the footsteps of two child actors—Ginger MacManus and Brian (Pud) Flanagan—and the host and guide, Sonny Fox, a personable and natural children's "companion."

The visit to the zoo hospital excellently illustrates the program's format and its attraction as a television show.

Telecast on CBS-TV, Sun., May 8, 3:30-4 p.m. EDT, sustaining.

Stars: Sonny Fox, host and guide; Ginger MacManus and Brian (Pud) Flanagan, young travelers.

Production by CBS Public Affairs with producer Bill Weinstein (who alternates weekly with Stephen Fleischman).

Director: Roger Englander; technical director: Verne Cheeseman and Sandy Bell.

Writer: Selig Alkon (who alternates weekly with Bob Allison).

★ ★ ★

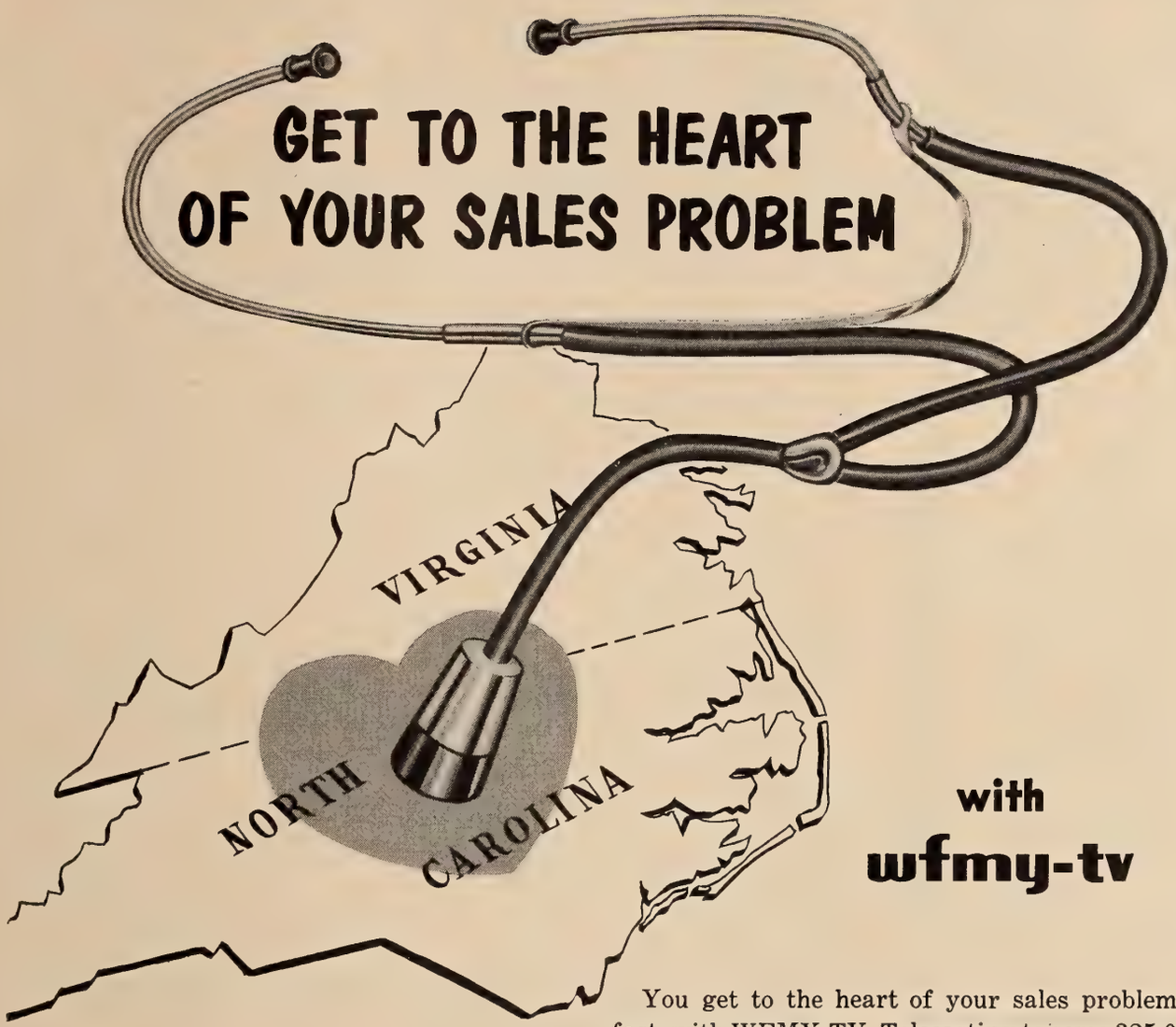
BOOKS

TOP TV SHOWS OF THE YEAR, by Irving Settel. Hastings House, 41 E. 50th St., New York 22, N. Y. 270 pp. $5.50.

SCRIPTS from telecasts of *Johns Hopkins Science Review, Jackie Gleason Show, See It Now, March of Medicine, Kraft Television Theatre, Goodyear Television Playhouse, Camel News Caravan, What's My Line?, Meet the Press* and *Home* make up this interesting anthology, unusual in that it includes other than purely dramatic tv shows.

Not the least interesting aspect of the book is Mr. Settel's statement of the method of selection of the "top" programs. "With the cooperation of producers from the major networks and stations, and advice from a group of distinguished persons vitally interested in the subject, standards were devised to meet the various aspects of the problem," he writes in his introduction. "It was decided, for example, that television, being a new medium, must be judged as such. It was agreed that *true* television should be considered on the basis of *live* performance—with its sparkle, its spontaneity, its immediacy . . . One concession was permitted. The *live* program which utilized film portions to broaden its scope, would qualify, for this was *true* television technique." The italics are the author's.

GET TO THE HEART OF YOUR SALES PROBLEM



with wfmy-tv

You get to the heart of your sales problem—fast, with WFMY-TV. Telecasting to some 325,000 TV homes in the Prosperous Piedmont section of North Carolina and Virginia, WFMY-TV has the true pulse of this mighty industrial area. *No station or group of stations* completely covers the Prosperous Piedmont as does WFMY-TV.

Too, WFMY-TV is the *only* CBS television affiliate serving this $2.3 billion market where there are over 2 million customers for your product, With full 100,000 watts power . . . plus nearly 6 years experience programming to this 46 county gold mine . . . WFMY-TV gets to the heart of your sales problem—fast!

To get your share of sales in the Prosperous Piedmont, call your H-R-P man today.

wfmy-tv
Channel 2
GREENSBORO, N. C.
Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco

CBS
Now In Our Sixth Year





OPEN MIKE

Free-for-All

EDITOR:

I see that some people now want radio and tv to give "free" time to candidates. There is no such thing as "free" time, it all costs money, and the Hatch Act makes it illegal for a company or corporation to make a contribution of money or anything of value to a candidate for federal office.

Now, however, since some big minds think that companies and corporations should give something to candidates, perhaps they should go further and state that radio and television must contribute time; newspapers, space; billboards, billboards; direct mail, direct mail; button manufacturers, buttons; picture postcard manufacturers, picture postcards; smoke writers, smoke; ghost writers, ghosts; and all other companies and corporations, money. Almost forgot the cigar makers. In each case each organization must give an equal amount of time, space, billboards, direct mail, buttons, postcards, smoke, ghosts, cigars and money to each candidate.

This is my plan for systematizing chaos.

Nathan Lord, Manager
WAVE-AM-TV Louisville, Ky.

P.S. Unemployed and retired persons will be compelled on a non-discriminatory basis to watch, listen, read, wear, peruse, observe, receive, smoke.

Constant Reader

EDITOR:

. . . Of course, I have resubscribed since locating here . . . I know that I could never get along without B•T and I continue to enjoy it consistently . . .

Tom Slater, Dir., Radio & Tv
Fuller & Smith & Ross, Cleveland

B•T Is There

EDITOR:

The *You Are There* film story [B•T, April 11] is wonderful. Please send me 50 reprints. We would like to send them to the 50 top Prudential executives throughout the country.

Patrick J. Shannon
Calkins & Holden, New York

Two More Stations Heard From

EDITOR:

An item concerning the sports programming of WFOB-AM-FM Fostoria, Ohio [B•T, April 25] . . . forces me to take up the challenge. They mention carrying 77 basketball games and the Cleveland Indians baseball, and then say "would like to see any station in the nation post evidence of a better sports record."

Well, here goes: WPAD-AM-FM carried 142 basketball games this season, including local high school regular season games; the district, regional and state basketball tournaments complete, plus the U. of Kentucky games . . . 30 football games, and airs the St. Louis Cardinal baseball games including spring training, or 189 in all . . .

Ray Mofield, Sports Dir. & Asst. Gen. Mgr.
WPAD-AM-FM Paducah, Ky.

EDITOR:

Re item in 4/25/55 issue of B•T: "WFOB-AM-FM would like to see any station in the nation post evidence of a better sports record." If the Messrs. Murray and Wise think they offer top sports programming, let them look to their laurels. Here is the line-up at WESB, a 250-watt MBS outlet located in a city of 18,000 in the heart of Pennsylvania's oil fields:

13 public high and Catholic high school football games (local). 28 public high and Catholic high school basketball games (local). 106 Bradford Phillies Pony League baseball games (local). Saturday, Sunday, holiday games of N.Y. Yankees (Empire Network). 11 Notre Dame football games (Irish Network). Pro basketball, college basketball, ice hockey from Madison Square Garden (3-4 weekly, MBS). All-Star Game and World Series (MBS). 31 local sportscasts weekly, 1,567 local sportscasts yearly. Network sportscasts from Harry Wismer, Jack Brickhouse and others. Cleveland Browns football network and St. Bonaventure basketball network (in former years—both now defunct).

What the foregoing all adds up to is close to 2,000 play-by-play broadcasts and studio sportscasts per annum here at WESB. If that doesn't top the WFOB record, may I be imprisoned in the Polo Grounds for the next five seasons. (Fate worse than death for a Brooklyn fan!)

Jack Laflin, Sports Director,
WESB Bradford, Pa.

Yearbooks Useful to Agencies

EDITOR:

. . . the 1955 BROADCASTING Yearbook-Marketbook. I am sure that this will be as useful as ever throughout the year.

C. E. Midgley Jr., Asst. Vice President
Ted Bates & Co., New York

EDITOR:

. . . I have found many occasions in past years to refer to the yearbook. I am glad to have a new one on hand . . .

Lorraine V. Ruggiero
Young & Rubicam, New York

EDITOR:

. . . It may interest you to know that our back file of this series is constantly referred to, inasmuch as the history of a particular market is often an important tool in estimating future trends.

I would like to add my congratulations to the others I am sure you have received on this

Please send to:

GOLF COMMITTEE
Broadcasting • Telecasting Magazine, 1735 DeSales St., N.W., Wash. 6, D. C.

Please enter me in the annual NARTB-BT Golf Tournament to be held at the Goose Creek Country Club, Leesburg, Va., Sunday, May 22, starting at 9:00 a.m.

I shall want a ride in your buses which will leave the entrance of the Sheraton Park Hotel at 8:45 a.m. □

SIGNED .....COMPANY .....

IN CONJUNCTION WITH THE NARTB CONVENTION



THE DAYTIME BROADCASTERS ASSOCIATION URGES ALL MEMBER STATIONS (AND INTERESTED NON-MEMBERS) TO ATTEND THE MAY 23rd MEETING TO BE HELD IN THE SHOREHAM HOTEL MONDAY–MAY 23rd-4:30 P.M.



A NATIONAL ASSOCIATION OF OVER 200 MEMBERS ORGANIZED TO SERVE THE INTERESTS OF ALL DAYTIME & LIMITED TIME STATIONS

OUR PRINCIPAL OBJECTIVES

1

Seek fixed hours daily the year-round for Daytime stations. 5:00 AM to 7:00 PM daily.

2

Limit interference-free primary contour protection for ALL stations to .5 millivolt per meter daytime.

3

Represent the interests of Daytime and Limited stations so that the broadcast services of "Daytimers" can more adequately serve in the public interest.

ONE-THIRD (900) OF THE NATION'S 2700 "AM" BROADCAST STATIONS ARE DAYTIME ONLY. TWO-THIRDS OF THESE (574) ARE IN COMMUNITIES THAT ARE WITHOUT FULLTIME "AM" SERVICE.

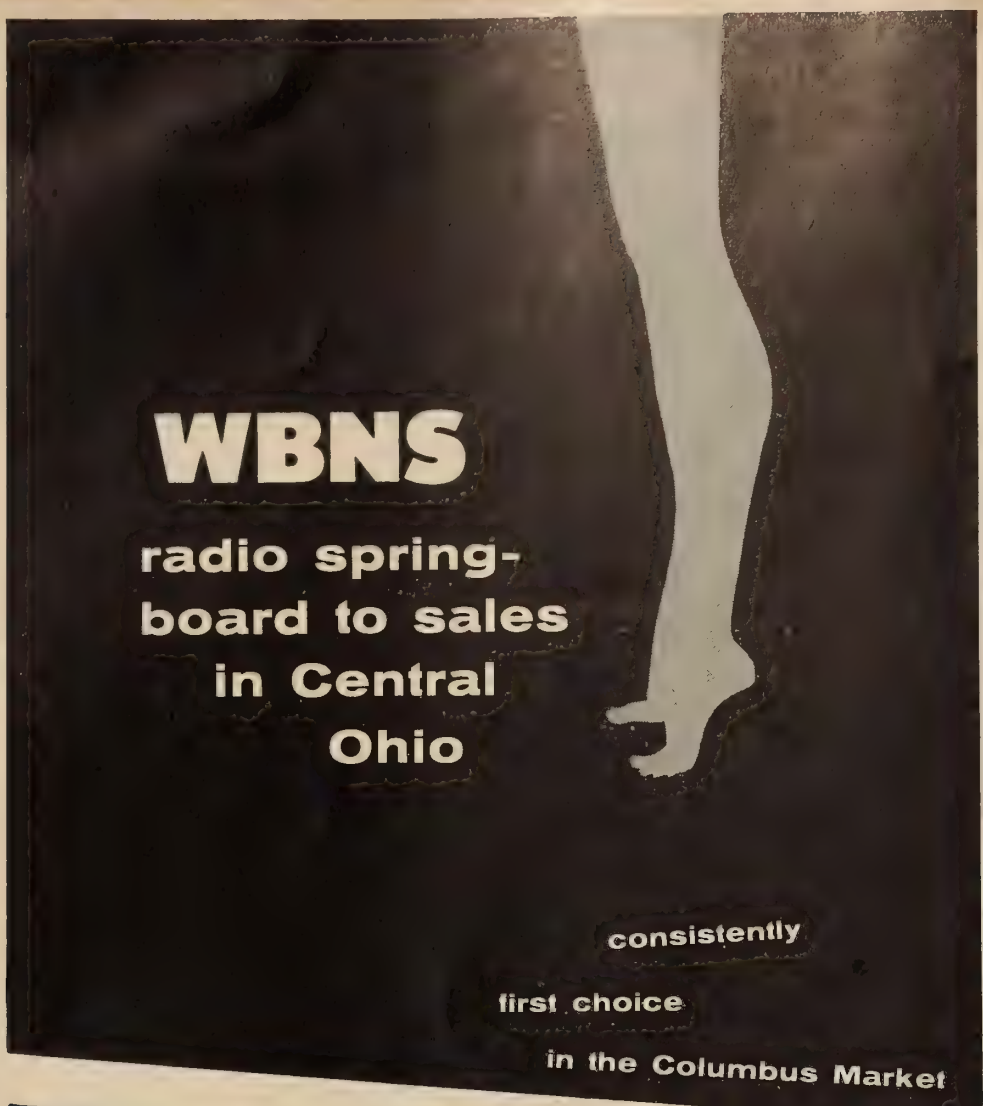
If you are one of these Orphans of the Radio Spectrum, we urge you to make plans now to attend this meeting. It's vital to your welfare!

Ray Livesay, President, DBA
WLBH (WHOW), Mattoon, Illinois

Alf M. Landon, Vice Pres.
(KSCB, Liberal, Kans.)
Topeka, Kansas

George Volger, Secretary
KWPC, Muscatine, Iowa

Jack Younts, Treasurer
WEEB, Southern Pines, N. C.





wonderful annual you publish. Please be assured the YEARBOOK has been put to use quite a bit so far and will be referred to constantly.

Thomas J. Glynn
J. Walter Thompson Co., New York

EDITOR:

. . . The value of this book to a timebuyer is inestimable. Actually, I cannot exaggerate its utility. In the few days that I have had the book, I have had recourse to use information included therein no fewer than on three separate occasions. It is really a wonderfully unbiased source of comprehensive radio information—which I need not tell you how difficult it is for a timebuyer to come by.

Elaine Schachne
Emil Mogul Co., New York

EDITOR:

. . . I won't say it has replaced my large store of comic books, but I do find it very helpful—especially the section dealing with the agencies . . .

Jeane Jaffe
Lennen & Newell, New York

WAPA Not for Sale

EDITOR:

With reference to your news story May 9, page 78, I wish to state unequivocally that WAPA-AM-TV San Juan, Puerto Rico, is not for sale.

Jose Ramon Quinones
President & Owner
WAPA-AM-TV San Juan, P.R.

Teacher's Pet

EDITOR:

Although the education section in B•T is necessarily rather brief, it has become the best regular source of news in the area of educational broadcasting. Thank you for this service.

Gale R. Adkins, Dir. of Radio-Tv
U. of Texas, Austin

Cheers for Fellows

EDITOR:

Congratulations on the fine interview with Hal Fellows [B•T, May 2]. The picture series was very good, too . . .

Ray Livesay, President
Daytime Broadcasters Assn.

Good Relations

EDITOR:

That was a very good article on the Scott Paper Co. and its relationship to television [B•T, April 4]. I appreciated the kind things you had to say about their sponsorship of *Omnibus* . . .

Robert Saudek, Executive Producer
Tv-Radio Workshop
The Ford Foundation, New York

We Want Sweeney

EDITOR:

. . . Please enter an order for us for 250 reprints of the interview with Kevin Sweeney of RAB that appeared in the March 28 issue of B•T. We plan to distribute same to our member stations and have a few copies in reserve . . .

Charles W. Fenton, Sales Dir.
Canadian Assn. of Radio & Television Broadcasters
Toronto, Ont.

[EDITOR'S NOTE: To meet the demand, B•T has made a second reprinting of the interview with Mr. Sweeney. Copies are available at 15 cents apiece, $15 a hundred.]

with WAVE

you don't buy the hog—

YOU BUY THE BACON!

WAVE and *only* WAVE gives you the real *meat* of Kentucky . . . *at the right price,* without waste.

BIGGEST MARKET
The rich Louisville Trading Area accounts for 42.5% of Kentucky's total Effective Buying Income! The borders of this area coincide almost exactly with those of WAVE'S 50% BMB daytime area.

TOP *SELLING*
Listeners are sold on WAVE programming . . . and no wonder. WAVE is the *only* NBC station in or near Louisville. As for local programming, WAVE has 62 good people on radio only, 44 of them exclusively for on-the-air radio activities.

Don't go whole hog. Bring home the bacon . . . with WAVE. NBC Spot Sales has the figures.

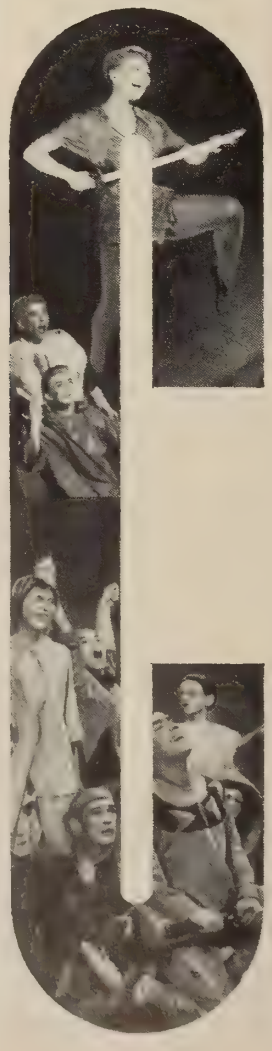
WAVE
LOUISVILLE
•
5000 WATTS
NBC AFFILIATE

NBC **SPOT SALES**
National Representatives



SPECTACULAR

out of the NBC-TV Spectacular comes



COLOR

RESERVE THESE IMPORTANT SELLING DATES:

September 11	Premiere
October 9	Fall Season
November 6	Pre-Thanksgiving
December 4	Pre-Christmas
January 1	New Year's Day and Winter Travel
January 29	Cold Weather Items
February 26	Pre-Spring, Lent
March 25	Pre-Easter
April 15	Spring Items
May 6	Pre-Mother's Day
June 10	Pre-Father's Day and Graduation
July 8	Summer Season
August 5	Summer Travel
September 2	Back to School

CULAR

Now for the first time the excitement and power of the Spectaculars is within the budget of any national advertiser!

COLOR SPREAD, a new series of 90-minute color extravaganzas, will be introduced this fall and will be sold on a participation basis. It will be seen in the primest of prime evening time, 7:30-9:00 PM, NYT, approximately every fourth Sunday.

SPECTACULAR SCHEDULE: On COLOR SPREAD you will be able to place a full 90-second commercial immediately before every major merchandising event throughout the year. Note the key dates at the left, buy as many participations as you need—on the dates you need them most.

SPECTACULAR AUDIENCE: Based on the performance of the NBC Spectaculars this past season, an audience of over 30,000,000 viewers is expected for every COLOR SPREAD commercial.

SPECTACULAR SALES IMPACT: The Sunbeam Corporation reports that more than a million Sunbeam Fryers have been sold, at $25 each, following its commercials on NBC-TV's Spectaculars. COLOR SPREAD is something that your salesmen can crow about. Its gigantic nation-wide promotion and publicity can be merchandised to the hilt.

Call your NBC representative while choice selling dates are still available.

exciting things are happening on

NBC TELEVISION

SPREAD



Even in our wildest dreams we didn't believe we were so good, but Mr. Pulse put his fingers on the collective wrists of 22 Middle Georgia counties a few weeks ago and reports that the heart of the state *really* beats for our TV.

Yessir, 65% to 73% share of audience on week days; 72% to 76% on Saturdays; 64% and 71% in the two Sunday breakdowns. Four other stations and "misc" had rather lean pickin's on what was left.

When it came to the "top fifteen once a week shows" they were all on WMAZ-TV, as well as all of the "top ten multi-weekly shows," and those ten included five of our own 13 daily live productions.

Yep, we don't take off our hat too much around these parts, as you can easily find out by asking Avery-Knodel to show you the latest Pulse which brought out the above facts.

We know we can be a good salesman for you, and we think a good salesman should always ask the prospect to buy.

So, Mr. Advertiser, how about buying Georgia's Lucky 13 station?

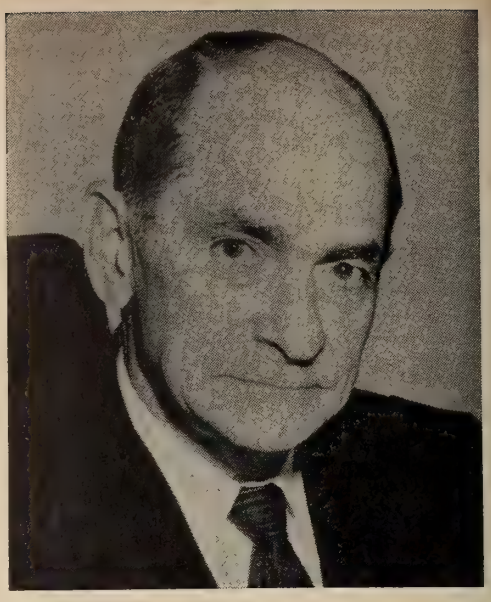
Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to GEORGE CARLTON McCONNAUGHEY



WHAT manner of man is he, this McConnaughey who runs the FCC?

And run it he does, perhaps as no man has since the days of James Lawrence Fly.

Three thousand broadcasters who will attend the NARTB convention in Washington next week will make their own appraisal of the FCC's new chieftain when he addresses them at the May 24 luncheon, and afterward operates in the cross-fire of the FCC panel quiz.

George Carlton McConnaughey says he learned two things when a boy in Hillsboro, Ohio. One was that to earn a dollar one has to work. The other, a passionate love for his native state and that for which it stands. Add his Scottish ancestry and an adult lifetime devoted to law, and you have a man with strong convictions about free enterprise and states' rights.

George McConnaughey hasn't been on the communications scene long enough to earn either the brickbats or the bouquets of the regulated body-politic. He has demonstrated that he doesn't intend to brook any interference with his prerogatives as chairman. But he has also given evidence of a quiet sense of humor in his conversations and speeches.

A life-long Republican, he was appointed by President Eisenhower last fall to succeed former FCC Comr. George E. Sterling, whose term runs to June 30, 1957. Mr. McConnaughey is noted for his administrative ability and has 30 years experience in corporation law, utility regulation and business dealings.

He has made six speeches prior to next week's address to the NARTB. Throughout these talks, one thread has been repeated and emphasized.

"My firm conviction is that government should exert a minimum of interference with the lives and fortunes of its citizens," Mr. McConnaughey said at Light's Diamond Jubilee banquet in Cleveland last October.

"I favor as few controls as possible and only those that are justified and basically necessary in the public interest," he told the National Assn. of Educational Broadcasters in New York last October.

"Government should not exercise controls over the free enterprise system except when it is definitely in the public interest," he said to the Institute for Education by Radio-Television in Columbus last month.

Mr. McConnaughey was born in Hillsboro, the county seat of Highland County, Ohio, June 9, 1896. Hillsboro, population 5,000, is about 50 miles from Cincinnati. The son of a country doctor, he took care of his father's horses and earned spending money selling milk from the family's cows. He entered Denison U. in Granville, Ohio, and in his junior year enlisted in the Army for World War I service. As a field artillery lieutenant, Mr. McConnaughey saw combat overseas in the Meuse-Argonne and Verdun battles.

It was at officer training camp that he met and became fast friends with a fellow Ohioan, John W. Bricker. Sen. Bricker (R-Ohio) is senior Republican on the Senate Commerce Committee, which oversees FCC matters.

Returning to Denison after the armistice, Mr. McConnaughey completed his schooling there, with a Ph. B. in 1920, and went on to Western Reserve U. Law School in Cleveland, receiving an LL. B. in 1923.

At Denison, the young McConnaughey was what is termed today a big wheel. He pitched for the varsity baseball team. He was the Ohio intercollegiate pole vaulting champion. He also ran the low hurdles and the 50-yard dash. He was president of his junior class, a member of the dramatic society and sang second tenor in the glee club.

In college he was Sigma Chi and in law school Phi Delta Phi, the legal fraternity.

For 16 years after law school, Mr. McConnaughey practiced law in Cleveland. During this time he also served for two years as assistant law director for the city. His specialty was corporation law.

In 1939, Ohio's then Gov. Bricker appointed Mr. McConnaughey to be chairman of the Ohio Public Utilities Commission in Columbus, the state capital. He served for six years.

In 1945, Mr. McConnaughey resumed his law practice in Columbus—corporation and utilities representation.

After eight years of private practice, Mr. McConnaughey was again called to public service. President Eisenhower appointed him in the fall of 1953 to be chairman of the Federal Renegotiation Board. This is the agency which oversees the settlement of government contracts. It was from there he was chosen to be FCC chairman last October. He was confirmed last March.

One year after Mr. McConnaughey became a lawyer, he married Nelle Louise Morse. Both had been students at Denison. The McConnaugheys have two sons, George C. Jr., a Columbus attorney, and David C., an Air Force lieutenant.

Mr. McConnaughey is a Presbyterian and a Mason. He is a member of the American Legion, the Columbus Athletic Club and the Scioto Country Club. He is also a trustee of his alma mater, Denison U.

His philosophy about broadcasting was summed up for B•T two weeks ago:

"Broadcasting," he said, "must be kept as an open, free, private enterprise. There must be a minimum of government control. Broadcasting is not in the public utility category."



H-R REPRESENTATIVES, INC.
H-R TELEVISION INC.

invite you

to make

Foot Prints

to our suite

in the

STATLER HOTEL

Washington, D. C.

during the

NARTB Convention

MAY 22-26



RADIO  TELEVISION

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

CLIP AND BRING THIS COUPON WITH YOU

GOOD FOR ONE

Hearty Handshake with all the trimmings

H-R REPRESENTATIVES INC.
STATLER HOTEL



ETHEL: You didn't ask the price.

LUCY: Ethel, you don't ask the price in a place like this.

ETHEL: You don't?

LUCY: Of course not. You wait till they turn their backs and then you sneak a look at the price tag.

If there are still some advertisers who are intimidated by television's dimensions, we'd like to put them at their ease.

Despite the obvious impact of the medium, its tremendous audiences, and its hold on the attention of the average family for over five and a half hours a day, today's television advertiser is a shrewd shopper.

He wants to know if he is getting consistent, cumulative sponsor identification. He's no longer dazzled by mere size of audience. Like any other shopper who likes to know what things cost, he looks very sharply at television's price-tag —its cost per thousand customers reached.

And the values of television easily bear inspection.

The average cost of reaching customers with an advertising message on network television is $1.23 per thousand.

This is at least 54% less than any combination of printed media would cost to deliver a message to the same number of people. And television reaches larger audiences than any other mass advertising medium.

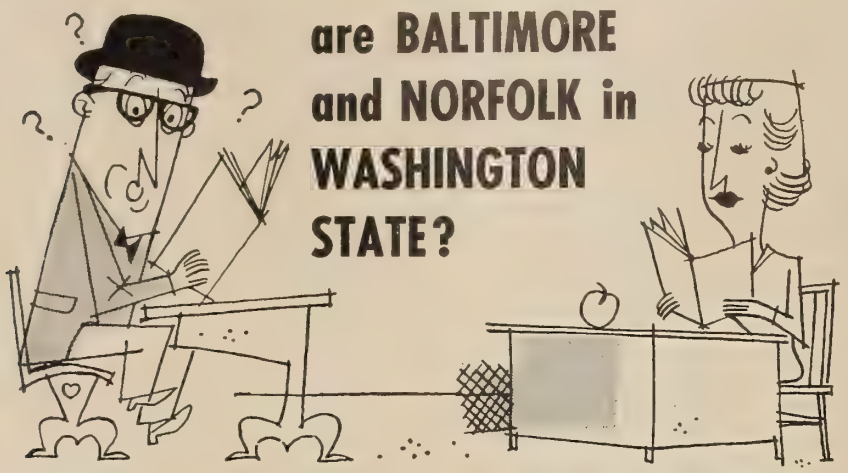
From the February 28th broadcast of I LOVE LUCY over the CBS Television Network

We'd also like to report that the average cost per thousand is 8% lower on CBS Television than on any other network.

More viewers for less money is implicit in the cost of an advertiser's message on CBS Television—a price-tag that is manifestly attractive to advertisers since they commit more of their advertising investment to CBS Television than to any other single medium in the world.

CBS TELEVISION

A GEOGRAPHY LESSON . . . One of a Series

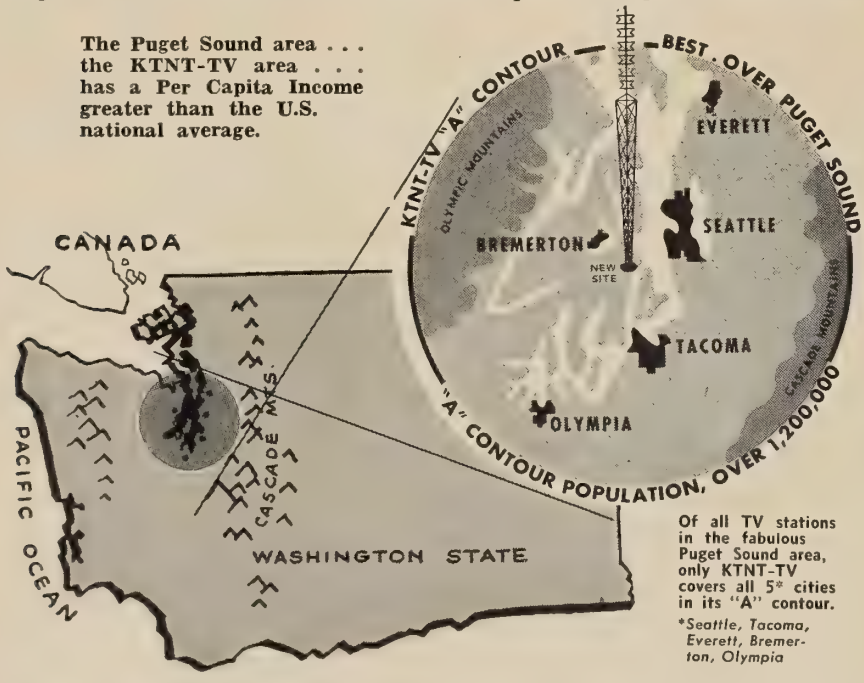


are BALTIMORE and NORFOLK in WASHINGTON STATE?

In case you suspect we've become rusty in our geography, we hasten to say we are aware that Baltimore and Norfolk are NOT in Washington State. We're merely pointing out that the sum of the populations of these two eastern cities is less than the population served by KTNT-TV in its "A" contour.

Within the "A" contour boundaries of KTNT-TV there are more than 1,200,000 able-to-buy people . . . almost half the population of Washington State. And, in addition, KTNT-TV's INFLUENCE AREA extends throughout Western Washington and into Canada to the north and into parts of Oregon to the south.

The Puget Sound area . . . the KTNT-TV area . . . has a Per Capita Income greater than the U.S. national average.



Of all TV stations in the fabulous Puget Sound area, only KTNT-TV covers all 5* cities in its "A" contour.

*Seattle, Tacoma, Everett, Bremerton, Olympia

In Washington State, Advertise Where the PEOPLE are . . . Buy KTNT-TV.

KTNT TV

CHANNEL ELEVEN

CBS TELEVISION NETWORK

316,000 WATTS

Antenna Height
1000 FT. ABOVE SEA LEVEL

CBS Television for Puget Sound

Represented Nationally by Weed Television

KTNT-TV, TACOMA 5, WASHINGTON

"The Word Gets Around... Buy Puget Sound"



CAROL SLEEPER

on all accounts

AN AFFINITY for mathematics persuaded Carol Sleeper, radio-tv timebuyer for Geyer Advertising Inc., New York, to abandon a projected career in publishing and enter the advertising field.

Miss Sleeper finds her mathematical bent a most useful tool in performing her duties for such accounts at Tetley tea, Kiwi shoe polish, American Home Foods Div. of American Home Products Corp., Kelvinator Div. of American Motors Corp., Olivetti Corp. of America, Paul Masson Wines and Boyle Midway Inc.

Timebuying duties at Geyer are shared by Miss Sleeper with a colleague, Betty Powell, who handles American Motors Corp. and Nash Motors Div. exclusively. Since the agency's radio-tv billings are roughly about $8 million (out of total billings of about $20 million), Miss Sleeper spends a busy day at her chores.

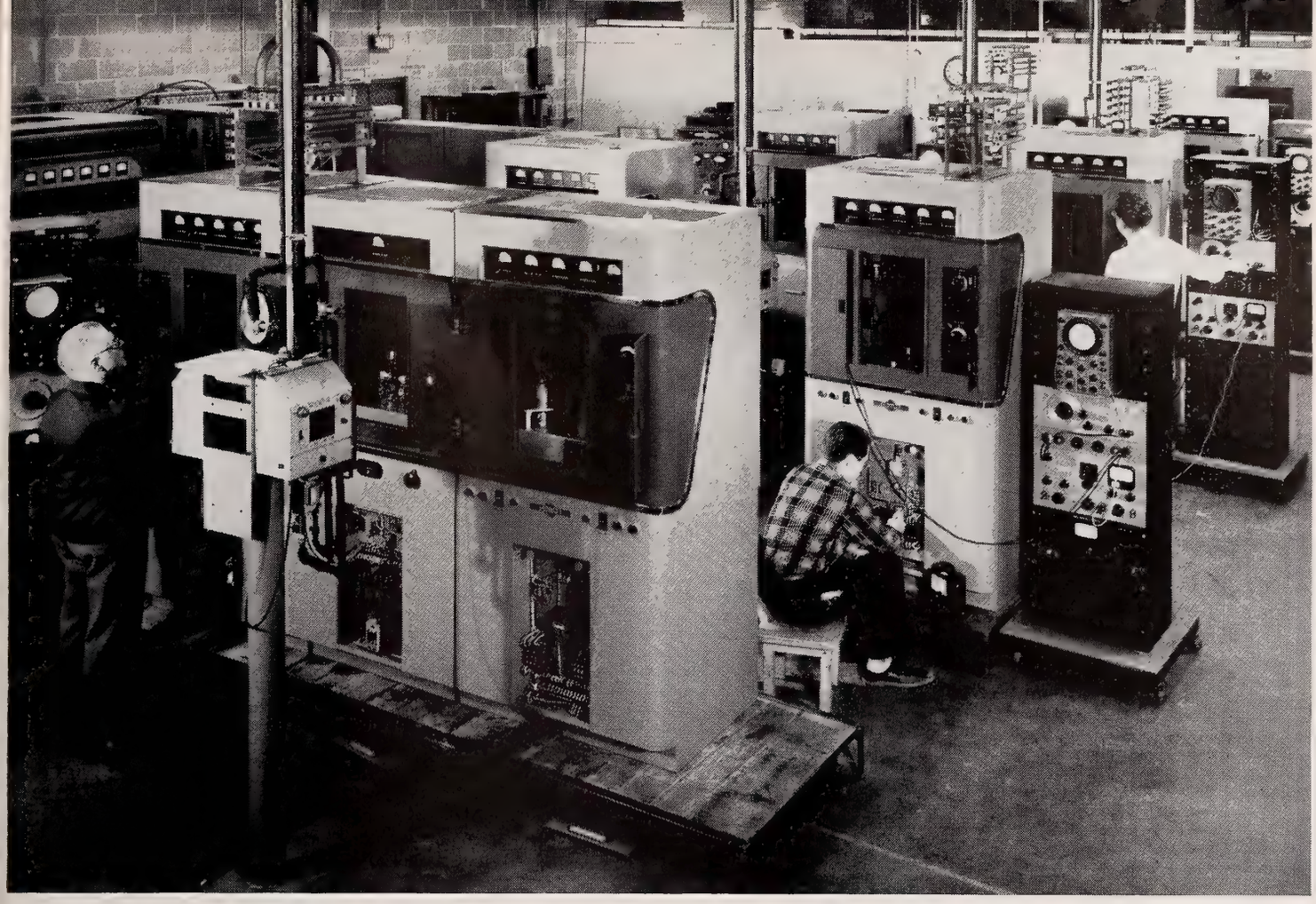
She was born in Burlington, N. J., and attended the local elementary school and Burlington High School. After graduation, she studied at the Pierce College of Business Administration in Philadelphia for three years. Before plunging into the business world, Miss Sleeper relaxed for five months in Florida and three months on the Jersey shore, and then headed for New York and a job (she hoped) in the publishing field.

But her plans were quickly changed. She was recommended for a position as a secretary with Doherty, Clifford & Shenfield (now Doherty, Clifford, Steers & Shenfield) and accepted when she learned that the job involved "working with figures." She remained there for four years and advanced to research assistant, assistant buyer and finally timebuyer. Before joining Geyer two years ago, she spent two years as timebuyer for N. W. Ayer & Son.

Miss Sleeper's background has been exclusively in radio-tv and she is convinced they can produce "wonderful results" for clients, if used properly. She is particularly impressed with the use of spot radio, and notes that Geyer's campaigns on behalf of Burnett's Extracts rely exclusively on eight-second ID's. Miss Sleeper also has a good word for the daytime package spot plans that many tv stations offer.

A phase of Geyer's method of operations that impresses her most favorably is the close working relationship between the account executives and timebuyers. She believes that the background acquired on the sales and distribution problems of a client provides a valuable measuring-rod for the timebuyer.

Miss Sleeper lives in an apartment in mid-Manhattan. For relaxation, she likes sailing and cooking. She enjoys semi-classical and "rhythm and blues" music and mystery-thriller books.



Checkout for Quality



You get the finest, most thoroughly tested broadcast transmitter available today when you select *Collins*. Careful attention to detail, from engineering to production, guarantees reliability and economical operation. There are many factors behind Collins outstanding quality — the final test of every transmitter on the broadcaster's frequency and load condition is only one of the valuable "extras."

Your assurance of trouble-free installation and outstanding performance is the record of hundreds of satisfied Collins owners. For over 20 years Collins has designed and built broadcast equipment of matchless quality for *your* individual requirements.

Visit The COLLINS Exhibit at the NARTB Convention and See the latest in Transmitters, Consoles, and Audio Units.

COLLINS RADIO COMPANY | **CEDAR RAPIDS, IOWA**

261 Madison Avenue, NEW YORK 16
1930 Hi-Line Drive, DALLAS 2
2700 W. Olive Avenue, BURBANK
Dogwood Road, Fountain City, KNOXVILLE
222 W. Pensacola Street, TALLAHASSEE

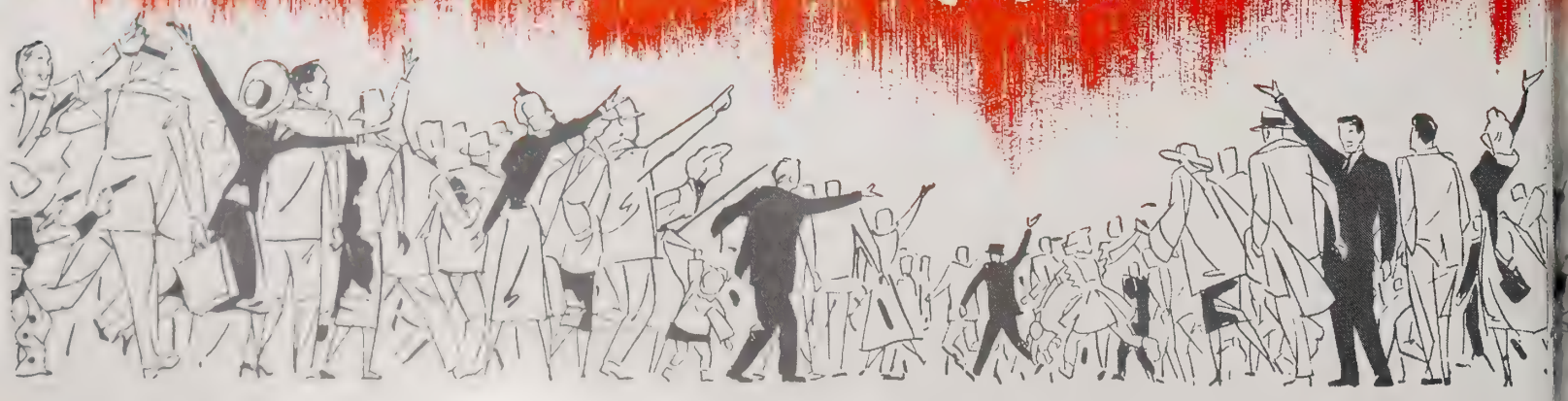
COLLINS RADIO COMPANY OF CANADA, LTD.
74 Sparks St., OTTAWA, ONTARIO

COLLINS

WORLD INTRODUCES AT

"RADIO'S BIG LITTLE MAN"

THE GREAT NEW IDEA THAT OPENS A BRIGHT NEW FUTURE FOR RADIO



E N.A.R.T.B. CONVENTION



The greatest spot selling and merchandising plan ever devised for radio stations!

SEE AND HEAR
RADIO'S BIG LITTLE MAN
in SUITE B 201&203
Shoreham Hotel, May 22-26

© 1955 by WORLD BROADCASTING SYSTEM, INC

CANADIAN REPRESENTATIVES . . . ALL-CANADA RADIO, FACILITIES LIMITED, VICTORY BUILDING, TORONTO

WORLD
SALES AND PROGRAM SERVICE
WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
CINCINNATI HOLLYWOOD



WJAR-TV made this KING-SIZE sale!

Narragansett Lager Beer, brewed in one of America's great breweries and largest purchaser of New England TV time, is "sold" on WJAR-TV, Channel 10. In addition to sponsoring a home-and-away schedule of Boston Red Sox major league baseball games, Narragansett has pioneered in spot video by maintaining across-the-board adjacencies to key network and live local programming.

The first King-Size bottle, originated by Narragansett, was introduced in the Southern New England market on Channel 10 and from then on 'Gansett sales have been just that — King-Size!



Client: Narragansett Brewing Company
Agency: Cunningham & Walsh, New York City

Represented Nationally by WEED

Powerful 10
Providence,
Rhode Island

WJAR-TV

BROADCASTING TELECASTING

May 16, 1955 Vol. 48, No. 20

RADIO: CONSTANT COMPANION FOR THE PEOPLE OF AMERICA

Three-area Politz study confirms earlier finding that even in places of deep tv saturation, 'almost everybody listens to radio.' This reaffirmation of radio's impact is a sequel to the 11-market survey made two years ago for stations represented by Henry I. Christal Co.

RADIO'S PENETRATION, in all parts of the home and all places outside the home, its unique ability to entertain and inform individuals while they are engaged in some other activity, have made it the "constant companion of the American people," even in areas of tv saturation, according to a study made by Alfred Politz Research Inc. in areas served by WJR Detroit, WHAS Louisville and WGY Schenectady.

But radio's strength has never been properly measured, the report notes. "Once the patterns of how radio operates as a companion are clearly understood—how it reaches almost everyone, how it penetrates while people are also doing other things, how it follows people as they move about from room to room in the house and everywhere they go outside the home, how it is an individual, personal medium—it becomes more and more apparent how difficult and prohibitively costly it would be to trace out a reliable approximation of the audience for any one quarter-hour program pinpointed in the long broadcast day.

"Radio," the report avers, "has long been underestimated because there have been no companion rating methods for the companion medium."

This new Politz study, made last November and released today (Monday), is a sequel to an 11-market study published in 1953 under the title, "The Importance of Radio in Television Areas Today" [B•T, July 27, 1953]. That survey, conducted by the Politz organization for 11 radio stations represented by Henry I. Christal Co., found that nearly everyone in those tv areas was still a radio listener.

The current study, made for three stations represented by Christal, confirms this earlier finding and translates it from a general conclusion into terms of individual stations and their audiences. "The individual station, after all, is the entity the advertiser buys and to which the listener actually tunes," Mr. Christal comments in his foreword to the report.

Titled "Radio Today," the three-area study "reaffirms, two years later, the continuing vitality of radio—the companion medium," Mr. Christal declares. "But, further, it reveals how selective and discriminating listeners are in choosing their favored companion, and, in this discovery, provides advertisers with new, significant yardsticks for their use of radio."

Five conclusions of the 1953 national study are substantiated by the new area studies:

1. "Almost Everybody in Television Areas Listens to Radio."

More than half of the adult population in each area listen to the radio on an average day (55% in the WJR area, 55% in the WHAS area, 58% in the WGY area). More than three-quarters listen in an average week (WJR-76%, WHAS-83%, WGY-81%). More than 80% listen in an average month (WJR-84%, WHAS-89%, WGY-87%).

"Audience figures of these dimensions," the report points out, "clearly demonstrate the continuing importance of radio to the people. The similarity of the weekly audience (76%-83%) in areas of markedly differing television saturation (WJR, 83%; WHAS, 50%; WGY, 82%) makes it plain that, whatever the effects of television on radio, television definitely does not *replace* radio."

2. "Such Universal Listening to Radio Is Possible Because About Everyone Owns One or More Radios."

Of the total adult population in the WJR area, 97% own at least one home radio, 86% live in households with at least one passenger car and 74% of those households have at least one car equipped with radio. In the WHAS area the set-ownership figure is 95%, the car ownership figure 73% and the car-owning households with auto radios 67%. In the WGY area, 98% of adults own home radios, 83% have cars in the family and 65% of those families have auto radios.

3. ". . . and Because of a Unique Advantage Enjoyed by No Other Medium—People Can and Do Listen to Radio While Doing Other Things."

The percentage of the audience doing other things while listening is tabulated as follows:

	Before 7 AM	7-10	10-1
WJR Area	76	77	74
WHAS Area	60	66	63
WGY Area	83	89	77

	1-4	4-7	7-10	After 10 PM
WJR Area	65	63	39	37
WHAS Area	42	41	21	26
WGY Area	68	76	44	42

4. "Such Universal Listening to Radio Is Possible Because of Another Unique Companion Characteristic—Radio's Mobility Within the Home."

Most of the early morning at-home listening occurs in the kitchen, then shifts to the living room, where most people do their radio listening in the afternoon and evening hours, and finally late in the evening moves into the bedroom (see table on next page).

5. ". . . and Outside the Home."

In cars, at work, in lunchrooms, at the beach and wherever else they go, people hear radio throughout the day (see table, next page). "The dimensions of this out-of-home audience, for too long casually dismissed as an immeasurable 'plus,' are large enough to contribute a powerful medium in itself," the report states.

Radio is also the medium to which people would turn first in time of emergency, the Politz surveyers found. Asked how they would go about verifying a rumor of war, well over half of those interviewed replied that they would turn on their radios (see table above).

Noting that, "as a pioneering study, this survey introduces new techniques and new concepts of radio measurement," the report warns that there "is no comparability" between its findings and "traditional" rating measurements. The areas measured—92 counties in four states

WHAT PEOPLE WOULD DO TO VERIFY A RUMOR OF WAR

	WJR Area	WHAS Area	WGY Area
Turn on Radio	55.1%	60.5%	59.0%
Turn on Television	15.2	13.5	11.9
Turn on Radio or Television	5.3	3.7	5.4
Call Radio or Television Station	2.9	3.4	5.0
Call Newspaper	5.4	3.4	3.0
Call Police, Fire, Civil Defense	6.7	2.5	6.4
Call Neighbors, Relatives, Friends	2.5	3.2	3.0
Ask Neighbors	1.1	3.3	1.4
Buy Newspaper	1.2	1.2	1.9
Miscellaneous	2.7	2.1	2.3
Don't Know	3.5	5.5	2.9

Survey Question: Suppose you were at home and heard a sudden rumor that war had broken out, what would you do to find out if the rumor was true?

for WJR, 119 counties in two states for WHAS, 23 counties in three states for WGY—while smaller than the total service area of each station, "represents the basic market to which the station provides intensive and consistently reliable coverage," the report says.

Interviews, made in person with individuals 15 years old or older selected by probability methods during a three-week period of November 1954, are "fully projectable to the complete adult population of the areas measured," the report states. A total of 1,800 interviews was conducted in the WJR area, out of a total adult population of 5,400,000; 1,200 in the WHAS area, out a total of 1,930,000; 1,050 in the WGY area, out of a total of 1,150,000.

Listening is reported where it occurred (which room inside the home, what place outside) by day-part segments from before 7 a.m. to after 10 p.m. Dealing with individuals, rather than households, the study focussed attention on "qualitative characteristics of stations as reflected in the composition of the audience, the attitudes and opinions of people and the reasons underlying the public's preferences and reactions."

Command of Audience Cited

Looking at the radio audiences within the basic areas of the three 50-kw clear channel stations, the study finds each of these stations outstanding in its area. It is listened to most frequently, has the largest share of audience, is the favorite for each specific type of program fare, is considered the most public spirited, the most helpful and best in the handling of advertising, the most reliable and complete in service programs, and the station to which the average listener would tune first in case of emergency.

"It becomes apparent that there are vast rewards to the advertiser if he follows the example of the listener in selecting his radio companion," the report concludes. "While certain dissimilarities exist, the basic similarity between these three studies sounds with the clarity of a well struck chord.

"Today's campaigns, concentrated on the great station in each market, chosen market by market, can release an advertising force so great as to be at a level far beyond the force of haphazard radio in its most brilliant past chapters of selling history."

NETWORK RADIO'S LOW COST, IMPACT COMPARED TO OTHER MEDIA IN NEW STUDY RELEASED BY ABC

DESPITE the post-tv slack-off, network radio—like radio as a whole—is reaching more people today and can do it more economically for the advertiser than in the days before television came on the screen.

These are key conclusions of a 67-page study, "What's Happened to Network Radio?" released by ABC last week [B•T, May 9].

The study, based on Nielsen figures, also stresses ABC's new "saturation radio" nighttime concept for delivering "more different homes per dollar than any of the top-budget top-rated shows of 1946," and outlines advantages of ABC daytime periods over other advertising media.

Although network radio's annual gross time sales have fallen $32 million or 17% over the past nine years, the study notes, they still are "50% greater than 13 years ago, three times greater than 20 years ago," standing at $159 million in 1953 and with the decline now perhaps leveling off.

Conceding that "today many programs and prime time periods are available" where they were sold out nine or ten years ago when advertisers "took for granted radio as the basic medium," the presentation stresses that, even so, the 32.5 million radio homes of a decade ago have now grown to 46,646,000, a gain of 44%, and that instead of the eight million radio-equipped cars of 1943 there are now 29 million—"a number greater than the total number of automobiles just 10 years ago."

"Radio's coverage is greater than ever before," ABC points out: "44% greater in the home and 263% greater on the road than just 10 years ago."

But what about radio use?

"The *percent* of homes using radio during the average minute of the night has declined 59% since 1946, down 27% in the afternoon, down only 17% in the weekday morning," the presentation notes. "While sets-in-use have declined for all time periods, the greatest decline has come at night—the smallest decline has come on weekday mornings.

"But, as we have seen, the number of radio homes has increased.

"There are 43% fewer homes tuned to nighttime radio today than in 1946—virtually the *same number* tuned in in the afternoon—14% *more* tuned in on the average minute of the weekday morning."

Comparison With 1946

Where the average morning radio advertiser in 1946 could expect to reach 4.4% of all U. S. radio homes with a single broadcast, the study continues, he can expect today to reach only 3.2%—a rating decline of 27%. But because of the increase in number of radio homes, the morning advertiser today can expect to reach 1,493,000 homes per broadcast as against 1,488,000 in 1946.

Calling the last two years "the critical years" when "morning television first became serious radio competition," ABC says it has bucked the trend with its morning programs registering a 5% gain in rating and a 15% increase in number of homes reached, with the result that "today over 230,000 *more* homes tune to ABC's morning than before."

"In January 1952," the study continues, "ABC's morning was third in terms of Nielsen

THE AUDIENCE IN MOTION: Outside the Home

% of Total Listeners in Each Time Segment Listening Outside Home

	Before 7 AM	7-10	10-1	1-4	4-7	7-10	After 10 PM
WJR Area	15	23	18	22	25	24	16
WHAS Area	13	9	10	16	19	11	32
WGY Area	11	17	15	26	17	13	4

THE AUDIENCE IN MOTION: At Home

% of total audience in each time segment of average day listening in:

	KITCHEN			LIVING ROOM			BEDROOOM			DINING ROOM			OTHER PLACES AT HOME		
	WJR	WHAS	WGY	WJR	WHAS	WGY	WJR	WHAS	WGY	WJR	WHAS	WGY	WJR	WHAS	WGY
Before 7	53	48	67	13	36	9	19	15	18	5	4	9	2	2	6
7-10	51	44	65	23	41	19	11	21	12	8	9	10	2	5	3
10-1	43	46	51	37	46	26	7	10	6	12	5	14	6	4	5
1-4	25	14	45	46	56	28	7	17	15	7	4	6	7	5	2
4-7	35	26	54	38	57	28	5	7	5	6	6	10	4	2	2
7-10	14	10	24	65	65	52	5	15	8	3	4	9	2	3	2
After 10	3	7	25	44	30	32	37	36	40	—	1	4	2	—	—

rating—behind both CBS and NBC. In June 1954, ABC's morning was first in terms of Nielsen Rating — reaching more homes than any network."

Additionally, the study contends, ABC Radio's morning programs reach the "quality market homes"—those with children—with ratings 25% higher than in 1946.

The network cites its three "secrets" of morning success as drama programming, complete-in-a-week programming and block programming. With this combination, the study says, ABC Radio is reaching not only the non-tv homes but also "homes that own television—the homes most difficult for most radio to reach."

It is pointed out that "in a single week, 58% of all television homes tune to just weekday morning *radio*" and "between 6 a.m. and 6 p.m., more than half of all the homes tuned to *radio* are television homes."

"Further," the study stresses, "radio's flexibility—the flexibility we took for granted not too long ago—is greater today than ever before," applying to selection of programs, selection of coverage and commercial cut-ins.

On ABC Radio this flexibility lets the advertiser buy the full network of 352 ABC stations, the minimum full network of 200 stations or as few as 50-odd stations in tailored regional networks. The cut-ins, for which only 29 of ABC's 352 stations make a special charge, enable the advertiser to promote one product in one section and another product in another section the study points out.

To show that costs have gone down, ABC cites two of its programs as examples, *When a Girl Marries* and *My True Story*. Because they reach more homes, the former has dropped 38% in cost per thousand and the latter 7%, as compared with pre-tv competition days of 1952, it is pointed out. Additionally the study calls attention to the participations system of selling whereby a sponsor shares the total cost with other advertisers.

Comparing radio with other media, the study cites figures to show that "tv may be growing, but not necessarily for the daytime tv advertiser"—that while the audience of "the average nighttime [tv] program has increased from 9 to 11%, the audience of the average daytime tv program has *decreased* by from 3 to 16% "due to the increase in programs and stations available."

Where the cost per 1,000 homes reached per commercial minute is $7.39 in the case of NBC-TV's *Home,* $5.72 for NBC-TV's *Today,* and $7.17 for CBS-TV's *Morning Show,* the presentation maintains, ABC Radio's *My True Story* reaches the same number for 94 cents.

As against women's service magazines, ABC says *My True Story*—which the network says it cites as an example because it is typical of the morning drama block, though not necessarily the highest rated—reaches 6,550,000 different housewife homes in a month, while its nearest rival in the women's magazine field, *Ladies' Home Journal,* reaches only 4,734,000.

The study points out:

"*My True Story* costs $2,800 per day, reaches 1,795,000 housewife homes per day, so it costs $1.56 per 1,000 housewife homes delivered. *Ladies' Home Journal* costs $14,600 for one page black and white, reaches 4,734,000 housewives a month, so it costs $3.08 per 1,000 housewives delivered. . . .

Turning to nighttime radio the study emphasizes that despite the decline of "big nighttime radio programs of yesterday," still, "in just one week, 76% of all homes and 67% of all television homes listen to nighttime radio" now.

To meet changing listening habits, the presentation continues, ABC Radio devised its "saturation radio" plan, based on "the fact that different people tune to radio at different times on different days."

One such saturation plan, *Weekend News,* consists of 22 newscasts distributed throughout the Saturday-Sunday broadcast hours and has a cost per thousand homes of $1.71, ABC reports.

As against spot radio, the study says, "in the top 25 markets rated by Pulse, you would need to spend $24,054 buying Class A spots on the top-rated stations to equal the rating of ABC's ["super saturation plan," involving 24 broadcasts a week], which costs only $8,584 in these same top 25 markets.

CBS Radio Readies Study

ANOTHER study pointing up the strength of network radio was being prepared last week by the CBS Radio research dept. for release in the near future.

Approaching the question in terms of people reached per dollar, the CBS Radio study will say that an advertiser can get to more than twice as many for his money via CBS Radio than by magazines and almost twice as many as by tv.

The study, to be used as a main point of a forthcoming sales promotion and advertising campaign by the network, reports that in terms of people per dollar, CBS Radio delivers 643; all network television 356, and magazines 277.

ADVERTISERS & AGENCIES

U. S. FILES RESTRAINT OF TRADE SUIT AGAINST ANPA, AAAA, 4 OTHER ASSNS.

Advertising practices of printed media under scrutiny by the Justice Dept. in antitrust action begun last week. ANPA President Slocum attacks government's move.

THE Dept. of Justice last week filed its long threatened civil antitrust suit against the American Assn. of Advertising Agencies, American Newspaper Publishers Assn. and four other printed media associations [B•T, May 2, 9].

No radio or tv association was named in the complaint.

It charged that the operation of the advertising agency recognition system, with its "uniform" provisions for a 15% commission, prohibition against rebates by agencies to advertisers and its refusal to recognize "house" agencies, constituted restraint of trade in violation of Sec. 1 of the Sherman Act.

The action drew an immediate blast by ANPA President Richard W. Slocum, executive vice president of the Philadelphia *Bulletin* (WCAU-AM-FM-TV).

The attitude of "some Dept. of Justice underlings" to haul the press into court "has concerned us more than any charges . . .," Mr. Slocum said. He said the ANPA has been willing for more than a year to cooperate with the Justice Dept.

But, Mr. Slocum charged, the "only basis on which the Justice Dept. was willing to discuss their position was if we would agree in advance to a consent decree to be entered against us in court, a continuing injunction against us. . . . It is not true that discussion on any other basis was available to us."

This last sentence was in response to a statement by Attorney General Herbert Brownell Jr. that Mr. Slocum was mistaken about the Justice Dept.'s attitude. Mr. Slocum's statement that the Justice Dept. refused to discuss the case with ANPA unless it agreed to a consent decree was a "complete misrepresentation," Mr. Brownell said in Des Moines. Mr. Slocum also made that statement earlier in the week when he addressed National Newspaper Promotion Assn. of Chicago.

A warning that the Justice Dept. was studying another complaint regarding the fixing of fees in concert was sounded by Assistant Attorney General Stanley N. Barnes before a House anti-monopoly subcommittee. The antitrust division chief refused to amplify his statement, saying there were "all sorts of brokers."

Mr. Barnes, before the same committee, referred to the advertising-newspaper recognition system as a "veritable private government."

The government's suit was filed Thursday in the U. S. District Court in New York. It also named as defendants the Publishers Assn. of New York City, Associated Business Publications Inc., Periodical Publishers Assn. of America and Agricultural Publishers Assn.

The AAAA represents 300 member advertising agencies, the Justice Dept. complaint stated. ANPA has 787 members; Publishers Assn. of N. Y. C., 13 New York daily newspaper members; Periodical Publishers, four national magazine members (Crowell-Collier, Curtis, Hearst and McCall), and Agricultural Publishers, 34.

Charge that the defendants combined and conspired in restraint of trade was based on the recognition system, the government said. This meant that credit was extended only to recognized agencies, that the 15% commission was standard and that agencies agreed not to rebate any of its commission. The standards also prohibited the payment of commissions to house agencies.

Each of the media associations, the government charged, required agencies to demonstrate that they place advertising with members of the association, have a specified minimum capital, furnish a financial statement with the application for recognition and a current financial statement each six months, and agree to use standard conditions and order blank.

Some of the associations, the Justice Dept. said, also required an advertising agency to sign a written contract with the association furnishing a list of advertiser clients, with the amount spent by each for advertising, certifying that clients are paying, and will pay, gross card rates, and agreeing not to place advertising for non-recognized agencies. These agreements also provide, the government said, that the contract may be cancelled if the recognized agency splits commissions or charges more than the medium's card rates.

"Failure of an advertising agency to secure

recognition from one or more of the defendant media associations places it under a serious competitive handicap," the government said. "The following consequences result from the failure of an advertising agency to obtain recognition:

(a) It is denied credit by media; (b) it is denied agency commission by media, and (c) its non-recognized status is widely publicized among national advertisers and media and causes the agency to acquire a reputation of financial instability, of business incompetence, and of having inadequate facilities to serve national advertisers."

The effects of these "combinations and conspiracies," the Justice Dept. said, have been and are:

- Restraint of trade and commerce among the several states in national advertising.
- Boycott of advertising agencies not recognized . . . and to substantially impede them in their efforts to compete with the AAAA.
- Prevent and restrain national advertisers from placing copy direct without employing an advertising agency.
- Fix rate of agency commissions at 15%.
- Substantially lessens competition among AAAA members in soliciting business.
- Prevents and restrains the entry of new advertising agencies into the business.
- Stabilizes rates for national advertising.

The government asked the court to enjoin the defendants from engaging in what it calls these "combinations and conspiracies, agreements understandings, and arrangements," and asked that each association be required to revise its by-laws to conform with what the complaint said is the law.

CHEVROLET ADDS MORE DAY RADIO

CHEVROLET Motor Division of General Motors Corp. is driving full speed into radio, with a substantial budget going into daytime periods.

Two networks last week reported activity by this GM division which had steered clear of daytime network radio.

ABC radio reported that the automobile maker renewed three segments weekly of *Breakfast Club* (Mon.-Fri., 9-10 a.m. EDT). According to Charles T. Ayers, vice president in charge of the network, Chevrolet renewed after gaining "success" in four-week test campaign in the use of daytime radio. The renewal, effective today (Monday), is for the 9:45-10 a.m. EDT segment on Monday, Wednesday and Friday. Chevrolet started the special campaign on *Breakfast Club* April 18 to invite housewives to showrooms. Backing the advertising is a network publicity and promotion campaign in 347 markets.

At the same time, NBC Radio disclosed that the Chevrolet Motor Division had purchased the "largest single order to date" for the weekend *Monitor* program, which starts June 12 (see story, page 129). Chevrolet purchased 36 participations, including 1-minute and 30-second announcements and 6-second billboards, starting June 12 for 13 weeks. The auto buy represented $312,000 in gross billings. Campbell-Ewald Co. is Chevrolet's agency.

General Motors Corp., according to Publishers Information Bureau data for February [B•T, April 25], was second in the top 10 radio network clients, spending a $467,053 gross that month for radio network time.

NINE ADVERTISERS SLATE FALL TV

Five major buyers sign for new network shows; four renew but shift schedule.

AT LEAST nine major advertisers figured in important negotiations last week in stepped-up action that saw the fall network television pattern slowly taking form.

Among the sponsors that signed new contracts last week were Liggett & Myers, Johnson & Johnson, Wildroot Co., Whitehall Pharmacal Co. and P. Lorillard & Co. Those which have retained their programs but have changed time periods are General Foods, E. I. duPont de Nemours, Schlitz Brewing Co. and R. J. Reynolds Tobacco Co.

Liggett & Myers, New York, which has had an option on the tv version of *Gunsmoke,* has exercised its priority and will sponsor the program on CBS-TV in the Saturday 10-10:30 p.m. time, through Cunningham & Walsh, New York.

Johnson & Johnson, New Brunswick, N. J. (baby products and surgical dressings), through Young & Rubicam, New York, and Wildroot Co., Buffalo (Wildroot Cream Oil), through BBDO, New York, will alternate sponsorship of a new weekly series, *Robin Hood,* Mondays, 7:30-8 p.m. EDT, effective Sept. 26 on CBS-TV. The series is distributed by Official Films, New York. The productions of the program feature an all-English cast and are being made by Sapphire Films in Sherwood Forest and other locales of Robin Hood days.

Whitehall Pharmacal Co., New York, will sponsor *Name That Tune,* Tuesdays, 7:30-8 p.m. EDT on CBS-TV. Biow-Beirn-Toigo, New York, is the agency.

P. Lorillard & Co., New York, through Lennen & Newell, New York, is planning to put its *Truth or Consequences* in the Friday, 8-8:30 p.m. period on NBC-TV. The client was forced out of its present NBC-TV period, Tuesday, 10-10:30 p.m., by the *Pontiac Theatre.*

General Foods, New York, in order to get its hourly contiguous rate, will move its *Our Miss Brooks* down from 9-9:30 p.m. to the 8:30-9 p.m. period on Friday night on CBS-TV, thus placing it back to back with *Mama,* also sponsored by General Foods. Young & Rubicam and Benton & Bowles, both New York, are the agencies for General Foods.

Schlitz Brewing Co., New York (Schlitz beer and ale), currently sponsoring *Schlitz Playhouse of Stars* Fridays at 9:9:30 p.m. on CBS-TV, will move back one half hour and appear in the 9:30-10 p.m. time on the same evening. Lennen & Newell, New York, is the agency.

R. J. Reynolds Tobacco Co., Winston-Salem (Camel cigarettes), currently sponsoring alternate weeks of *Topper,* Friday 8:30-9 p.m. on CBS-TV, will take over the Friday 9-9:30 p.m. time vacated by the *Our Miss Brooks* move. The firm will replace *Topper* with the *The Crusades.* Procter & Gamble, the alternate-week sponsor, has dropped its option but other advertisers are said to be actively interested in the new Mickey Spillane series. William Esty Co. is the agency for Reynolds.

E. I. duPont de Nemours & Co., through BBDO, New York, expects to move its *Cavalcade of America* from Tuesday at 7:30-8 p.m. up to 9:30-10 p.m. on the same evening. The advertiser also plans to change the format of the program next season. The 9:30 p.m. time currently is sponsored by Elgin National Watch Co., which drops its *Elgin Hour* to move to CBS-TV as a sponsor on the Ed Murrow *Person to Person* show, Fridays, 10:30-11 p.m. (see story below). Elgin is handled by Young & Rubicam, New York.



FLANKED by Charles (Andy) Correll (l) and Freeman (Amos) Gosden, Paul Klein, vice president and general sales manager, 42 Products Ltd., Los Angeles (hair preparations), signs a 13-week contract for the six-minute Thursday segment of Columbia Pacific Radio Network's *Amos 'n' Andy Music Hall.* With them are (standing) Jerry Lass (l), account executive, Adcoa Agency (for 42 Products), and William D. Shaw, CPRN general manager.

Alcoa Drops Murrow, Seeks Other Tv Show

THE ALUMINUM Co. of America announced last Wednesday that it would not renew its sponsorship of Ed Murrow's *See It Now* (Tuesdays, 10-10:30 p.m. on CBS-TV), effective next fall.

The company said the inauguration of its new advertising and sales promotion program prompted its decision not to renew the contract. While Alcoa has made no definite television plans for the fall, it said it would study the possible use of programs with broad audience coverage to support the new promotion effort.

An executive of Fuller & Smith & Ross, New York, agency for Alcoa, told B•T that the firm is in the market for a television program similar to a *Toast of the Town* or *Robert Montgomery Presents* series for next fall, which would appeal to a larger audience for its new "hard sell" promotion. The executive pointed out that the Ed Murrow show averaged about a 13 to 14 rating, with the last Nielsen rating at a 12.8 on 55 stations and attracted a select audience whereas Alcoa was now anxious to get a wider spread and fuller station coverage.

Alcoa has sponsored the program since December 1951 and will continue until the last telecast on this season on July 5 when the show goes off the air for the summer. CBS-TV hopes to sell the program, effective next fall, to another advertiser.

During the summer a new show, *Music, 1955,* with Stan Kenton, will be presented in the Tuesday night period but Mr. Murrow and *See It Now* are expected to return in the fall.

Alcoa stood fast as sponsor on the *See It Now* show during the controversial battle that Mr. Murrow had with Sen. McCarthy last year. At that time I. W. Wilson, Alcoa president, said he had been "disturbed" by letters from Mc-

Carthy supporters but that the total number of writers supporting Mr. Murrow was greater.

Alcoa originally bought the program not so much to sell its product but to create goodwill and Mr. Wilson said three surveys showed that it had accomplished its purpose.

Although Mr. Murrow lost sponsorship for *See It Now,* he has acquired a new advertiser for his *Person to Person* series, Fridays, 10:30-11 p.m. on CBS-TV, with Elgin Watch Co. taking over the portion sponsored previously by Noxzema. The network had forced the latter advertiser off the program.

The rating on the *Person to Person* series averages about 25.5. Young & Rubicam, New York, agency for Elgin, placed the contract on CBS-TV. Elgin will not renew its sponsorship of alternate weeks on the *Elgin Theatre* on ABC-TV.

Calif. Used Car Dealer In Court for 'Bait' Ads

TV COMMERCIALS of Farmer Jack's used car lot were filmed and tape-recorded at Los Angeles police headquarters for later introduction as evidence of fraudulent "bait" advertising.

This was disclosed during the current trial of the Lynwood, Calif., firm in Los Angeles Municipal Court, in which the car firm is charged with two violations of the state business and professional code.

The trial is an outgrowth of joint investigations by the Los Angeles Better Business Bureau and the police department [B•T, Feb. 21]. KCOP (TV) Hollywood, which carried the commercials, refused to renew the contract with Farmer Jack's after BBB disclosed the discrepancy between sales pitches and performance.

On trial are Jack Tankersley, proprietor, and Gene King, salesman. Complaints against Allen Slate, announcer, and A. J. Victor, agency owner, had been dismissed.

A prosecution witness testified on several deals with Farmer Jack's, including one in which a 1953 Chevrolet advertised on tv at $999 finally cost $1,300.

Another prosecution witness, formerly a Farmer Jack's saleswoman, testified she was instructed to tell tv commercial respondents that cars displayed on video were gone or that prospects had misunderstood the offer.

Defense Attorney Robert W. Armstrong maintained that no law requires the Lynwood firm to sell the cars at the advertised price to someone who may not have responded directly to the tv offer.

Auto Credit Men Decry Misleading Advertising

OFFERS of "wild and impossible" credit in the sale of new cars on radio, tv and other media were condemned last week as not being in the public interest.

Such offers were termed "confusing" and "crazy" by a group of 32 bankers, finance company executives and members of the National Automobile Dealers Assn., who last Tuesday attended a conference in Washington called by the NADA.

The conference looked with alarm on any new car terms that extended beyond 30 months. The auto industry executives asserted that false and misleading advertising, which was confusing the public, had to be stopped. They said that when the public knew that low down payments and long terms were not possible, such advertising would lose whatever "pulling power it now has."

Brinckerhoff, Williams Form New Orleans Agency

TWO VETERAN New Orleans advertising men—E. V. Brinckerhoff and Aubrey Williams—have announced the formation of Brinckerhoff & Williams Agency, handling all media. Mr. Brinckerhoff for the past seven years operated his own agency in New Orleans and for the past six years Mr. Williams has been radio-tv director for Fitzgerald Advertising Agency in that city.

Brinckerhoff & Williams will handle all advertising for Dr. Tichenor's Antiseptic Co.; all radio, tv and theatre advertising for Brown's Velvet Dairy Products, Brown's Velvet Ice Cream and Brown's Velvet Frozen Foods, and all advertising for Swete-Smoke Products and A&M Pest Control Co.

Mary Lou Hopkins, who has been with the Brinckerhoff agency for the past five years, will continue in a key position with Brinckerhoff & Williams The new agency is located at 928 Gov. Nichols St., New Orleans.

Citrus Commission to View Six Agency Presentations

THE FLORIDA Citrus Commission last Wednesday selected five leading New York advertising agencies to make presentations in Lakeland, Fla., June 1 and 2, in competition with the J. Walter Thompson Co. for the $3.5 million citrus account which Thompson has serviced for the past five years.

Invited to make two-hour presentations on June 1 are: Dancer-Fitzgerald-Sample; Cunningham & Walsh Inc.; Batten, Barton, Durstine & Osborn Inc., and Grant Advertising Inc. To be heard on the morning of June 2 will be Benton & Bowles Inc., with the Thompson agency to wind up the series of presentations that day.

Several other agencies were eliminated by the commission because of competing accounts, inadequate facilities or lack of food advertising experience. Some companies invited to bid for the account declined to submit proposals because of other commitments, lack of time to prepare presentations or other reasons.

Robin Retains Action Agency; Ray Cormier Adv. Established

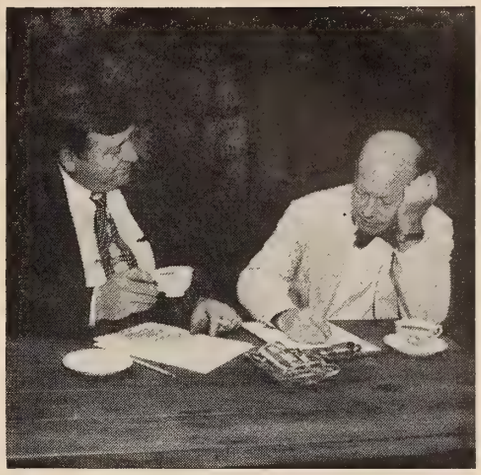
PARTNER Leonard H. Robin has purchased the stock of President Ray Cormier and will continue to operate Action in Advertising, Los Angeles advertising agency, with offices at 270 S. Alexandria Ave., Mr. Robin announced last week.

Meanwhile, Mr. Cormier has formed his own agency, Ray Cormier Adv., with offices at 588 N. Larchmont Blvd., Los Angeles. He has acquired the San Francisco and San Diego offices of Action in Advertising and incorporated them into his new firm.

The San Francisco office of Cormier Adv., under John Allen, is located in the Hearst Bldg., and the San Diego office, headed by Lyle Shoemaker, former executive assistant to *Los Angeles Daily News* publisher Clinton McKinnon, is in the Spreckels Bldg.

Two Grant Vice Presidents Named in Hollywood, Chicago

OPERATIONAL realignment within the Hollywood office of Grant Adv. Inc. has been announced by Paul Bradley, vice president in charge of the West Coast. John Gaunt, radio-tv director has been named vice president in charge of radio-tv for that office. L. W. (Bill) Brown, agency news bureau head, has been promoted to director of public relations, succeeding J. L. (Les) Kaufman, who has been named a vice president and transferred to Detroit as promotion director on the Dodge account.



PLANS for the new agency of Brinckerhoff & Williams, New Orleans, are discussed by partners Aubrey Williams (l) and E. V. Brinckerhoff.

New additions to the Hollywood office include:

John M. Cody, account executive with the Caples Co., Los Angeles, to Grant as account executive on the Dr. Pepper and Southern California Dodge Dealers accounts; Bruce Kerr, automotive editor on the former *Los Angeles Daily News,* to handle public relations for the Dodge account, and Harriet Snelling, associated with the former NBC-TV

COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV

June 9 (8:30-9:30 p.m.): *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

NBC-TV

May 19 (11 a.m.-12 noon): *Home,* fashions and cooking demonstrations in color.

May 20 (7:30-7:45 p.m.): *Coke Time,* Coca-Cola Co. through D'Arcy Advertising Co. (commercials only in color).

May 22 (7:30-9 p.m.): *Max Liebman Presents,* "Promenade," Maytag Co. through McCann-Erickson and Sunbeam Corp. through Perrin-Paus Co.

May 30 (8-9:30 p.m.): *Producers' Showcase,* "Petrified Forest," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey Adv. Agency.

June 4 (9-10:30 p.m.): *Max Liebman Presents,* "Chocolate Soldier," Oldsmobile Div. of General Motors through D. P. Brother & Co.

[Note: This schedule will be corrected to press time of each issue of B•T.]



AMERICAN BEER's new trade character, the little Indian maid, is introduced to the public by (l to r): Robert V. Walsh, director of radio and tv, VanSant, Dugdale, Baltimore advertising agency; R. Leiter FitzSimons, vice president, American Brewery, Baltimore; Jane Murray, and William H. Shriver Jr., American Brewery director of advertising. The Indian maid is appearing in various advertising media and is "brought to life" in tv where she sings commercial jingles.

I Married Joan film series, named coordinator of women's promotion and publicity.

In Chicago where Grant is headquarted, Carl M. Post, Chicago advertising agency executive, has been appointed vice president and account supervisor, Will C. Grant, agency president, has announced. Previously Mr. Post was vice president of Erwin, Wasey & Co., Chicago, and Foote, Cone & Belding.

C&W's Reydel to AAAA Post In U. S. Chamber of Commerce

APPOINTMENT of William Reydel, senior vice president of Cunningham & Walsh, New York, as national councilor in the Chamber of Commerce of the U. S. for American Assn. of Advertising Agencies was announced last week by the association. Mr. Reydel is also chairman of the AAAA committee on chamber referenda. Agency executives who have been appointed to the committee are Thomas D'A. Brophy, chairman of the board, Kenyon & Eckhardt, New York, and Fairfax M. Cone, president, Foote, Cone & Belding, Chicago.

Guy C. Smith, secretary-treasurer, Brooke, Smith, French & Dorrance, Detroit, is continuing on the referenda committee. All are members of the AAAA advisory council, made up of the association's former chairmen.

Duckwell Promoted at FC&B

PROMOTION of Gene Duckwell, business manager, Foote, Cone & Belding, Los Angeles, to vice president in charge of media and research has been announced by Don Belding, chairman of the FC&B executive board.

Mr. Duckwell joined Lord & Thomas, Hollywood, predecessor of FC&B, as a radio timebuyer 21 years ago. He has been active in the American Assn. of Advertising Agencies, serving as Southern California Council chairman, and also was prominent in the former Broadcast Measurement Bureau.

Out-of-Home Listening Boosts Audience—Roslow

OUT-OF-HOME radio listening during the past winter added 22% to the at-home audience, according to Dr. Sydney Roslow, director of Pulse Inc. The percentage figure was obtained in home studies conducted by Pulse in 26 major markets throughout the country.

An average of 4% of all radio families reported listening to radio in cars, at work, or in other places away from home between 6 a.m. and midnight, Dr. Roslow said. "If these results are projected nationally," Dr. Roslow said, "the out-of-home audience during the past winter added an average of over 1.5 million to the listening audience during any given quarter hour of the day."

Because of the importance of the out-of-home audience segment, Pulse will proceed with plans to present a combined at-home and out-of-home report in place of two separate studies. Currently the combined report is available in New York, Miami, Seattle and Memphis. Plans are to extend the report to other markets, Dr. Roslow said.

Ry-Krisp Spreads

RALSTON PURINA Co. credits television alone with effecting a 90% increase in sales for its Ry-Krisp in the Los Angeles market over an eight-month period. This tribute to tv was paid by Walter Guild, president of Guild, Bascom & Bonfigli, San Francisco, agency for Ralston Purina, in a talk before the Hollywood Ad Club. He said a campaign for Ry-Krisp was launched exclusively on KTLA-TV last June, utilizing the *Bandstand Revue* show, and observed that the results were so satisfactory that Ralson Purina purchased the tv program for showing in 10 other markets throughout the country.

LATEST RATINGS

NIELSEN

Top Radio Programs

Two Weeks Ending April 9

Rank	Program	Homes (000)
Evening, Once-a-Week	(Average for All Programs)	(1,146)
1.	Amos 'n' Andy (CBS)	3,394
2.	People Are Funny (Mars) (CBS)	2,981
3.	Lux Radio Theatre (CBS)	2,935
4.	Jack Benny Show (CBS)	2,889
5.	Dragnet (NBC)	2,568
6.	Our Miss Brooks (Amer. Home) (CBS)	2,339
7.	Academy Awards (NBC)	2,293
8.	You Bet Your Life (NBC)	2,201
9.	Roy Rogers Show (NBC)	2,201
10.	My Little Margie (Campana) (CBS)	2,064
Evening, Multi-Weekly	(Average for All Programs)	(825)
1.	One Man's Family (NBC)	1,880
2.	News of the World (NBC)	1,697
3.	Lowell Thomas (CBS)	1,467
Weekday	(Average for All Programs)	(1,467)
1.	Helen Trent (Amer. Home) (CBS)	2,431
2.	Our Gal, Sunday (participating) (CBS)	2,247
3.	Helen Trent (participating) (CBS)	2,110
4.	Our Gal, Sunday (Amer. Home) (CBS)	2,110
5.	Guiding Light (CBS)	2,018
6.	Ma Perkins (CBS)	2,018
7.	This Is Nora Drake (B. Myers) (CBS)	2,018
8.	This Is Nora Drake (Toni) (CBS)	2,018
9.	Wendy Warren (P & G) (CBS)	1,972
10.	Perry Mason (CBS)	1,972
Day, Sunday	(Average for All Programs)	(550)
1.	Adventures of Rin Tin Tin (MBS)	1,467
2.	Sunday Gatherin' (CBS)	1,376
3.	Galen Drake (8:55) (CBS)	963
Day, Saturday	(Average for All Programs)	(688)
1.	Gunsmoke (CBS)	1,697
2.	Robert Q. Lewis (Milner) (CBS)	1,192
3.	Galen Drake (10:50) (CBS)	1,101

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Lowell Thomas Considers Tv Under Colgate Sponsorship

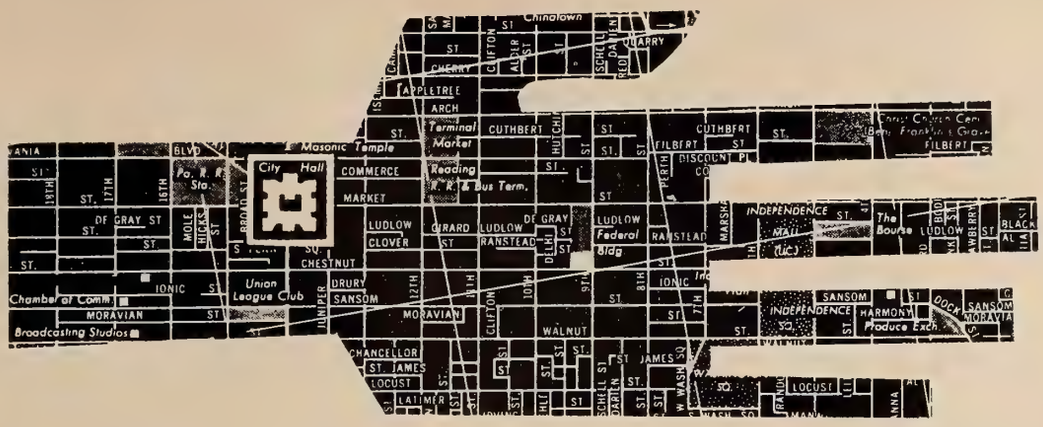
FIRST Lowell Thomas tv show may be on NBC with Colgate-Palmolive Co. as sponsor, it was revealed last week by Frank Smith, Mr. Thomas' business manager. Mr. Smith made his statement in Washington while testifying in the FCC protest hearings brought by WTRI (TV) Albany against the Lowell Thomas and associates purchase of WROW-AM-TV Albany (see story, page 116). Mr. Smith said that Colgate had made an offer to Mr. Thomas for the 8-9 p.m. segment on NBC-TV and that the noted newscaster was "seriously" studying it.

Mr. Thomas appears on CBS Radio five times a week, 6:45-7 p.m. EDT, sponsored by Delco Batteries. He has appeared on CBS Television during the political conventions and on election night, but has not had his own show.

Quaker Oats Is Tv Shopping

QUAKER OATS Co. (Ken-L-Products Div.) last week was reportedly shopping for a new network tv property to replace *Zoo Parade*, which it dropped on NBC-TV effective May 8.

At the same time the company was mapping advertising plans for a campaign to introduce a new product, Ken-L-Treats, in selected national markets. Possibility was held out for use of spot radio. The agency for Ken-L-Products is Needham, Louis & Brorby Inc., Chicago.



TO REACH THE HEART OF PHILADELPHIA READ ITS "PULSE"

Latest survey reveals total rating increase of 25.9 for WPEN over this time last year

When it comes to the Philadelphia Market — Pulse makes it easy for time buyers.

Compare January and February 1955 with the same time last year.

Of 72 quarter hours — from 6 a.m. to midnight, Monday through Friday — WPEN shows an increase in 68, remains even in 4. In other words, a rating increase in 94.4 percent of this total time.

...and WPEN increased its SHARE OF AUDIENCE for the same period, more than any other Philadelphia station.

NOW WPEN IS A BETTER BUY — DELIVERING MORE LISTENERS, MORE OFTEN THAN EVER BEFORE.

THE STATION OF PERSONALITIES

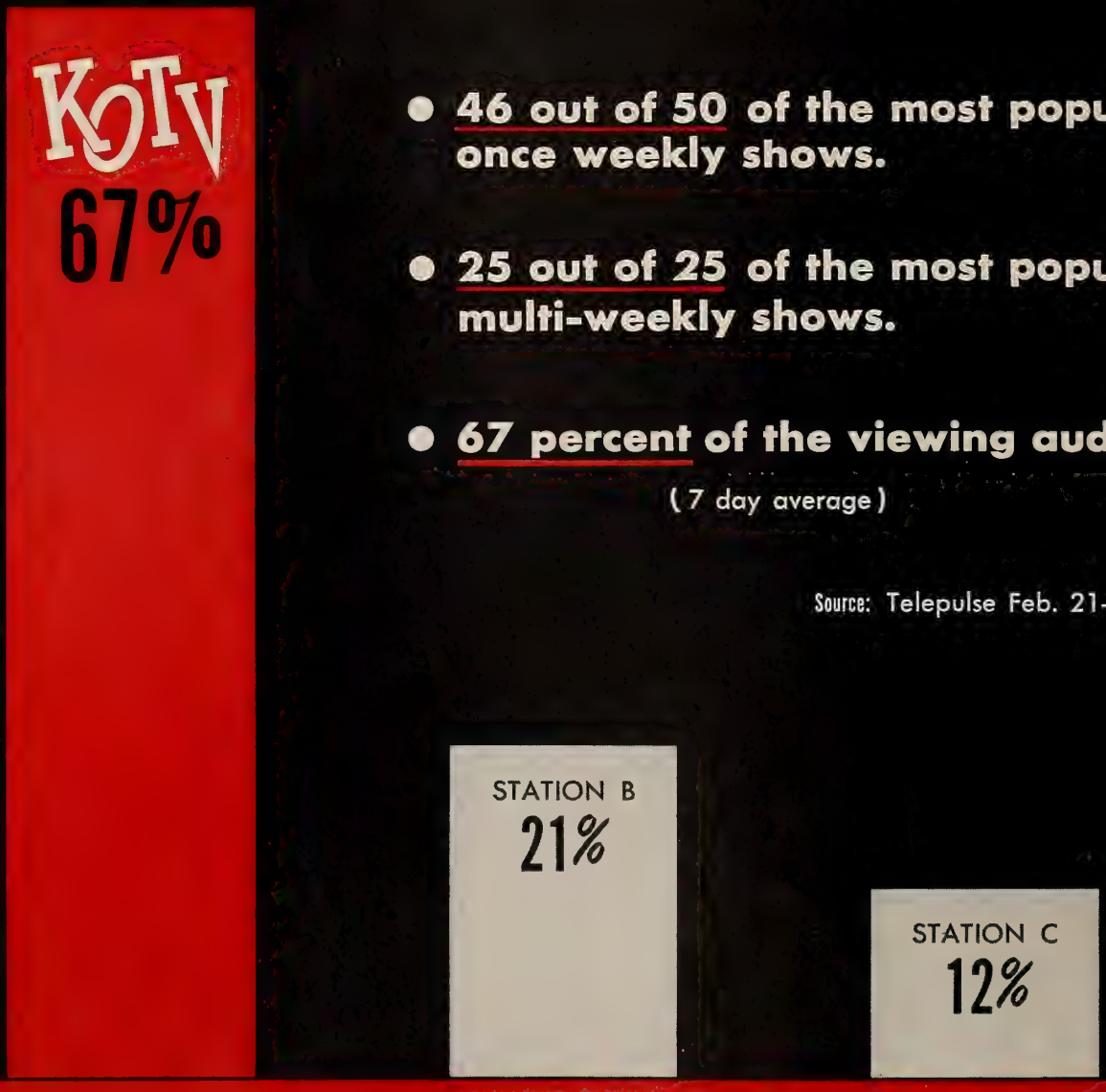
WPEN

950 on your dial

Represented nationally by Gill-Perna, Inc. • New York — Chicago — San Francisco — Los Angeles

KOTV

Completely Dominates Tulsa!



- **46 out of 50** of the most popular once weekly shows.
- **25 out of 25** of the most popular multi-weekly shows.
- **67 percent** of the viewing audience.

(7 day average)

Source: Telepulse Feb. 21-27

KOTV channel 6 CBS TULSA

BASIC CBS AFFILIATE

Represented by

Edward Petry & Co., Inc.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

Two Advertisers Pay Lone Ranger Inc. $5.2 Million

A FOUR-YEAR deal has been consummated between General Mills (breakfast foods, cake mixes, etc.), the American Bakeries Co. and the Lone Ranger Inc. in which LR is to be paid $5.2 million for air rights. The pact also involves LR licensee royalties.

General Mills and American Bakeries control $12 million in radio-tv time for the four years during which the LR contract runs. The pact ends Sept. 6, 1958, and does not include the two-year radio-tv agreement with General Mills of Canada for *Lone Ranger* sponsorship there.

Upcoming production plans for the *Lone Ranger* on ABC-TV-CBS-TV, according to Jack Wrather, LR president, are 52 black-and-white half-hour films and 39 color half-hour films during the next two years.

General Mills also confirmed reports it will drop sponsorship of *Betty Crocker* on ABC Radio effective the end of this month. This makes the third General Mills cancellation on ABC in recent months. No negotations are underway with another network.

SPOT NEW BUSINESS

Carnation Co. (Albers Div.), L. A., will sponsor *Annie Oakley*, half-hour CBS-TV Film Sales syndicated package in 43 major markets on alternating weeks. Time now being purchased on individual market basis. Agency: Erwin, Wasey & Co., L. A.

SPOT RENEWALS

Norwegian Canners Assn. of Sardines for Norway, N. Y., placing annual radio campaign to run through end of year in 14 markets, effective May 24. Agency: McCann-Erickson, N. Y.

NETWORK NEW BUSINESS

General Paint Corp., S. F., starts six-minute alternate Mon., Wed., Fri. and Tues., Thurs. segments of *Amos 'n' Andy Music Hall* (Mon.-Fri., 6:30-6:55 p.m. PDT) on 47 CBS Radio Pacific and Mountain stations for 20 weeks from May 16. Agency: Abbott Kimball Co., S. F.

Scott Paper Co., Chester, Pa., buys Thurs., 10-10:15 a.m. EDT and Fri., 10:15-10:30 a.m. EDT periods on *Garry Moore Show,* effective June 9 and 10, respectively, and Thurs., 3:45-4 p.m. EDT period on *Bob Crosby Show,* effective June 23. Agency: J. Walter Thompson Co., N. Y.

General Mills Inc., Minneapolis, through Dancer-Fitzgerald-Sample, N. Y., and **American Bakeries Co.,** Atlanta, through Tucker Wayne & Co., same city, will sponsor *The Lone Ranger* on NBC Radio (Mon.-Fri., 5:30-5:55 p.m. EDT), starting May 30. Series currently on ABC Radio, Mon.-Wed.-Fri., sponsored by General Mills.

Borden Co., N. Y., will sponsor *Make the Connection* as summer replacement for *Justice* on NBC-TV (Thurs., 8:30-9 p.m. EDT), effective July 7. Agency: Young & Rubicam, N. Y.

Toni Co., Chicago, buys *Dollar a Second* on NBC-TV (Tues., 9:30-10 p.m. EDT) for July and August, starting July 5. Program resumes under sponsorship of Mogen David Wine Corp., Chicago, Sept. 2 on ABC-TV (Fri., 9-9:30 p.m. EDT). Agency for both: Weiss & Geller, Chicago.

NETWORK RENEWALS

Sterling Drug Inc. (Bayer aspirin, Phillips' milk of magnesia, Phillips' tablets), N. Y., renews *The Vise* on ABC-TV (Fri., 9:30-10 p.m. EDT) for 52 weeks, effective Sept. 30. Agency: Dancer-Fitzgerald-Sample Inc., N. Y.

General Foods Corp. (instant puddings, Gaines dog food), White Plains, N. Y., renews *Roy Rogers Show* on NBC-TV (Sun., 6:30-7 p.m. EDT) for 52 weeks, effective July 3. Agency: Benton & Bowles, N. Y.

Bristol-Myers Co., N. Y., renews *Four Star Playhouse* for 52 weeks on alternate week basis with Singer Sewing Machine Co. on CBS-TV (Thurs., 9:30-10), effective Sept. 22. Agency for both: Young & Rubicam, N. Y.

AGENCY SHORTS

Carson, Roberts Inc., L. A., named to membership, Southern California Chapter, American Assn. of Adv. Agencies.

Martin R. Klitten Co., L. A., moves to Transport Indemnity Bldg., 3670 Wilshire Blvd.; telephone remains Dunkirk 7-8395.

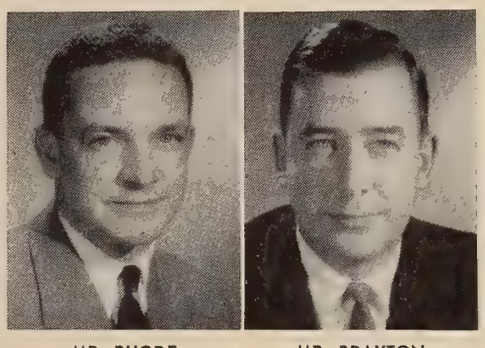
Beaumont & Hohman Inc., L. A., moves to 1741 Ivar Ave.; telephone: Hollywood 2-6826.

A&A PEOPLE

Ted Gutelius, in charge of new business, **Julian Archer,** art director, and **Harold Bates,** group head, Fuller & Smith & Ross, N. Y., elected vice presidents; **Ralph Nicholson,** vice president and office manager, named director.

G. B. McDermott, president, KBUR Burlington, Iowa; executive vice president, WGIL Galesburg, Ill., and vice president, KOLN Lincoln, Neb., elected vice president, National Research Bureau, Chicago.

Harvey L. Rhode and **William E. Brayton,** account executives, J. M. Mathes Inc., N. Y., elected vice presidents.



MR. RHODE MR. BRAYTON

Robert G. Urban, Colgate-Palmolive Co., N. Y., to J. Walter Thompson Co., same city, as vice president and markets director.

Donald A. Breyer, vice president, Fairfax Inc., Hollywood, resigns to purchase controlling interest in Anatole Robbins Inc. (cosmetics), same city.

Toby A. Miller, formerly general manager, Edwards Agency, L. A., and **Alan Harvey,** formerly copy chief, Action in Adv., same city, to Beckman, Hamilton & Assoc., L. A., as general manager and radio-tv director, respectively.

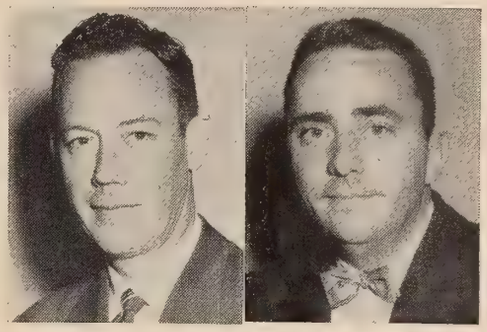
O. C. Ritch, account executive, WING Dayton, Ohio, to Guerin, Johnstone & Jeffries Inc., L. A., as radio-tv director.

James W. Veeder, advertising-sales promotion manager, Chicopee Mills Inc. (diapers, napkins, towels, screening), N. Y., appointed national advertising and sales promotion director, Lewyt Corp. (vacuum cleaners), Brooklyn.

Maxwell Silverstein, art director, Glamorene Inc. (rug, upholstery cleaners), N. Y., appointed advertising director.

William M. Spierer, formerly sales promotion art director, Fuller & Smith & Ross, N. Y., to Ethyl Corp., same city, as sales promotion manager.

Robert O. Holleron Jr. and **John W. Fraser Jr.,** Glen Adv. Inc., San Antonio, Tex., office, appointed vice presidents.



MR. HOLLERON MR. FRASER

John A. Plano appointed electric range sales manager, Norge Div., Borg-Warner Corp., Chicago.

Julian P. Brodie, senior vice president, Lewin, Williams & Saylor, N. Y., named creative director.

Ross Mason, advertising and sales promotion manager, Philco Corp., L. A., to Clifford Gill Agency, same city, as creative chief and production supervisor.

Lester Krugman, advertising director, Bulova Watch Co., resigns, effective June 30.

Robert E. Clark, formerly president, Robert E. Clark Adv. Agency, Aurora, Ill., to Norge Div., Borg-Warner Corp., Chicago, as assistant advertising director.

Howard Ed Walpert, sales manager, WHUM-TV Reading, Pa., to Arndt, Preston, Chapin, Lamb & Keen, Phila., as account manager, effective today (Mon.).

Marvin Astrin appointed account manager, Tatham-Laird Inc., Chicago; **Tom Casey** named merchandising manager.

Robert Larson, Marvin Gordon & Assoc., Chicago, and **Neil R. Salemi,** national advertising manager, Olson Rug Co., Chicago, to Schwimmer & Scott, same city, as account executives.



CAKE-CUTTING ceremony, marking the start of the third year of *Music 'til Dawn* over WEEI Boston (daily, midnight-dawn) is participated in by (l to r) Harvey J. Struthers, WEEI general manager; Jack Loring, host of the program, and W. Nelson Bump, New England regional vice president of sponsor American Airlines.

Harold W. Arthur, former sales manager, Acme Feeds Inc., Forest Park, Ill., to Erwin, Wasey & Co. Ltd., L. A., as senior account executive.

Richard N. Confer, former account executive, Campbell-Mithun Inc., Minneapolis, to McCann-Erickson, L. A., as account executive and marketing services specialist.

Robert M. Dore, advertising and merchandising consultant, to Weiss & Geller, N. Y., as account executive.

Philip Brooks, formerly with Scheideler, Beck & Werner, N. Y., to Doherty, Clifford, Steers & Shenfield, same city, as account executive.

Charles O. Morgret, public relations assistant, Assn. of American Railroads, Washington, promoted to special studies manager, succeeding **Loyd J. Kiernan,** who moves to Boston & Maine Railroad as executive vice president; **Douglas R. Stephenson,** research assistant, succeeds Mr. Morgret.

Franklin B. Satterthwaite to Colgate-Palmolive Co., Jersey City, N. J., as manager, newly-formed soap and household products research section, market research department.

Norman Cohen, formerly with David Berdon & Co. (accounting firm), N. Y., appointed controller, Emil Mogul Co., same city.

George Lannan, co-owner, Lannan & Sanders Inc., Dallas and L. A., sells interest to partner **J. M. Sanders.** L. A. branch will close.

Robert W. Bode, formerly executive art director, Maxon Inc., N. Y., to Kudner Agency, N. Y., as senior art director.

Thedor Ziesmer, formerly with Lennen & Newell, N. Y., to VanSant, Dugdale & Co., Baltimore, as art director.

Robert W. Douglas, Leo Burnett Co., N. Y., to Morey, Humm & Johnstone, same city, as associate art director.

George Berkowitz, formerly with Doyle Dane Bernbach, N. Y., has formed own agency, George Berkowitz, 202 W. 40th St., N. Y.; telephone: Pennsylvania 6-8915.

Mildred Gibbons, formerly with Biow-Beirn-Toigo, N. Y., to radio-tv dept., Fuller & Smith & Ross, same city, as casting director and stylist.

Faye Hanger, formerly with Rhoades & Davis, S. F., to radio-tv dept., Brisacher, Wheeler & Staff, same city, as timebuyer; **Robert E. Cooper,** formerly with Rhoades & Davis, to Brisacher, Wheeler & Staff as copywriter; **Margaret Waldron,** formerly with California Food Research Institute, S. F., to agency as home economist.

Richard Mohr, vice president and copy chief, Mottl & Siteman Adv., L. A., to Foote, Cone & Belding, same city, as copywriter.

Tom Allen, formerly copywriter, Ruthrauff & Ryan, N. Y., to copy staff, Scheideler, Beck & Werner, same city.

Genevieve Boyd, market analyst, research dept., Foote, Cone & Belding, Chicago, to similar dept., Earle Ludgin & Co., same city; **M. J. Pulver,** formerly copy chief, Calkins & Holden, Chicago, to Ludgin creative staff.

Frank H. Long, Standard Brands Inc., N. Y., to merchandising dept., Bryan Houston Inc., same city.

Henry Obermeyer, executive vice president, Bozell & Jacobs; **Samuel Youngheart,** vice president, Warwick & Legler, and **Harold Duchin,** Doherty, Clifford, Steers & Shenfield, all N. Y., inducted into Baruch School Chapter, Alpha Delta Sigma, May 11.

COLOR TV TAPE PUT ON NETWORK

RCA-NBC and Minnesota Mining & Mfg. Co. participate in closed circuit transmission from New York to St. Paul.

FIRST transmission of a color tv program recorded on magnetic tape was reported by RCA and NBC last Thursday over commercial television network facilities.

The tape-recorded telecast, originating with the prototype RCA tv tape recorder installed for field testing at the NBC studios in New York, was transmitted by closed circuit from New York to St. Paul as part of dedication ceremonies for a new Minnesota Mining and Mfg. Co. Research Center [CLOSED CIRCUIT, May 2]. The demonstration made use of magnetic tape produced by Minnesota Mining. Over 200 business leaders and scientists were on hand in St. Paul for the demonstration.

The pre-recorded program included remarks by Brig. Gen. David Sarnoff, RCA-NBC board chairman, who hailed the opening of the new Research Center as a "historic occasion." It also included a brief explanation of the system by Dr. Harry F. Olsen, director of the acoustical and electromechanical research laboratory, RCA Labs., and an entertainment program featuring Eddie Fisher, Bambi Linn, Rod Alexander, and Al Kelly. The telecast was sent to St. Paul over the microwave relay facilities used for NBC commercial programs.

First Shown in 1953

The RCA tv magnetic tape recording system was first demonstrated under laboratory conditions on Dec. 1, 1953, at the David Sarnoff Research Center. Gen. Sarnoff has described the system as the first major step into an era of "electronic photography," in which motion pictures in color or black-and-white "will be produced quickly and economically, eliminating most of the time and all of the chemical processing involved in photography."

The magnetic tape recorder is said to be similiar in its basic principles to the conventional tape recorders used today for sound. Electrical signals—the broadcast video and audio signals of tv—are impressed through recording head onto the magnetically treated surface of a plastic tape. As the tape is drawn across the recorded head the head continuously changes the magnetic polarity of the magnetic particles on the tape so that they become a compact code of the original signal. This pattern will remain indefinitely on the tape during subsequent playback, until it is desired to "erase" the signals electronically and use the tape again to receive another set of signals.

For playback, the tape is drawn across the same head or a similar one. The magnetic code on the tape causes an alternating current to flow in the windings around the reproducing head, creating a duplicate of the original signal.

RCA's objective in developing the tv magnetic tape recording system was to achieve a swift, economical and efficient means of recording color tv programs for storage, playbacks or rebroadcast. RCA also expects the system will have value in the future as a "convenient and versatile means" for making electronic motion pictures, particularly in business, industry and in the home, and in an all-electronic chain, comprising portable tv camera, tv tape recorder and standard tv receiver.

Hailing the dedication of MM&M's new plant, Gen. Sarnoff expressed gratification on behalf of RCA that "the scientists and engineers in our laboratories have built and are now field testing the first television magnetic tape recorder with which this message and other portions of this program are being brought to you in Minnesota. . . . It is most fitting that you who developed and made the tape and we who developed and built the recorder should share in this great achievement."

RCA's Dr. Olsen said that "Some problems remain to be solved. These involve both the machine and the tapes. We are certain that these problems will be solved. We value the cooperation of the scientists of Minnesota Mining & Mfg. Co. We are confident that electronic photography will be an important tool first in television and later in industries and in the homes."

CBS-TV Film Executives Hold National Sales Meet

CBS-TV Film Sales will open a three-day national sales meeting in New York today (Monday) to brief personnel on all areas of the operation, including advertising, merchandising, sales policy and new programming.

Merle S. Jones, CBS vice president in charge of owned stations and general services, and Sig Mickelson, vice president in charge of news and public affairs, will speak during luncheons today (Monday) and tomorrow. Jack L. Van Volkenburg, CBS-TV president, will attend the meeting.

CBS-TV Film Sales headquarters staff in attendance will include Leslie Harris, vice president and general manager; Fred J. Mahlstedt, director of operations and production; Wilbur S. Edwards, general sales manager; Walter A. Scanlon, merchandising manager; Eugene Moss, assistant sales promotion manager, and account executives John Howell, Gil Johnston, James Orchard and James Victory.

Out-of-town members who will attend are William Perkinson, manager of the Chicago office, and Chicago account executives Donald R. Goldsmith and Barr Sheets; Thomas Moore, manager of the Hollywood office; Glenn H. Ticer, manager of the San Francisco office; Carter Ringlep, Dallas manager; John W. Wiedmer, St. Louis manager; James McCormick, Atlanta manager; H. Roy Marks, Boston manager, and George U. Lyons, Detroit manager. Others who will be present are Spence Caldwell of S. W. Caldwell Ltd., CBS-TV Film Sales distributor in Canada, and G. Norris MacKenzie and Richard Sheppard of his executive staff.



CONTRACT for Plymouth Dealers of Southern California to sponsor the half-hour *Hollywood Preview* film series on KCOP (TV) Hollywood for 52 weeks is approved by (l to r) Glenhall Taylor, Hollywood manager, N. W. Ayer & Son; Amos Baron, KCOP sales manager, and David L. Wolper, vice president, Flamingo Films, that city, distributor of the package.

people make the best salesmen



. . . especially people like Miss Sydney Smith

Pretty as Springtime is WRCA's Miss Sydney Smith. And she's that rarest of women—the kind other women believe. That's why she keeps getting fan letters like this one from Leslie Dunier of the Emil Mogul advertising agency, for Ronzoni Macaroni Products:

"It takes a minor miracle to get women to switch from one spaghetti to another. But I think that's what we've got in your commercials for Ronzoni. Your 'woman-to-woman' talk has the kind of believability that accomplishes selling miracles. We plan to be on BY-LINE for a long time."

New York women listen regularly to BY-LINE WITH SYDNEY SMITH. 9:35 to 10:00 a.m. weekdays. And just as regularly they buy the varied products —food, drugs, appliances, even "the movie for tonight"—which Sydney describes so warmly and persuasively.

To sell BIG in the nation's biggest market, it takes "*counter* intelligence" —a specialty of WRCA radio personalities, like Tex & Jinx, Al Collins, Jim Coy, and Jimmy Powers. And like Miss Sydney Smith.

NBC **WRCA · 660**
Radio in New York
Represented by NBC SPOT SALES
NEW YORK • CHICAGO • DETROIT • HOLLYWOOD
WASHINGTON • SAN FRANCISCO • LOS ANGELES
CHARLOTTE* • ATLANTA* • DALLAS*
*Southern Broadcasting Stations



SERUTAN, through Kletter Assoc., its agency, will sponsor the *Liberace* film series on WPTZ (TV) Philadelphia for 52 weeks. L to r: seated, Alexander W. Dannenbaum Jr., WPTZ commercial manager; Ed Kletter, president of the agency; Fred Apt, representing Serutan; standing, Robert E. Bailey, Free & Peters account executive, and Herbert Gruber, business manager of radio-tv department, Kletter Assoc.

Sales of Filmed 'Opry' Reach 50, Flamingo Reports

TOTAL SALES of the half-hour Flamingo Film series, *Grand Ole Opry*, have reached 50, it was reported last week by Sy Weintraub, executive vice president of the company. Latest sales, he said, have been to the Ford Dealers in Baton Rouge and Swift & Co. in Dallas.

Mr. Weintraub told B•T he expects the series to be shown in 200 markets by the end of this year. He reported that Flamingo currently is negotiating a regional sale with a major beverage company that plans to place the series in 33 markets.

J. Don Alexander Sr. Dies, Co-Founded Film Company

J. DON ALEXANDER Sr., 70, president and co-founder of Alexander Film Co., Colorado Springs, Colo., died of a heart attack May 6.



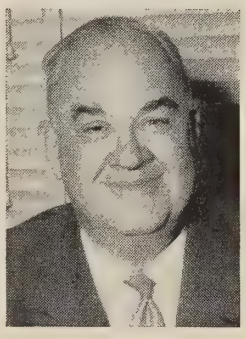
MR. ALEXANDER

Mr. Alexander organized the film company in 1919 in Spokane, Wash., later moving the firm to Denver and in 1928 to Colorado Springs. During its 36 years of operation the Alexander Film Co. has gone to the forefront in the production and distribution of film commercials for television and theatre display.

Mr. Alexander is survived by his brother, Don M., and two sons, J. Don Jr. and John H. All three are members of the film company.

RANDOM SHOTS

Don Wilson Productions Inc., Hollywood, established and opened May 2 in KTTV (TV) studios there, producing tv film commercials, industrial, documentary and sales films and sound slide films. Mr. Wilson, featured on comedian Jack Benny's radio-tv shows, is executive producer with Benjamin H. Kline, photography director; George Tobin, production supervisor; Don Schwab, associate producer, and Ted Byron, creative director. Firm will act as production unit for agencies located anywhere in U. S. New venture will not affect Mr. Wilson's association with Mr. Benny.



MR. WILSON

Neumade Products Corp., N. Y., has released new 35mm catalog covering equipment for storage, filing, shipping and editing of all types of motion picture film, available on request to firm, 250 W. 57th St., N. Y. 19. With advent of tv film developments and wide-screen projection, Neumade has added over 150 new items to its 35 and 16mm wide screen and tv accessory lines.

Lynn Stalmaster & Assoc. formed by Lynn Stalmaster, casting supervisor and production associate, Gross-Krasne Inc., Hollywood, as independent casting firm servicing tv film producers, headquartered at California Studios, Hollywood.

NBC Film Div., N. Y., has appointed Amalgamated Wireless (Australasia) Ltd., Sydney, Australia, as sales representative in Australia and New Zealand for syndicated tv film shows.

Guild Films Co., N. Y., opens new office in Land Title Bldg., Broad & Chestnut Sts., Phila.

FILM PEOPLE

Bill Miller, eastern sales manager, WBBM Chicago, to Official Films, St. Louis, as senior account executive.

Dalton Danon, formerly with Motion Pictures for Television, N. Y., to Guild Films Co., same city, as account executive.

Henry Batista and **Richard Fantl,** Screen Gems Inc., Hollywood, promoted to supervising film editors of all 10 SG tv film series produced in Hollywood.

Douglas Heyes, writer, ABC-TV *Adventures of Rin Tin Tin,* signed by Herbert B. Leonard Productions, Hollywood, as executive assistant on that series, upcoming *Circus Boy* and *Tales of the Bengal Lancers;* **Paul Pierce,** radio-tv writer-director-producer, joins Leonard firm as story editor.

David Ackerman, traffic control manager, ABC-TV Film Syndication, N. Y., to National Telefilm Assoc., same city, as booking agent.

Gig Young, motion picture and tv actor, signed as host, ABC-TV *Warner Bros. Presents,* upcoming hour-long film series.

Irving Lippman, cinematographer on CBS-TV *Damon Runyon Theatre* for Screen Gems Inc., Hollywood, adds same duties on upcoming NBC-TV *Father Knows Best.*

Guy Madison, star of *Wild Bill Hickok* tv film series, father of girl, Bridget, April 26.

FILM PRODUCTION

Guild Films Co., N. Y., last week began production on *Ina Ray Hutton Show,* new 39 half-hour series under direction of Duke Goldstone. Series being filmed at Gross-Krasne Studios, Hollywood, expected ready for fall distribution.

Gross-Krasne Inc., Hollywood, May 10 started shooting *O. Henry Television Playhouse,* half-hour tv film series, utilizing two studios at California Studios, same city. First two episodes, "Man About Town" and "The Reformation of Calliope," scheduled to be ready for early June auditioning. Thomas Mitchell portrays "O. Henry" in first 39 films. George Waggner adapting and directing first four scripts.

Nassour Studios, L. A., started shooting *Sheena, Queen of the Jungle,* 39 half-hour film series for ABC-TV syndication. Produced by William and Edward Nassour, in association with Don Sharpe, series features Irish McCalla in title role. Arthur Pierson is director; Jack Palmer, production supervisor, and Joel Murcott, story editor.

Screen Gems Inc., Hollywood, scheduled to start shooting *You Can't Take It With You* this week. Signed by Producer-Director Edward Buzzell are Cecil Kellaway for role of "Gran'pa"; Barbara Britton, "Alice"; Joyce Holden, "Essie"; George Givot, "Boris," and Nydia Westman, "Penny Sycamore."

Stuart Reynolds Productions, Hollywood, scheduled to start shooting pilot film for NBC-TV *Skip Taylor, USAF,* series, produced at Lackland Air Force Base, San Antonio, Tex., in cooperation with U. S. Air Force. Format, created by Associate Producer Bud Austin, deals with adventures of three air cadets training as jet pilots.

Parsonnet & Wheeler Inc., N. Y., scheduled to start production on *Mr. Bascomb,* 15-minute tv film series featuring bassett hound. Film will be produced in conjunction with Mark Roberts and Allen Melvin.

The Voice of the South
is the CHOICE of the South

FIRST *in popularity seven days a week*

FIRST *in more quarter-hour periods than any other Atlanta radio station every week*

THIS *is the same status that has prevailed in Atlanta for 33 years*

6 a. m. to 12 noon, 12 noon to 6 p. m., 6 p. m. to midnight
PULSE, March – April, 1955

wsb / *Georgia's only 50,000 watt clear channel station. Atlanta, Georgia*

NBC affiliate. Represented by Petry. Affiliated with The Atlanta Journal and Constitution.



Our Puls
—*and it*

Month to Month listening can change materially—and does, depending on the season: baseball, football, heavy promotions, contests and other things, which can temporarily affect listening—and ratings.

But—

when—month in and month out, year in and year out, a station shows a consistent top share of audience, the alert advertiser swings to that station.

Yes—

the fact is—alert advertisers national, regional and local have swung to WCKY in ever increasing numbers, with ever increasing shares of budgets.

Because—

WCKY's business is as good as its Pulse—and as steady.

NEW YORK	CINCINNATI	CHICAGO	SAN FRANCISCO
Tom Welstead Eastern Sales Mgr. 53 E. 51st St. Phone: Eldorado 5-1127	C. H. "Top" Topmiller WCKY Cincinnati Phone: Cherry 6565	A M Radio Sales Jerry Glynn 400 N. Michigan Ave. Phone: Mohawk 4-6555	A M Radio Sales Ken Carey 607 Market St. Phone: Garfield 1-0716

WCKY . . . ON THE AIR EVERYWHERE ● TW

s Strong
'teady Too!



Average Share of in-home Audience

6 am - 6 pm: Mon. thru Sun.
May '54 thru Feb. '55

WCKY. 21%

Net. Sta. A 16%
Net. Sta.B 25%
Net. Sta. C 13%
Net. Sta. D 16%

Average Share of out-of-home Audience

6 am - 6 pm: Mon. thru Sun.
Summer '54 - Winter '55

28%
20%
14%
7%
12%

* Pulse Cincinnati Surveys.

If you have a product which needs pulse strengthening Buy WCKY

L.B. Wilson
INCORPORATED
WCKY
CINCINNATI

Y-FOUR HOURS A DAY • SEVEN DAYS A WEEK

REGISTRATION SETS RECORD AS NARTB CONVENTION NEARS

Washington hotel facilities strained. Advance registration is about 25% ahead of 1954; indications are that at least 3,000 will attend. President Eisenhower to address Tuesday morning session.

NARTB approached its annual convention with an advanced registration far ahead of any past year and a housing problem that is keeping the staff busy as Washington hotel facilities are being strained to the limit.

The May 22-26 meeting has drawn an advance registration of 1,060 (as of Thursday night) for the Management Conference, nearly 25% ahead of 1954, and 233 for the Engineering Conference, also about 25% ahead of last year.

Advance registration indicates that at least 3,000 persons will take part in proceedings and unofficial events connected with the industry's annual meeting. The problem is complicated because fewer than 200 rooms are available for delegates at the Shoreham Hotel, principal meeting place and site of the equipment and programming exhibits.

Other delegates will be housed at the Sheraton-Park, Mayflower, Statler, Willard, Carlton and other hotels. Even a suburban country club will be utilized as well as any other quarters that are needed to take care of the unprecedented attendance.

The annual exposition of equipment and services will set a record (see exhibit summaries starting page 73). Heavy equipment will be displayed in the large Shoreham garage, not far from the main lower-level meeting room. Light equipment and services will be located on the main floor wings and the floor immediately above. Exhibits open at 9 a.m. Sunday. Most of the hospitality suites are located in the Sheraton-Park Hotel, about two blocks walk from the Shoreham, but some of these suites are to include displays.

B•T's Hospitality Suite

B•T will have a hospitality suite in the Franklin Room of the Sheraton-Park.

The main convention luncheons, including both management and engineering delegates, will be held in Sheraton Hall, new addition to the Sheraton-Park that will hold 3,000 for a meeting and seat 2,000 diners. The lower level of Sheraton Hall will house the industry's Special Project Exhibit depicting the role of radio and tv in developing public support for non-commercial and non-partisan national campaigns.

NARTB and The Advertising Council are joint sponsors of the special projects display, with over two-score organizations and federal agencies joining to show how their campaigns operate. Selected audiences will view the exhibits at evening receptions.

Two NARTB business meetings are scheduled Monday. Ben Strouse, WWDC-FM Washington, will preside at a 10 a.m. fm membership meeting as Fm Committee chairman. Taking part will be Donald K. DeNeuf, World Radio Network, Ithaca, N. Y.; Raymond S. Green, WFLN (FM) Philadelphia, and Lloyd Jacquet, WGHF (FM) New York.

An afternoon tv business meeting will be held, with Judge Justin Miller, former NARTB board chairman, presiding at the election of new directors.

President Eisenhower will address the convention at the opening management session Tuesday morning. His greeting to delegates and remarks on the relations of broadcast media with federal operations will be heard at 11:30 a.m. in Sheraton Hall. NBC-TV and CBS Radio will carry his talk live, with CBS-TV planning to carry it later via film. All networks are expected to film or tape the address.

A minor miracle in hotel operation is scheduled at 11:45 Tuesday morning after the President has finished his address. At that time the hotel staff is to clear the 3,000-seat auditorium and set it up for the 12:30 noon luncheon at which FCC Chairman George C. McConnaughey will be principal speaker.

A feature of the Tuesday morning meeting will be the keynote address by Mark Ethridge, publisher of the *Louisville Courier-Journal* and *Times* (WHAS-AM-TV). NARTB President Harold E. Fellows will present the keynote award to Mr. Ethridge, third broadcaster to receive this honor.

Clair R. McCollough, Steinman Stations, co-chairman of the 1955 convention committee, will preside at the opening session. The Rev. Dr. Clayton T. Griswold, radio-tv director of the Presbyterian Church of the U. S. A., will deliver the invocation.

Henry Clay, KWKH Shreveport, La., the other convention committee co-chairman, will join Mr. McCollough in escorting President Eisenhower to the platform.

Mr. Clay will preside at the Tuesday luncheon and at the afternoon joint management-engineering session. Ralph W. Hardy, NARTB vice president, will introduce Rep. J. Percy Priest (D-Tenn.), House Interstate & Foreign Commerce Committee chairman, first speaker at a program devoted to government relations and regulatory problems.

FCC Panel Planned

President Fellows will moderate a panel discussion that will include all seven members of the FCC. The Engineering Reception winds up the official agenda for the day.

Labor relations and wage-hour problems will be discussed at informal breakfast meetings to be held Wednesday and Thursday mornings.

Mr. Clay will preside at the management meeting Wednesday, Radio Day. The engineering sessions open Wednesday (see summary of engineering papers page 90).

Highspotting the radio program Wednesday will be a talk, "Radio in 1955," by David J. Mahoney, head of the New York agency bearing his name. E. R. Vadeboncoeur, WSYR

CONVENTION NON-AGENDA ACTIVITIES

B•T golf tourney Sunday starts round of meetings, dinners, luncheons, breakfasts and special events.

SERIES of meetings, dinners, luncheons and breakfasts will be held during NARTB Convention Week, along with other special events. Opening the series of non-agenda convention activities will be the annual NARTB Convention golf tournament for the B•T trophies, to be held Sunday, May 22, at Goose Creek Country Club, Leesburg, Va.

Two networks—MBS and ABC—will hold Sunday affiliate meetings. Nine stations have scheduled breakfasts. The state association presidents luncheon will be held Monday.

Not yet announced are a number of other receptions and dinners as well as informal meetings. The list of non-agenda events made available at the weekend by NARTB follows:

SUNDAY—MAY 22, 1955

9 a.m.—Broadcasting-Telecasting Golf Tournament, Goose Creek Country Club, Leesburg, Va.

10 a.m.—MBS Affiliates, Hall of Nations, Washington Hotel.

11 a.m.-3 p.m.—Quality Radio Group, Louis Seize Room, Shoreham Hotel.

12 noon-5 p.m.—ABC Affiliates, Park Room, Shoreham Hotel.

12 noon-3 p.m.—BMI Board, Woodner Hotel.

5 p.m.-6 p.m.—Cocktails—ABC Affiliates, Louis Seize Room, Shoreham Hotel.

7:30 p.m.—Tv Pioneers Dinner, Willard Hotel.

8 p.m.—Uhf Industry Coordinating Committee, Washington Hotel.

MONDAY—MAY 23, 1955

8 a.m.—Louisiana State Broadcasters Breakfast, West Lobby Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—Film Breakfast, Blue Room, Shoreham Hotel.

9 a.m.-12 noon—Clear Channel Broadcast Service, Green Room, Shoreham Hotel.

11 a.m.-4 p.m.—CBS Affiliates Advisory Committee, Louis Seize Room, Shoreham Hotel.

12 noon-2 p.m.—Community Broadcasters Assn. Luncheon, Park Room, Shoreham Hotel.

12:30 p.m.—State Association Presidents Luncheon, Blue Room, Shoreham Hotel.

12:30 p.m.—Ladies Entertainment Committee Luncheon, West Room, Shoreham Hotel.

4:30 p.m.-6 p.m.—Daytime Broadcasters Association, Park Room, Shoreham Hotel.

6 p.m.—Cocktails—BMI, Woodner Hotel.

6 p.m.-8 p.m.—Cocktails—MCA, Terrace, Shoreham Hotel.

7 p.m.—BMI-NARTB Dinner, Woodner Hotel.

TUESDAY—MAY 24, 1955

7:30 a.m.—Heavy Exhibitors Breakfast, Park Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—West Virginia State Broadcasters Breakfast, West Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—Tennessee State Broadcasters Breakfast, Louis Seize Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—South Dakota State Broadcasters Breakfast, Green Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—Michigan State Broadcasters Breakfast, West Lobby Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—North Carolina State Broadcasters Breakfast, Blue Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—Wisconsin State Broadcasters Breakfast, Tamerlanne Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—California Tv Broadcasters Breakfast, Adams-Hamilton Room, Sheraton-Park Hotel.

12:30 p.m.—Ladies Luncheon and Fashion Show—Blue Room, Shoreham Hotel.

WEDNESDAY—MAY 25, 1955

7:30 a.m.—Room Exhibitors Breakfast, Park Room, Shoreham Hotel.

5 p.m.-8 p.m.—Cocktails—Meredith Publishing Co., Louis Seize Room, Shoreham Hotel.

6:30 p.m.—Cocktails—Radio Pioneers, Green Room, Shoreham Hotel.

7:30 p.m.—Radio Pioneers Dinner, Terrace Ball Room, Shoreham Hotel.

THURSDAY—MAY 26, 1955

8 a.m.-9:30 a.m.—Texas Association State Broadcasters Breakfast, West Lobby Room, Shoreham Hotel.



The Best SEAT In The House

The best seat in the house is reserved for those who watch full length movies on television. In the Northern California market, the best of these films are shown on KRON-TV.

That's right—KRON-TV has long been the leader with the BEST of the FIRST RUN movies available. And there's plenty more in store because smart film buying requires know-how that improves with use.

There you have just one more reason why KRON-TV is the leader among television stations in the Northern California market . . . and one more reason why your sales message on KRON-TV will reach the people you want to talk to.

Ask Free & Peters about
double feature movies on the new
GOLDEN GATE PLAYHOUSE,
1:00 to 3:00 PM, Monday through Friday

San Francisco

KRON TV

AFFILIATED WITH THE S. F. CHRONICLE
AND THE NBC-TV NETWORK ON CHANNEL **4**

No. 2 in the series, "What Every Time Buyer Should Know About KRON-TV"

Represented Nationally by Free & Peters, Inc.

Syracuse, NARTB District 2 director, will speak on the topic, "A Better Estate."

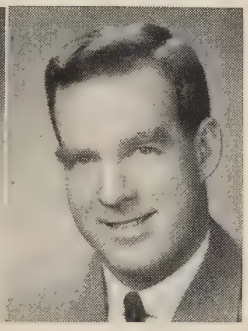
Gimmick title has been applied to a talk by A. Prose Walker, NARTB Engineering Dept. manager. It is "Operation ERTOM." Russel J. Tinkham, Ampex Corp., Redwood City, Calif., will speak on automatic programming.

A panel discussion, "Selection and Motivation of Salesmen," will be moderated by Charles H. Tower, NARTB Employer-Employe Relations Dept. manager. Panelists include John P. Foley Jr., vice president, Psychological Corp.; William T. Earls, Cincinnati general agent, Mutual Benefit Life Insurance Co.; Richard J. Brown, KPOJ Portland, Ore., member of the NARTB Radio Board; Herbert E. Evans, Peoples Broadcasting Corp.; James L. Howe, WIRA Fort Pierce, Fla., and Simon Goldman, WJTN Jamestown, N. Y.

Mr. Mahoney will take a look at the radio medium and give an appraisal of its present stature. He is a former vice president of Ruthrauff & Ryan, a post he attained at the age of 27. He started his own agency at age 28 and



MR. FOLEY



MR. EARLS

is now 32. Mr. Clay emphasized Mr. Mahoney's career attests to the opportunities available to American youth and his faith in the radio medium.

President Fellows will make his annual report to the membership at the Wednesday luncheon. Radio Advertising Bureau will program the afternoon proceedings.

Basic radio presentation will be given by Kevin Sweeney, RAB president. Joseph E. Baudino, Washington vice president of Westinghouse Broadcasting Co. and RAB board chairman, will give an RAB progress report. Four speakers are to give case histories of radio's successful selling of their products.

Government Reception Set

A government reception will be held at the Sheraton Hall exhibit room Wednesday evening, followed by the annual Radio Pioneers Dinner.

Thursday, the final day, will be devoted to television with a 10th anniversary theme. Mr. McCollough will deliver an introductory address. Dr. Allen B. DuMont, president of DuMont Labs and DuMont Tv Network, will speak on video's early years. A panel on management and growth will include Harold Hough, WBAP-TV Fort Worth, "The Pioneers' Problems"; Robert E. Kintner, ABC president, "The Business of Television," and John E. Fetzer, WKZO-TV Kalamazoo, Mich., retiring chairman of the NARTB Tv Code Review Board, "The Value of Ethics."

Winding up the morning session will be Sylvester L. Weaver, NBC president, speaking on "Tv Programming Evolution," and Dr. Frank Stanton, CBS president, on "The Role of the Industry in Our Society."

Mr. McCollough will preside at the luncheon, with the Rev. Dr. Norman Vincent Peale, pastor of Marble Collegiate Church, New York, as speaker.

The usual convention business session, at which resolutions are adopted, will wind up the luncheon.

Television Bureau of Advertising will have its program Thursday afternoon. Norman Cash, TvB director of station relations, will speak on "$400,000 to ?." Richard Moore, KTTV (TV) Los Angeles, has the topic, "The Bureau Is Yours." Mr. Moore is co-chairman of TvB. Oliver E. Treyz, TvB president, will speak on "Television—The Selling Machine."

Final program event of the week will be an NBC film titled "Strangers Into Customers," showing tv's power as an advertising medium. H. M. Beville Jr., NBC director of research and planning, will introduce the film.

Windup feature is the annual convention banquet, which will be preceded by a reception.

NARTB's Station Relations Dept., headed by William K. Treynor, will have a booth across from the main Shoreham registration desk to receive phone calls and messages and answer questions about tours of the city and local stations. He will operate relay stations outside the main ballroom in the Shoreham, where convention meetings will be held, and outside Sheraton Hall.

Arney in Charge

Directing general convention activities is C. E. Arney Jr., NARTB secretary-treasurer and general manager. He is aided by Barry Freer, exhibit manager, and Ella Nelson, administrative manager. Mr. Arney already is headquartered at Room F1018-20 in the Shoreham and can be reached from the NARTB switchboard. Mr. Freer is in Room F117. William Walker, NARTB auditor, will be in charge of the registration desk. Joseph Sitrick, manager of the News Dept., will be flanked by Fran Riley, editor; Sally Kean, news; LaRue M. Courson, production manager, and Don Frifield, promotion. The news groups will headquarter in F1010-1012 of the Shoreham.

A. Prose Walker, as NARTB Engineering Dept. manager, is directing plans for the Engineering Conference, with Ruth Brewer as administrative assistant.

The Special Projects Exhibit is a new convention feature. A preview for newsmen will be held Monday, May 23. Tuesday includes a reception for the engineering delegates. Wednesday, "Government Evening," will honor officials of government agencies, including members of the legislative, executive and judicial branches. Thursday evening will be centered around the annual pre-banquet reception.

The list of special projects exhibitors follows:

American Cancer Society Inc.; American Diabetes Assn.; American Hearing Society; American Heart Assn. Inc.; American National Red Cross; Arthritis & Rheumatism Foundation; Big Brothers of America Inc.; Boy Scouts of America; Boys' Clubs of America; Camp Fire Girls Inc.; CARE; Common Council for American Unity; Community Chests & Councils of America Inc.; Crusade for Freedom (American Heritage Foundation); Department of Defense; Engineering Manpower Commission; Federal Civil Defense Administration; 4-H Clubs; Forest Fire Prevention; Girl Scouts of the U. S. A.; Ground Observer Corps; Joint Committee on Educational Television; National Assn. for Mental Health Inc.; National Citizens Commission for the Public Schools; National Citizens Committee for Educational Television; National Conference of Christians & Jews; National Education Assn.; National Foundation for Infantile Paralysis; National Guard; National League for Nursing Inc.; National Safety Council; National Society for Crippled Children & Adults Inc.; National Society for the Prevention of Blindness; National Tuberculosis Assn.; President's Committee on Employment of the Physically Handicapped; Religion in American Life; Star Spangled Banner Flag House Assn. Inc.; United Cerebral Palsy; United Negro College Fund; United Service Organizations; U. S. Air Force; U. S. Army; U. S. Coast Guard; U. S. Committee for UN Day; U. S. Information Agency; U. S. Marine Corps; U. S. Navy; U. S. Savings Bonds Div., Treasury Department; YWCA.

Among public service organizations having displays in the Shoreham exhibit rooms will be the Army (Room F106), National Guard (F120), National Citizens' Committee for Educational Television (F110), Air Force Recruiting (E106), Navy Recruiting (E206) and U. S. Savings Bonds (F116).

The Divot-Diggers Get Their Chance Sunday

B•T will award silver trophies to the low gross and low net winners of the annual NARTB-B•T blind bogey golf tournament to be held Sunday, May 22, at the Goose Creek Country Club, Leesburg, Va.

Starting time is 8:30 a.m.; final tee-off time is 10:30.

Washington stations also are donating prizes: WRC-AM-TV an RCA portable radio; WWDC an Emerson portable; WTTG (TV) a 17-jewel Certina wristwatch; WTOP-TV a dozen golf balls; WGAY a golf bag; WMAL-AM-TV a golf jacket; American Airlines a martini mixer.

A bus will leave the Sheraton-Park Hotel at 8:45 a.m. for those needing a ride. Contact your nearest B•T office for further information.



THE B•T TROPHIES

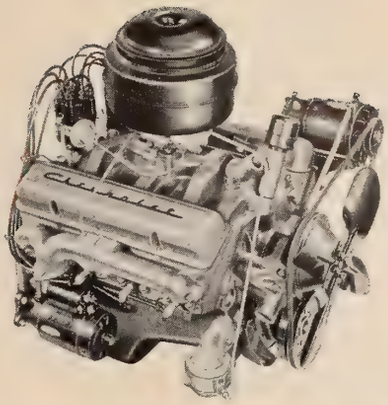
Pioneers' Yearly Dinner Set in Washington May 25

ANNUAL DINNER of Radio Pioneers, organization of veteran broadcasters, will be held May 25 at Washington's Hotel Shoreham. The banquet has been announced as "speakerless," but acceptance talks may be expected from the recipients of Radio Pioneer citations: Sylvester L. Weaver, NBC president; John J. Karol, CBS Radio vice president; Fred Allen and Jack Benny, and perhaps from Herbert Hoover, to

GM

DIESEL EQUIPMENT DIVISION

Made in Michigan ...to move the world



Family car — locomotive — jet plane . . . all rely on important precision parts created by the men and women who work at Grand Rapids' General Motors Diesel Equipment Division: Fuel nozzles for jet planes, unit fuel injectors for diesel engines, hydraulic valve lifters for GM cars. These products, and many others, are manufactured thousand-upon-thousand to keep a multitude of engines operating smoothly and surely . . . on land . . . on sea . . . in the air.



Operator inserts clip by machine which will hold hydraulic valve lifter assembly together as a unit.



Boring the inside diameter of the hydraulic valve lifter body in preparation for a honing operation.

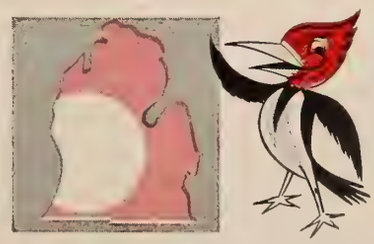
WOODland-TV is big territory!

GM's gigantic pace of progress in the precision parts industry is a stimulant to the Western Michigan area. Continuing growth and progress are prominent characteristics of the many successful industries which flourish in WOODland-TV. And big-time production throughout the area makes this a big-time market . . . always on the go to even greater capacity and achievements.

WOOD-TV's program of expansion is right in step with the thriving market it serves so well. First station in the country to deliver 316,000 watts from a tower 1000′ above average terrain, WOOD-TV gives you the primary trading center of Grand Rapids, plus important communities like Muskegon . . . Battle Creek . . . Lansing . . . and Kalamazoo. For top coverage of this rich, growing Western Michigan market, schedule WOOD-TV . . . Grand Rapids' *only* television station!

WOOD-TV

GRAND RAPIDS, MICHIGAN



GRANDWOOD BROADCASTING COMPANY • NBC, BASIC; ABC, CBS, DuMONT, SUPPLEMENTARY • ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, IND. • WFDF, FLINT, MICH., WEOA, EVANSVILLE, IND. • WOOD-AM, WOOD-TV, REPRESENTED BY KATZ AGENCY



Newest, Most Modern Radio and Television Facilities in the South!

WFBC-TV proudly displays its brand new, functionally-designed station building on Rutherford Street in Greenville, South Carolina. This modern structure symbolizes the importance of WFBC-TV in the area it serves.

Already the dominant (VHF) station in a 69-county market in S. C., N. C., Ga. and Tenn., WFBC-TV now has the advantage of location in its new building with WFBC-AM and FM. Now more than ever, WFBC-TV, "The Giant of Southern Skies", can give you coverage of one of America's great markets in the Southeast. Ask us or WEED for rates, market data and assistance.

1204 Feet Above Average Terrain
100 KW (Maximum) Power



"The Giant of Southern Skies"

Represented Nationally by
WEED TELEVISION
CORPORATION

WFBC - RADIO (NBC Affiliate)
is represented
Nationally by AVERY-KNODEL

Channel 4
WFBC-TV
Greenville, S. C.

NBC NETWORK

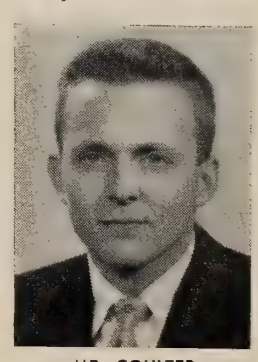
whom a special citation will be presented. The Hall of Fame award this year goes to Joseph Henry, early American physicist, for whom the Henry unit of inductance was named.

Raymond F. Guy, NBC director of radio frequency engineering and senior Pioneer vice president, will preside at the dinner in the absence of President Arthur Church, now in Europe. Pioneer John Charles Thomas, now part owner of KAVR Apple Valley, Calif., will provide the musical part of the program.

Mr. Guy automatically becomes president of the Pioneers for the next year. Official nominees for other offices are: John F. Patt, president, WJR Detroit, senior vice president; Merle S. Jones, vice president in charge of CBS-owned tv stations, vice president; Lewis H. Avery, president, Avery-Knodel Inc., vice president; Carl Haverlin, BMI president, executive committeeman; William S. Hedges, NBC vice president, executive committeeman. Terms are two years, except senior vice president, one year.

Coulter Joins NARTB As Assistant to Meagher

THOMAS B. COULTER, news-public relations director of KYSM-AM-FM Mankato Minn., has joined NARTB as assistant to John F. Meagher, radio vice president. Mr. Meagher was KYSM general manager before accepting his NARTB post.



MR. COULTER

A graduate of U. of Minnesota with business administration degree, Mr. Coulter had managed WMMR, campus station, while an undergraduate. He was a second lieutenant in the Army, 1951-53, handling radio, tv and other media as a public information officer. In Japan he managed two commercial-type broadcast stations beaming stateside programs to American troops and civilians in the area, supervising a staff of 35 military and civilian personnel. The army awarded him a citation for his supervision of a $250,000 radio station project.

Uhf Broadcasters Group Plans Convention Eve Meet

THE Uhf Industry Coordinating Committee, formed to present the uhf telecasters' case to the Potter subcommittee last spring, will hold a meeting at the Willard Hotel in Washington May 22, on the eve of the NARTB convention.

In a letter to uhf broadcasters issued last week by Harold H. Thoms, chairman, and Fred Weber, vice chairman, the committee said it was important to develop a specific plan of action in the light of recent developments in the uhf field. It referred to such things as deintermixture, five-mile rule, subscription tv and the Senate tv investigation.

Among other items on a tentative agenda are (1) methods of relieving uhf broadcasters of "the heavy financial burden" of meeting equipment obligations, (2) reductions of vhf power, antennas and mileage separations and the use of directionals, (3) reduction of cable and microwave relay costs, (4) receiving set standardization and the elimination of cost differentials for all-band sets.

Mr. Thoms is the owner of ch. 62 WISE-TV Asheville, N. C.; Mr. Weber is vice president-general manager of ch. 46 WFPG-TV Atlantic City, which suspended last year.



*YOU MIGHT STEAL 4 BASES IN 1 INNING *—*

BUT . . . YOU NEED WKZO-TV TO DRIVE SALES HOME IN WESTERN MICHIGAN!

AMERICAN RESEARCH BUREAU FEBRUARY, 1955, REPORT GRAND RAPIDS-KALAMAZOO		
	Number of Quarter Hours With Higher Rating	
MONDAY THRU FRIDAY	WKZO-TV	Station B
7 a.m.—5 p.m.	52	44
5 p.m.—11 p.m.	69	27
Saturday & Sunday 10 a.m.—11 p.m.	87	53

NOTE: Survey based on sampling in the following proportions—Grand Rapids (45%), Kalamazoo (19%), Battle Creek (19%), Muskegon (17%).

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. WKZO-TV telecasts with 100,000 watts from a 1000′ tower, serves over 540,000 television homes in 29 Western Michigan and Northern Indiana counties—*one of America's "top-25" TV markets!*

The February, 1955 American Research Bureau Report for Grand Rapids-Kalamazoo shows that WKZO-TV is the BIG favorite, *morning, afternoon and night!* Your Avery-Knodel man has all the facts.

(100,000 WATTS • CHANNEL 3 • 1000′ TOWER)

AM-TV-FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO-TV

OFFICIAL BASIC CBS FOR WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

** Josh Devore of the New York Giants set this record in a National League game on June 20, 1912.*

'RADIO GETS RESULTS' CONTEST WINNERS NAMED BY RAB IN THIRTEEN CATEGORIES

Radio Advertising Bureau's 1955 competiton shows the results wise timebuying can bring. Entries provide quantities of promotional material for broadcasters organization.

RESULTS of Radio Advertising Bureau's 1955 Radio Gets Results contest were announced last week, with first, second and third prize winners, plus an honorable mention, chosen in each of 13 categories.

RAB sends certificates of merit to all contestants. From RAB's point of view, the contest accomplishes a dual purpose. It supplies the promotional organization with quantities of material for further promotional purposes and at the same time offers the station and its clients national recognition and prestige in the radio industry.

A glance at the prize-winning success stories announced last week shows that businessmen in little towns and big cities with tight budgets or advertising dollars unlimited have made profitable investments in buying radio time. In many instances, radio surprised the advertiser by producing results far beyond his expectations.

"Never have we had results like this from any other advertising." That was the comment made by Millard Smith, owner of Standard Radio & Record Co., Seattle, on his store's campaign on KXA Seattle which took first prize in the specialized services classification. Of the $5,000 that Standard spends annually in advertising, 75% goes into radio with the intention of outselling heavy competition in the Seattle market. Mr. Smith uses a minimum schedule of four one-minute spots daily on KXA seven days a week throughout the year. The spots are broadcast during the day when music is the featured programming. Using this format, Mr. Smith's business during 1954 enjoyed a sales increase of 39% despite the fact that the major record companies lowered prices of their records by the same percentage. As a result of the 1954 increase, Standard plans to increase its radio budget by one-third.

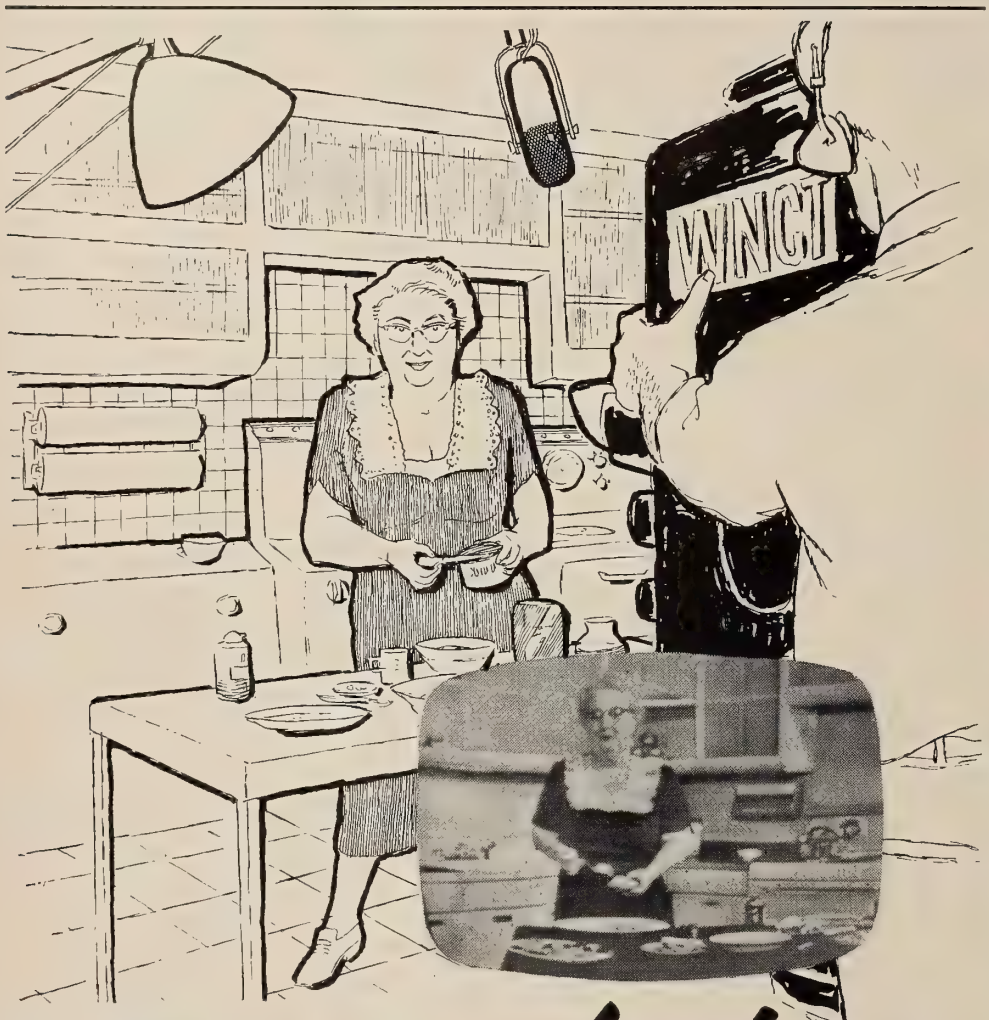
After giving direct mail a try in promoting Visco-Wipe Tea Towels, a new product made of rayon viscose cloth used previously for cleaning optical and precision instruments, John W. Black of Pittsburgh, who discovered the new use for the cloth, bought a spot schedule on KDKA there. Mr. Black's success in the use of the medium won a first prize in the miscellaneous category.

In the mail promotion, 70,000 homes in the area received product samples. Only 5,000 orders were placed and they drifted in over a prolonged period. When Mr. Black turned to radio, he bought a $100 per week announcement schedule. Sales immediately picked up. After two months in radio, 120,000 towels had been sold to the tune of $40,000. Mr. Black's entire operation expanded. The two mills supplying the towels added 16 employes. The radio budget was ultimately increased to $750 weekly on KDKA and $1,000 monthly on 27 radio outlets in different markets. "I went into this with the idea that it was a gamble," Mr. Black recalls. "So far as I am concerned now, gambling on radio is pretty nearly betting on a sure thing."

WCAU Philadelphia earned a first prize in the grocery products division with a story on B. E. Glick & Sons, Corning, Calif., a small olive and olive oil packager. The company's campaign on WCAU was designed to promote ripe olives as an everyday food. The $200 per week schedule was placed on John Trent's *Housewives Protective League* shows, airing two spots from 4:30-4:55 p.m. and one from 10:30-11 p.m. weekly, alternating the following week with one afternoon and two evening spots, all Monday through Friday. As a result, Glick's ripe olives are now the top seller in the Philadelphia market, despite competition from nationally advertised brands.

An increase in deposits by 10% the first year, 21% the second year, 23% the third year and 24% the fourth year has been attributed by Shelby Street Federal Savings & Loan Assn., Indianapolis, an RAB first prize winner in the financial category. In 1951, the association signed for a campaign on WFBM which amounted to a $6,000 annual expenditure. Since that time, when savings deposits were at a $325,000 level, the association has reached the $1.5 million class. It has more than doubled its office space and number of employes. When the original radio schedule was purchased it provided for six weekly announcements. The firm now uses 20 one-minute and 20-second spots each week.

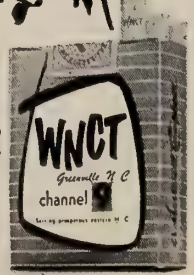
In the furniture classification, RAB's first prize went to WROW Albany for a campaign



Peg of your heart

Almost ever since the day WNCT went on the air, Peggy Kyle has been winning the hearts of Carolina hausfrauen and participating sponsors alike. Produced in WNCT's completely equipped modern studio kitchen, Peggy Kyle's cooking show has an enviable record of contract renewals. Cost? About $1.00 per 1,000 viewers! Get the Peggy Kyle story now from Pearson, Ayers, or direct from "Hart" Campbell.

PRIMARY CBS AFFILIATE **WNCT** channel 9 Greenville ★ N. C.



100,000 watts full time
A. Hartwell Campbell, Gen. Mgr.
JOHN E. PEARSON CO., NAT'L. REP. • JAMES S. AYERS, S.E. REP., ATLANTA

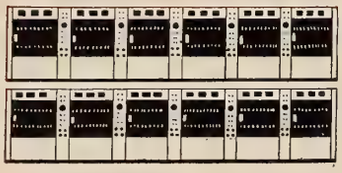
WMBV-TV

Biggest, Most Powerful TV in Green Bay Packerland!

OVER TWICE THE POWER

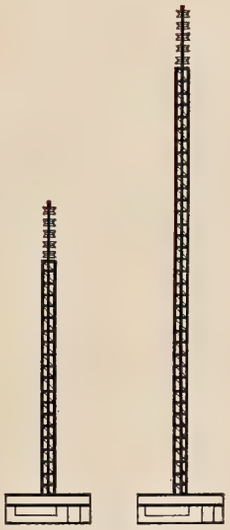


WAS 110,000 WATTS



NOW 240,000 WATTS

50% MORE TOWER



WAS 583 FEET

NOW 825 FEET

TWICE



THE STUDIO FACILITIES



COMPLETE Studios and Offices in GREEN BAY and MARINETTE

NBC AFFILIATE

WMBV-TV CHANNEL 11

CHERRY & MASON STS., GREEN BAY, WIS.
RADIO-TELEVISION PARK, MARINETTE, WIS.

Represented Nationally by
VENARD, RINTOUL & McCONNELL

placed by Standard Furniture Co. of that city. "It cannot be claimed as a mere coincidence that as our radio budget has expanded so has our business," according to Chester L. Fienberg, general manager of the company, which operates retail outlets in four cities within the WROW coverage area. It is significant that three highly competitive furniture chains operate in the same market, Mr. Fienberg pointed out. In 1954, Standard spent about $20,000 on an average of 90 radio announcements a week. Since the company went on the air in 1947 it has been a steady advertiser. Since then, too, the company has grown out of its one store into a four-store operation. It is currently the second largest furniture operation in its own market and one of the largest in the state outside of the New York metropolitan area. Mr. Fienberg says that radio has produced as many as 8,000 persons for special sales events, and that "we believe the most effective advertising we can do in radio is spot advertising with a saturation schedule. We believe that such a schedule will produce more customers for less cost per dollar than any other media which can be used to produce large volume."

George T. McLean Industries, Portsmouth, Va., allotted $6,000 for advertising to sell 79 houses priced at $8,500 each. More than half the amount went into a 17-week campaign on WAVY Norfolk, an RAB first prize winner for submitting the McLean story in the household materials and supplies category. The advertiser gives radio credit for directly selling 25 houses for a total of $212,500. The radio campaign cost the advertiser $3,366. Said Richard J. Davis of McLean Industries: "I appreciate your suggesting radio advertising to us and notice that since you did, other builders and real estate developers are hopping on the bandwagon. . . . Just as soon as we get started on other housing developments which we plan, we promise to return to WAVY."

WWDC Washington earned an award in amusements for its story on Super Music Enterprises, Washington, chain of record stores which had its origin 14 years ago as a sideline in a drug store owned by Irving and Israel Feld. As a means of stimulating business the Feld brothers bought $15 worth of records and played them near the lunch counter. The following year they bought a 20-minute segment of a disc jockey show every week for $75 on WWDC. Today Super Music, which spends about two-thirds of its advertising budget on radio, has a schedule on WWDC which includes eight hours weekly of disc jockey programming Monday through Friday, a two and a half hour show on Saturday, two Negro spiritual broadcasts on Sunday as well as another hour-long record show, and 72 spots a week. Radio is credited with promoting Super Music into a $2 million annual operation.

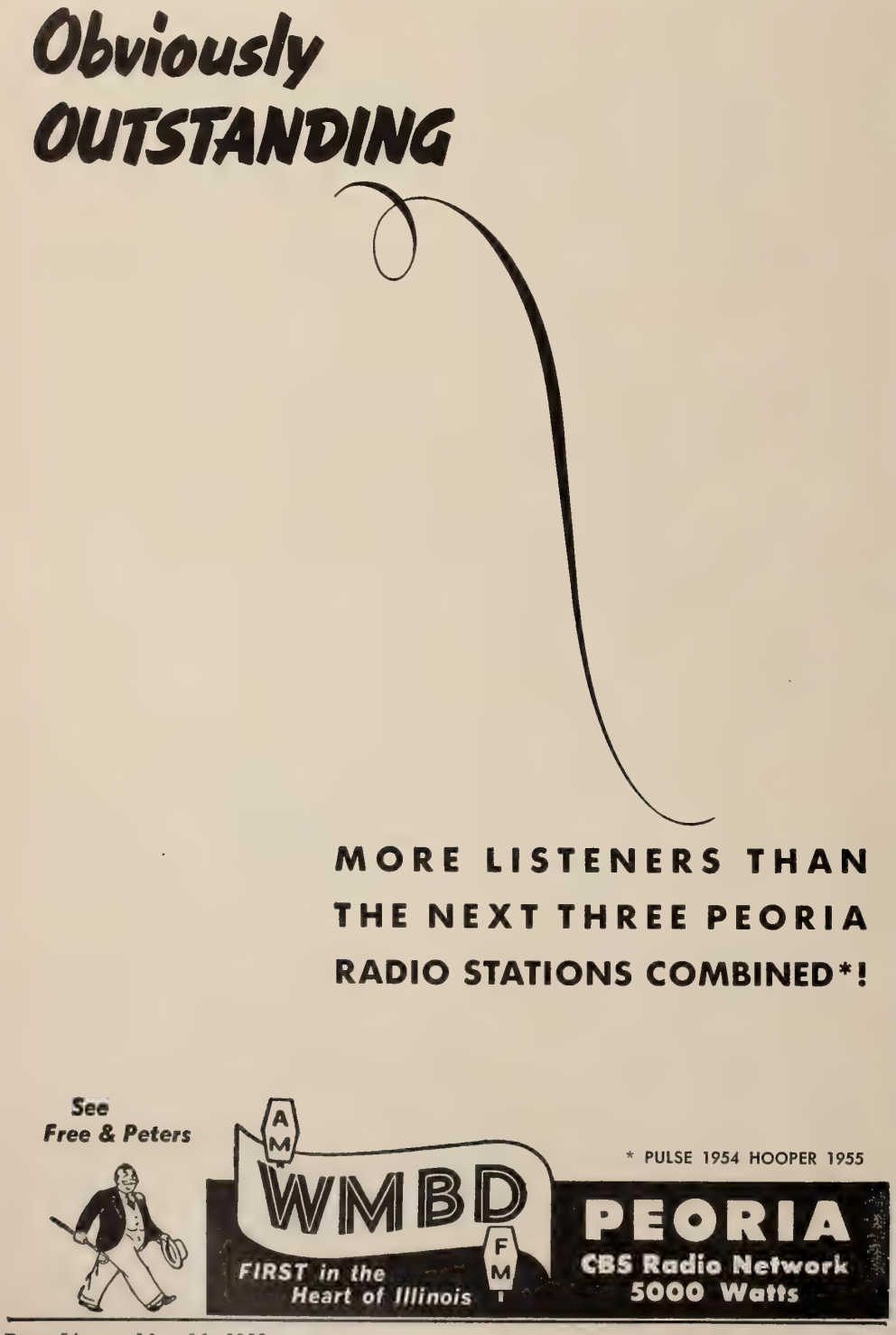
Cy Jacobs, owner of Cy's Campus Sport Shop, Pullman, Wash., has been on KOFE in that city since he took over the store in February 1954. His experiences with radio advertising merited an award for the station in the apparel classification. Mr. Jacobs' radio use, aimed at Washington State College and U. of Idaho students, involves spots on record shows to coincide with special promotions. In two specific cases, KOFE has carried 95% of the apparel advertising. The first such campaign was for Angeles Peggers, men's denim slacks priced at $4.94, and it sold 1,200 pairs in 11 months, starting a campus craze. Ninety-five per cent of all advertising for a Lancer sport shirt also was carried by KOFE and about 500 of them have been sold in 11 months—as many as 40 in two hours with only one salesman to handle the customers.

$1 of $5 on WDZ

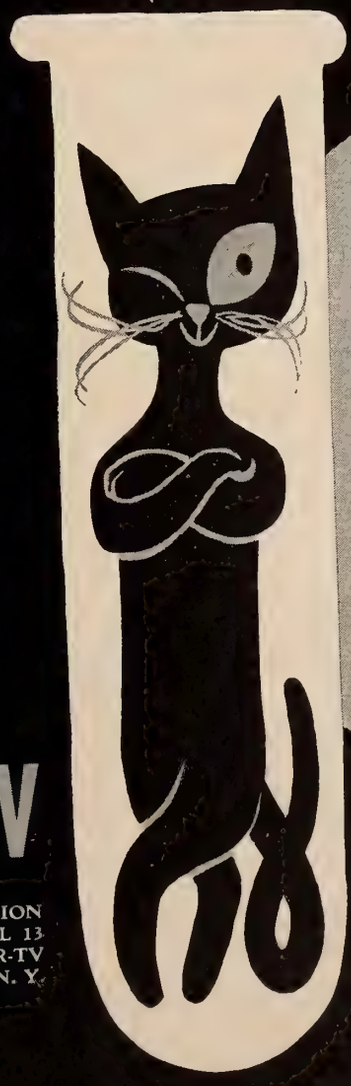
Linn & Scruggs Department Store, Decatur, Ill., spend $1 out of every $5 on WDZ Decatur, an RAB prize winner for the store's story. The store is in its fifth year of sponsorship of *Something to Talk About,* a homemaking quarter-hour Monday through Friday. General results run something like this: two radio mentions, with no other advertising, sold five gross of imported straw handbags at $1 each; in one day, four dozen handmade shirts were sold after one mention and no other promotion; a single mention sold 30 out of a stock of 36 "grease monkey" suits.

An original musical jingle with a transcribed minute sales message aired nine times daily on WEMP Milwaukee makes up the radio schedule of Gardner Buick of that city, which won the station an RAB first prize in the automotive field and is credited with selling more than 300 cars a month. This campaign accounts for 75% of the company's advertising. Saturation radio of this kind has been used by the firm since January 1954 when it was only a year old. At the end of its first three months on radio, Gardner was the biggest Buick dealer in Wisconsin and it has maintained that position for more than a year.

Basis of a radio schedule used by Zink's Super Market, Salem, Ind., is a 15-minute show Monday through Saturday which features a quartet singing musical favorites along with a local giveaway segment. The show is heard



I'm the cat in catalyst.



I'm changing the double-billion dollar, two-station Houston market every day—with top adjacencies to basic ABC and other net shows—top local artists —top syndicated film features— top power (316,000 watts)— and daily local color too!

Quite a lot of changes for this cat—lucky for Houston—lucky for you—the best buy I— KTRK-TV—Channel 13— Houston.

BLAIR-TV.

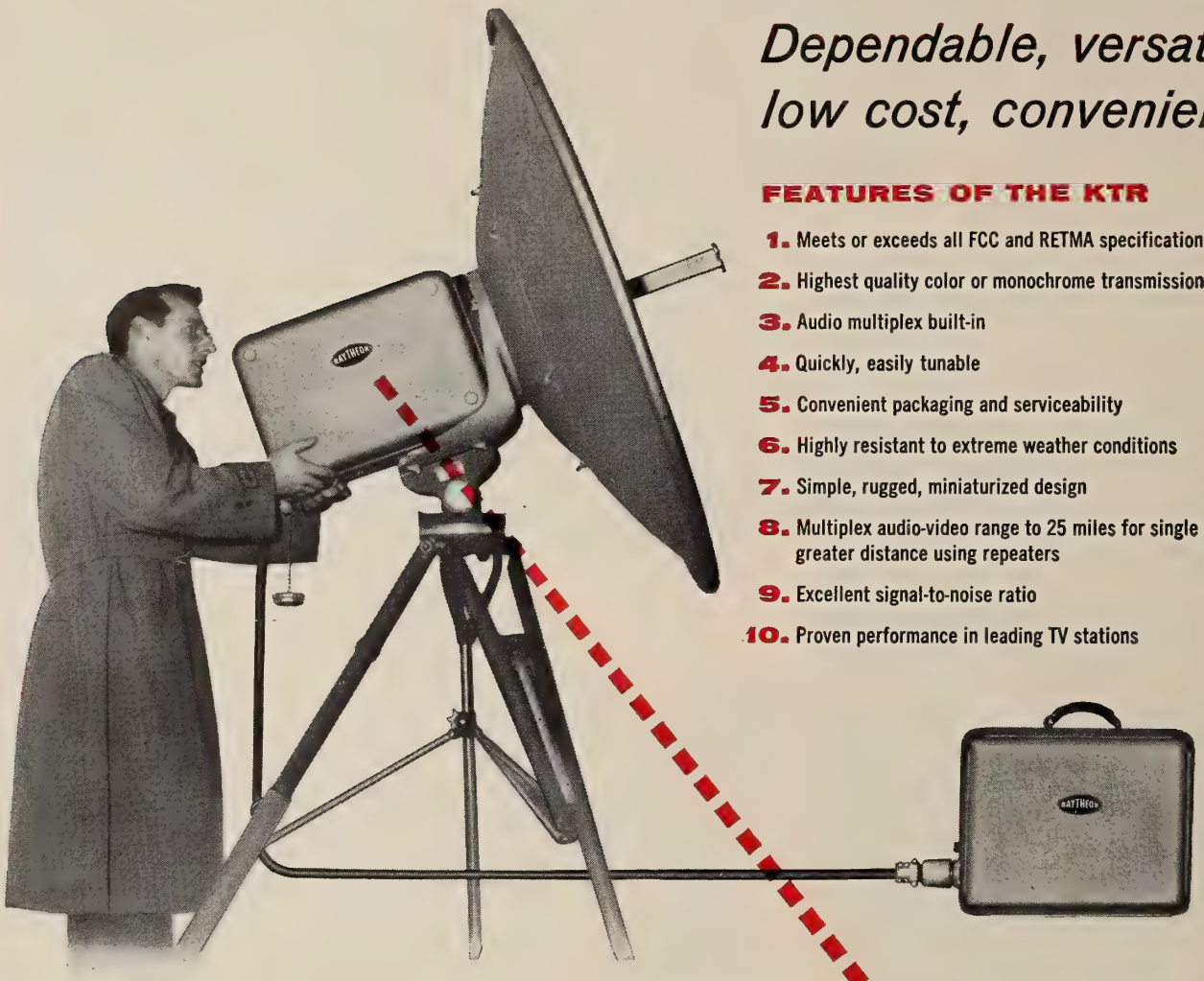
KTRK-TV

THE CHRONICLE STATION
CHANNEL 13
National Representatives: BLAIR-TV
150 E. 43rd St., New York 17, N. Y.

P. O. BOX 12, HOUSTON 1, TEXAS—ABC BASIC
Houston Consolidated Television Co.
General Mgr., Willard E. Walbridge
Commercial Mgr., Bill Bennett

NEW- RAYTHEON

Dependable, versatile, low cost, convenient



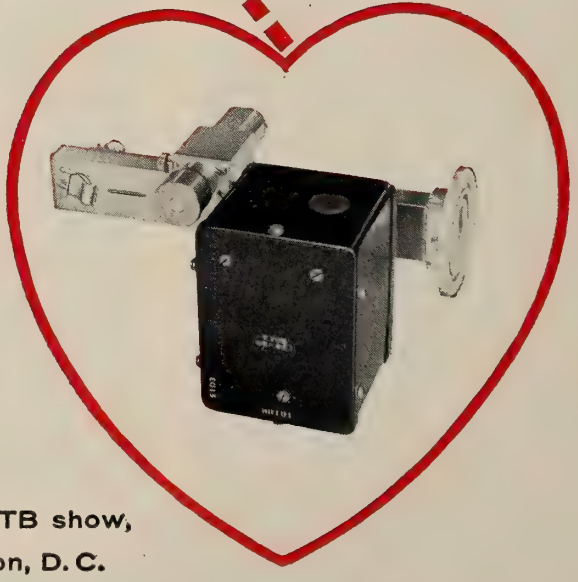
FEATURES OF THE KTR

1. Meets or exceeds all FCC and RETMA specifications
2. Highest quality color or monochrome transmission
3. Audio multiplex built-in
4. Quickly, easily tunable
5. Convenient packaging and serviceability
6. Highly resistant to extreme weather conditions
7. Simple, rugged, miniaturized design
8. Multiplex audio-video range to 25 miles for single hops; greater distance using repeaters
9. Excellent signal-to-noise ratio
10. Proven performance in leading TV stations

"HEART" OF THE KTR

Within the transmitter RF head are located a tunable reference cavity, wave guide, antenna feed and a klystron in a thermostatically controlled oven. The tunable reference cavity is accurate to ±½mc over an ambient temperature range of −30° to +50°C. The klystron is rugged, reliable and built for exceptionally long life.

This "heart" of the Raytheon KTR typifies the simplicity, dependability and versatility of these microwave links—designed to offer broadcasters outstanding service at lowest cost.



See Raytheon's exhibit at booth 31, NARTB show, May 22-27, Shoreham Hotel, Washington, D. C.

Produced by the world's leading maker

TV MICROWAVE LINKS

First link for the 13,000Mc Band, video and audio

KTR-100 F

Here is the long-awaited link for the uncrowded 13,000mc band. Ideal for transmitting high quality signals over relatively short distance, this equipment can be used for remotes or as a STL. Exclusive frequency assignments have been available in the 13,000mc band and all that has been lacking was the equipment. NOW—Raytheon supplies the missing link.

First and only link for field-sequential color

KTR-100 B

Available at 6,000, 7,000 and 13,000mc bands.

This important new unit provides the ultimate in versatility. It may be used for high quality transmission of G.E.—C.B.S. field sequential color signals, with the compatible color system, and with monochrome by merely turning a switch.

New link for common carrier band, video and audio

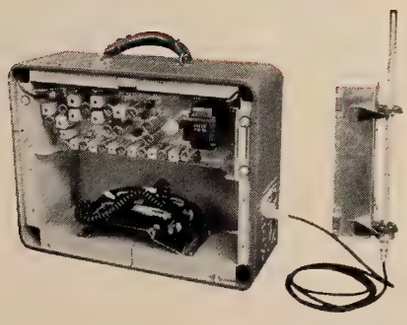
KTR-100 E
(6,000mc band)

Another new link in this famous series is the KTR-100E. Designed for use in the 6,000mc band it offers the quality of performance telecasters have come to expect from Raytheon... another instance of Excellence in Electronics.

Time proven for color and monochrome, video and audio

KTR-100 A
(7,000mc band)

In use by leading television stations (names on request) across the nation, the KTR-100A has proven itself in thousands of operating hours in a variety of intallations of all kinds. Famous for reliability and flexibility, this outstanding unit has an enviable reputation for low initial, maintenance and operating costs.



Cuelink model ACL-3

This 26mc narrow band FM radio communications system provides audio-cuing for lining up microwave installations and for permanent two-way voice communication between broadcast or microwave sites. Furnished with hand sets and antennas. Packaged for portable or rack mounting.

RAYTHEON MANUFACTURING COMPANY

Equipment Marketing Division

WALTHAM 54, MASSACHUSETTS

RAYTHEON

Excellence in Electronics

of MICROWAVE EQUIPMENT

on WSLM Salem, which won the RAB award in the grocery story field with the Zink story. The show represents two-thirds of the client's $7,000 annual advertising budget. As a test case, Zink recently ran a Saturday radio special on potatoes and picnic hams. Within two hours, two dozen hams had been sold. Sale of 50 bushels of potatoes was recorded four hours after the broadcast.

In the appliance category, WJTN Jamestown, N. Y., took first prize for its story on Caprino Television & Appliance Co. In the fall of 1954 the client started buying saturation spot announcements at the rate of 50 per week as well as partial sponsorship of network college football games. WJTN reports that since that time the theme of the campaign—"Go, Go, Go See Joe"—has become a community slogan. Caprino now sells more Sylvania tv sets than any other dealer in southwestern New York and in the same area it is the largest volume appliance oulet. The 50 weekly spots, which account for 65% of the company's entire advertising budget, have been so successful, according to Joe Caprino, owner of the company, that when his brother opened a barber shop he used the radio theme "Go, Go, Go See Joe's Brother."

A regular radio user, Cohen's Drug Store, Charleston, W. Va., a chain of 16 stores, supplemented its regular broadcast schedule with additional spot announcements on WCHS Charleston for a special pre-Christmas campaign. The extra effort included 67 chainbreaks Nov. 7 through Dec. 23 in addition to the company's 11 five-minute newscasts Monday through Friday plus one on Sunday. Two weeks after the start of the intensified campaign the schedule was expanded again with 40 more spots. The total radio expenditures was $2,700, which sold $170,000 worth of toys for the drug firm. As a result of the Christmas campaign, the firm bought 10,000 spots on 52-week contracts on four stations outside the WCHS primary coverage area. Its tv advertising has been either reduced or cancelled.

Second-prize winners:

Apparel: Rusoffs of Philadelphia, WPEN Philadelphia; appliances: Fleck's Tv, WIP Philadelphia; amusements: Pennsylvania Cinerama Corp., WCAU Philadelphia; automotive: Cherner Motor Co., WWDC Washington; department, dry goods and variety stores: Bigelow's Department Store, WJTN Jamestown, N. Y.; drug stores and products: Abraham's, WJOY Burlington, Vt.; furniture and floor covering dealers: Hollywood Furniture Co., KEX Portland, Ore.; financial: First National Bank of Jamestown, WJTN Jamestown, N. Y.; grocery stores: Clark's Grocery, KOFE Pullman, Wash.; grocery products: Amrhein's Bakery, WDZ Decatur, Ill.; housing materials and supplies: Banner Lumber Co., WEMP Milwaukee, Wis.; specialized services: Sta-Nu Corp., WWDC Washington; miscellaneous: International Oil Co., WEMP Milwaukee.

Third-prize winners:

Apparel: The Arrow Store, WIP Philadelphia; appliances: Central States Gas Co., KSUM Fairmont, Minn.; amusements: Cordova Theatre, KOFE Pullman, Wash.; automotive: Doherty Bros., KCBS San Francisco, Calif.; department, dry goods and variety stores: Koenig's Variety Store, KSUM Fairmont, Minn.; drug stores and products: Mark-



JOE CAPRINO (l), owner of Caprino's Television & Appliance Co., Jamestown, N. Y., hears of his RAB award from Si Goldman, president of radio stations WJTN-AM-FM Jamestown.

ham Drug Co., WFNC Fayetteville, N. C.; furniture and floor covering dealers: Lawrence Furniture Co., WMSC Columbia, S. C.; financial: Wells Fargo Bank, KCBS San Francisco; grocery stores: Lewis Jones Food Market, WDAK Columbus, Ga.; grocery products: Sterling Paper & Pulp Co., WEMP Milwaukee, Wis.; housing materials and supplies: Associated Products Corp., KBIG Santa Catalina, Calif.; specialized services: Pennsylvania Nurserymen's Assoc., WCAU Philadelphia; miscellaneous: The Trewax Co., KBIG Santa Catalina, Calif.

Honorable mentions:

The Elephant's Trunk, WFNC Fayetteville, N. C.; Eastern Wholesalers, WITH Baltimore;



SIGMA DELTA CHI AWARD FOR DISTINGUISHED SERVICE IN THE FIELD OF JOURNALISM TO



SPENCER ALLEN, News Director of WGN, Inc.

Award for distinguished service in the field of TELEVISION REPORTING.

The Award was based on WGN-TV's *emergency* coverage of the October, 1954 Chicago flood—one of the many EXCLUSIVE television news stories seen on WGN-TV.*

In the words of the Judges: "The ingenuity, perseverance and organization involved is an exemplary example of how television may serve the public."

*

Top News Programs Currently Available on WGN-TV

10:55 A.M. News—Monday thru Friday

Chicagoland Newsreel—6:45-7:00 P. M. Tuesday & Thursday

Late News with Leslie Nichols—following WGN-TV high rated feature films—Sunday thru Friday

CHICAGO'S TOP TELEVISION STATION

441 N. Michigan Avenue
Chicago 11
Illinois

WGN-TV
Chicago 9

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"Plane Down.....

On my way to find it."

Case History No. 8

Jason Pate, General Manager of WASA, Havre de Grace, Maryland, had just finished a sandwich at his desk when the call came shortly after 1 p.m.

A plane had crashed near town—no details.

Pate yelled to News Director Bob Gray to get ready with the portable transmitter. Then he called The AP bureau in Baltimore.

"Plane down," he reported. "On my way to find it."

By 1:25 p.m., WASA had aired the first spot broadcast that a plane, apparently blinded by ground fog, had crashed into the Susquehanna River just off Havre de Grace.

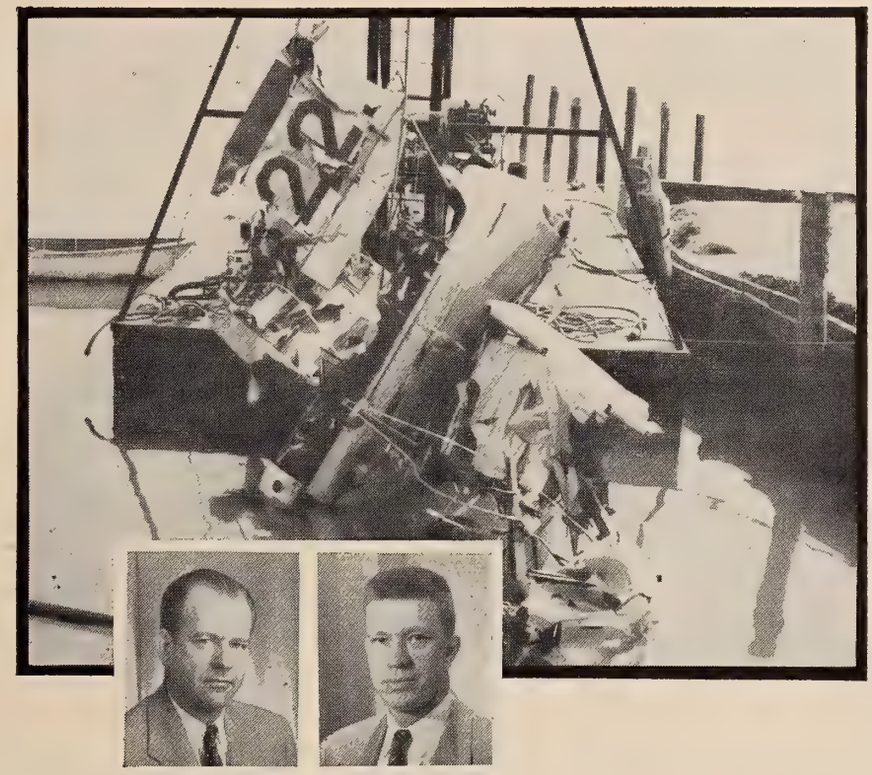
Twenty minutes later, searchers made their first find. Pate hurried to the nearest telephone.

"They've found a C.A.P. cap floating in the river, and several tickets to an air show we had up here," he told The AP. "It could be the C.A.P. plane that was searching for another plane that disappeared yesterday."

Small boats dragged the river for hours. The light was beginning to fade when one of the craft dragging the bottom hooked the wreckage.

Pate called The AP while Gray kept WASA's listeners informed.

A crane hauled the twisted mass near the surface but was unable to hoist it clear of the water. Even so, two persons could be seen strapped in the open cockpits of the two-seater. The victims were identified tentatively by C.A.P. personnel.



Jason C. Pate

Robert Gray

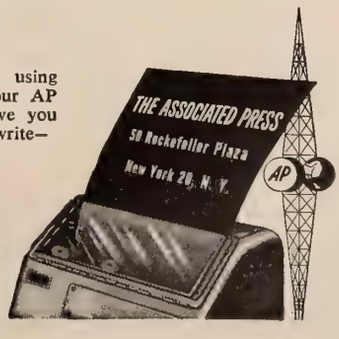
Pate called The AP, and Gray broadcast another bulletin.

Then, a floating derrick lifted the craft from the water, and positive identification was made.

By 6 p.m., WASA had the story wrapped up for its listeners and, through The AP, in the hands of every other AP member in the area.

Jason Pate and Bob Gray are two of the many thousands of active newsmen who make The AP better... and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—



Those who know famous brands...know the most famous name in news is AP

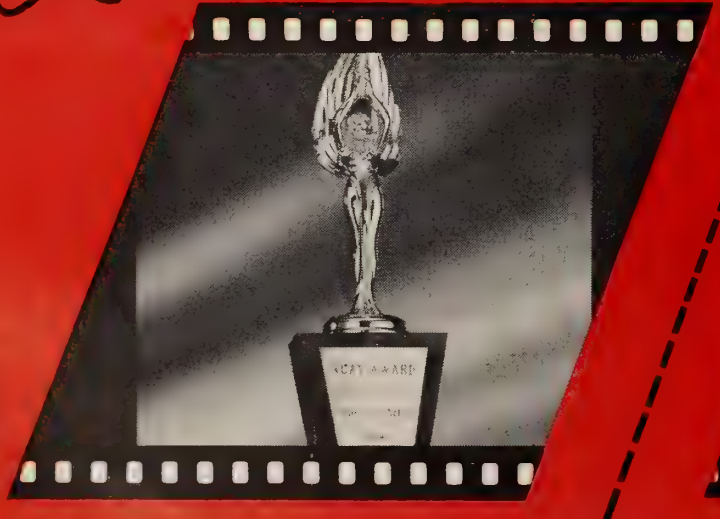
AT LAST!

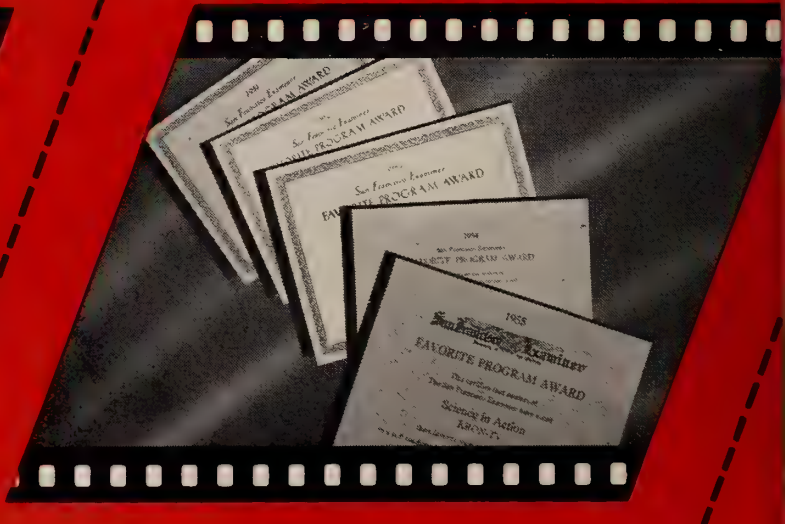
A commercial, public service, award-winning program which will add prestige and profits to every station and sponsor

SCIENCE

EXCITING!

ENTERTAINING!





✓ **AWARDS** – *"for demonstrating an ideal situation between public service and commercial sponsorship."*

✓ **FAVORITE** *local television program, for five successive years.*

Ideal program—

for hard-to-suit prospects like banks, public utilities and institutional advertisers.

A proved success—

continuously sponsored for the past 5 years in San Francisco by the American Trust Company.

IN ACTION

INFORMATIVE!

POPULAR!

a tpa sales builder



Produced in association with the famed California Academy of Sciences, "Science in Action" is a program which wins unanimously enthusiastic endorsement of viewers, educational groups, stations and sponsors.

It boasts an eye-popping rating history—as well as a most impressive collection of awards and citations. It's a tremendous asset for any station, any sponsor, anywhere.

Call, write or wire for full details.

OUTSTANDING guests on each program; leaders in science, industry and government—including five Nobel Prize Winners.

tpa *Television Programs of America, Inc.*

477 Madison Avenue, New York 22, N. Y.

Orpheum Theatre, KCBS San Francisco; El Bauer Chevrolet Co., WDZ Decatur, Ill.; Green-Gifford, WAVY Norfolk, Va.; Lariche Oldsmobile, WGAR Cleveland; W. T. Grant Co., WJTN Jamestown, N. Y.; Baileys, WIP Philadelphia; Farmers Building & Loan Assoc., WCHS Charleston, W. Va.; Blum's, KCBS San Francisco; Sturdy Dog Food Co., KBIG Santa Catalina; 7-Up Bottling Co., WROW Albany; Grayce Farms Dairy Inc., WARM Scranton; Trim Foods Inc., WIP Philadelphia; Brightwell Construction Co., WDVA Danville, Va.; Wiles-Morrison Co., WSAZ Huntington, W. Va.; Howard Stenger, optometrist, KEX Portland, Ore.; Club Hangover, KCBS San Francisco; Fayetteville Baby Laundry, WFNC Fayetteville, N. C.; Four Seasons Travel Service Inc., WTAG Worcester, Mass.; Slenderella International, KCBS San Francisco.

FLANAGAN TO LEAVE SRA DIRECTORSHIP

THOMAS F. FLANAGAN, managing director of Station Representatives Assn. for the past seven years, plans to retire from active direction of the organization's national spot work within the next few months.

His retirement plans, motivated by his desire to devote part of his time to personal business interests, are being announced today (Monday) by Adam J. Young Jr., of Adam J. Young Jr. Inc., president of SRA. Mr. Flanagan's successor as managing director has not been designated, but Mr. Young said he hoped to announce one in the near future.

Although relinquishing the managing directorship, Mr. Flanagan will continue to work with SRA on a long-term, active consulting basis. He will have offices at SRA's New York headquarters and will carry out special assignments for the association, according to Mr. Young.



MR. FLANAGAN

SRA has carried out a wide assortment of projects under Mr. Flanagan's direction. It has been especially active in combating what it regards as network encroachments on the spot advertising field, including network "quickie" announcements and the various multiple-message plans. It set up and obtained wide compliance with the eight-second minimum standard on radio announcements and similarly put across standards for shared ID's in television.

It established the Crusade for Spot Radio, which operated for two years for the promotion of spot radio as a sales tool, and it stimulated the formation of the Television Bureau of Advertising. It also conducted regular studies, for the use of members' salesmen, of advertising in such major fields as cigarettes, beer and automobiles.

In addition to his active role in these functions and other informational services furnished by SRA to its members and trade newsmen, Mr. Flanagan makes frequent speeches on behalf of the organization and for spot radio generally before broadcasters, advertising and similar groups throughout the U. S.

AWRT BACKS APPEAL FOR INDUSTRY HELP

AMERICAN Women in Radio & Television Inc. elected five directors-at-large at the close of its fourth annual convention in Chicago's Drake Hotel May 8 (Sunday). Jane Dalton, WSPA Spartanburg, S. C., starts her second year as national president and other officers also remain in office.

The new directors-at-large, who represent the only election held during the convention, are Montez Tjaden, KOMA and KWTV (TV) Oklahoma City; Heloise Parker Broeg, WEEI Boston; Lillian Lang, BBC New York; Hilda Ballestro, Evaporated Milk Assn., Chicago, and Lorane Cooley, California Foods Research Institute, San Francisco. Growth of membership from 358 in 1951 to the present total of 1,072 was reported during the closing business meeting.

The AWRT also adopted a resolution designed to keep members "better abreast of developments within the broadcasting industry," as urgently suggested by NARTB President Harold E. Fellows in his address to AWRT May 6. Text of the resolution follows:

"Whereas it is a basic responsibility of this organization to concern itself with the preservation of the American System of Broadcasting as we know it now and have contributed to its development;

"Be it therefore resolved that we appoint an Industry Information Committee of not more than seven or less than five members to further cooperate with ownership and management for the purpose of gathering and disseminating information which would contribute to the preservation and the progress of this American free

HERE'S A MARKET



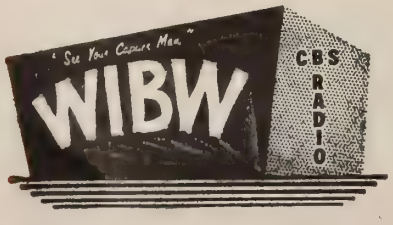
52% ABOVE U. S. AVERAGE!

From their farms alone, each Kansas farm family wound up the year with $8,830 in the bank—**after taxes!** That's 52% **above** the national average!*

What's more, WIBW delivers this entire market—all tied up in a single package. Year in and year out, every Whan survey consistently shows that these big-income farmers listen **more** to WIBW than any other radio station.

We've got the listeners. They've got the cash. Give us the word and we'll give you the sales.

* Consumer Markets, 1955.



TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.

WWTV...NOW on its new tower

1282 FEET HIGH

2,985 FT. ABOVE SEA LEVEL

The TALLEST TOWER IN MICHIGAN!*

DOMINATING

42 MICHIGAN COUNTIES

POPULATION - 1,338,525 **HOMES - 397,696**

WITH

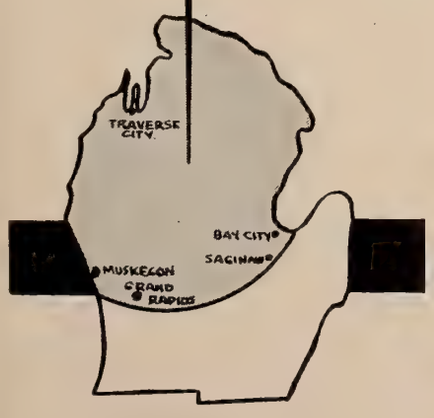
$1,475,284,500 in RETAIL SALES

288,000 SETS

SOURCE - CONSUMERS MARKET •
SETS - RETMA, DEC. 1954

CALL YOUR **WEED** MAN **NOW**... FOR THE FACTS ON

The "BIG SELL" IN MICHIGAN!



WWTV

ABC CBS DUMONT

Sparton Broadcasting Company

VHF Channel 13 From Cadillac

REPRESENTED NATIONALLY BY WEED TELEVISION

*THE SECOND TALLEST TOWER IN THE WORLD

enterprise system of broadcasting in the public interest."

A spirited panel discussion on ratings commanded widespread interest at the AWRT convention, led by Raymond E. Nelson, national spot sales director of Television Bureau of Advertising, and Hugh Beville, NBC research and planning director. Mr. Nelson cited ratings evaluation as "the chief problem area of national spot" [AT DEADLINE, May 9]. Generally, the panel seemed to agree that ratings are "not the real payoff."

Mr. Beville felt lack of understanding and knowledge of ratings handicaps their use. He urged delegates not to "fight ratings" but to "gain a better understanding of them," particularly with respect to trends and audience characteristics.

Herbert Evans, vice president, Peoples Broadcasting Co., Columbus, Ohio, noted that national advertisers buy women's shows, attesting to their sales ability. He suggested more emphasis on community programming and service.



CLOSE of fourth annual convention of American Women in Radio & Television brought together five new directors-at-large elected at the organization's business meeting. L. to r: Montez Tjaden, KOMA-KWTV (TV) Oklahoma City; Lillian Lang, BBC New York; Heloise Parker Broeg, WEEI Boston; Hilda Ballestro, Evaporated Milk Assn., Chicago, and Lorane Cooley, representing the California Foods Research Institute, San Francisco.

Following NARTB President Harold E. Fellows' talk [B•T, May 9], Bea Adams, Gardner Adv. Co., spoke at a general session on "What's Your Hurry?"

The value of public relations and publicity releases was debated at a May 7 morning session under Mrs. L. S. Schwartz, The Advertising Council, including as participants Edythe Fern Melrose, WXYZ-AM-TV Detroit; Spencer Allen, WGN-AM-TV Chicago; Alice Wayman, WFBC Greenville, S. C.; Charles A. Miller, WMBD Peoria, Ill., and James Scanlon, Robinson-Hannagan Assoc.

A session on the daytime audience was spearheaded by Maurice B. Mitchell, Encyclopedia Britannica Films Inc., who spoke out against too much variety in those women's shows as a substitute for ability. He scored the "buckshot format," claiming it is utilized by most women commentators. Mary Merryfield, WMAQ Chicago, strongly disagreed with Mr. Mitchell's views. P. A. Sugg, WKY Oklahoma City, argued strongly for "companionship" programming, with audience built on loyal listenership. Other panelists included Myrtle Labbitt, CKLW Windsor (Detroit), and Josephine McCarthy, WRCA-TV New York.

Sessions on women - behind - the - broadcast - scenes and educational tv programming completed the AWRT's regular convention agenda, followed with a reception by the Coca-Cola Co. and the *McCall's* magazine awards banquet [B•T, Dec. 27, 1954]. A Sunday session was devoted to organization business.

ATAS Re-elects Don Defore, Names Officers, Directors

DON DeFORE, who portrays "Thorny" on ABC-TV *Adventures of Ozzie and Harriet*, last week was re-elected president of the Academy of Television Arts & Sciences. Other officers for the 1955-56 term are: Johnny Mercer, featured on upcoming NBC-TV *Musical Chairs*, first vice president; Robert Longenecker, head of Robert Longenecker Agency, second vice

WOC-TV

Builds Telecasts that Build Sales



1st WOC-TV builds sales because this station has accumulated 5 years "know-how" in programming for viewers of the Quint-Cities area. From October 31, 1949 until "live" network became available in Davenport, September 30, 1950, WOC-TV produced most of its own programs. This 11 months experience is paying off BIG today with the station producing 75 to 80 "live" local telecasts each week—the type of telecasts that have SPONSOR appeal because they have AUDIENCE appeal. And this excellent local fare is augmented with a complete booking of NBC-TV programs.

2nd WOC-TV builds sales because this station, operating on Channel 6, telecasts with MAXIMUM power (100,000 watts video) from a NEW 625-foot tower. Its "good picture" coverage encompasses 39 Iowa and Illinois counties—39 counties that have tremendous buying power and the will to use it. . . .

Population	1,543,700
Families	477,910
TV Homes—1/1/55	295,156
Effective Buying Income	$2,455,549,000
Per Capita	$1,590
Per Family	$5,565
Retail Sales	$1,859,761,000

It's "know-how" and "power" that does it—the "know-how" to stimulate the buying urge of people in the Quint-Cities area—the "power" to take this "know-how" into the TV set-owner's home. Let WOC-TV show you that this "know-how" and "power" can write a successful sales story for your product or services. Your nearest F & P office has the facts—or write us direct.

WOC-TV Channel 6
Davenport, Iowa
Free & Peters, Inc.
Exclusive National Representatives

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

The QUINT CITIES

WOC-TV AM FM

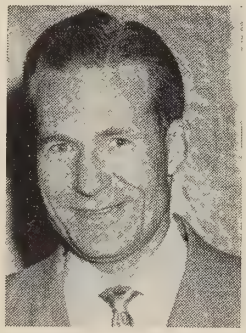

STEINMAN
STATIONS
top management
and engineering executives
both chose
Stainless
for their 480-foot
mountaintop tower
WGAL-TV
LANCASTER, PENNA.
NBC • CBS • DuMont
Stainless,
inc.
North Wales,
Pennsylvania
Clair McCollough
President
WGAL-TV
J. E. Mathiot
Technical Director
WGAL-TV

president; Hal Hudson, general manager of CBS-TV Hollywood program department, secretary, and Hal Roach Jr., president of Hal Roach Studios, treasurer.

Under new ATAS by-laws adopted in 1954, a 20-man board of governors is required with two representatives from each of 10 membership categories. ATAS officers are elected by the board of governors from within that group. New board members are: (actors and actresses) Dr. Frank C. Baxter, CBS-TV *Now and Then,* and Mr. DeFore; (art directors) Ralph Berger, Desilu Productions, and William Smith, NBC-TV *Lux Video Theatre;* (cameramen) Hal Mohr, McCadden Corp., and Norbert Brodine, NBC-TV *Loretta Young Show;* (directors) Sheldon Leonard, ABC-TV *Make Room for Daddy,* and Ozzie Nelson, ABC-TV *Adventures of Ozzie and Harriet;* (engineers) Loren L. Ryder, tv research engineer, Paramount Pictures, and Les Bowman, director of physical and technical operations, CBS-TV Hollywood; (executives) Messrs. Longenecker and Hudson; (film editors) George Amy, CBS-TV *Schlitz Playhouse of Stars,* and Gerard Wilson, CBS-TV *Line-Up;* (musicians) Mr. Mercer and Bob Crosby, star of CBS-TV *Bob Crosby Show;* (producers) Mr. Roach and Tom Lewis, NBC-TV *Loretta Young Show;* (writers) Jess Oppenheimer, CBS-TV *I Love Lucy,* and Ray Singer, NBC-TV *It's a Great Life.*

OSTBY ELECTED SCBA PRESIDENT

NORMAN J. OSTBY, vice president in charge of station relations, Don Lee Broadcasting System, Hollywood, has been elected president of the Southern California Broadcaster's Assn., succeeding Robert J. McAndrews, commercial vice president of John Poole Broadcasting Co. there.



MR. OSTBY

Lloyd Sigmon, vice president and chief engineer, KMPC Hollywood, was elected vice president; Thelma Kirschner, general manager, KGFJ Hollywood, was re-elected treasurer; Howard Gray, general manager, KGIL San Fernando, was elected to the new post of secretary.

Frank W. Crane continues as SCBA managing director.

Eldridge to Address Closing AFA Session

CLARENCE ELDRIDGE, vice president in charge of sales, advertising and marketing research at Campbell Soup Co., will be featured luncheon speaker at the Wednesday closing session of the 51st annual convention of the Advertising Federation of America in Chicago, June 5-8, it was announced last week by Wesley I. Nunn, AFA board chairman and manager, advertising department, Standard Oil (Indiana).

The meeting of the Quarter Century Club at the convention has been set for the evening of June 5, with Homer J. Buckley as chairman. Mr. Buckley is chairman of the board of Robertson, Buckley & Gotsch Inc., Chicago agency, and is the only known survivor among charter members of the first Chicago Advertising Club.

New York Ad Club Elects Thomas Haire as President

THOMAS B. HAIRE, president, Haire Publishing Co., was elected president of the Advertising Club of New York last Tuesday. Elected vice president was Robert M. Gray, advertising and sales promotion manager of Esso Standard Oil Co., and treasurer, James A. Brewer, chairman of the board, Brewer-Cantelmo Co.

Directors elected: Harris W. C. Browne, president, National Lithographer Publishing Co.; Arch Crawford, president, Magazine Publishers Assn., and Elon G. Borton, president and general manager of Advertising Federation of America.

Also elected directors: Frank R. Hale, director, chain store sales, Bristol-Myers Products Div.; Bernard C. Duffy, BBDO president; Hugh R. Jackson, president, Better Business Bureau of New York City; Horance H. Nahm, president, Hooven Letters Inc., and George A. Phillips, director of advertising, Cluett, Peabody & Co.

New Jersey Broadcasters Meet

BASIC broadcast problems were discussed at the management level last Monday by the New Jersey Broadcasters Assn., meeting at the Claridge Hotel, Atlantic City. Besides off-record debate, the program included a sales panel following a talk by Joseph Blume, president of Forjoe & Co. Maj. Ranulf Compton, owner of WKDN Camden, reported on his 40-day trip through 17 European nations. Fall meeting of the association will be held at Bridgeton in October. Paul Alger, WSNJ Bridgeton, was named chairman of the arrangements committee. Everett Rudloff, WJLK Asbury Park, NJBA president, presided at the Monday meeting.

TRADE ASSN. PEOPLE

W. Eldon Garner, manager, WKMF Flint, Mich., named president, Flint Sales Executives Club.

John B. Allison, sales manager, KGMB Honolulu, elected secretary, Sales Executives of Hawaii, effective July 1.

Edward Battey, vice president and research director, Compton Adv., N. Y., reappointed vice chairman, standing committee on research, American Assn. of Adv. Agencies.

Louis Edelman, producer, ABC-TV *Make Room for Daddy* film series, elected third vice president, Screen Producers Guild.

Jacques Sammes, formerly presentation writer, CBS Radio Spot Sales, N. Y., to national promotion dept., Radio Adv. Bureau, same city, as sales promotion writer.

Genevieve T. Raymond, assistant manager of farm equipment mail order advertising, Montgomery Ward & Co., Chicago, elected president, Women's Adv. Club of Chicago, succeeding **Bessie Covert.**

J. Franklin Jones, tv script writer, signed to write thirteen 15-minute tv programs for Toy Guidance Council's member stores, featuring Paul Winchell and Jerry Mahoney and planned for late fall.

John W. Davis, media director, Honig-Cooper Co., S. F., named to committee on broadcast media, American Assn. of Adv. Agencies.

Williams, Baylor Open Radio-Tv Management Firm

A NEW radio-tv station management firm called Telerad Inc. has been formed, offering on a commission basis a complete management service and general business administration. Telerad reports that it can handle up to 10 am and tv outlets simultaneously and has announced the signing of KGA Spokane, Wash., and KCSJ-AM-TV Pueblo, Colo.

The management firm is headed by Ray J. Williams, president, with 15 years in the industry, and Dave Baylor, vice president, with 24 years radio-tv experience.

Describing part of Telerad's operation, Mr. Williams said, Telerad "can effect substantial savings, through volume buying of equipment, film, program material and supplies." "It is inconceivable," he added, "that a single station manager can perform as effectively as a controlled combination of qualified specialists."

Members of Telerad's planning committee and stockholders are N. M. Michaels, investment attorney and business management authority, and C. L. Little, president of a major hotel chain and vice president of investments for Bankers Life & Casualty Co. of Chicago, which owns KGA and KCSJ-AM-TV.

Telerad has headquarters at 2226 Television Lane, Pueblo, but offices are planned for all major cities. Mr. Michaels will operate out of 4800 N. Kenneth Ave., Chicago.

Battison Reactivates Tv Consultancy Office

JOHN H. BATTISON, Washington consulting engineer who recently returned from Canada where he helped put CHCT-TV Calgary on the air, has announced the reactivation of his television consulting service.



MR. BATTISON

Among Mr. Battison's clients is the U. of Georgia at Athens, which is planning a new educational tv station on ch. 8.

In addition to engineering services, Mr. Battison offers consultation in general station operation, particularly tv film and production.

His office at present is located at 4515 Saul Rd., Kensington, Md.; telephone: Olympic 7-9593. The opening of a downtown Washington office will be announced shortly, Mr. Battison said.

PROFESSIONAL SERVICE SHORTS

KOLD Yuma, Ariz., has named Tierney-Ross (public relations), Hollywood.

Helen Edwards & Staff, L. A. employment agency specializing in advertising and creative personnel, moves to 3105 Wilshire Blvd.; telephone: Dunkirk 8-0493.

Burns W. Lee Assoc. (public relations), L. A., changes name to Burns W. Lee-Patrick O'Rourke Inc., with Mr. Burns, president; Mr. O'Rourke, vice president; Robert R. Scrim, secretary; George D. Scrim, treasurer, and Lyman B. Johnson, board member.

GATES

Cordially invites you to visit their display at the Convention of the National Association of Radio and Television Broadcasters at the Shoreham Hotel, Washington, D. C., starting on May 22, where will be displayed a completely new line of broadcasting equipment carrying the trade-mark.

GATES
Hi-Watter
SERIES
MORE WATTS PER DOLLAR INVESTMENT

Among the new items with the "Hi-Watter" seal of advanced designs includes:

—a new 5KW transmitter
—a new 1KW transmitter
—a new remote control (unattended operation)
—a new speech input equipment
—a new 2-channel remote amplifier
—a new 100 watt TV transmitter
—and,

for 250 watt broadcasters a new 250 watt transmitter that may be stepped up to 1000 watts without one penny premium and in less than 2 hours' time!

Gates Means *Leadership!*

GATES
GATES RADIO COMPANY QUINCY, ILL., U. S. A.
Manufacturing Engineers Since 1922
Houston, 2700 Polk Avenue
New York: 51 East 42nd Street
Washington, D. C., Warner Bldg.
Los Angeles, 7501 Sunset Blvd.
New York, International Div., 13 East 40th St
Atlanta, 12th & Spring Sts
Montreal, Canadian Marconi Co.

JUSTICE DEPT. GIVES UP MAJOR COUNT IN PERJURY ACTION AGAINST NATVIG

Government counsel drops charge that Mrs. Natvig lied in saying ex-FCC attorney Powell coerced her into false testimony against Edward Lamb. Two other minor counts also are withdrawn.

THE JUSTICE DEPT. last week abandoned its charge that FCC turnabout witness Marie Natvig committed perjury when she said former Commission attorney Walter R. Powell Jr. "coerced" her to give false testimony against broadcaster-publisher Edward Lamb in the Commission's hearing on the license renewal of Mr. Lamb's WICU (TV) Erie, Pa., before Examiner Herbert Sharfman. Mr. Powell now is on the legal staff of NARTB.

Justice Dept. counsel J. Frank Cunningham told U. S. District Court Judge Alexander Holtzoff in Washington it is virtually impossible for the government to prove its charge without the testimony of Mr. Powell, even though other witnesses from FCC told the court Mr. Powell did not coerce Mrs. Natvig. Mr. Cunningham dropped the charge while summing up the prosecution case Tuesday.

Mr. Powell was excused from testifying because of his health. He suffered a heart attack earlier this year, shortly before Mrs. Natvig returned to the witness stand before Examiner Sharfman and said her initial testimony in the WICU hearing last fall—identifying Mr. Lamb with communist ties—was not true.

Mr. Cunningham's withdrawal of the principal count, plus two other minor counts, leaves only three out of a total of nine counts cited in the grand jury's original perjury indictment against Mrs. Natvig. Her defense counsel, John and Jean Dwyer, rested their case Thursday after questioning a number of witnesses, including FCC Comr. John C. Doerfer and Examiner Sharfman. Judge Holtzoff excused the jury until today (Monday) when the defense summary and presentation of the case to the jury will occur.

The remaining counts pertain to the government's charges that Mrs. Natvig originally told FBI and FCC representatives that she had been a member of the Communist Party in the mid-1930s, knew Mr. Lamb in that capacity and had attended communist meetings with him, then testified during her recant that she had not so informed these government representatives. Judge Holtzoff frequently advised counsel on both sides that the truth of the matter is not in issue, but rather only whether the defendant told the FBI and FCC about them and then testified under oath she did not.

The court prohibited Mrs. Dwyer from questioning Comr. Doerfer Thursday about how and why he and other Commissioners decided to set Mr. Lamb's renewal application for hearing or whether he had talked with Mr. Powell about the WICU case.

Mrs. Dwyer explained she was attempting to show that the FCC hearing is not "legally constituted," but Judge Holtzoff ruled this would have to be argued on the basis of the formal Commission documents designating the WICU bid for hearing. Although she also had subpoenaed Comr. Frieda B. Hennock early last week, Mrs. Dwyer did not call her to testify.

John F. Reilly, head of the Justice Dept. Subversive Activities Section, and Rex A. Collings Jr., attorney in the department's Criminal Division, testified Tuesday Mrs. Natvig came to them Feb. 23, about a week after her recant testimony at FCC, and told them this repudiation was false and that her original story about Mr. Lamb was true. They told the court Mrs. Natvig said she recanted to escape further cross examination by counsel for Mr. Lamb and that her story of coercion by Mr. Powell had been made up.

Late Monday afternoon, in a preliminary hearing with the jury absent, the court heard evidence by the defense that before and during the time of her visit to Justice Dept. Mrs. Natvig was ill, under medical treatment and taking large doses of a half-dozen prescription medicines, some of which contained narcotics. A physician testified overdosage could cause her to become "sort of groggy."

Mrs. Natvig testified she took the medicines continually and without reading the labels. She claimed Joseph M. Kittner, now chief FCC counsel in the Lamb hearing, told her to go see Mr. Reilly and say her charge against Mr. Powell was false. She claimed Mr. Kittner told her Mr. Powell's condition became worse whan he learned of her switch in testimony about Mr. Lamb.

Mr. Kittner denied Mrs. Natvig's allegation, recalling she did not talk to him until two days after she voluntarily went to the Justice Dept.

Earlier on Monday, Judge Holtzoff criticized the leeway Examiner Sharfman had allowed Lamb attorney Russell Morton Brown in his cross examination of Mrs. Natvig in the FCC hearing. When the court learned from testimony by FCC attorney Thomas B. Fitzpatrick that he believed Mrs. Natvig was "harassed" by cross examination concerning the identity of her children, Judge Holtzoff called a bench conference of all counsel about the matter.

"I am perfectly willing to state on the record and in open court," Judge Holtzoff said later, "that the hearing examiner in the FCC should not have permitted that kind of inquiry because it is irrelevant to the issues and it is not the kind of inquiry that the Federal Rules of Evidence permit on the issue of credibility."

During the defense case later in the week, Mrs. Dwyer tried unsuccessfully to introduce the complete FBI files on Mrs. Natvig "to show

FCC August 'Vacation'

TO ENABLE orderly vacation planning by its staff as well as industry attorneys and engineers in Washington, FCC has announced it will not schedule any hearings or oral arguments before the Commission *en banc* or its hearing examiners during August. No regular Commission meetings will be held from July 28 to Aug. 30, as well, FCC said, although individual Commissioners will be present during that month to handle emergency matters and routine actions.

LOOK FOR THIS BANNER

BOOTH No. 10

ACL

BOOTH No. 10

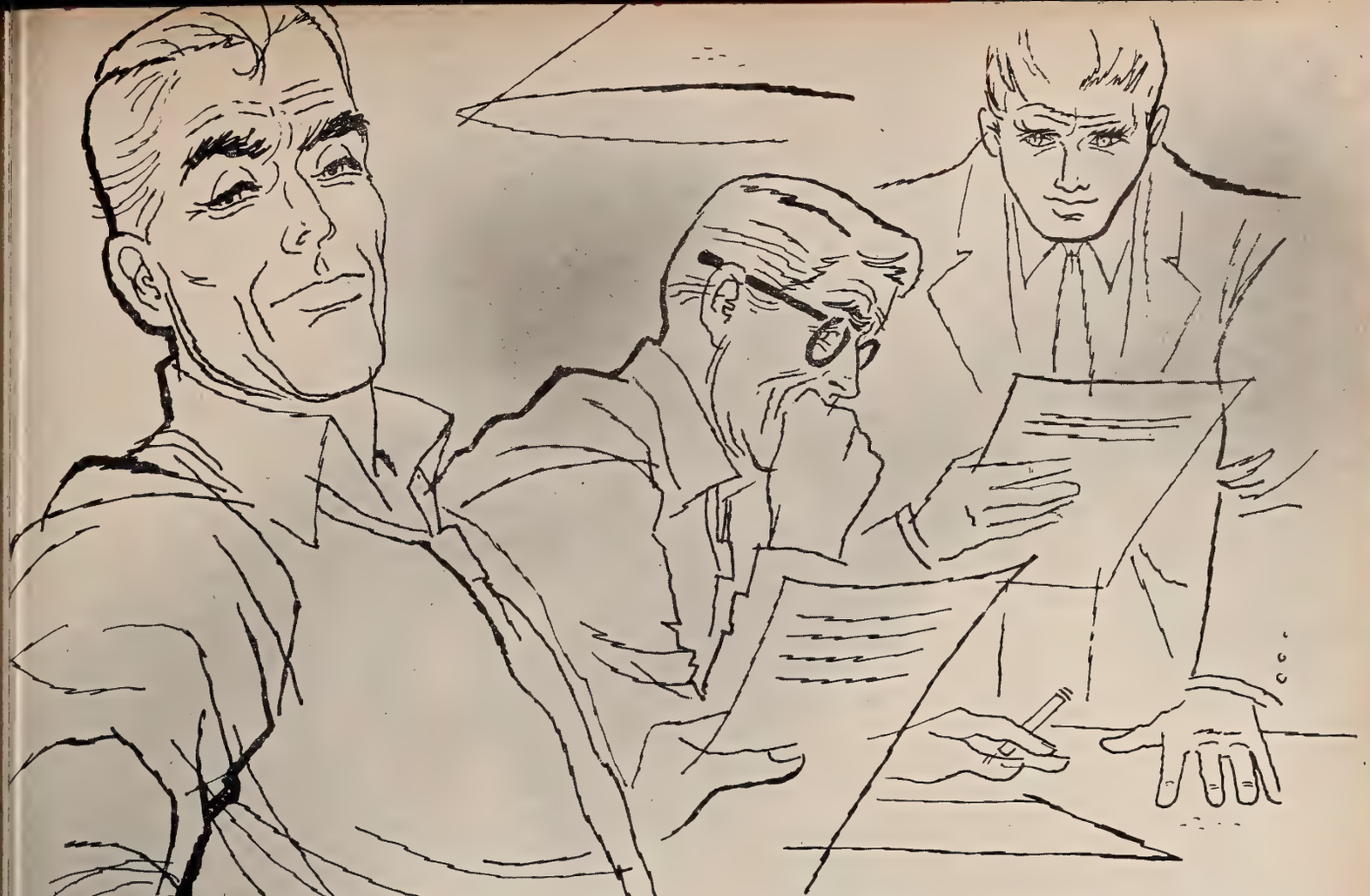
AT THE CONVENTION OF THE NARTB

Here you can see in Action...

- Low power and satellite/booster TV transmitters.
- Electronic video switch gear featuring color performance, plug-in modular construction, printed circuits, remote controls and custom crossbar arrangements.
- Low-cost master monitor.
- New stabilizing clamp amplifier and printed circuit plug-in distribution amplifier.
- Standard TV regulated power supply.

ACL ADLER COMMUNICATIONS LABORATORIES

and its TV Station Equipment Subsidiary ACL PRODUCTS, Inc.
One LeFevre Lane, New Rochelle, N. Y. New Rochelle 6-1620



The plans board retires into closed session • works up a preliminary program that runs into six figures • your medium is mentioned • a big contract hangs in the balance • the media director reaches for Standard Rate •

and if you have a Service-Ad near your listing...

you are there



For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.

N. Y. C.—Murray Hill 9-6620 • CHi.—Hollycourt 5-2400 • L. A.—Dunkirk 2-8576

Note: Six years of continuous research among advertisers and agencies has taught us that one of the most important uses of Service-Ads comes at those times when conference room doors are locked, challenges and suggestions come thick and fast, and somebody has to come up with answers—fast.

that she was never a communist." Calling Assistant FBI Director Alan H. Belmont to the stand, Mrs. Dwyer began to examine the witness but was stopped by the court on the ground it was not relevant to the perjury issue.

Other witnesses called by the defense included Russell Brown and ex-U. S. Attorney General J. Howard McGrath, counsel for Mr. Lamb; FCC attorneys Fitzpatrick and Arthur Schissel; J. Smith Henley, assistant general counsel of the Commission; and Phyllis Segal, Mr. Powell's former FCC secretary. Edward Brown, FCC attorney, and Robert Leahy, FCC investigator, both identified with the Lamb hearing, also were among witnesses called by the government.

MACK APPOINTMENT TO FCC IMPENDING

Florida Railroad & Utilities commissioner would succeed Frieda Hennock, whose term expires June 30.

WHITE HOUSE announcement of the appointment of Richard A. Mack, member of the Florida Railroad & Utilities Commission, to membership on the FCC replacing Frieda B. Hennock, whose seven-year term expires June 30, is expected momentarily. Whether President Eisenhower will nominate Mr. Mack formally or merely announce his intention of making the appointment sometime prior to June 30 appeared to be the question.

Mr. Mack, reached by B•T in Tallahassee last Thursday, said he had been in Washington the preceding week and had visited the White House. He would not discuss his visit, however. It is understood that he conferred with Sherman Adams, chief Presidential assistant, and Charles F. Willis Jr., assistant in Mr. Adams' office handling independent agency liaison.

Mr. Mack asserted he could not state authoritatively that he would receive the FCC appointment, but added that he would be "very honored to accept it, if offered." He said he had visited FCC Chairman George C. McConnaughey on April 4 at the latter's behest, explaining that he had known the chairman for several years in connection with the activities of the National Assn. of Railroad & Utilities Commissioners, of which Mr. Mack currently is president. Mr. McConnaughey, while chairman of the Ohio Public Uutilities Commission, had served as chairman of NARUC.

The president, under the statute, can nominate Miss Hennock's successor, since the law permits such nominations within 60 days of the expiration of the term of an incumbent. The nomination is subject to Senate confirmation, and automatically would be referred by the Senate to the Interstate & Foreign Commerce Committee. Hearings are virtually automatic. Mr. Mack is a Democrat and would succeed Miss Hennock, a New York Democrat.

Mr. Mack said he had not exerted "too much effort" to procure the FCC appointment. He was aware of the support of Florida's two Democratic senators—Spessard L. Holland and George A. Smathers—who went all out. Another southern senator, who supported an unnamed constituent, reported that he had been advised by the White House that Mr. Mack had been selected and that announcement would be made forthwith.

Previously Mentioned

It is understood that Mr. Mack previously had been suggested for appointment to the Federal Power Commission and the Interstate Commerce Commission, as well as for the FCC. His name was on a list submitted by NARUC for vacancies on any of the three commissions.

Sens. Holland and Smathers, in recommending Mr. Mack's appointment to the FCC, said: "Mr. Mack brought a tremendous amount of energy and ability to the Florida Railroad Commission and we understand that he is now recognized throughout the country as one of the most vigorous and progressive state utilities commissioners in the nation."

It is understood also that Mr. Mack had the endorsement of Sen. Harry Byrd (D-Va.), among others.

Mr. Mack, 44, is a graduate of the U. of Florida, 1932, with a degree in business administration. He had a distinguished Army career in the Infantry and holds a reserve commission as a lieutenant colonel. He was appointed in 1947 as a member of the state commission and served a two year term as chairman, which ended last Jan. 1 under the rotation system. Before receiving his appointment, he was general manager of the Port Everglades Rock Co. He resides in Coral Gables, but as a commissioner spends five days a week in Tallahassee, the state capital.

(Government continues on page 114)

MORE ABOUT LAMB

POWER TO REGULATE POWER TO DESTROY—LAMB

THE POWER to regulate is the power to destroy, broadcaster-publisher Edward Lamb said Tuesday in a talk before the U. of Michigan at Ann Arbor.

"If the members of a political group get control of an administrative agency and seek to foist their viewpoint upon broadcasters," he said, "they can well accomplish their purpose by holding up the renewal of radio or television licenses. The power to intimidate or shake down individual licensees, especially those in an opposite political party, thus constitutes a sizable temptation."

Reviewing the history of his effort to win renewal of license for WICU (TV) Erie, Pa. (adjacent story), Mr. Lamb pointed out that after the Republicans took over FCC in January 1953, there were "new faces" named to the Commission, including Comr. John C. Doerfer, "a friend of Sen. Joseph McCarthy."

Mr. Lamb charged that "soon there were rumblings that the FCC would be out 'to get that liberal Democrat, Edward Lamb.' The trade papers were full of the threats. It was not long before my general counsel, J. Howard McGrath, former Attorney General of the U. S., was advised that we should obtain a certain Republican law firm or suffer severe consequences before the FCC. We refused to believe that the forces of government would lend itself to a shakedown. We agreed to resist every offer to 'settle' this matter."

Claiming FCC used "professional witnesses" against him, he cited the turnabout testimony of the Commission's "prize" witness, Mrs. Marie Natvig, and noted the perjury indictment pending against her (story page 68).

Mr. Lamb contended Attorney General Herbert Brownell undertook the indictment against Mrs. Natvig "not because she lied, but as a warning to any other professional witnesses who might want to retract.

"I call your attention to the phenomenon and ask that legal scholars tell us of another such case which has occurred in the history of jurisprudence. Where else, even in Hitler's Germany, has there been a situation where the government, prior to the conclusion of its own case, indicted its own witness for perjury?"

Criticizing the White House for failing to admit that one of its federal agencies "is involved in suppressing the freedom of a great communications medium," Mr. Lamb claimed individual broadcasters in the U. S. are on his side "but they, too, have federal licenses and they dare not speak lest they too get sacked."

UNION MAN, LAMB FRIEND, VOUCHES FOR HIS LOYALTY

AUGUST SCHOLLE, president of the Michigan CIO Council and close friend of broadcaster-publisher Edward Lamb for some 25 years, told FCC Examiner Herbert Sharfman last week that Mr. Lamb "on a thousand occasions" expressed his anti-communist attitude but "actions speak louder than words in this relationship."

Mr. Scholle, testifying Monday as a defense witness in the Commission's hearing on the license renewal of Mr. Lamb's WICU (TV) Erie, Pa., said Mr. Lamb as a labor lawyer in the 1930's opposed communist participation in union affairs.

The witness said that during the Closure Service Corp. strike in 1936, when communists were interfering with picketing, he called communist leaders to a meeting at Mr. Lamb's law office and Mr. Lamb "very directly" told the Reds they were doing labor a great deal of harm and should stay away. He said Mr. Lamb told them "the Communist Party should keep its nose out of union affairs, or words to that effect." Mr. Scholle said Mr. Lamb took the same position in the Electric Auto-Lite Co. strike in 1934.

Asked by Commission counsel about Mr. Lamb's name appearing on a letterhead of the International Labor Defense, Mr. Scholle said he didn't know about that, but from his own experience he knew the communists took names without authority and put them on the letterheads of their front organizations. He said the Michigan Civil Rights Federation used his name and that of Walter Reuther improperly in lobbying for labor legislation. The witness said he could give many more illustrations.

FCC ordered the hearings on the WICU renewal to inquire if Mr. Lamb falsely represented he never had communist ties. After Mr. Scholle's appearance, the six-month-old case was recessed until this Wednesday.

LAMB CASE IN 'RECORD'

UNDER the heading of "GOP Politics Warps Regulatory Agencies," Rep. Peter F. Mack Jr. (D-Ill.) entered in the *Congressional Record* Tuesday an article from the May issue of the *Democratic Digest* concerning the Edward Lamb case now before FCC. The article questioned if political motives were involved in setting for renewal hearing Mr. Lamb's WICU (TV) Erie, Pa. (see story above), and cited certain Presidential appointments to FCC and other regulatory agencies as possibly contrary to public interest.

See an RCA Color TV Studio in operation at NARTB Convention, May 22-26

Watch RCA's latest Color Camera Chain, with revolutionary Processing Amplifier, in action. See the new RCA TK-41 Color Camera pick up live studio scenes from the floor. Watch the 3-Vidicon Color Film system in operation. See how color signals are switched and fed to outgoing lines and color monitors. Inspect the new high-power Color Microwave equipment. Here's a show within a show that's a *color* spectacular in itself!

You'll also want to see RCA's new Black-and-White Vidicon Film equipment and Multiplexer set-up. And inspect the new RCA high-power UHF Transmitters, new RCA AM Ampliphase Transmitter, new RCA Microphones, new Turntables.

You'll see that RCA equipment has really been on the move in the last year. You can operate the equipment yourself while you are here and talk about it with RCA Broadcast and Television Specialists. Let them give you the most up-to-date slants, equipment-wise, first-hand.

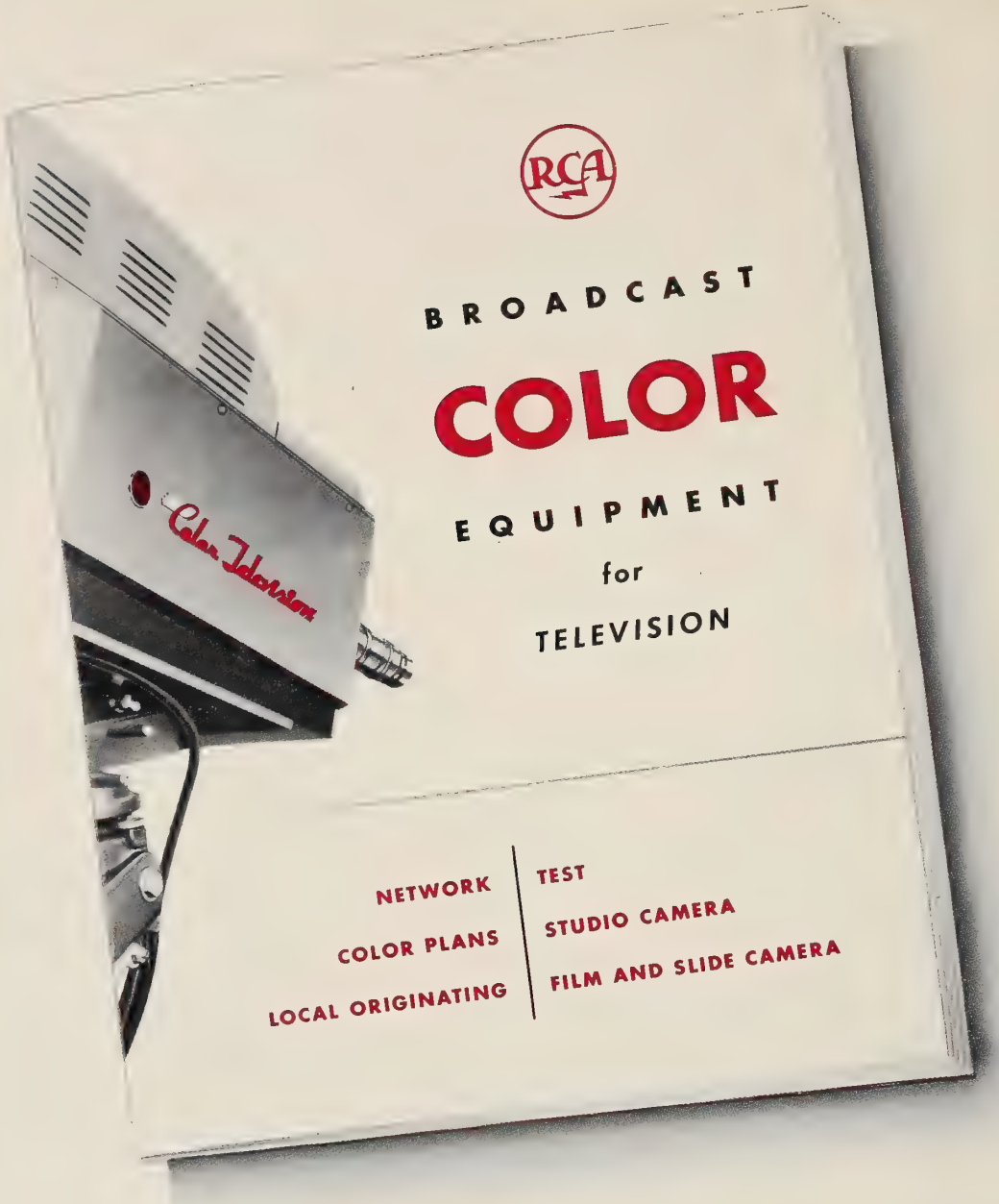
Color Television Headquarters Comes to YOU!

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RCA

COLOR TELEVISION





- Network Equipment
- Test Equipment
- 3V Color Film and Slide Equipment
- Live Camera Equipment
- Switching Equipment
- Sync and Color Originating Equipment

NOW READY...

An Indispensable Guide for Color Planning

In its 108 pages, this catalog provides just about everything the station man wants to know about color TV planning. *First,* its 28-page explanatory section contains the most timely, factual and authentic discussion of color planning ever written. Entitled "How to Plan for Color" it includes up-to-the-minute considerations of network programming, film programming, live studio programming. *Second,* the catalog describes and illustrates all the latest RCA equipments for color television to fit these plans—immediately.

This informative catalog is fundamental to color station operation—the only book of its kind! And it's ready NOW.

For your copy of this new RCA catalog on Broadcast Color Equipment for Television ask your Broadcast Sales Representative. Or write Section 503, RCA Engineering Products Division, Camden, N. J. on your station letterhead.

108 PAGE CATALOG

RCA Pioneered and Developed Compatible Color Television

RCA (R)

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION CAMDEN, N. J.

EXHIBITORS WILL SHOWCASE LATEST WARES FOR NARTB

EQUIPMENT ON DISPLAY: EVERYTHING FROM TUBES TO TOWERS

PROGRESS again will keynote NARTB's annual convention exhibits of equipment and technical services. Displays of heavy items will be centered in the Exhibit Area of the Shoreham Hotel, where the large garage is being evacuated to provide the needed floor space. Lighter gear and technical services will be found in the room areas. The entire display is in charge of Barry Freer.

Aural broadcast equipment will include new lines of am transmitters. Automation techniques will be shown in operation, some of them permitting many hours of automatic programming.

As was the case at the 1954 convention, color telecasts will highlight the Exhibit Area. Associated equipment, with color conversion apparatus, will be demonstrated. Delegates will have a chance to observe the production methods and equipment used for colorcasts.

Automatic programming will include tv as well as aural broadcast operation. One slide projector can be loaded with 100 slides and preset. An exhibit will show an alarm system that checks equipment at remote relay points.

Multiplexing of fm broadcast service will be shown in operation. This technique will permit fm stations to carry more than one signal in the band, permitting such services as functional music.

A new microwave relay unit to be on display will operate in the high 13,000 mc band. Many types of communication links will be exhibited.

The exhibits will include signal generators, many types of cameras, tower sections, cables, tubes, film systems, camera chains and tower lamps. A small broadcast receiver in one display includes transistors instead of tubes and is said to be good for 2½ years operation on a single set of tiny batteries.

Studio lighting equipment is to be demonstrated as well as new color multi-scanners and terminal-test apparatus.

Details of program service exhibits will be found starting on page 90.

Adler Communications Labs

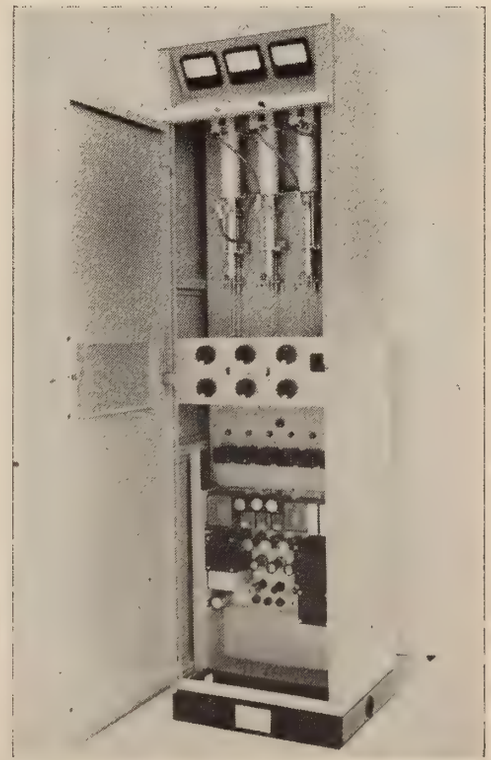
EQUIPMENT for low power television transmitting, satellite and booster systems will be displayed by Adler Communications Labs in Exhibit Area 10. Components are designed for assembly and integration in accordance with the broadcaster's specific requirements.

The 150 w uhf transmitter on exhibition has three distinct units, each in a harmonizing cabinet with a front metering panel. Cabinet 1 contains the UST-20 linear amplifier, rated at 20 w peak visual power. Cabinet 2 contains the UST-210 aural and visual exciter-driver unit producing the uhf modulated-carrier signals. This identical equipment, less the translator, would be used to provide the vhf modulated-carrier signals. Cabinet 3 contains the UST-150 linear amplifier rated at 150 w peak visual power.

In addition, a new exclusive printed circuit electronic crossbar switcher, featuring plug-in modular construction, will be on display. A 12 input by three output video switching system using these modular units is in operation, including momentary contact push-button switching, lap dissolve and fade effects and preview arrangements.

The operating equipment includes the ACL master monitor, a new plug-in printed circuit distribution amplifier, a new clamp amplifier and a 600 ma 280 v dc regulated power supply. The specifications for all of this equipment take into account the standards for color signal transmission.

Personnel: Ben Adler, general manager; Carmen J. Auditore, sales manager; Thomas B. Friedman, manager-broadcast systems engineering; Joseph Malin, manager, development engineering; Henry J. Shapiro, development engineer, and Louis Katz, development engineer.



TELEVISION satellite-booster made by ACL Products, tv station equipment unit of Adler Communications Labs.

Alford Mfg. Co.

ALFORD will exhibit a part of its new Type 1046 Streamlined Antenna which results in lower windage and allows many towers to support a four-bay array. Exhibit Area 17.

Personnel: Andrew Alford, president; David P. Flood, engineer; Harold H. Leach, engineer.

Altec Lansing Corp.

ALTEC LANSING Corp. will exhibit in Rooms F102 and D104, adjoining the Graybar Shoreham Suite, F100-2-4. Graybar is Altec's distributor.

Microphones, speakers, amplifiers, consoles, and other radio-tv equipment will be available for viewing. The miniature microphone, the Lipstik, and the 671 velocity microphone, plus various cardioid types will be on display.

Personnel: H. S. Morris, product sales manager, and W. H. Hazlett, eastern sales representative.

Amperex Corp.

AMPEREX will exhibit in Suite B312-314 at the Sheraton-Park and also in the Standard Electronics Corp. booth. The display will be a show of transmitting and power tubes and rectifiers for tv, am and fm broadcasting. Promotion in conjunction with Standard Electronics is a contest giving away prizes for questions answered on tubes used in equipment.

Personnel: Sam Morris, president, and Arnold Peterson, salesman.

Ampex Corp.

MAIN FEATURE of Ampex Corp.'s exhibit will be its new Automatic Programming System. The system, which allows over a ten-hour broadcast schedule to be aired without any kind of human assistance, underwent a six-weeks' field test early this year at KEEN San Jose, Calif. Under the automation system, two electronically interlocked tape playback units are utilized alternately. One unit is capable of playing eight hours of recorded material from a single tape and the other is capable of up to four hours. On the first machine is placed program material from a station's library or from a network or transcription service. Spots, local programs and station breaks are recorded on the second machine. After each segment of program material and each local announcement on either unit, a sub-audible tone is

recorded. At the conclusion of a program segment on one unit, the tone is registered on an electronic "brain" which starts the integrated material on the second machine.

Other exhibits: Ampex 620 amplifier speaker, a portable hi-fi sound system incorporating a specially-designed loudspeaker in a correct acoustical enclosure and a high calibre 10 w amplifier; Ampex 600 portable magnetic tape recorder-reproducer, weighing less than 28 pounds and operating at a tape speed of 7½ inches per second, available as a full track recorder for editing ease or as a half track recorder for maximum recording time and tape economy; Ampex 350 magnetic tape recorder-reproducer, available to operate at 3¾ and 7½ ips and 7½ and 15 ips.

Personnel: Russell J. Tinkham, audio sales manager; Robert Miner, field sales manager, audio division; William Cara, professional products manager, audio marketing division; Forrest J. Beard, assistant manager, advertising and sales promotion. Shoreham E202-4.



AUTOMATIC programming system to be shown by Ampex.

Andrew Corp.

IN Exhibit Area space (No. 26), Andrew Corp. will show its line of coaxial transmission lines for uhf, vhf, fm and am, as well as antennas, waveguides and accessories.

Personnel: Dr. Victor J. A. Andrew, Robert P. Lamons, John S. Brown, Henry F. Miller, Robert C. Bickel, Charles R. Lane, Ernest A. Heitsch, Robert A. Grager and John W. McLeod.

AT&T Long Lines Dept. and Chesapeake & Potomac Telephone Co.

THE BELL System in Exhibit Area 11 will show its latest equipment serving the radio and tv industry.

On the floor will be a pickup truck equipped to establish facilities for originating tv programs at remote locations. Other exhibits feature a new alarm system designed to check equipment performance at remote radio relay stations, and an automatic channel switching system to correct fading or failure.

Also to be shown is an illuminated map pointing up the additional of 20,000 channel miles of tv facilities to the network—an all-time yearly high—during the past year.

Personnel: C&P—James E. Martin and James L. Phillips, Washington, D. C. AT&T Long Lines—C. M. Blair, Washington; S. D. Dinwoodie, New York; C. W. Floyd, White Plains, N. Y.; E. C. Laird Jr., Kansas City; E. McCaffrey, Cincinnati; R. W. Miller, J. R. Rae and M. G. Wallace, all New York.



EXHIBIT plan of AT&T for convention are reviewed by (l to r) Carl W. Floyd, eastern area commercial manager, and M. G. Wallace, headquarters commercial operating engineer.

Berlant-Concertone

NEW line of Berlant Series X magnetic tape recorders and accessories will be displayed by Berlant-Concertone, Audio Div. of American Electronics. The new line includes the BAX-1 automatic recorder, BRX-1 broadcast recorder and SBX-4 stereo-monaural recorder.

Personnel: E. Berlant, president; Edward A. Altshuler, sales manager, and Robert Sargent, "land-c-air" sales representative. Shoreham G 102.

Blaw-Knox Co.

BLAW-KNOX Co. will exhibit photographs of its newest type towers for tv, am, fm and microwave installations. It will also use sections of actual towers to show features of interest to prospective users. Shoreham G104.

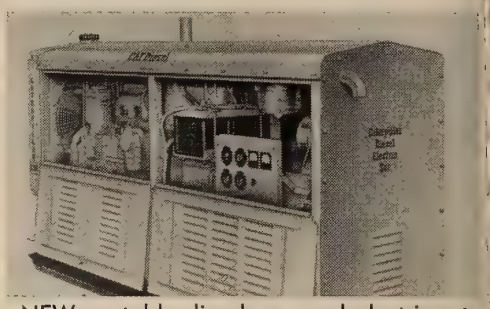
Personnel: Robert A. Troman, tower sales; A. H. Jackson, engineering director; Paul F. Vollmer, assistant advertising manager; William Roscoe, Robert Kuhn, John Cummings.

Caterpillar Tractor Co.

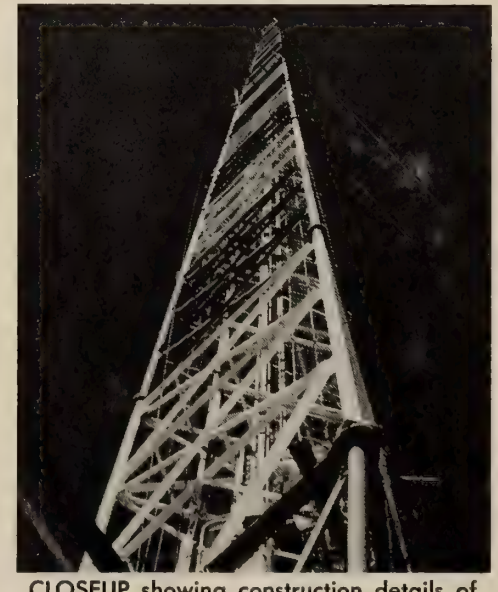
IN Exhibit Area 30 Caterpillar will display its new portable diesel-powered electric set, the Caterpillar D318, available in nine engine models ranging from 30 kw to 315 kw, for standby or permanent installation.

Each unit includes cooling system, fuel tank, skid mounted or with four-wheel trailer. An automatic start-stop display will show how electric sets shoulder the load automatically. Photos will show radio and tv installations, depicting ways the emergency or standby equipment provides insurance against lost time.

Personnel: Ralph Bradley, Robert Burdick and James Hoak.



NEW portable diesel-powered electric set to be shown by Caterpillar Tractor Co.



CLOSEUP showing construction details of WWJ-TV Detroit tower from Blaw-Knox.

Century Lighting

CENTURY LIGHTING will display in the Main Exhibit Hall of the Shoreham a rear screen projection unit (5 kw), which produces an image of 1½ units to 1 unit of projection or throw; a system of intensity control (magnetrol)—light control, employing use of magnetic amplifiers and operational control features, 1 kw-20 kw; a complete line of Fresnel; a C-Lector—system of non-dim pre-set, master switching control possible to engage any number of non-dim circuits to any one of 10 master preset controls; also the Prot-O-Vox—a low voltage wireless microphone.

Personnel: Edward F. Cook, president, and Charles Shevlin, Rollo Gillespie Williams, Richard Murdock and Frank Jacobs, sales engineers.

Collins Radio Co.

COLLINS will occupy Space 34 and is planning to exhibit its 21 E/M broadcast transmitter, 2 OV-2 1 kw broadcast transmitter with remote control system; 212A-1 studio console; 212B-2 studio console; 212Y-1 remote amplifier; 212U-1 remote amplifier; 12Z-2 four channel remote amplifier; new tv microwave relay equipment, and miscellaneous items of rack mounted speech equipment.



MR. HOLLISTER

Personnel: R. H. Hollister, industrial sales manager; H. O. Olson, broadcast sales manager; T. W. Sharpe, regional sales manager; J. D. Phelan, regional sales manager; F. P. Wallace, broadcast sales engineer; J. F. Stanbery, broadcast sales engineer; R. D. Sidwell, broadcast sales engineer; M. N. Oebbecke, broadcast sales engineer; R. I. Hancock, broadcast sales engineer; T. E. McConnell, broadcast engineering; R. A. Powell, broadcast sales; C. M. Lowder, field service engineer; E. W. Pappenfus, broadcast engineering; Paul Wulfsberg, asst. director engineering; E. S. Gagnon, sales engineer; L. O. Embree, broadcast sales engineer; K. Caldwell, broadcast engineering.

Conrac Inc.

MAKER of the Fleetwood line of tv receivers on the West Coast, Conrac will exhibit three models of its tv monitor and its featured AV12 off-the-air tuner. Tuner is used for monitoring and rebroadcasting applications.

Personnel: W. J. Moreland, president; J. G. Jones, chief engineer, and R. A. Alston, service manager. Shoreham F208.

Continental Electronics Co.

CONTINENTAL Electronics Co. will demonstrate a 250 w am transmitter, type 312, with built-in remote control equipment. The remote outfit features a positive system in which no tubes, tones, dials, or oscillators are used.

Complete control and metering facilities are available for the operation of two transmitters, the regular plus a standby or fm transmitter.

A new 1000/500 w transmitter, type 314-3, will also be shown. Exhibit Area 19.

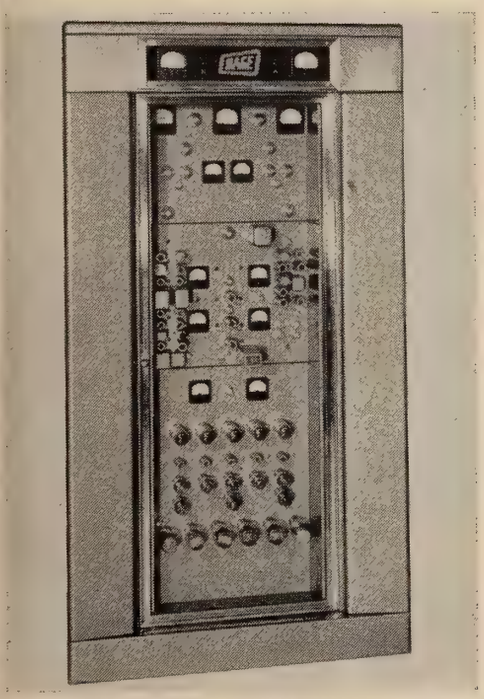
Crouse-Hinds Co.

CROUSE-HINDS Co. will exhibit tower lighting and wiring equipment for tv, radio and microwave towers at Room F213, Shoreham Hotel. Complete kits, beacons, obstruction lights, control equipment and wiring devices will be displayed.

Personnel: H. M. Pattat, Syracuse; J. S. Haney, Syracuse, and J. F. Wueste, Washington, D. C., all sales engineers.

Dage Electronics Div. of Thompson Products Inc.

DAGE will feature the vidicon color camera with special emphasis being placed on a convertible monochrome to color system, costing $8,000. The company's color for film programming consists of a three vidicon system, costing



DAGE Electronics exhibit will include this BT-200 transmitter.

$15,000 for the camera, camera control console and rack mounted power supplies. For those not yet ready for color, the same enclosure can be added with one vidicon system for monochrome reproduction, $8,000.

Dage will also display a complete low power tv station, illustrating the possibility of equipping a tv station for less than $52,000.

Personnel: James L. Lahey, general manager; Neff Cox Jr., district sales manager; J. W. Alinsky, chief engineer; George H. Fathauer, chief development engineer; H. E. Crow, project engineer; H. Garba, design engineer; Charles Abney, sales engineer; Harold Ennis, systems engineer; Cliff Schmidt, engineer; Mort Zimmerman, district sales manager; Wynne Stewart, district sales manager; John Mullen, district sales manager; Joseph Farnum, district sales manager. Exhibit Area 3.

Dresser-Stacey Co. (Ideco)

IDECO's exhibit suite E 102-104, Shoreham Hotel, will feature caricaturist Lenn Redman, former Walt Disney animator, who caricatured hundreds of NARTB members and their wives and guests at last year's Chicago convention.

Mr. Redman will work on a projector so his audience can watch each pencil stroke. Formerly on the faculties of the Art Institutes in Chicago and New York, he currently heads a Chicago advertising cartoon studio.

Backdrop for Mr. Redman's activities will be giant murals of some of the Ideco tv and radio towers, with pictures and drawings of Ideco's recently announced Type 40 and Type 50 guyed tv towers. Scale model of an Ideco self-supporting tower will be on display in the RCA Broadcast Equipment Division exhibit.

Personnel: Joe M. Hogan, general sales manager; J. Roger Hayden, industrial sales manager; Dan Byrd, advertising and sales promotion manager; K. H. Brust, Los Angeles branch manager; Stu E. Wilson, contract administrator; George Iles and John McVey, sales representatives.

Allen B. DuMont Labs

COLOR will keynote the DuMont display in Exhibit Area 9, with "the most complete color programming equipment facilities ever offered in one package at an amazingly low cost." Included in the exhibit will be the new DuMont Color Multi-Scanner, which features "new and revolutionary advantages" with "greater operating economies and simple operation."

A complete line of color terminal equipment and test equipment for handling incoming color signals from network, film and other pickup sources also will be shown. Other color equipment to be shown includes monitors, stabilizing amplifier, masking equipment, switching and mixing equipment, nine-channel switch unit and video control equipment, for both monochrome and color. New tv transmitters on display will range from a 25- or 50-kw unit to a new 50-w transmitter designed for use in limited, small service areas. The high-powered systems feature "low-cost operation, low initial cost, simple dual-tube final amplifiers, simple component and circuitry design, open construction, complete accessibility, quiet operation and small size. Rounding out the DuMont presentation will be the transmitter control console.

Personnel: *Communication Products Div.*: R. E. Kessler, division manager; G. S. Gregory, engineering manager; F. S. Newman, advertising and promotion manager; D. Christie, assistant to division manager; H. McCrae, manager, development engineering; H. Mate, senior electronic engineer; D. Quinlan, engineer.

Television Transmitter Dept.: J. B. Tharpe, national sales manager; K. F. Petersen, marketing manager; C. E. Spicer, sales operations manager; H. Bloomberg, central sales representative; L. C. Radford Jr., southeastern sales representative; R. J. Myers, western sales representative; B. J. Klindworth, midwestern sales representative; F. A. O'Connell, northeastern sales representative; G. Winston, southern sales representative; L. Keys, northwestern sales representative; E. G. Gramman, industrial sales representative; J. P. Gallagher, industrial sales consultant; D. Stewart, sales representative; J. Shearer, sales engineer; G. Wagner, sales engineer; F. Bonvouloir, sales engineer; F. C. Grace, sales engineer; H. Del Muro, sales engineer; N. Ritter, sales engineer; R. Bollen, sales engineer; L. Litchfield, sales engineer; J. Sims, sales engineer.

Research Div.: R. Cavanagh, circuit research director; R. Tingley, color and video techniques manager; J. Haines, senior electronic engineer; R. Deichert, senior electronic engineer.

International Div.: J. Morrisey, transmitter sales manager.

Electro-Voice Inc.

TELEVISION and broadcast microphones and accessories will be displayed, including the new 665 and 666 super-cardioids. Other items: phonograph cartridges and monitor speakers.

Personnel: A. M. Wiggins, L. LeKashman, L. Burroughs, W. F. Soules, H. T. Souther and L. Loring. Shoreham F-212.

Elgin Metalformers Corp.

NEW Emcor modular enclosure system, said to allow the electronic industry to avoid high cost custom construction with standard units which can be tailor-fitted to individual requirements and considerable savings, will be displayed by Elgin Metalformers Corp. New Emcor system consists of nearly 200 components. Exhibit Area 4.

Emsco Mfg. Co.

PRINCIPAL feature of the Emsco Mfg. Co. exhibit will be a mockup model of one of the company's towers, Model 10RTA. P. M. Davis, manager of industrial sales, will be in attendance. Shoreham F-220.

Foto-Video Labs

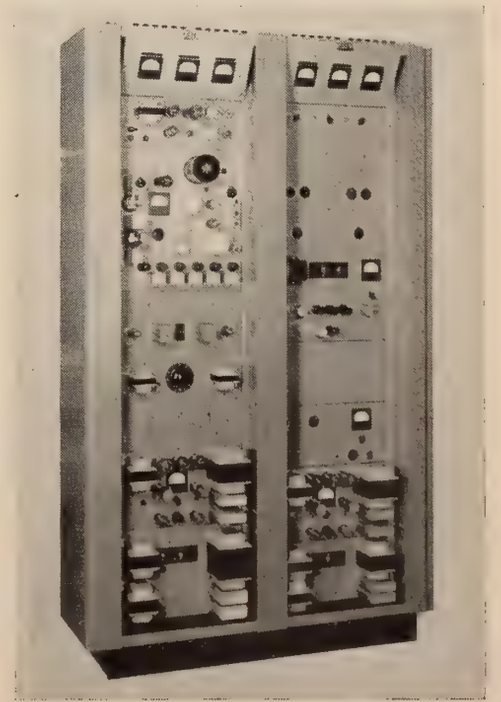
FOTO-VIDEO LABS, in Suite F-115 at the Shoreham, will show precision tv station and test equipment including keyed composite video generator, color and monochrome sync generators, color and monochrome picture distribution amplifier, power supplies, amplitude linearity testers, linearity and convergence dot generator, tv waveform monitor, high power video amplifiers and staircase generator. They also will display precision foto products for tv including: resolution, linearity and color registration 2" x 2", 3¼" x 4", 4" x 5", and 8" x 10" slides and opaques; gamma test slides, light boxes for 8" x 10" color and monochrome taut transparencies and 16mm test films.

Personnel: Albert J. Baracket, president and chief engineer; J. J. McMahon, engineer; C. E. Underwood; sales manager, and A. R. Fiore, vice president.

Gates Radio Co.

GATES RADIO Co. will feature its Hi-Watter line, comprising a complete new line of broadcast transmitters, remote control system and audio equipment. Exhibit Area 36.

The am transmitter line runs from 250 w to 5 kw. Of particular interest to the Class IV



GATES BT 100A 100 w vhf tv transmitter.

GPE

BUILDING BLOCKS

serving industry through coordinated precision technology

● Manufacturing
●● Manufacturing and product development
●●● Manufacturing, product development and research
□●● Pilot manufacturing, product development and research

	KEARFOTT COMPANY, INC.	INTERNATIONAL PROJECTOR CORPORATION	BLUDWORTH MARINE DIVISION	GENERAL PRECISION LABORATORY INCORPORATED	THE GRISCOM-RUSSELL COMPANY	LINK AVIATION, INC.	THE HERTNER ELECTRIC COMPANY	THE STRONG ELECTRIC CORPORATION	J. E. McAULEY MFG. CO.	ASKANIA REGULATOR COMPANY	AMPRO CORPORATION	LIBRASCOPE, INCORPORATED
PRECISION MECHANICS, OPTICAL DEVICES, CERAMICS	●●●	●●	●●	□●●	●●	●●●	●●	●●●	●●	●●	●●	●●●
ELECTRICAL EQUIPMENT and COMPONENTS	●●●	●	●			●●●	●●●	●●	●	●●	●	●●●
ELECTRONICS	●●●	●●	●●●	●●●		●●●	●	●●		●●●	●●	●●●
HYDRAULICS, LIQUIDS PROCESSING, HEAT EXCHANGE		●●			●●●					●●●		
TELEVISION Studio, Theatre, Educational, Business, Industrial	●	●		●●●		●				●		
INSTRUMENTS, SERVOS, CONTROLS Hydraulic, Pneumatic, Magnetic, Electronic	●●●	●	●●	□●●		●●●	●●	●●		●●●	●	●●●
AIRCRAFT and MISSILE GUIDANCE, CONTROL, SIMULATION	●●●	●		●●●		●●●	●			●●	●	●●●
AUTOMATIC COMPUTERS and COMPONENTS	●●●	●	●	□●●		●●●				●●●		●●●
RADAR, MICROWAVE, ULTRASONICS	●●●	●	●●	●●●		●●		●		●		
MOTION PICTURE and AUDIO EQUIPMENT		●●●		□●●			●●	●●●	●●●		●●●	
NUCLEAR POWER COMPONENTS and CONTROLS	●●●				●●					●●		●●●
SYSTEMS ENGINEERING Aeronautical, Naval, Industrial	●●●			●●●	●●●	●●●				●●●		●●●

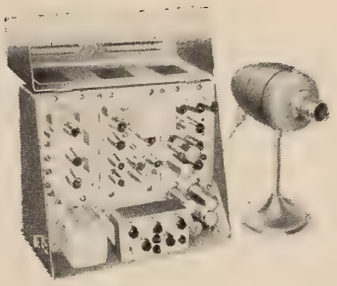
THE GPE PRODUCING COMPANIES

One of a series telling
how the producing companies of
General Precision Equipment Corporation
are contributing to America's progress.

advanced techniques & resources

The producing companies of General Precision Equipment Corporation are engaged in the development, production and sale of advanced technological products. Each of these companies specializes in particular areas of advanced competence and possesses highly developed techniques and resources in its particular field or fields. These are the building blocks of GPE Coordinated Precision Technology, through which GPE serves more than a dozen important industries.

The chart at the left shows the areas in which each GPE Producing Company works. But it cannot show the high degree of specialization and the important position each GPE Company occupies in its field or fields.



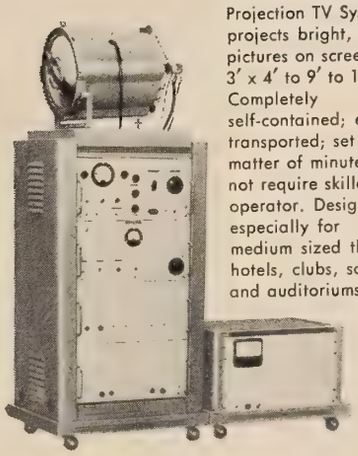
The "Bullet" TV Camera; for industrial, institutional and educational use. Produces useful pictures under conditions of poor light; feeds any TV receiver or monitor; unique packaging permits placement in ordinarily inaccessible areas; unitized construction with plug-in component chassis minimizes maintenance requirements.

Take **TELEVISION,** for instance, and the work of General Precision Laboratory Incorporated, the GPE leader in the field. GPL's research, development and manufacturing activities in TV are concerned with quality equipment for theatre, studio, business, industrial, institutional and military TV and do not relate to the home TV field.

¶ GPL equipment was used for all video recording of the Coronation, both U. S. and Canadian. It is used by 90% of the studios equipped for video recording.

¶ The first appearance of a President on closed-circuit TV—President Eisenhower speaking from the White House to distinguished guests at the dedication of the Ford Research Center in Dearborn—was projected on GPL theatre equipment, producing fine quality pictures up to 65 feet wide.

¶ The same large-screen GPL equipment—and high quality, portable, intermediate size projection equipment newly developed by GPL—enabled guests assembled in several separate ballrooms of the Waldorf-Astoria to see and hear the Queen Mother at two New York dinners last Fall; made possible the historic 53-city TV hook-up which was a feature of GM's fifty-millionth car celebration. Both these types of GPL projection equipment also played key roles in the nationwide "heart-video-clinic"—the largest meeting of its kind ever held—attended by over 20,000 specialists in 35 cities. This GPL equipment is rapidly making closed-circuit TV a practical, everyday business and institutional meeting medium.



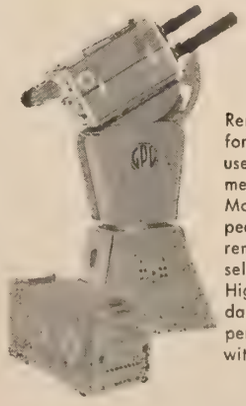
Intermediate Size Projection TV System; projects bright, clear pictures on screens from 3′ x 4′ to 9′ to 12′ Completely self-contained; easily transported; set up in matter of minutes; does not require skilled operator. Designed especially for medium sized theatres, hotels, clubs, schools and auditoriums.

¶ Many broadcast studios, including CBS's famous TV 61—the largest in the East, are exclusively equipped with GPL cameras and control equipment.

¶ New uses are developing steadily for GPL's "Bullet," the new, portable, easily operated, industrial television camera: in banks to speed service, eliminate congestion and reduce personnel costs; in railroads to better control and speed train make-up and freight car loadings; in industry to monitor and improve manufacturing processes, for surveillance and security, and to view hazardous operations.

GPL is a leader in military TV with its special and exacting requirements for airborne, shipboard and under-water uses and is also at work on color TV. A color film camera chain of high quality, for studio use, is in production and additional color equipment will be announced in 1955.

A broad description of the work of GPL and the other GPE Companies is contained in the GPE brochure, "Serving Industry Through Coordinated Precision Technology." For a copy, or other information, address:



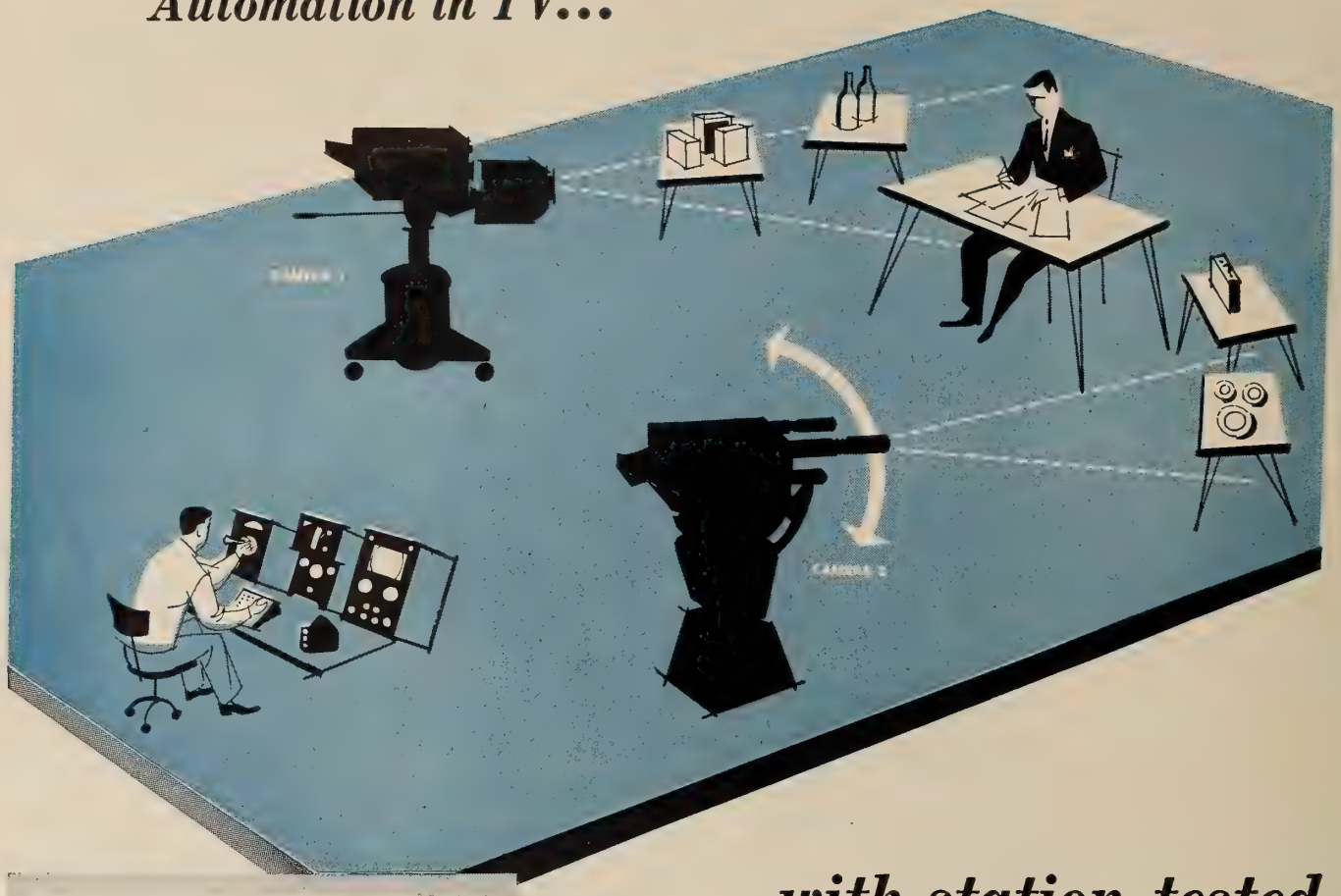
Remote Control TV Camera; for broadcast and industrial use. Pre-set control permits memory of 6 different shots. Mounted on servo-operated pedestal, provides complete remote control of lens selection, iris, pan and tilt. Highly useful for observing dangerous phenomena; permits broadcasting without use of camera man.

General Precision Equipment Corporation

92 GOLD STREET, NEW YORK 38, NEW YORK

NEW COST-CUTTING IDEA!

Automation in TV...



HOW IT WORKS!...

Camera 1, in scene above, is a GPL or other standard make, plus GPL-Watson Vari-focal lens with zoom and focus run from Control Room.

Camera 2 is a GPL full remote control: pan and tilt, lens change, focus and iris run by remote, plus a "memory" of 6 pre-set positions switched by push-button to correct aim, lens, iris and focus.

In typical sequence, station's day begins with newscast. Announcer is covered by 1 from close-up to full set, allowing optional use of wall maps, props or guest interviews.

Camera 2 covers active area and switches automatically by push-button to any of 6 easels or displays for advertising commercials.

Opening live news is followed by film and *entire first program is run with only two men in building.*

...with station-tested GPL studio technique!

This is a typical pattern of what you can do with equipment planned for quality with economical operation. There are many variants. Add a GPL-Watson 3″–30″ focal length lens to any make black and white or color camera–operate one camera only for most shows.

These are not dreams; smart station operators developed these techniques with GPL equipment. You can share in their savings.

GPL will be glad to analyze your present operations and give you engineering recommendations for a cost reduction program. For complete literature on remote control units and for engineering studies, at no obligation, write, wire or phone.

GENERAL PRECISION LABORATORY
Incorporated • Pleasantville, New York

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

GPL

local 250 w stations will be a brand new BC-250L, designed so that it can be increased in power at any time to 1 kw. This transmitter was designed to meet any future FCC ruling permitting Class IV stations to operate at 1 kw. Also to be displayed is Gates' new 5 kw BC-5E transmitter which does not have any external components. Another new transmitter is a 1,000-500 w unit designed for high fidelity performance, small in size, simple in operation and modern in styling. It is the BC-1J. A companion model, BC-500K is capable of being increased in power from 500 w to 1 kw at any time.

The new remote control system has 19 metering and 42 control functions. It was designed with the possibility that remote control of directional radio stations will be permitted.

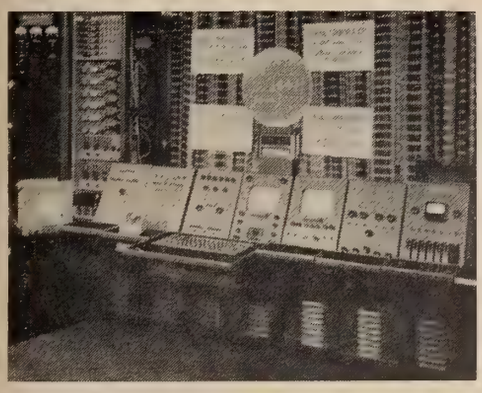
Among the new audio products are a two-channel, lightweight remote amplifier and the Gatesway studio control console.

Personnel: P. S. Gates, president; L. J. Cervone, general sales manager; N. L. Jochem, engineering director; O. J. McReynolds, Washington district manager; Wallie Warren, Washington sales engineer; John Haerle, New York district manager; E. J. Wilder, New York sales engineer; Richard Spruill, Atlanta sales engineer; J. R. Eickmeyer, Quincy sales department.

General Communications

THIS firm's Broadcast Division Inc. in Exhibit Area Space 37 will show a complete line of studio video and audio control equipment. The units are designed to provide maximum facility control with a minimum of manpower. Devices are described as automatic and maintenance-free. New and expanded line of power supplies, individual voltage regulators, master power supplies, complete video and audio switching equipment for encoded color and monochrome, program line and camera switching, dial operated monitor switching and preset lighting controls for tv will be included.

Personnel: Earl D. Peterson, sales manager; Bill L. Dunbar, broadcast equipment sales; L. G. Pumroy, broadcast engineering sales; D. A. Puerner, and J. C. Hein.



COMPLETE line of studio video and audio control equipment is to be shown by General Communications.

General Electric Co.

GENERAL ELECTRIC will demonstrate its new equipment for color tv programming [B•T, May 9]. Also included in the GE exhibit will be a new 10 kw vhf transmitter, color transmitter terminal equipment, a new vhf helical antenna and a self-powered uni-level amplifier.

A brochure, *Film Center for Color Tv*, will be available in Exhibit Area 2.

Personnel: William J. Morlock, Technical Products Dept. general manager; Paul L. Chamberlain, broadcast equipment general manager; Frank P. Barnes, broadcast equipment marketing manager; C. Graydon Lloyd, broadcast equipment manager of engineering; Charles J. Simon, broadcast equipment manager of product planning; Albert F. Wild, broadcast equipment manager of sales, and the complete staff of broadcast equipment district sales managers.

General Precision Lab

GENERAL PRECISION Lab, in Room F204, and Exhibit Area 1, will show a new 3-Vidicon Color Film Chain along with new, low cost idea of making use of two cameras. One camera utilizes the GPL Watson Vari-Focal Lens with zoom and focus run from the control room and the second is mounted on a complete remote control pedestal providing remote control of pan and tilt, lens change, focus and iris plus a memory of six pre-set positions switched by push button to correct aim, lens, iris and focus. All of the GPL-Wickes line will be on display, including color gear.

Personnel: Dr. R. L. Graham, Blair Foulds, Dr. F. N. Gillette, N. M. Marshall, E. H. Lombardi, J. W. Belcher, M. J. Volpe, W. E. Smyth, R. H. Johnston, E. J. Manzo, R. K. Hunsicker, A. F. Brundage, G. Q. Herrick, L. L. Pourciau, A. C. Haemer, Tom Gullette.



GRAY Telop, with new features, that will be demonstrated.

Gray Research & Development Co.

REMOTE CONTROL will feature the presentation of Gray Research, which will be displayed in Room F114 at the Shoreham. Heading Gray's exhibit will be the new Gray automatic, remote-controlled 2" x 2" transparency slide projector which has a capacity of 72 slides. Also included will be the Gray Telop III, automatic opaque projector, and the 3B Telojector along with transcription arms and equalizers. Shoreham F114.

Personnel: Newland F. Smith, vice president, and Chester B. Hayes, general sales manager.

Graybar Electric Co.

GRAYBAR ELECTRIC Co. and a number of its suppliers will demonstrate a variety of equipment at the convention. On the main exhibit floor, Continental Electronics, a Graybar supplier, will demonstrate its new 1 kw am transmitter. Machlett, another supplier, will show, in addition to its present tubes, new designs created during the year. In the Graybar suite, Shoreham F100, 102, 104, complete multiplexing gear, automatic programming equipment and the Magne-Tronics music library service for the new multiplexed fm service will be demonstrated. Altec Lansing will display audio consoles, microphones and amplifiers in the Graybar suite in conjunction with the multiplex demonstration. The Diamond Power Specialty Corp. will have on hand its completely redesigned industrial tv camera, Other Graybar suppliers who will be present at or near the Graybar headquarters are Blaw-Knox Co., Ampex Corp. and Prodelin Inc.

Harwald Co.

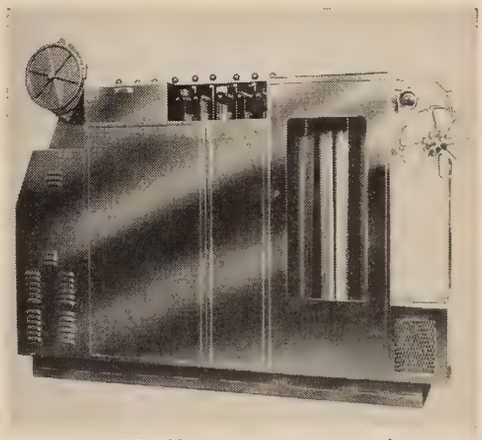
HARWALD Co. will have the following products on display in Room C-201 at the Shoreham: Inspect-O-Film Model H automatic film inspecting machine; Inspect-O-Film Editor Model K; Protect-O-Film cleaner and film conditioner, and Protect-O-Case, round, heavy-duty shipping case. The Inspect-O-Film Editor Model K is especially designed for use in tv stations which not only want the normal electronic inspection, cleaning and measuring process of the standard Inspect-O-Film machine, but, in addition to this would like to have an editor and sound reader incorporated into the unit.

Personnel: Robert Grunwald, president; John L. Remke, sales manager.

Houston Fearless

HOUSTON FEARLESS Div., Color Corp. of America, will feature the new Houston Fearless Model PD-7 Pedestal and the Labmaster Processing Machine, both recently added to the line. They will be on display in Space 22, Exhibit Area. Houston Fearless also manufactures tv and motion picture studio equipment, including automatic film processing machines, tv camera pedestals, dollies, cranes, tripods, tripod dollies, friction heads, cradle heads and microwave mounting equipment.

Personnel: K. B. Elliott, sales vice president; A. J. Kjontvedt, sales engineer; J. B. Olsson, sales engineer; J. L. Jiruska, eastern regional sales manager; R. T. Smith, eastern region sales engineer.



LABMASTER film processing machine in Houston Fearless display.

Hughey & Phillips Inc.

DISPLAY of Hughey & Phillips Inc. will be in Shoreham E105 and will feature a demonstration of its Remote Lamp Failure Indicator System which provides a transmitter operator a continuous and positive means of monitoring tower lamp conditions. Other items on exhibits will include the firm's combination photo-electric control and beacon flasher unit, unattended tower light control and alarm units, beacons and obstruction lights.

Personnel: J. H. Ganzenhuber, vice president and general manager; H. J. Geist, W. L. Hotz, R. L. Lang, M. J. Cudahy, H. H. Stanton, sales representatives.

Kay Lab

KAY LAB will show a complete vidicon camera chain for field use, including a vidicon camera with five-inch viewfinder, seven-inch field monitor and camera control, RETMA sync generator and master monitor with camera



LIGHTWEIGHT Kay camera with five-inch electronic viewfinder shown by Jan Golus, current Miss San Diego.

switcher and "A" scope. The RETMA sync generator features the new "phantastron" circuit which is noted for exceptional stability.

The equipment, in suitcase-type housings, features light weight, portability and low cost.

Also to be exhibited is a complete studio chain, including a slide projector and a film projector, operating into a multiplexer, and a single low cost vidicon camera small enough to be held in the palm. Exhibit Area 12.

Personnel: Richard T. Silberman, president and general manager; Richard H. Applin, factory manager; John P. Day, chief television engineer; Joseph S. Szewzuk, television engineer; Frederick L. Horman, Robert E. Patton and Martin F. Whitcomb, field representatives.

Kliegl Bros.

KLIEGEL's show in Exhibit Area 14 will feature the new 3/2 Fresnel Spotlight, 750 Fresnel, 3 kw Klieglight and Slide and Effects Projector. Other products shown will be its complete line of tv lighting fixtures, accessories, wiring devices and lighting, and switching and dimming equipment.

Personnel: Herbert A. Kliegl, vice president; Herbert More, tv sales representative.

Machlett Labs Inc.

MACHLETT Labs Inc. will be located in Space 20 of the Shoreham Exhibit Area and will show high-power tubes for transmitting and communication application and will feature a new line of coaxial communications triodes.

Personnel: Rod Nelson, sales manager, and E. H. Gilbert, sales engineer.

Magne-Tronics Inc.

MAGNE-TRONICS Motivational Music, a new background music service for fm multiplex transmission, will be unveiled for the first time to broadcasters. Magne-Tronics Inc. will demonstrate its service at the Graybar Electric Co. exhibit in Rooms F-100-102-104 at the Shoreham. The Magne-Tronics repertoire consists of 5,000 selections "never before available for public performance." This library is augmented at the rate of 500 selections per year, including new titles, current hits and modern versions of standard favorites. Percy L. Deutsch, president of the firm, said that franchise applications are now being screened and exclusive territories are being allotted on the basis of non-conflicting signal coverage.

Personnel: Roger L. Thaxter, representative.



THIS new Motorola portable includes swivel handle that serves as antenna.

Motorola Inc.

NEW line of all-steel portable radios will be exhibited by Motorola, plus current line of auto receivers and clock radios. New steel portable is said to be rust-proof and break-proof, features high power battery, printed circuit and swivel handle which contains antenna. Exhibit Area 5A.

Multiplex Development and Multiplex Service Corp.

FEATURED for the first time anywhere Multiplex Service Corp. in Suite F-118 at the Shoreham, will offer those attending the NARTB convention an opportunity to see models of brand new equipment designed for fm multiplexing. On display, will be models of both transmitting and receiving equipment for multiplexing. Demonstrations of multiplexing will be given and recordings played of receptions of sub channel transmitters in the fringe area of WGHF (FM) New York. Full information on new revolutionary products possible, technical details, methods of conversion and aspects of multiplexing will be available.

Personnel: William S. Halstead, president, and Gordon B. Halstead, general manager.

At **WLAU**, 250 watts, Laurel, Mississippi

"EVERYONE IS SOLD ON THE AMPEX 600"

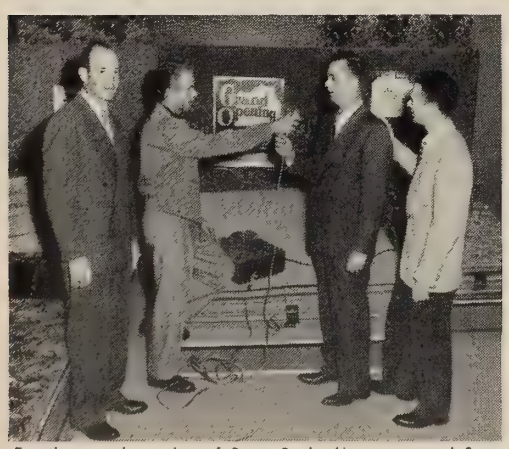


Every week WLAU pays an "Ampex visit" to a different county school for a program called "Salute to Jones County Schools".

"If the Ampex 600 were paid a salary, the figure would run into the overtime column every week. It is used by the salesmen, announcers and the sports man. Everyone is sold on its performance and it's especially popular because it is so light and easy to handle. Since the success of a small station greatly depends on good local programs with the personal touch, we feel the Ampex 600 is the practical and economical answer to a real need."

Norma H. Leggett

Mrs. Norma H. Leggett, Manager
Radio Station WLAU, Laurel, Mississippi

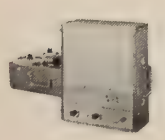


For the grand opening of Sears Roebuck's newest and finest store in Mississippi (in Laurel), the Ampex 600 taped an interview with every department head.



Our program director interviewing the manager of Jones County Auto Sales at the showing of the new 1955 Mercury. We taped every new car showing in Laurel.

Broadcast stations of 250 and 1000 watts are today discovering that for them too the Ampex Standard of Excellence pays for itself.



Ampex 600 portable tape recorder
Weighs just 28 pounds and has the Ampex standard of quality, reliability and durability throughout. Prices are $498 unmounted or $545 in portable case.

Ampex 620 portable amplifier-speaker
The perfect monitoring and demonstration unit, matches the 600 in quality, size and appearance, costs $149.50 in portable case.

Ampex 350 studio tape recorder
"The big Ampex" — versatile, adaptable and durable, uses large or small reels, 7½ and 15 in/sec. tape speeds and connections for remote controls. Prices are $1205 rack mountable and $1315 console.

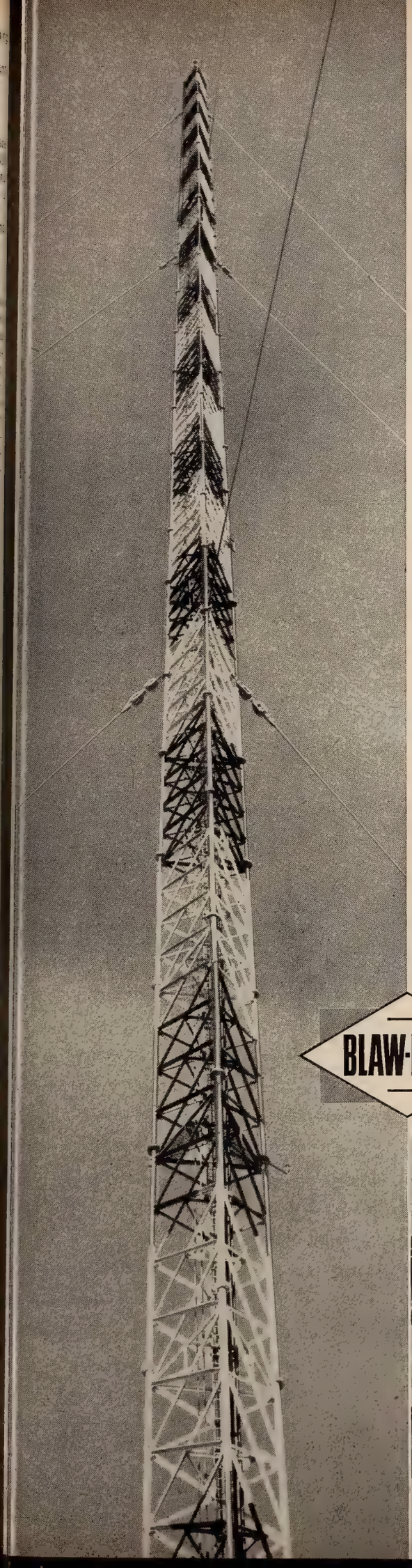
Signature of Perfection in Sound

For full performance specifications on these machines, write Dept. D-1882

AMPEX CORPORATION • 934 CHARTER ST. • REDWOOD CITY, CALIF.

DISTRIBUTORS IN PRINCIPAL U.S. CITIES
CANADIAN DISTRIBUTION BY CANADIAN GENERAL ELECTRIC COMPANY

AMPEX CORPORATION



. . . 1088 foot guyed tower designed for triple service

This triangular, guyed type 1088 foot tower . . . with insulated base and sectionalizing insulators at the 640 foot level . . . does triple duty for WMCT, Memphis, Tennessee.

The lower part of the tower is used as an AM radiator for WMC. In the portion above the insulator and just below the top is mounted an 8-bay FM antenna for WMCF. On top of the tower is a 6-bay super turnstile antenna for television station WMCT.

In addition to this main tower, they use three Blaw-Knox self-supporting 315 foot towers in nighttime directional operation . . . plus a 310 foot guyed tower for an auxiliary. So at this one station they have a total of five Blaw-Knox towers.

This unusual installation is typical of how we are prepared to cooperate with you on any antenna tower problem you may have.

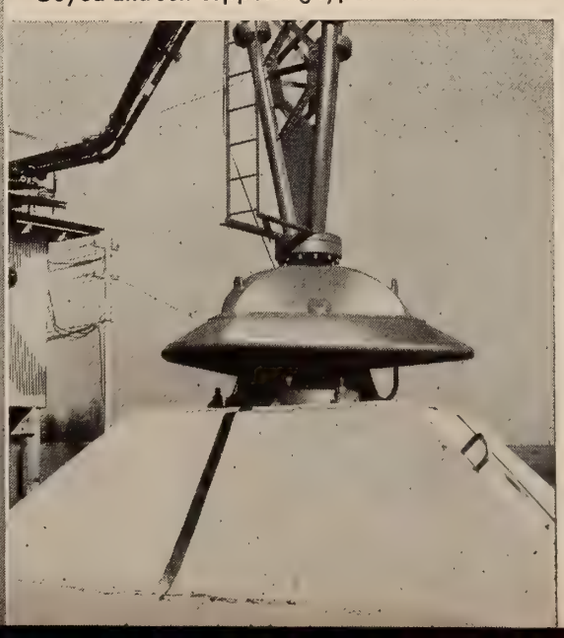
For more information on the many types of Blaw-Knox Antenna Towers, simply write for your copy of Bulletin No. 2417. Or, for prompt service send us your inquiry, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

BLAW-KNOX

ANTENNA TOWERS

Guyed and self-supporting types—for AM • FM • TV • microwave • communications • radar



Distributed by GraybaR
OFFICES IN 100 PRINCIPAL CITIES

Looking skyward, note the solid round corner legs and the double laced structural angle bracing. Insert shows the triple unit compression cone base insulator.

SEE WHAT'S *New* IN THE TELEVISION INDUSTRY

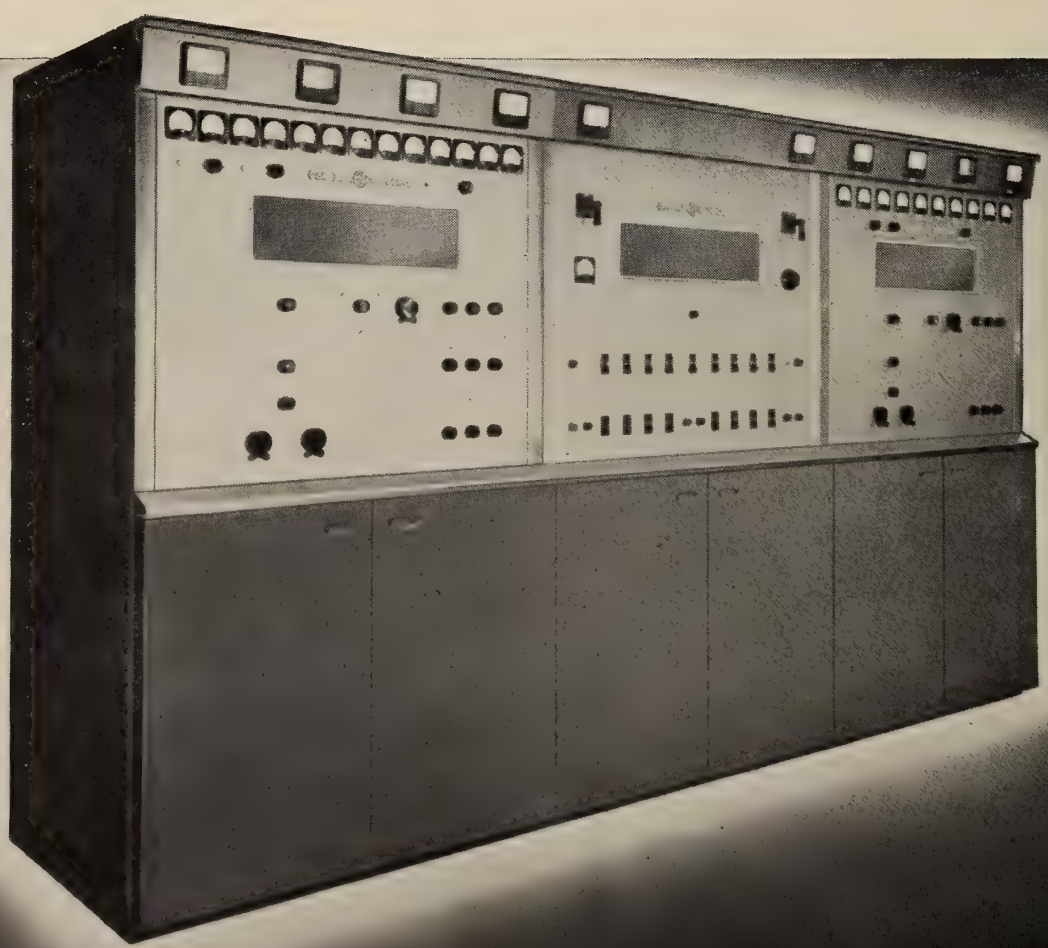
See Booth 2, G-E Exhibit

NARTB CONVENTION

Washington, D.C.

New! **10 KW VHF TRANSMITTER**

. . . joins General Electric's full Line of Station Power Packages. See the industry's newest transmitter refinements. Study the G-E 10 KW in the flesh—satisfy yourself on cost, design, and performance features.





SEE G-E's array of the finest new items for today's—and tomorrow's—television stations.

SEE one-tube color cameras shooting live skits and commercials.

SEE the complete Color Film Center in action. See the solution to flicker, jitter, weave, smear and registration problems.

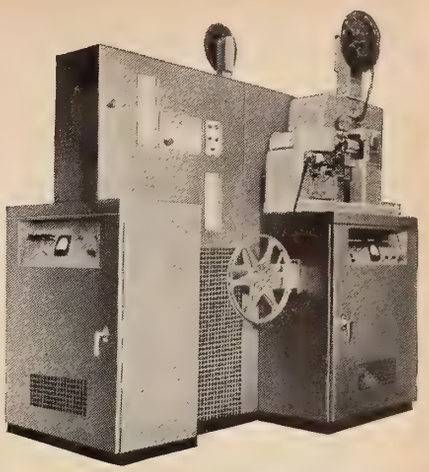
SEE new plug-in studio gear, new color amplifiers, new color monitors, and many other new items.

SEE the men you know for the answers to your questions. Our district managers, top-notch engineers and headquarters staff will be on hand with the information you need.

Progress Is Our Most Important Product

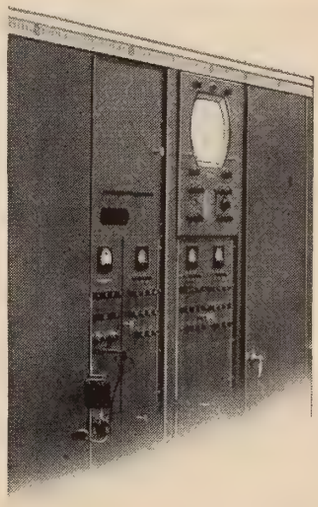
GENERAL ELECTRIC

New!



G-E COLOR FILM CENTER. See color quality from film at its best. Sharp, clear pictures with no registration problems.

New!



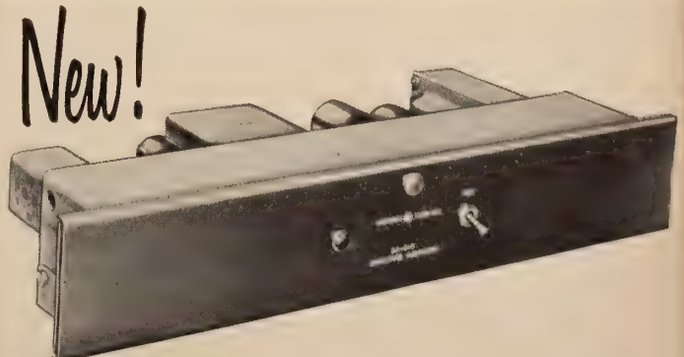
G-E CHROMACODER SYSTEM. Review this key to practical, economical live color telecasting. Let your own eyes show you the "Y" channel advantages.

New!



G-E COLOR SWITCHING. See its convenience, accuracy, and superior picture quality.

New!



G-E UNI-LEVEL AMPLIFIER. See this completely self-powered unit that automatically supervises audio gain.

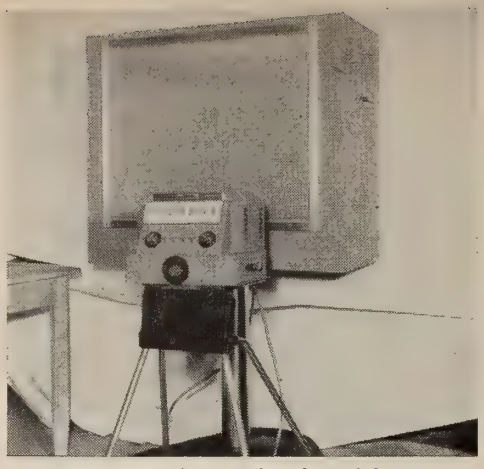
Multiplex Services Corp.

MODELS of new equipment designed for fm multiplexing, "featured for the first time anywhere," will be demonstrated in Room F118 at the Shoreham by Multiplex Services Corp. Models of both transmitting and receiving equipment for multiplexing will be shown in addition to demonstrations and recordings played of actual reception of subchannel transmissions in the fringe area of WGHF (FM) New York. Fm station owners, managers and engineers will be provided with "full information on new revenue producing possibilities, technical details, methods of conversion and other aspects of multiplexing." Shoreham F118.

Personnel: William S. Halstead, president; Gordon B. Halstead, general manager.

Musicolor Inc.

INNOVATION called Colorobot, which permits a montage of color to be superimposed on tv screens, will be exhibited by Musicolor Inc. at Room C202 of the Shoreham. Also to be displayed are Telecolor models of "The Light That Dances." Musicolor's exhibit will include rear screen projection and direct to camera or on film apparatus and devices that decorate walls and ceilings of studios and reception rooms.



COLOROBOT device developed by Musicolor Inc.

Nems-Clarke Inc.

FIELD intensity meters, phase monitors, tv rebroadcast receivers and a line of video jack strips and patch controls will be exhibited.

Personnel: James Gilbert, Raymond Rosenberg, Allen Clarke, Ralph Grimm, K. B. Redding. Shoreham Room F-206.

Phelps Dodge Copper Products Corp.

PHELPS DODGE Copper Products Corp. will exhibit its Styroflex and its new Spirafil coaxial cable in Room F-113, Shoreham Hotel. Spirafil is a semi-flexible, aluminum sheathed coaxial line which is designed to eliminate radiation, has unlimited life, low attentuation and maintains relatively constant electrical properties over wide ambient temperature variations. Phelps Dodge also will show insulated wire and cable, bare and weatherproof wire and cable, magnet wire, copper and copper alloy pipe and tubing, condenser and heat exchange tubes and rod and bus bar.

Personnel: F. W. Lemly, manager, high frequency cable dept.; V. Clunet, Washington district manager; J. B. Lynch, sales engineer.

Philco Corp.

PHILCO will exhibit two complete operating 16mm and 35mm tv film systems. The display also will include newly-developed crossbar switches for local and remote video switching, a color processor, a pedestal gamma assembly featuring remote control and noise clipping circuitry, a new dual light source unit for standby use and several new items of color test equipment. Exhibit Area 27.

Personnel: J. D. McLean, vice president; G. A. Hagerty, industrial sales manager; F. F. Bartlett, supervisor, broadcast sales; J. B. DeWolf, supervisor, communication sales; J. R. McKenna, industrial product manager; K. C. Moritz, regional manager; W. F. Tait, assistant industrial sales manager—export; M. A. Williams, regional manager; J. F. Dawson, regional sales engineer; L. J. Boss, regional sales engineer; G. L. Ashby, regional sales engineer; R. A. MacDonald, regional sales engineer; J. J. Johnston, regional sales engineer; L. Kendall, regional sales engineer; C. M. Volkland, regional sales engineer; S. H. Wright, regional sales engineer; M. L. Gaskill, advertising and sales promotion manager; J. W. Mintzer, advertising department.

Prodelin Inc.

PRODELIN Inc. in Booth 29 at the Sheraton-Park will show for the first time its new low-power Cover-Loop uhf antenna, a fiberglas tube 12 inches in diameter which acts as support, housing and weatherproofing of the inside radiating elements. It is designed to operate on all uhf channels, has voltage standing wave ratio of 1.1 to 1 or better over several channels, power rating of 500 w, is omnidirectional. Price said to "fit comfortably" with that of low-power, low-cost broadcast and satellite stations. Three models of the Cover-Loop will be shown.

Personnel: L. A. Bondon, president; R. G. Maddox, vice president in charge of sales; R. F. Lewis, vice president in charge of engineering; J. F. Cosgrove, sales manager; W. C. Cothron, product planning manager, and G. A. Chadwick Jr., Washington representative.

FM-SCA LICENSEES:

Present and Prospective

Make this top-quality, tape-recorded multiplex subscription service *exclusively yours!*

MAGNE-TRONICS Motivational Music

Visualize the profit potential and sales advantages of multiplexing a subscription music service offering fresh, new, sparkling music content never before available for public performance! The Magne-Tronics Musical Tape Program Service is just that—and it can be exclusively yours on terms determined by program and budget requirements.

Recorded on eight-hour tapes for automatic playback, Magne-Tronics Motivational Music is programmed from a master tape library of 5,000 smartly styled selections. 50 new titles, including current hits and modernized standards, are recorded and added to this repertoire every month.

Don't confuse Magne-Tronics with transcription libraries available to anyone which, when dubbed onto tape, are offered as exclusive. Magne-Tronics means tape to tape, not transcription to tape, programming. Magne-Tronics means exclusive in the strictest sense.

Franchise applications for the Magne-Tronics Musical Tape Program Service are now being screened and exclusive territories allocated on the basis of non-conflicting coverage.

Wire, phone or mail coupon today for franchise particulars and availabilities

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NEW YORK 17, N. Y.
MURRAY HILL 7-3935

MAGNE-TRONICS, INC.
122 East 42nd Street, New York 17, N. Y.

Please rush complete particulars on Magne-Tronics Musical Tape Program Service and exclusive franchise plan for FM-SCA licensees.

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TITLE..... STATION.....

STREET.....

CITY..... STATE.....

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TO RADIO and TV PROMOTION MANAGERS

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SERVES THEM RIGHT!

At last! A low-cost premium that everyone on your advertiser and agency mailing list will appreciate and keep.

"THE BAR TRAY WITH AN IDEA"



IT'S BRAND NEW

If you've despaired of finding a "different" premium, ECONO-TRAY is your answer. There's nothing else like it!

IT'S USEFUL

Made of strong, durable plastic and 12½" in diameter, ECONO-TRAY has a copyrighted design with the words BOURBON, SCOTCH, RYE impressed in white on the tray with marked-off spaces for correct positioning of the drinks.

IT'S SMART

ECONO-TRAY is beautifully styled in maroon, brown or green, or in transparent red, blue or amber. It's fun . . . it's a conversation piece . . . it's a gift they'll be proud to take home and show their friends!

IT REALLY BUILDS GOOD WILL

Your call letters and address (or message) will be imprinted on the blank half of ECONO-TRAY . . . a constant and pleasant reminder because this tray will be constantly in use at happy moments.

BE THE FIRST TO PROMOTE BUSINESS WITH ECONO-TRAY . . . CALL OR WRITE FOR PREMIUM QUANTITY PRICES TODAY!

SELECTION OF ANY ADDITIONAL COLORS IN QUANTITY.

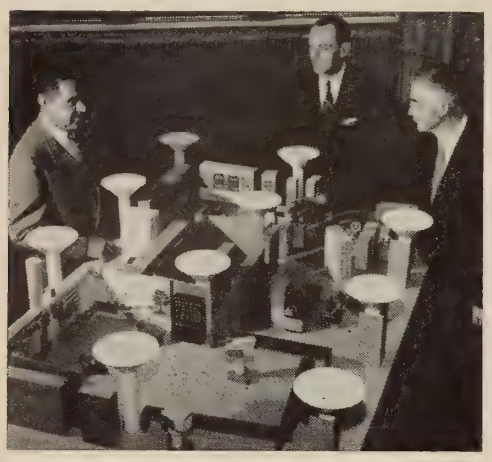
ECONO-TRAYS INC. 161 Canal Street, New York 13, N. Y. WOrth 6 - 1899

RCA Engineering Products Div.

THE LATEST engineering progress in decreasing equipment size and cost and improving performance will be shown by RCA in its exhibition of a completely equipped color television broadcast studio. Exhibit Area 24-25.

The studio will be in continuous operation during the trade show, demonstrating equipment for studio presentations and motion picture films and slides. It will be a major part of the overall RCA display, which also will include:

(1) A new type RCA color tv camera chain (TK-41) made possible by RCA's recently developed all-in-one color signal processing amplifier, and which, RCA says, represents a 25% reduction in the price of color tv camera equipment; (2) "Ampliphase" am broadcast transmitter (available late this year), a 50-kw, maximum power type using phase modulation principles to produce standard broadcasting signals; (3) A high-power broadcast microwave system (TVM-1A) designed for color telecasting requirements and for stronger and more stable tv signals over greater distances than comparable equipment, with 20 times the power margin of previous RCA equipment, capable of up to 10 kw ERP and producing 1-w power output on any frequency between 5850 and 7125 mc; (4) RCA color effects equipment enabling monochrome broadcasters to originate color commercials, program titles and station identification with color effects from black-and-white slides and art-work; (5) RCA Universal Multiplexer for color tv broadcasting (TP-15) permitting multiplexing of both single-V monochrome and 3-V color film camera chains so the same projectors can be used for both color and monochrome film projection.



SCALE model of the RCA exhibit is examined by (l to r) A. R. Hopkins, manager, broadcast equipment marketing; Theodore A. Smith, vice president and general manager, RCA Engineering Products Div., and John P. Taylor, manager, advertising and sales promotion.

Other RCA products will include studio three-speed turntables, tape recorders and audio consoles, broadcast microphones, transmitters and antennas and other equipment.

Personnel:

RCA—W. W. Watts, executive vice president, technical products; Theodore A. Smith, vice president and general manager, RCA Engineering Products Division.

RCA Engineering Products Division—M. C. Batsel, chief engineer; A. R. Hopkins, manager, broadcast equipment marketing; J. P. Taylor, advertising manager; V. E. Trouant, chief product engineer, broadcast engineering; E. C. Tracy, broadcast sales manager; M. A. Trainer, broadcast studio equipment manager; Henry Duszak, broadcast transmitting equipment manager; W. B. Varnun, broadcast equipment sales manager; Dana Pratt, broadcast field sales manager, and broadcast field sales representatives.

Raytheon Mfg. Co.

RAYTHEON's Equipment Marketing Division exhibit will be in Space 31 at the Shoreham Hotel. Raytheon will unveil a high-power companion to its KTR-100 series color microwave television relay system. Exhibit Area 31.



MR. McLAUGHLIN

The new system, the KTR - 1000 - A, Raytheon says, has 10 times the power but retains the portability and adaptability of the KTR-100. The KTR-1000-A is equivalent to 11 kw ERP, which gives it 10 db more signal strength and greater reliability for simultaneous transmission of audio and video on tv studio to transmitter links, remote pickups and intercity and network connections, Raytheon says.

Raytheon also will show its KTR-100-B, said to be the first microwave relay equipment adapted to the 13,000 mc band; a low-cost, two-way narrow-band fm communications link, the ACL-3 cuelink; a color monitor giving studio quality on a 15-inch picture tube suitable for rack mounting; a transistorized portable radio capable of running 2½ years without changing batteries.

Personnel: Daniel J. Webster, marketing manager; Albert E. Keleher Jr., communications products manager; Richard G. McLaughlin and Edward Alpert, assistant communications products managers; George A. Hinckley, field application engineer; Wilber G. Small, exhibits manager; William J. Monroe, Harold L. Herndon and Emile J. Rome, New Orleans, Cleveland and San Francisco district managers.

Rust Industrial Co.

REMOTE control equipment for broadcast transmitters will be shown in operation by Rust Industrial Co. in Space 6 of the Exhibit Area. A tv lighting panel for studio use will be shown. The remote equipment will dominate the exhibit. Operation of a dummy transmitter by means of a remote setup will be demonstrated. Some 30 accessory units will be shown.

Personnel: William F. Rust Jr., president; T. W. Forget, broadcast sales manager, and Robert Heath, sales representative.

Schafer Custom Engineering

SCHAFER exhibit in Shoreham G201, G202 will highlight the Harkins Fm Multiplex equipment, which will be demonstrated in action with actual broadcasts of a multiplex subcarrier on WWDC-FM Washington. Also shown will be Schafer's remote control systems.

Personnel: Paul Schafer; Tom Wallace Jr., national sales director; Dwight (Red) Harkins of Harkins Multiplex.

Standard Electronics Corp.

STANDARD ELECTRONICS, a Claude Neon subsidiary, will occupy Rooms F-101, 103 and 105 at the Shoreham. It will also display in Space 33 its new model TH-614-2 television transmitter. The TH-614-2 is a newly-developed 10 kw unit which makes possible "more savings than ever before in initial investment, space requirements, power consumption, operation, replacement and cost" without a sacrifice in "efficiency, obsolescence or ease of operation." Included in the display is a line of

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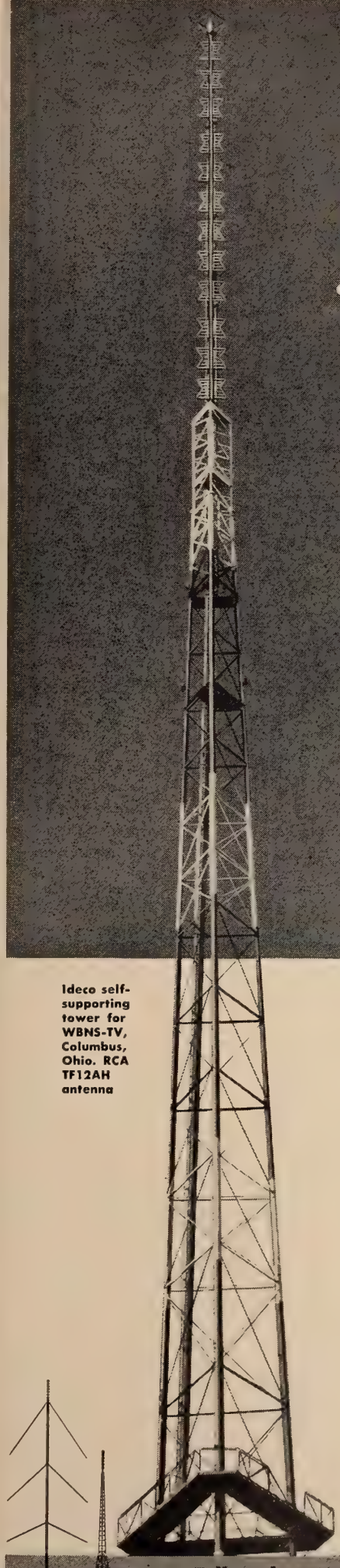
of all TV towers over 1,000 feet tall are towers by

IDECO

Of the companies who have built TV towers over 1000 feet tall throughout the country . . . IDECO has produced *twice as many* as the second company's total . . . *more* than all the other companies combined.*

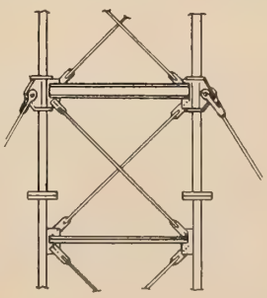
Look to experience you can see . . . dozens of successful television stations all over the country who now depend on the very best, Towers by IDECO. IDECO pioneered tall tower construction . . . built the country's first TV tower over 1000 feet . . . has built over 40% of the country's high TV towers over 1000 feet tall. Then, too, IDECO has built the tallest TV tower in the world . . . KWTV's 1572-footer in Oklahoma City. From the birth of broadcasting . . . IDECO has been building towers of all types and all heights . . . pioneering and perfecting the triangular tower . . . gathering experience in both guyed and self-supporting tower designs and construction to fit your demands.

*Tower height data from TV Factbook, spring 1955 edition.



Ideco self-supporting tower for WBNS-TV, Columbus, Ohio. RCA TF12AH antenna

Put this unparalleled record of tower experience to work for you. Under one contract, IDECO engineers will assume responsibility for your entire tower job. From initial planning through final inspection . . . place your confidence in IDECO. Get the facts . . . write IDECO, or contact your nearest RCA Broadcast Equipment representative.



Only Towers by Ideco offer this combination of structural safeguards: *no indeterminate stresses* caused by eccentricity at guy cable attachment points . . . *no loose gusset plate bolts* caused by vibration induced by reversal of stresses on girts and diagonals . . . *no cracked welds* on leg splices, caused by reversal of stresses on those welds.

Visit IDECO at the Shoreham . . . NARTB, May 22-26

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Tall or short . . . for TV, Microwave, AM, FM . . . IDECO Tower "know-how" keeps you on the air

HERE THEY ARE!

3 TOP RATED transcribed RADIO SHOWS



Foley and his Ozark Jubilee network Stars with audience building appeal

Red Foley Show

SURE CURE FOR



Mirthful, musical variety plus the songs of the old "Pea-picker" himself

Tennessee Ernie Show

LOST LISTENERS



There's only one "Smiley" and he's at his best in this show

Smiley Burnette Show

● Time tested stars . . . appealing formats designed to capture and hold the greatest number of listeners . . . network quality production . . . at low budget cost . . . everything a sponsor wants . . . at a price he can afford!

FOR COMPLETE INFORMATION . . . about these 3 audience-getting shows, FREE AUDITION DISCS and costs, contact:

John B. Mahaffey ● E. E. Siman, Jr.

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Amperex tubes featuring the AX9904R vacuum tube. The transmitter incorporates exclusive S.E. "patch over" and "add-a-unit" features.

Personnel: William H. Zillger, vice president; Harry R. Smith, manager, tv engineering; William H. Rappolt, manager, customers service, and midwestern district sales engineer manager; Stanley L. Chaikind, manager, marketing; Harry Craig, engineer, tv division, and district sales engineer managers James T. Campbell, mid-Atlantic; S. Perry Jenkins, southern, and Lewis E. Pett, western.

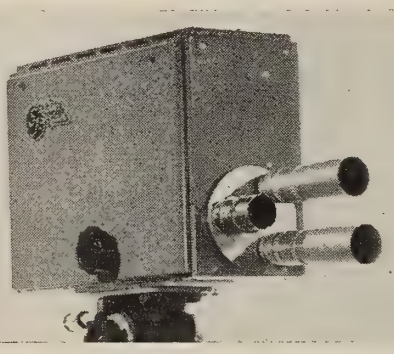
Sarkes Tarzian Inc.

COMPLETELY new line of television broadcast equipment, including microwave, will be shown by Sarkes Tarzian Inc. Packaged studio with live camera and vidicon film equipment will be demonstrated in Exhibit Area 35.

The firm has a new 16mm film projector designed specifically for tv. Unit incorporates all features of the more expensive projectors, the firm says, with 3-2 pulldown and 67% light application which makes it particularly suitable for Vidicon camera use.

New 2x2 slide projector, fully automatic and able to run 100 slides sequentially or individually, will be exhibited. A pre-set panel is available for use with the projector which will allow pre-setting of complete commercials.

Tarzian will demonstrate its Vidicon camera, suitable for studio or remote, which features resolution of 600 lines and 5-in. viewfinder. Other equipment to be shown includes video distribution amplifier, which will pass color signals and requires only 5¼ in. of rack space; complete audio equipment for tv, including monitor and limiter amplifiers, provisions for six mike imputs, nine remote imputs and two network imputs and is completely self-contained; completely packaged film chain with two 16mm projectors and new 100-slide automatic slide projector multiplexed into a video camera. Film control is contained in camera control console.



VIDICON camera with 5-inch viewfinder will be shown by Sarkes Tarzian Inc.

Personnel: Morton Weigel, plant manager; Biagio Presti, sales manager; F. Dan Meadows, commercial manager; Charles Tudor, purchasing agent; Ted Rhodes, production supervisor; Wendell Fuller, chief engineer; and engineers John Guthrie, Herschel Stanfield, Gus Abbott, Gene Keith, Bob McCoy, Melvin Jones, Bob Curl and Bill Norris.

Telechrome Sales Inc.

HIGHLIGHT of the Telechrome Sales Inc. display in Space 32, Exhibit Area, will be its new 3-vidicon color film chain which multiplexes three light sources—standard 16mm, 35mm or slide projectors—and in which the vidicon principle for black-and-white films is applied to color. The firm's compact 3-v package provides high quality color pictures and is easy to operate. Films of light and heavy density also are accommodated. The 3-v may be used as a single-channel monochrome film chain.

Telechrome will demonstrate equipment for converting stations to network color, station and field color test instruments and measuring equipment. From more than 150 different units, color facilities may be selected and integrated with existing station equipment.

Other featured equipment will be the automatic balance control for colorplexers, the Chromascope (vector display) which provides differential phase measurements to .01°, video transmission test equipment and the newest station color test and signal certification gear.

Personnel: H. Charles Riker, president; J. R. Popkin-Clurman, engineering director; John A. Rado, chief engineer.

TelePrompTer National Sales Corp.

EXPANDED USE of its equipment at tv stations will be highlighted at the TelePrompTer National Sales Corp. display, Space 23 in the Exhibit Area and Shoreham Rooms D215-217.

TelePrompTer also expects to show cueing equipment, a rear screen projection unit, automation devices and several developments in the field which the firm says are still confidential.

Personnel (TelePrompTer National Sales Corp.): Herbert W. Hobler, sales vice president; James Blair, assistant national sales manager; Selma Wickers, director of sales service, and Raymond Hagen, Chicago representative.

(TelePrompTer Corp.) Irving B. Kahn, chairman of the board; Hubert J. Schlafly, vice president for engineering; Rudy Vlasak, chief technician, Hollywood office, and Joe Kovalchik, chief technician, Chicago office.

Tel-Instrument Co.

TEL-INSTRUMENT Co. will display a new line of color equipment as well as its associated line of test equipment in Space 8 of the Exhibit Area. Type 2401 color monitor and Types 1312, 1314 and 1315 distribution amplifiers, video, subcarrier and sync, respectively, providing tv stations all the necessary test signals for internal use and local origination of color signals, are the latest additions to the firm's line. Tel-Instrument also will show Type 1105 10 mc video sweep generator; Type 2123 color RF picture signal generator; Type 2203 color sync generator; Type 2302 monochrome monoscope camera; Type 1115 differential gain and phase measuring set; Type 2610 matrixer and encoder equipment; Type 2031 color bar generator; Type 2700R phase equalizing filter; Type 1311 distribution amplifier; Type 14015 one amp plug-in regulators, and assorted regulated power supplies.

Personnel: J. L. Roemisch, president; D. L. Schacher, chief engineer; M. Star, engineer; E. W. Brinkerhoff, sales manager, and M. Silver, manufacturer's representative, L & M Assoc.

Tower Construction Co.

FIVE-FOOT sections of various types of towers will be shown, along with passive reflectors for microwave transmission. Models of microwave towers will be on display. Attending will be M. M. Lasensky, president; Allen C. Tilton, manager; Frank J. Little and Charles Wright, sales engineers. Exhibit Area 7.

Vandivere Labs

EQUIPMENT demonstrations of Vandivere Laboratories Inc. will be shown in the Gates Radio Co. exhibit in Space 36 in the Exhibit Area. Gates Radio is marketing the equipment for Vandivere. Automatic programming of radio-tv stations through use of the Model S-203 automatic sequencer, which "permits the preparation in advance of aural program material and subsequent automatic playback" will be demonstrated.

Personnel: Edgar F. Vandivere Jr., president; Jules Cohen, secretary-treasurer, and Paul Wimmer.

Low cost fm MULTIPLEXING is here!

on air demonstration at the convention.

HEAR THE HARKINS MULTIPLEX SYSTEM IN OPERATION AT THE SHOREHAM HOTEL IN THE SCHAFER REMOTE CONTROL SUITE

MANUFACTURED BY HARKINS AND HERSHFIELD, . . . DISTRIBUTED BY PAUL SCHAFER CUSTOM ENGINEERING

EXHIBITORS WILL SHOWCASE LATEST WARES FOR NARTB

PROGRAM SERVICES: FROM ABC TO ZIV, ALL WILL BE THERE

ABC Film Syndication

EACH DAY of the convention ABC Film Syndication Inc., in Room C-200, Shoreham, will offer a special attraction, including personal interviews with famous stars, special pre-release screenings of upcoming series and unusual souvenirs for every member of the family. Products to be displayed include: *Passport to Danger* starring Cesar Romero; *Douglas Fairbanks Jr. Presents,* featuring a complete line of sales aids including two new merchandising items; *Sheena, Queen of the Jungle,* filmed on safari in Africa; *Racket Squad,* with a record 90% renewals; *The Playhouse,* with its 52 Hollywood and Broadway stars on exhibit, and *John Kieran's Kaleidoscope.*

Personnel: George T. Shupert, president; Don L. Kearney, vice president in charge of sales; John Burns, midwest manager; Lee Francis, promotion manager, and Nat V. Donato and Malcolm J. Kipp, both New York office account executives.

Associated Artists Productions

ELLIOTT HYMAN, president of Associated Artists Productions, will conduct film forums with visiting delegates in Room F218 at the Shoreham, where its hospitality suite will be.

Associated Press

THE ASSOCIATED PRESS feature exhibit at the NARTB convention will be the Photofax unit by which television stations can be linked to the Associate Press wirephoto network.

Photofax will receive automatically the complete picture output of AP's 68-bureau, 25,000-mile network.

Personnel: Oliver S. Gramling, assistant general manager in charge of radio-tv operations; Frank Stearns and Harry Snyder, Washington; Mark Knight, San Francisco; Al Stine, Kansas City and New York; Jack Weldon, Atlanta; Thomas Cunningham, Boston; Gerald Swisher, Chicago; Jerry Gill, Omaha; Justin Anderson, Kansas City; Robert Lee, Nashville; Keith Fuller, Dallas, and Paul Breining, Harrisburg, Pa. Sheraton Park, Madison Suite.

Atlas Television Corp.

SCREENINGS of new tv film offerings will be made on request by this firm, which also will have continuous showings of its children's series, *Captain Z-Ro,* which combines history with science fiction. Full line of merchandising aids, including toy robots and turbo-jets, will be displayed. Request shows include quarter-hour musical-variety *Notes & Nonsense,* featuring Alan Able as m.c.; half-hour *Family Theatre,* starring Joan Fontaine, Raymond Massey and others, and quarter-hour *Hollywood to Broadway,* interview show with John Conte. Shoreham F200.

CBS Television Film Sales

ALL present programs plus several new properties will be shown by CBS Television Film Sales in its exhibit rooms, which will occupy Shoreham Rooms A200-A207. Stars Gene Autry of *The Gene Autry Show,* Gale Davis of *Annie Oakley* and Dick Jones of *Buffalo Bill Jr.* will greet visitors. A CBS color tv set will be given away as door prize. As at last year's convention, CBS Newsfilm studios will film station executives with top stars, for shipment to the respective stations the executives represent, and as this year's convention is in Washington, congressmen and other government personalities also will appear with visiting station people. Material will be displayed on the following CBS Television Film Sales shows: *Annie Oakley, Amos 'n' Andy, The Gene Autry Show, Files of Jeffery Jones, Cases of Eddie Drake, The Range Rider, Holiday in Paris, The Whistler, Newsfilm, Eye on the World* and *Buffalo Bill Jr.,* in addition to the new series to be announced at the convention.

Personnel: Leslie Harris, vice president-general manager; Fred J. Mahlstedt, director of operations and production; Wilbur S. Edwards, general sales manager; Walter A. Scanlon, sales promotion manager; Howard L. Kany, manager; Jack Bush, manager of production.

Muzak* CORPORATION

MEMO from Ed. Hochhauser, Jr.

Lee Little of KTUC, Tucson says. "After only 4 months, our MUZAK franchise is proving a most profitable supplement to our station operation."

Broadcasters... MUZAK offers you a once-in-a-lifetime opportunity to increase your station's income by putting you in the functional music business.

For over 20 years, functionally engineered "Music by MUZAK" has been a proven management technique of America's most successful companies—companies concerned not only with plant and office efficiency and productivity, but also with employee morale and sense of well-being.

There's a ready market for MUZAK in your city.

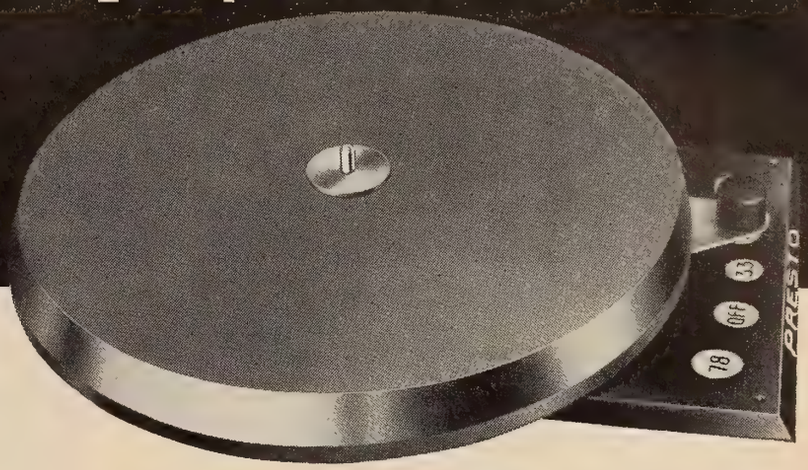
MUZAK Corporation—221 Fourth Ave.—New York 3, N. Y.

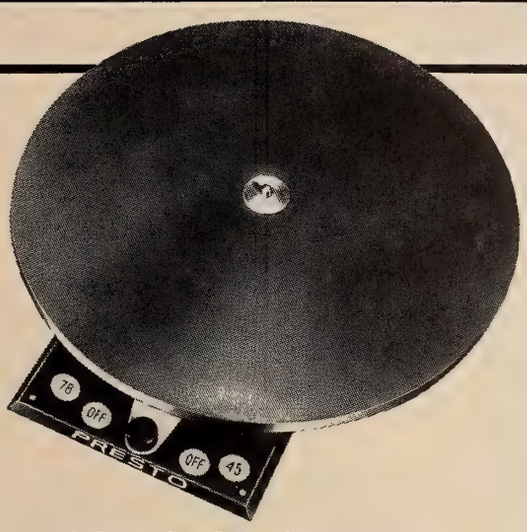
MUZAK, Reg. U. S. Pat. Off. ORchard 4-7400

As a convenience to broadcasters interested in finding out more about MUZAK affiliations, MUZAK has arranged for Hospitality Suite B411-415 at the Sheraton-Park Hotel during the N.A.R.T.B. Convention in Washington. We'd be pleased to see you there. An advance appointment is suggested.

MUSIC by Muzak

Here's the turntable professionals want in their own Hi-Fi setups





...and here's the 16" version for home or professional use!

PRESTO T-68 TURNTABLE

The first completely professional 16" turntable that's moderately priced — thanks to PRESTO's streamlined shift design. Like all PRESTO units, T-68 offers the reliable performance that is vital in 24-hour-a-day transcription work. It's ideal for disc programs, sound effects, client auditions, dozens of jobs... and it's wonderful for the home with a fine hi-fi collection.

T-68 specifications: turntable speeds — 33⅓, 45, 78 rpm • weight—7 lbs. • panel size — 8" x 11" • speed accuracy— max. variation 0.25% • clarity — 50 db below 7 cm/sec. signal • $79.50 with hysteresis motor, $134.

the all-new

PRESTO T-18

streamlined inside and out ...delivers top professional performance with incredible ease of operation

12" diameter...only $53.50 with hysteresis motor, $108

Nobody knows better than the hi-fi expert how good the T-18 turntable really is. T-18 fills your every requirement for performance and value...is a natural choice for your home, as well as your studio and control room.

The most exciting feature of PRESTO's T-18 is a revolutionary 3-way shift — the flick shift. A simple sideway motion of the single control lever selects any speed — 33⅓, 45, 78 rpm. Complicated up-and-down motions are eliminated because the 3 idlers are mounted on a single movable plate. Just a flick automatically engages the proper idler for the desired speed! There are no trouble-making arms or shift cams. The mechanism is streamlined down to essentials—without sacrificing a decibel of quality.

Other advantages — extra heavy weight wide-beveled table, precision deep-well bearing, built-in 45 rpm adapter, and smart modern styling in brushed chrome and telephone black. A remarkable hi-fi instrument!

PRESTO **RECORDING CORPORATION**

PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Instantaneous Recording Service, 42 Lombard Street, Toronto

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

GREATER STRENGTH at any height

Small or tall, Emsco TV Towers have the advanced design and superior structural features that assure greater strength and dependability. Each tower is custom engineered to meet individual requirements for height, weight loads and weather conditions.

Emsco towers incorporate a unique beam leg section.* This inherent geometric pattern affords a substantial saving in weight . . . a relative increase in strength . . . a reduction in foundation costs.

Bolted construction permits quick, sure visual inspection. Hot Dip Galvanizing reduces maintenance costs . . . insures long structural life. Rigid RETMA or AISC standards are met.

For guyed or self-supporting towers unequalled for safety . . . structural rigidity . . . and economy, specify Emsco. Prompt delivery assured. ** Patent Pending*



Typical Emsco guyed TV Tower, Houston, Texas

Cheryl Tv Corp.

EXHIBIT of Cheryl Tv Corp., in Room F-202 at the Shoreham, will feature 20 post-war feature films including "A Walk in the Sun" and two 1953 Technicolor productions. In addition, the firm will display 52 *Wrestling From Canada* hours and 104 *Wrestling From Canada* half hours. All have been filmed in 1955 and will be available June 20. Cheryl also will show *Melodrome,* an hour-long drama series designed for daytime use. Each program is 54 minutes long, with eight commercial breaks.

Personnel: Si Lipsom, president; John A. Ettlinger, national sales manager, and Roland Beaudry, Canadian Div. manager.

Flamingo Films

EXHIBIT of Flamingo Films in Suite F-207 will center around *Stars of the Grand Ole Opry, Hollywood Preview, Beulah, Flamingo Features, Cowboy G-Men* and *Tv's Baseball Hall of Fame* series.

Personnel: Sy Weintraub, president; Ray Hamilton, New York; Dave Wolper, Los Angeles; Ken Rowswell, Dallas; Charles McGregor, Chicago; Ken Israel, Pittsburgh; Ira Gottlieb, Boston.

General Teleradio Film Div.

DISPLAY of General Teleradio Film Div., in rooms D-204 and D-209 at the Shoreham and a hospitality suite at Sheraton-Park's Rooms 774-6-8, will include *Uncommon Valor* and *Gangbusters* series; GT's 30 major feature-length "A" films; a new package of "A" feature length movies, *Greatest Drama* series, *Exclusive* with Fulton Lewis jr., and the General Teleradio Film Library.

Personnel: Thomas F. O'Neil, president; Dwight Martin, vice president and director; Peter M. Robeck, sales manager; Robert A. Schmid, vice president; Robert Elliott, advertising director; Sumnar Moulton, promotion director; Arnold Roston, associate director of advertising and promotion; Francis X. Zuzulo, publicity director; Wade Barnes, account executive, southwest division; Max Bradbard, northeast division; Richard B. Buch, southern division; William Finkeldey, eastern division; Charles Morin, western division; Richard Wittwer, middle western division, and John Begley, Arnold Kaufman and Robert Manby.

Harry S. Goodman Productions

NEW tv and radio properties will highlight the exhibits of Harry S. Goodman Productions in Rooms D-211-213 of the Shoreham. Among new shows to be shown is *A Word From the Stars,* described as "a new concept in live film packages," with each program featuring four Hollywood stars and a contest for viewers "that produces store traffic for the sponsor." Each visiting agencyman will receive a little "Oscar" and each day a drawing will be held for an original oil painting.

Guild Films Co.

UNVEILING and special showings of its new tv film properties, *The Goldbergs* and *Confidential File,* will highlight the Guild Films exhibit in Shoreham D-200. *The Goldbergs,* on which production was launched in New York early this spring, is based on the human interest and family theme which characterized it for 25 years on radio and tv. Documentary series *Confidential File,* starring columnist Paul Coates, presents interviews with actual persons involved in the country's social problems. *It's Fun to Reduce,* released recently, will be screened for delegates and guests. Guild's newest shows, *I Spy, Brother Mark* and *The Ina Ray Hutton Show,* will be screened if prints are available in time.

Personnel: Reub Kaufman, president; Aaron

Welcome

N.A.R.T.B.

TO THE NATION'S CAPITAL

Capitalize On Your Trip

COME AND SEE US

"One of the Most Complete Service Facilities in the East"

STUDIOS
105 11th St., S.E.
Lincoln
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Scotch Track Process • RCA Sound Recording • Scientific Processing
Creative Editing • Matchless Printing

Katz, vice president and treasurer; E. L. Shainmark, vice president in charge of public relations; Manny Reiner, vice president in charge of sales; Joseph P. Smith, vice president and syndication sales manager; Erwin Ezzes, feature film sales manager; Karl Gericke, sales administrator; Monroe Mendelsohn, sales promotion director; Arthur Gross, client service dept. director; Curtis Kaufman, assistant client service dept. director; David Savage, executive assistant to the president, and a number of regional sales managers.

Hollywood Television Service Inc.

IN SUITE G-204 of the Shoreham Hotel, Hollywood Tv Service will offer its new package known as the Diamond group and *Bill & Coo*. This series of features costs upwards of $20 million to produce, the firm says. Other products offered will include its "Emmy" award winner *Stories of the Century*, 237 full length features, and 116 outdoor action features.

Personnel: Earl R. Collins, president; Richard G. Yates, vice president; Jake Flax and Sam Tabor, sales representatives.

International News Service

SUITE F209 at the Shoreham Hotel will be the headquarters for International News Service. Sound-on-Fax, the INS facsimile method of sound transmission, will be demonstrated simultaneously with picture transmission.

Screenings of INS newsfilm will be shown. INS radio-tv clients' photographs and taped comments will be made available to their respective stations via fax line.

Personnel: Robert H. Reid, tv sales manager; John M. Cooper, radio-tv news director, and Fred Methot and Hugo Seiler, sales staff.

Keystone Broadcasting System

COVERAGE MAPS and tv overlays will highlight the exhibit of the Keystone Broadcasting System with headquarters at the Sheraton Park Hotel A 711-15. Additionally, a bulletin board will display advertising done by Keystone, and B•T showsheets which the network sends regularly to agencies and its 835 affiliates.

Personnel: Noel Rhys, vice president; Edwin R. Peterson, vice president; Blanche Stein, director of station relations, and Charles Hammarstrom, account executive.

Lang-Worth

LANG-WORTH will display a new copyrighted commercial spot service, expressedly tailored for local sponsors.

Personnel: C. O. Langlois, president; John D. Langlois, sales manager and secretary; Winnie O'Keefe, vice president; Hugh Allen, west coast representative; Bob Hall and Ed Gardiner, salesmen, and Spenca Caldwell, Canadian representative. Shoreham, Suite E100.

MCA-TV Ltd. Film Syndication Div.

CONVENTION exhibit of MCA-TV Ltd., Film Syndication Div., will be built around "Operation A-W." Described as a "top secret" project, MCA-TV revealed, however, that it will include Guy Lombardo and orchestra, Thomas Mitchell and Preston Foster. Shoreham B 200.

Muzak Corp.

HOSPITALITY suite will be maintained in the Sheraton Park, B 411-15, by Muzak, functional music organization. Attending will be Charles C. Cowley, Muzak executive vice president, and Ed Hochhauser Jr., vice president and director of merchandising.

National Telefilm Assoc.

"WHAT'S COOKING at NTA!" is the theme of the National Telefilm Assoc. Inc. exhibit at the NARTB convention. Shoreham F 203, 205.



MR. LANDAU

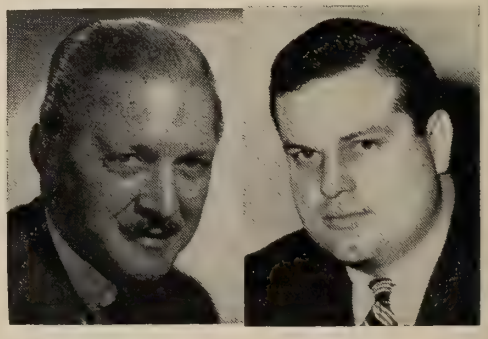
"Fabulous Forty" —a group of feature films released for tv and starring internationally-famous stars —will be introduced. The availability of two new syndicated series — *Police Call*, 26 half-hour dramas of cases taken from police files of various countries, and *The New Adventures of China Smith*, 26 episodes starring Dan Duryea in the sequel to the *Adventures of China Smith*—also will be announced.

Personnel: Ely A. Landau, president; Oliver A. Unger, vice president; Harold Goldman, vice president in charge of sales; Edythe Rein, assistant to the president, and Martin Roberts, director of promotion and sales service.

NBC Film Div.

NBC FILM DIV. will screen its new properties, *Steve Donovan, Western Marshall* and *The Great Gildersleeve* in Shoreham D-212-214. Now in its third year as a major operating division of NBC, the organization's roster of 18 syndicated tv film programs include *Dangerous Assignment, Hopalong Cassidy, Inner Sanctum, The Adventures of the Falcon* and re-runs of such tv network programs as *Victory at Sea* and *Badge 714* (formerly *Dragnet*). NBC Film Div. also operates the NBC Film Library with its 30 million feet of cross-indexed film, including 10 million feet of *March of Time* film library footage.

Personnel: Carl M. Stanton, vice president in charge of the division; Edgar G. Sisson, director; H. Weller Keever, national sales manager; Leonard C. Warager, eastern sales manager; Daniel M. Curtis, central sales manager; Clifford E. Ogden, western sales manager; Frederick Jacobi, publicity manager, and Jay H. Smolin, advertising and promotion manager.



MR. STANTON MR. KEEVER

Official Films

OFFICIAL FILMS' plans for a concentration of effort on 10 syndicated shows stressing the "pre-tested, proven value" of the properties and the "complete versatility and programming" that can be obtained through their use. On exhibit in Rooms C-203 and C-205 at the Shoreham will be Official's four newest properties: *My Little Margie, The Stu Erwin Show, Overseas Adventure* and *Dateline Europe*. The latter two series are new titles for *Foreign Intrigue*. Also on display will be *The Star and the Story, This Is Your Music, My Hero, Colonel March of Scotland Yard, Terry and the Pirates* and *Secret File, U. S. A.*

Personnel: Herb Jaffe, executive vice pres-

STANDARD is the
BUY-WORD
at the Convention

the only Services you can
BUY and OWN FOREVER!

The Complete Standard Program Library
• over 5000 musical selections • over 400 commercial aids

The Partial Standard Program Library
• your choice of any 100 discs

The "Shorty-Tunes" Monthly Release
• 20 bright brief instrumental hits

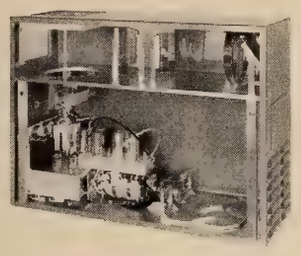
The Super Sound Effects Library
• over 1000 subjects • the biggest and best catalog in the world • special starter package of 25 "BEST" records

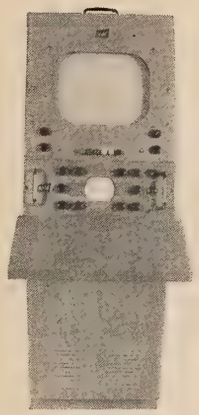
Visit us in Room E103 Shoreham Hotel

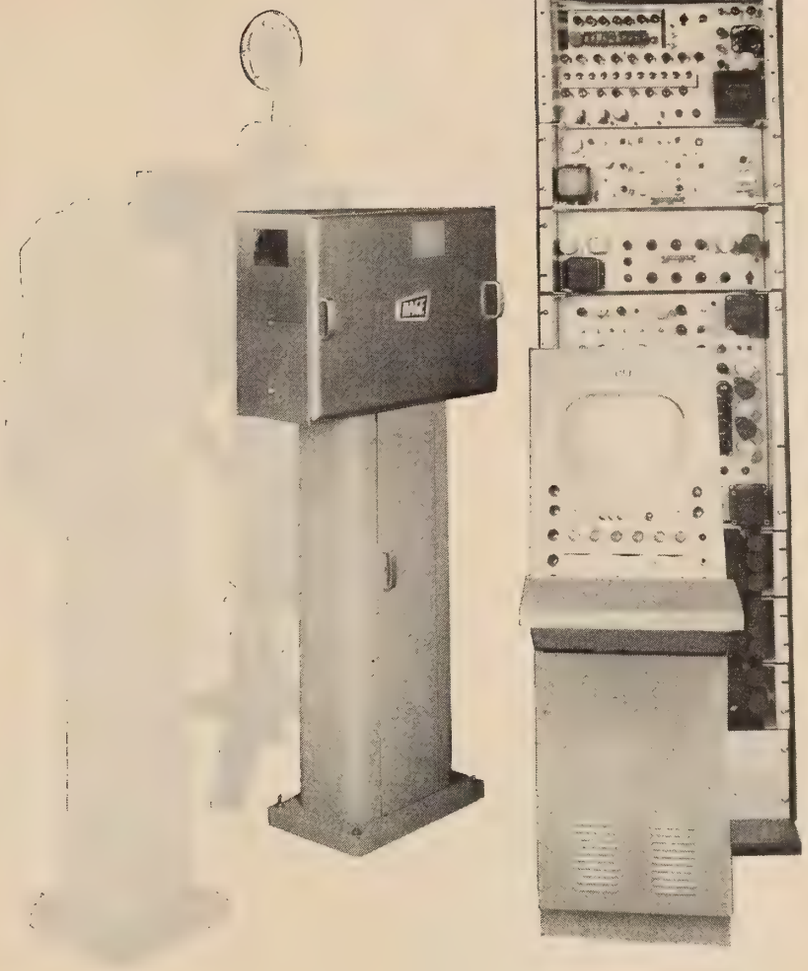
STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Avenue, Chicago 1, Illinois

In Monochrome!

Top quality monochrome reproductions provided by single camera channel. Console has built-in power supply and single scope for monochrome use . . .

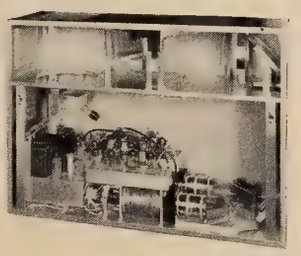


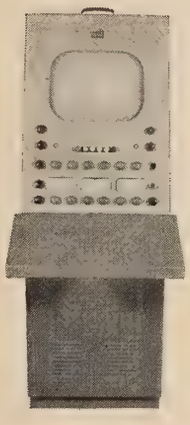




In Color!

Two camera channels, shading generator and rack mounted power supply are added; three-scope unit replaces monochrome scope. We do the work.





NOW—MONOCHROME or COLOR

WITH THE NEW DAGE COLOR-VISION SYSTEM!

Station Owners, Managers, Engineers—here's the way to buy your color film equipment. Purchase the finest monochrome chain which occupies no more space than your existing equipment. Then, when *you* are ready, add the color components, and without loss of air time you have color facilities. We supply the engineer. You may, of course, purchase the complete color system initially if you wish. The cost for the entire system is attractively low. Your investment in money and space is protected by the Dage Plan.

Phone, write . . . or wire collect for complete specifications and demonstration details. Be sure to see both color and monochrome system demonstrations at NARTB. Before you buy—*see Dage Color!*

New Dage COLOR-VISION System Features

• Fast warm-up time • Compact design . . . occupies approximately 48 sq. ft. of floor space • Prompt delivery • Advantages of vidicon for film use • Low power consumption • Superb performance in either color or black and white • Complete package: Camera, Console, power supply, color or monochrome monitor.

DAGE

Visit with us, Booth No. 3, Heavy Equipment section at the NARTB. See this color and monochrome equipment—as well as a complete TV station—in operation. Ask for your free copy of new helpful folder: "Practical Planning for Color."

DAGE TELEVISION DIVISION | THOMPSON PRODUCTS, INC., MICHIGAN CITY, INDIANA



How do you choose the best transmitting tube?

Data sheets won't tell you . . . but tube performance, backed by the manufacturer's reputation, will!

Choose Machlett and you find . . .

57 years electron tube experience.

Leadership in high vacuum technique.

Design superiority in high power, big tube ruggedness and reliability.

A specialist whose reputation has been achieved solely by the production of highest quality electron tubes.

MACHLETT

Machlett tubes are distributed by **Graybar, Westrex, Dominion Sound.**

For full information on Machlett's extensive line of broadcast tubes, write

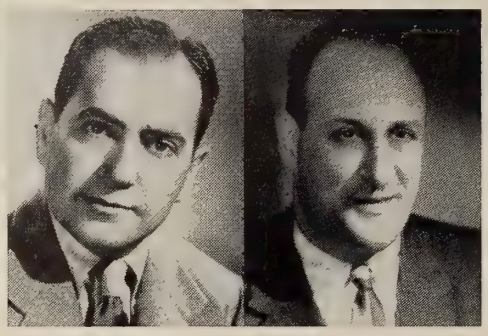
MACHLETT LABORATORIES, INC.
Springdale, Connecticut

ident and sales director; Herman Rush, vice president and head of western division; Jack Garrison, midwest sales manager; Frank O'Driscoll, eastern sales manager; John Newman, director of advertising and publicity; Jeff Davis; Art Breecher; Jay Williams; Jerry Lee; Dave Abbott.

Screen Gems Inc.

BLOW-UPS of stills from Screen Gems network and syndicated film series will be on display in Shoreham Hotel Suite D-219-221. Merchandising items available for use in connection with some of the programs also will be shown.

Besides promotional material on each of the series, a 16mm projector, mounted inside a



MR. WHITE MR. MITCHELL

21-inch tv set, will be in use showing a 10-minute clip of the openings and closings of SG programs. Screenings of SG properties will be made on request.

Personnel: John H. Mitchell, vice president in charge of sales; Ben Colman, eastern syndication sales manager; Henry W. White, advertising director; Frank Young, press director, and Henry Gillespie, southern sales manager.

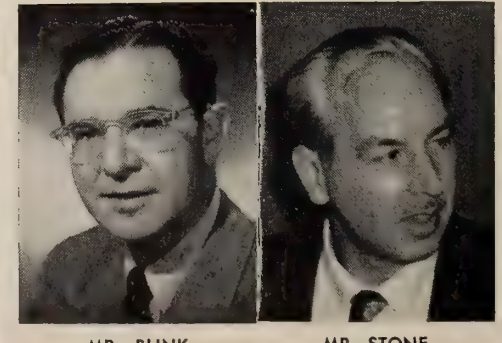
SESAC Inc.

SESAC Inc. will have available at its exhibition in Shoreham Rooms D-208, D-210 auditions from its Catalog of Bridges, Moods & Themes. Other transcribed SESAC selections also may be heard.

Personnel: Alice J. Heinecke; Evarard S. Prager, assistant to the president; Robert Stone, director of program services; Jim Myers, director of station relations; Max Lerner, legal department; Louis E. Tappe and Sid Guber, station relations; David R. Milsten, western counsel and Harold Fitzgerald, M. K. Vickrey, and Glenn Ramsey, field representatives.

Standard Radio Transcription Services

OVER 5,000 musical selections plus 400 commercial aids will be among the exhibits of Standard Radio Transcription Services, which will show its libraries and services in Room E-103 at the Shoreham. The company's monthly service of 20 popular selections in 1½-minute arrangements, called "Shorty-Tunes," will be on hand, as well as "Super Sound Effects," recorded from life, and the "Mood Music Library," with over 150 cuts of openers, closers and bridges.



MR. BLINK MR. STONE

Personnel: Milton M. Blink, president; Wallace E. Stone, vice president.

RCA Thesaurus

RCA THESAURUS' 20th anniversary will be the theme of the firm's participation in the convention at suite G-100 of the Shoreham. Visitors to the display rooms will receive souvenier gifts, described as "something so personally significant there is nothing to match its individual meaning for the owner." Seven major prizes, including an RCA air conditioner, a high fidelity phonograph and a clock radio also will be awarded. Schedule of new "20th platinum anniversary features" will be announced, including the *Grantland Rice Story, Frank Luther Fun Hour, Great Days We Honor* and *Do It Yourself.* These shows, officials say, mark an extension which "starts an entirely new library programming concept."

Personnel: Emanuel Sacks, vice president and general manager, RCA Victor Record Div.; H. L. Letts, assistant general manager, RCA Victor Record Div.; James P. Davis, manager, Custom Record Div.; A. B. Sambrook, manager, recorded program service sales; Ben Selvin, artist and repertoire manager; Frank J. O'Donnell, advertising and promotion manager; Donald Axt, manager, commercial research; William F. Reilly, central sales manager, Chicago; William C. Gartland, western sales manager, Hollywood; George Field, northeastern sales representative, New York; Wallace Cochran, southeastern sales representative, Atlanta; Hugh Grauel, central northwestern sales representative, Chicago; Gus Hagenah, central northeastern sales representative, Chicago; Robert Fender, southwestern sales representative, Dallas.

Sterling Television

STERLING Television, in Shoreham's Suite C-204 will feature around-the-clock programming, with emphasis on *Movie Museum* and *Tales of Tomorrow.*

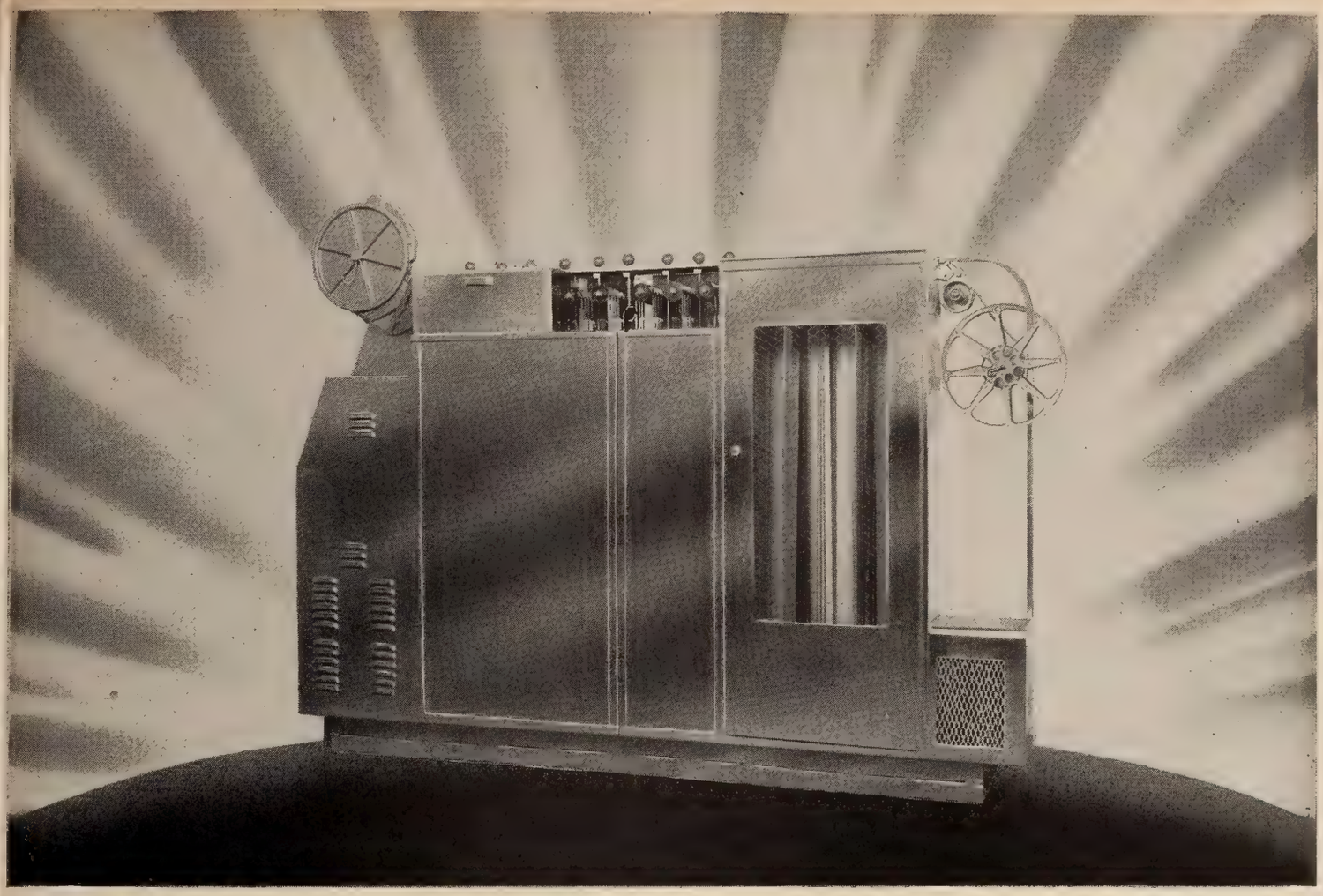
Personnel: Saul J. Turrell, president; Bernice Coa, sales vice president; Carl Russell, in charge of Chicago office; Ted Perch, in charge of Atlanta office; Elliott Abrams, in charge Cincinnati office, and Alan Gleitsman, Northeast region.

Television Programs of America

THEME of the Television Programs of America Inc. exhibit, in Rooms B-202-204 at the Shoreham, will be "Hats Off to TPA Winners," keying a giveaway of hats of all descriptions, which represent the various TPA series. Special prizes consisting of certificates for Stetson Hats also will be awarded. TPA will review facts and figures of seven of its top syndicated series: *Lassie* (Emmy winner); *Halls of Ivy, Ramar of the Jungle, Captain Gallant of the Foreign Legion, Edward Arnold Star Showcase, Adventures of Ellery Queen* and "Edward Small Features."

A new series, the name of which is not yet revealed, will be introduced. It will link entertainment with the station's public service responsibility. TPA merchandising items, promotion and point-of-sale material will be shown.

Science in Action, award-winning series produced by California Academy of Sciences on KRON-TV San Francisco, will be made available to local stations and advertisers on a syndicated basis. The series shows through dem-



A SENSATIONAL NEW PROCESSOR!

at a sensational low price!

ALL NEW
HOUSTON FEARLESS
LABMASTER
16mm Motion Picture
Film Processor

Never before has there been a motion picture film processor so easy to operate . . . so completely dependable in quality results . . . so reasonably priced! The New Houston Fearless Labmaster has been specifically designed for TV and film studio use where fast, quality processing must be achieved on a small budget. Daylight operating. Completely self contained. In-line design. Small, compact, can be operated against a wall. All parts accessible for easy maintenance. This is, without question, the greatest processor value ever offered. Send the coupon now for full details!

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N.A.R.T.B. Convention, Washington

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"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE FILM PROCESSING AND TV STUDIO EQUIPMENT"

Standard Electronics . . .

PROOF OF ECONOMY

SAVE with S-E TV Transmitting Equipment!

1 **A RECENT COMPARISON** of transmitter equipment manufactured by Standard Electronics and by Manufacturer "B" showed that if you bought S-E high power VHF transmitting equipment your savings in initial cost and operating expenses over 10 years would amount to:

total savings approx. $293,000.00

SAVINGS with S-E 50 KW Transmitter compared to competitive 50 KW Transmitter "B" (10 YEARS)

	OPERATING TUBE COSTS	POWER COSTS	INITIAL INVESTMENT	TOTAL COSTS
Transmitter "B"	$312,000	$144,360	$224,000	$680,360
S-E	$ 57,600	$108,360	$221,000	$386,960
Savings with S-E	$254,400	$ 36,000	$ 3,000	$293,400

NOW . . . Operating information is available to compare S-E equipment with manufacturer "C's". Examine the detailed "proof of economy" presented here.

2 **AGAIN,** S-E can show substantial savings! The chart at right illustrates the overall savings you can realize in 10 years when you buy S-E, as compared to operating costs of equipment by Manufacturer"C".

total savings approx. $169,000.00

SAVINGS with S-E 25 KW Transmitter compared to Transmitter "C" with only 20 KW (10 YEARS)

	OPERATING TUBE COSTS	POWER COSTS	TOTAL COSTS
Transmitter "C"	$167,400	$83,520	$250,920
S-E	$ 22,200	$59,520	$ 81,720
Savings with S-E	$145,200	$24,000	$169,200

3 **AND** to further accentuate this saving, note that Manufacturer "C" rates his high band transmitter at 20 KW compared to S-E's rating of 25 KW.

you get 25% additional transmitter power output... AND FOR LESS MONEY, TOO!

VHF Output Power Rating

Transmitter "C"	20 KW
S-E	25 KW
Percent Extra Power with S-E	25%

4 **FOR INSTANCE, TUBE COSTS:** The chart at the right is a tabulation of all tubes having a list price of over $100.00 each, used in Transmitter "C" and in the S-E transmitter.

The total list price of these tubes is shown in the chart to the right. It is evident that the *replacement cost* of the high priced tubes is almost 200% greater for Transmitter "C" than for S-E . . . resultant

savings of approx. $5,000.00

Tube Tabulation

	DRIVER	AMPLIFIER
S-E	4—4X500 2—AX9904R	8—AX9904R
Transmitter "C"	2—3X2500A3 8—5513 4—5588	4—6166 6—869B

Tube List Prices

	DRIVER	AMPLIFIER	TOTAL
Transmitter "C"	$3076	$4448	$7524
S-E	$ 904	$1680	$2584
Savings with S-E	$2172	$2768	$4940

All the figures used in this presentation are based on the latest available information for *High Band VHF Transmitting Equipment.*

SEE THE PRODUCT AND THE PROOF
Booth #33 at the NARTB Show in Washington, D. C., May 22-26

5 ***THIS MEANS*** your operating cost for tubes alone, based on 6,000 hours per year with an S-E 25 KW transmitter will SAVE YOU (compared to Transmitter "C") a 10 year total

savings of approx. $145,000.00

6 ***IN ADDITION*** substantial savings in your power bill are yours when you purchase S-E transmitting equipment. A comparison of published data for an S-E 25 KW and for Manufacturer C's 20 KW transmitter operated at black level with a 90% power factor, indicates a 10 year

savings of approx. $24,000.00

7 ***SUMMARY:*** From this information, savings in operating costs over a period of 10 years would indicate that YOU can

SAVE APPROX. $169,000.00

with economical, dependable S-E Transmitters!

Operating Tube Cost

	HOURLY COST TRANSMITTER "C	HOURLY COST S-E	HOURLY SAVINGS WITH S-E	10 YEAR SAVINGS WITH S-E
Driver	$1.28	$0.15	$1.13	$67,800
Amplifier	$1.51	$0.22	$1.29	$77,400
Total Transmitter	$2.79	$0.37	$2.42	$145,200

Power Cost

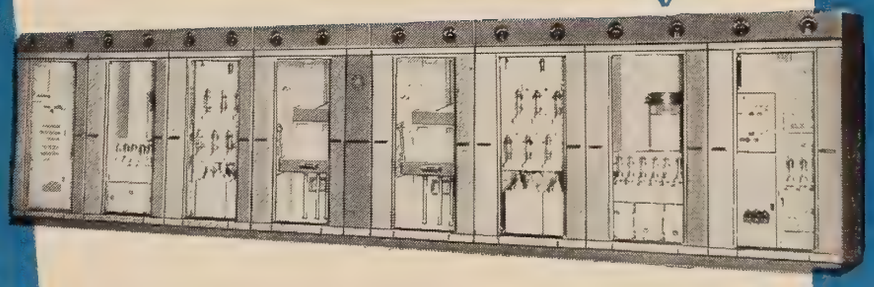
	DRIVER KW	AMPLIFIER KW	TOTAL TRANSMITTER KW	YEARLY DEMAND CHARGE @ $3 PER KW	YEARLY POWER COST @ 1c PER KWH	TOTAL
Transmitter "C"	22	65	87	$3,132.	$ 5,220	$8,352
S-E	15	47	62	$2,232	$ 3,720	$5,952
Savings with S-E	7	18	25	$ 900	$ 1,500	$ 2,400
10 Year Savings				$9,000	$15,000	$24,000

Savings in Operating Costs (10 Years)

TUBE SAVINGS	$145,200
POWER SAVINGS	$ 24,000
TOTAL	$169,200

PROOF **once again that with S-E TV Transmitting equipment you *SAVE IN EVERY WAY!***

Standard Electronics high band 25 KW transmitter gives you these extra ECONOMY PLUS features . . . economical installation . . . less floor space . . . integral air cooling . . . no complex plumbing and water pumps . . . "Add-A-Unit" permits expansion to higher power with no obsolescence of present equipment . . . ability to handle color is engineered into every S-E transmitter.



Compare S-E with any other make of transmitter for ECONOMY...QUALITY...PERFORMANCE!

For specifications and a copy of the "PROOF OF ECONOMY REPORT" write, wire, or phone Standard Electronics.

STANDARD SE ELECTRONICS

standard electronics corporation

A SUBSIDIARY OF CLAUDE NEON, INC.

255-289 EMMETT ST. • NEWARK 5, N. J. • Bigelow 3-5540

Operating costs are determined on the basis of 6000 hours of operation per year. Detailed comparison available on request.

VISIT BOOTH No. 5

To See The TR-1 TV REBROADCAST RECEIVER

The Model TR-1 TV Rebroadcast Receiver has been designed specifically to meet the requirements for a high-quality receiver for use in direct pick-up and rebroadcast of television signals.

NEMS-CLARKE
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ENGINEERING
DEVELOPMENT
MANUFACTURING

919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND

DO YOU HAVE AN OBSTRUCTION LIGHTING PROBLEM?

Your Best Answer is
HUGHEY & PHILLIPS, INC.
—the most dependable source of Obstruction Lighting Equipment.
—the widest selection of Control & Alarm Apparatus in the industry.



MODEL LC52-9AP Tower Lighting Control Unit (Outdoor type) { Photo-electric control (2 or 3 pole) Remote Phototube, Two-Circuit Flasher and Autotransformers.

MANY OTHER MODELS AVAILABLE

Write for literature on your specific problem

HUGHEY & PHILLIPS, INC.
Manufacturers of
300MM Code Beacons, Obstruction Lights, Photo-Electric Controls, Beacon Flashers, Microwave Tower Control & Alarm Units Remote Lamp Failure Indicator Systems, and Complete Tower Lighting Kits.
3300 NORTH SAN FERNANDO BLVD.
BURBANK, CALIF.

Visit Our Exhibit
Room E 105
Shoreham Hotel



TELEVISION Programs of America will present conventioneers with hats, samples shown here by (l to r) Mickey Sillerman, TPA executive vice president; Pete Zanphir, advertising consultant, and Martin Stone, merchandising consultant.

onstration how science affects the average person. In five years it has won over a score of awards. In San Francisco it has been sponsored since its inception by American Trust Co. and has been shown on several western stations.

Personnel: Michael M. Sillerman, executive vice president; Bruce Eells, western division vice president; Kurt Blumberg, assistant vice president; Hardie Frieberg, eastern sales manager; Vincent Melzac, account executive; Jerry Franken, publicity director, and Fluff Blome, promotion coordinator.

UM&M and Minot

UM&M and Minot will be located in Suite D-203-5-7 at the Shoreham. Activities will center around films handled by the companies, including 12 MPTV films, the Hank McCune show, *New Orleans Police Dept., Television Court,* the new *Gabby Hayes Show* and *Do You Know Why?*

Personnel: Charles Amory, president; Sy Donegam, vice president, and Neale Oliver and Don Schuler.

Unity Television Corp.

UNITY TELEVISION Corp. will occupy Shoreham E107, showing sales and promotion material of its catalogue features and other types of motion pictures.

Personnel: Arche A. Mayers, general manager; Len Firestone, sales manager; Vic Bikel, southwestern division manager; Noah Jacobs, eastern division manager; Jerry Weisfeldt, west coast manager, and Bill Young, north central division manager.



MR. MAYERS



MR. FIRESTONE

World Broadcasting System

IN RADIO, "The time has come for a revolution, and World has decided to light the fuse." That's what Pierre Weis, general manager of World Broadcasting System, says on the eve of the convention (Shoreham B 201, 203).

According to Mr. Weis, World executives have been developing new approaches for selling and building radio to stimulate new growth and attract more listenership and more advertisers in each community. Showmanship, new selling ideas and teamwork on the part of those who adhere to the concept radio has come of age will bring the industry a future brighter than even its successful early years, Mr. Weis believes.

Personnel: Robert Friedheim, vice president; Pierre Weis, general manager; Dick Lawrence, sales manager; Jim Weathers, western division manager; Ken Joseph; Robert Montgomery; Greg Reser; Herb Gross.



EXTENSIVE promotion projects are being developed by World Broadcasting System. Listening to a new feature are Pierre Weis (r), general manager, and Dick Lawrence, sales manager.

Frederic W. Ziv Co.

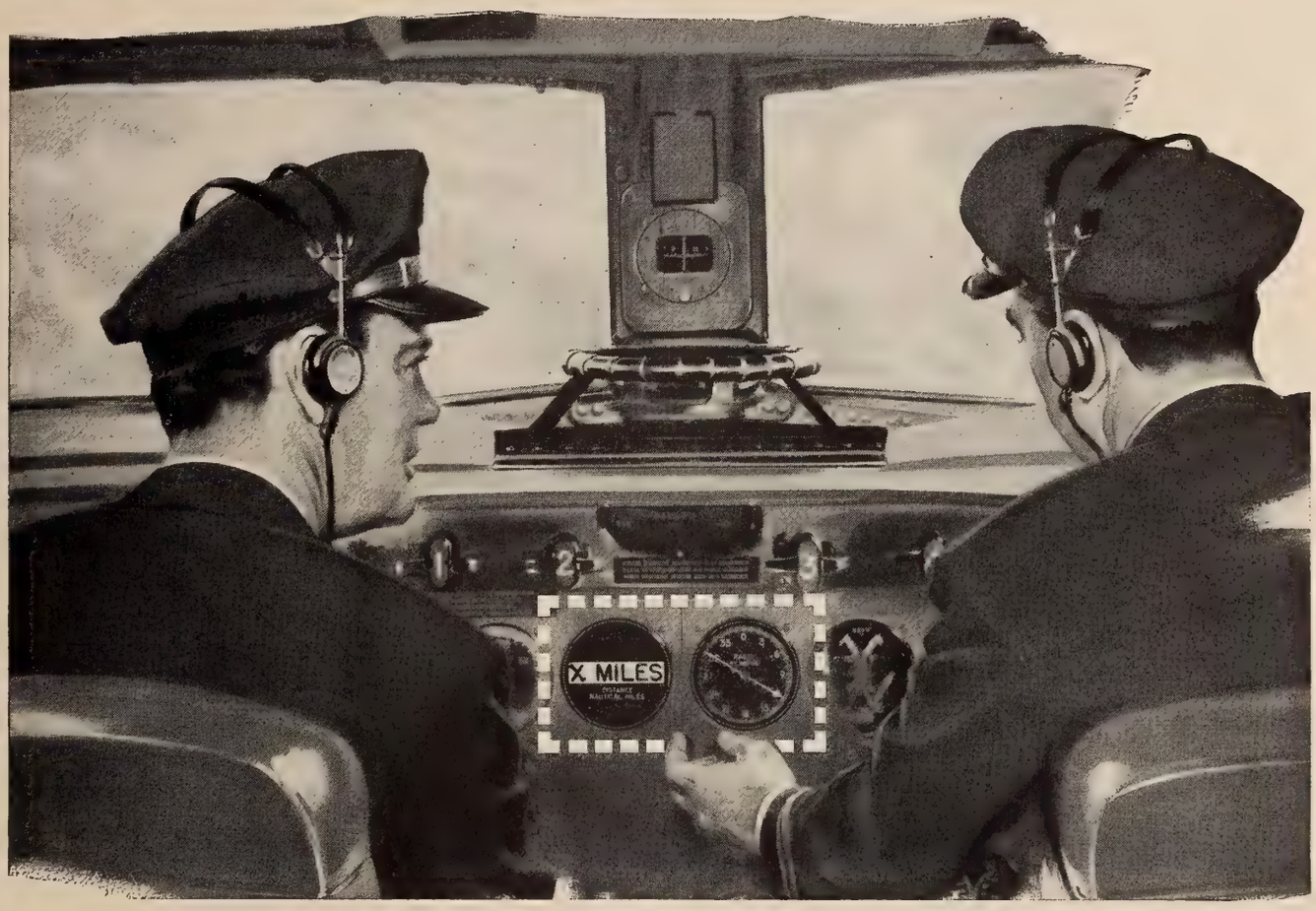
SUCCESS STORY and the heavy penetration of *The Eddie Cantor Show* will be emphasized by Frederic W. Ziv Co. The radio package consists of five half-hour programs per week with Mr. Cantor in songs, comedy routines and sketches, interesting tales about show business and personal observations about current matters. The program presently is sold in 237 U. S. and Canadian markets with a single sponsor in some locales and multiple or alternate sponsor arrangements in others.

Personnel: Alvin E. Unger, vice president in charge of sales; Ben Philly, sales promotion manager. Shoreham A 208.



FEATURING the Frederic W. Ziv Co. exhibit will be a display showing coverage of the *Eddie Cantor Show,* across-the-board 52-week half-hour program now in 237 markets.

TACAN-



Amazing New IT&T development
will revolutionize aircraft navigation

Gives position of aircraft instantly, automatically, and with accuracy never before attained.

TACAN (tactical air navigation) provides both distance and bearing information in a single "package" about the size of an ordinary shoe kit. This has never been done before!

By integration of functions, and miniaturization into one small unit, TACAN represents a giant stride in aircraft navigation equipment. Add extreme accuracy, and adaptability to varying installation conditions such as on shipboard or for mobile land equipment, and you know why TACAN is described by military and civil aviation officials as one of the most significant advances in many years.

TACAN is the result of a series of development programs sponsored by the U.S. Navy and the U.S. Air Force at Federal Telecommunication Laboratories, a division of IT&T. It is another of the outstanding IT&T research and engineering "firsts," and major contributions to safer, more dependable flying.

A light, simple, comprehensive TACAN *airborne unit can be made available for private flying.*

INTERNATIONAL TEL AND TEL

IT&T

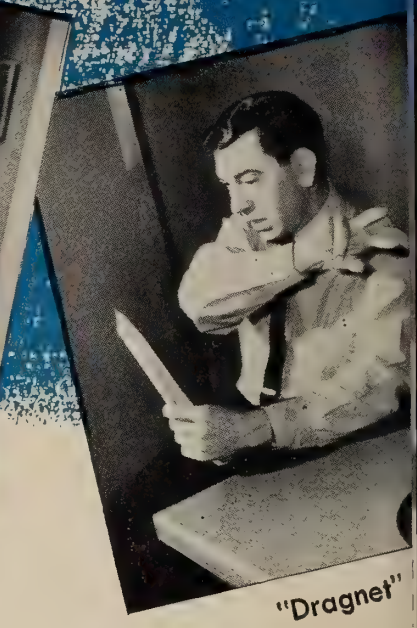
INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION
67 Broad Street, New York 4, N. Y.



Philco 16MM CineScanner



"State of the Union"



"Dragnet"

PHILCO

FEATURES

- Provides preview—exclusive with Philco.
- Available in 16MM and 35MM models.
- Quiet, continuous film motion—no intermittent mechanism to cause film wear and damage.
- Cold light source—no burning or discoloring of film.
- Instantaneous run-up with provision for quick starts, stop and reversal.
- Highest quality reproduction in monochrome and color.

PHILCO REGIONAL OFFICES

Chicago 11, Illinois
666 Lake Shore Drive

Dallas 1, Texas
201 Southland Life Bldg.

San Francisco 4, Calif.
650 Russ Building

Washington 6, D.C.
744 Jackson Place, N. W.

Los Angeles 25, Calif.
10589 Santa Monica Boulevard

Dayton 2, Ohio
Talbott Bldg., 1st & Ludlow Sts.



"Lady in the Dark"

"Babes in Toyland"

CineScanner

...film "star" of network color shows!

Over and over, the Philco CineScanner continues to prove itself the star performer on top-notch network shows: Transforming scenes-on-film to bright, crisp, steady pictures in rich full color . . . **with unequaled simplicity and dependability!**

CineScanner employs the simplest film telecasting technique known. There are no problems of shading or color registration. In fact, **color registration insurance is actually built in!**

Here's how CineScanner works:

A dependable cathode ray tube projects bright "cold" light through the film on to low cost, non-synchronous pickup tubes. Simultaneously, these tubes generate signals for the red, green and blue images—**all from a single scanning tube!** Operation is simple and direct. Costly camera tubes are eliminated. Perfect registration is assured.

CineScanner has other exclusive advantages. A continuous-motion film transport mechanism designed by Philco and built by the Mitchell Camera Company eliminates mechanical shutters and noisy film-damaging intermittents. The film can be started, stopped—run forward and backward—instantaneously!

Install the Philco CineScanner and enjoy this simple, practical way of film telecasting. You can start today in monochrome . . . convert tomorrow to color with a simple conversion kit.

For complete information write Dept. BT

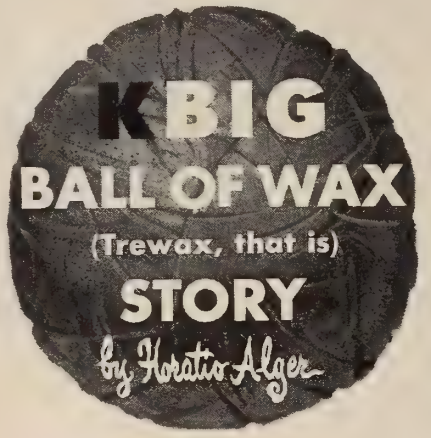
PHILCO CORPORATION

GOVERNMENT AND INDUSTRIAL DIVISION

PHILADELPHIA 44 PENNSYLVANIA

PHILCO
Famous for
QUALITY
the World Over

Here's the



And you can't hardly get those true rags-to-riches stories no more!

• **1949** sales volume when Ma and Pa Harry Fox cook Trewax on kitchen stove and sell it door-to-door.

Quality-wise housewives begin asking hardware stores for "that Cadillac of floor waxes." Family sets up small factory.

• **1950** sales double, then re-double yearly thereafter. Only trade advertising was used.

● **1951** ● **1952** ● **1953**

Then Trewax budgets a consumer campaign: most of it for 75 announcements a month on KBIG because it covers **all** Southern California at lowest cost per impression, the balance in Sunset Magazine.

● **1954** sales double 1953 and reach six figures. 95% distribution achieved in hardware, paint, department and floor covering stores.

1955: Trewax renews KBIG, moves into large new factory, expands into Northern California music-and-news radio, plans for national distribution in 1956.

The magic ingredient in Trewax: carnauba. The magic ingredient in Southern California advertising: Radio and KBIG.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Hollywood 28, California
Telephone: HOllywood 3-3205

Nat. Rep. Robert Meeker & Assoc. Inc.

Ziv Television Programs

PLANS for a greatly-accelerated schedule of merchandising and promotion aids which will be made available to sponsors and audiences will be announced by Ziv Television Programs at the convention, according to John L. Sinn, president of the firm. Mr. Sinn explained that the merchandising and promotional program for top-rated shows like *Eddie Cantor Comedy Theatre, Mr. District Attorney, I Led Three Lives, Meet Corliss Archer* and others have been drawn up to aid advertisers in more closely tying in their products to the programs. The new merchandising and promotion aids, he says, will enable tv stations to work with sponsors in achieving added penetration in local audiences. Shoreham A 209.

For the convention, Ziv has prepared surveys and studies on audience composition and telecast time evaluations of many programs, including *District Attorney, Cantor* and *Science Fiction*. In addition, comparative rating surveys on all shows are being prepared for general use in guiding the development of merchandising and promotional campaigns to help maintain a constantly improving rating picture.

Personnel: Frederic W. Ziv, chairman of the board; John L. Sinn, president; M. J. Rifkin, vice president in charge of sales.

OTHERS ON DISPLAY

American Research Bureau Inc.

INFORMATION and sample copies of work done by the American Research Bureau Inc. will be available at Sheraton Park, 356,358,360.

Items covered will be national tv audience measurement; metropolitan area tv rating reports, separately for 80 major markets; metropolitan area coverage studies in 140 markets showing tv penetration, stations received, frequency of viewing, station preference and uhf conversion; tv set distribution by brands, and ARB facilities available for special surveys and tabulations.

Personnel: James W. Seiler, president; Roger N. Cooper, western division manager; Jack L. Gross, manager, N. Y. office, and Lorin S. Myers, manager, advertiser service department.

Bonded Tv Film Service

BONDED Tv Film Service will present a visual demonstration of film services in Suite F-407 at the Shoreham.

Personnel: Chester M. Ross, president; Emanuel Kandel, operating vice president; Alan Rhone, Tele-Shippers (subsidiary); Marty Ross, west coast representative, and Don McClure, general sales manager.

Hufty, Eubank & Russell

ENDORSED by NARTB, this insurance underwriter carries a line of group tower insurance providing complete coverage and what is described as inexpensive full-risk protection at special rates.

Personnel: William G. Russell, Charles Finney, Fay Wood, Evelyn Sandoz, Peggy Dodd.

National Affiliated Television Stations

NATIONAL AFFILIATED Television Stations will show a demonstration of the vast possibilities of aid to uhf and vhf stations, financial, managerial and program aids, in Suite F-201 at the Shoreham.

Personnel: Dick Doherty, director of managerial services; Berman Swarttz, secretary-treasurer; Joseph Justman, chairman of the board; Ely Landau, executive vice president, and Oliver Unger, vice president.

A. C. Nielsen Co.

A. C. NIELSEN CO. will feature details of its station index for local radio and tv audiences at the convention. Data will be available on stations in Philadelphia, Boston, San Francisco, Los Angeles, Chicago, Seattle, New York, Cleveland and Detroit. Sheraton Park 690-92.

Personnel: John K. Churchill, E. P. H. James, William R. Wyatt, vice presidents; David A. Traylor, sales service executive, and Murry Harris, public relations director.

Community Club Services

COMMUNITY Club Services Inc. will be in Suite 217-219, Shoreham Hotel, one room to be used as a hospitality room and the other to contain information about the company's sales expansion and merchandising service known as the Community Club Awards Campaign. Door prizes ranging in value from $20 to over $1,000 will be offered.

Personnel: Joseph B. Matthews, president; William Carpenter; Jack Siegel; Victor C. Diehm; Richard H. Harvey; John C. Gilmore; Bess Gilmore, and Lawrence Welch.

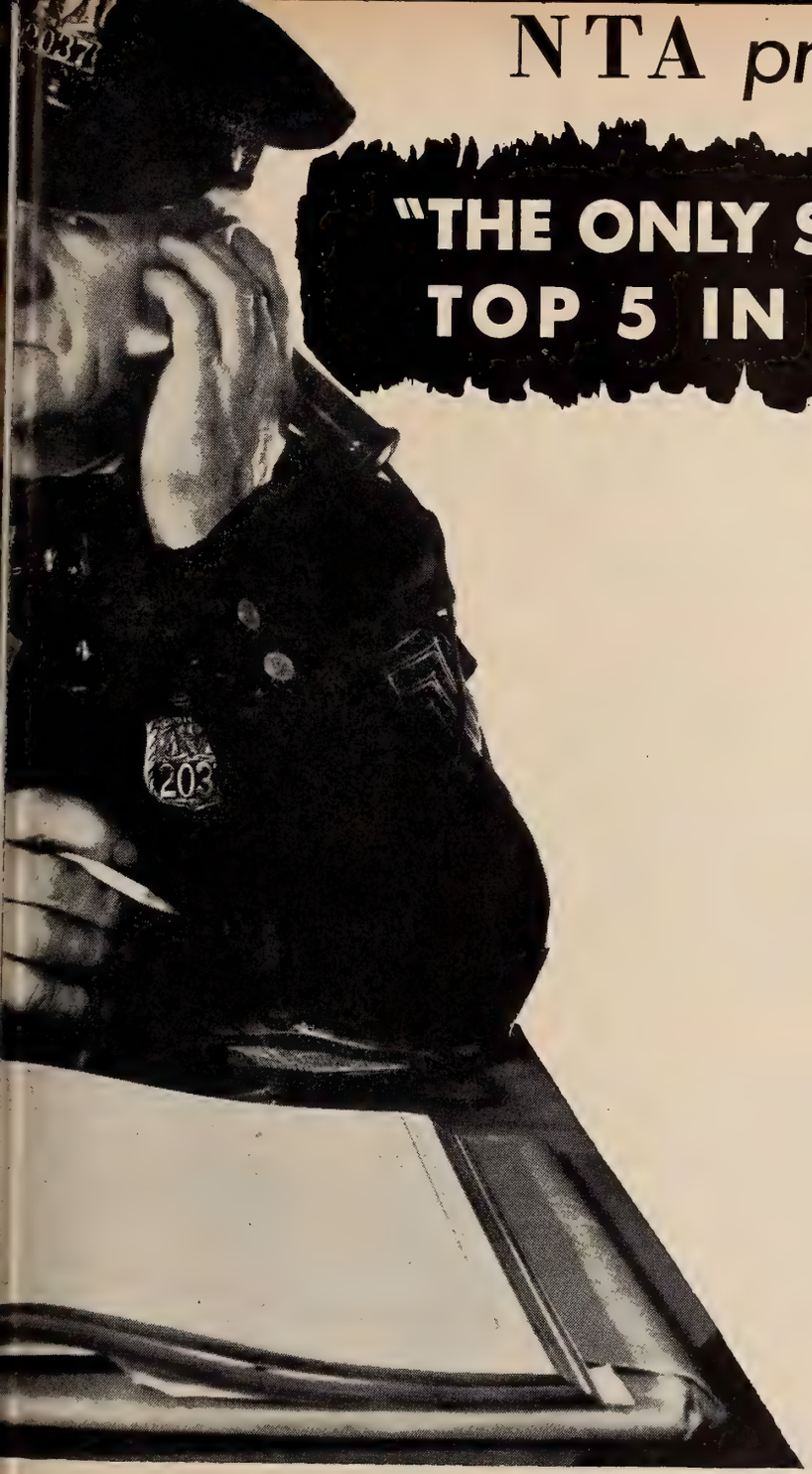
Hospitality Suites

ALSO on tap, in addition to the exhibits described on pages 73-112, will be hospitality suites of various firms. Following are the room locations (numbers are for the Sheraton-Park, except where the Shoreham is specifically mentioned):

ABC, B 300; American Research Bureau, C. E. Hooper Inc., 358-360-356; American Telephone & Telegraph Co. Long Lines Dept., 689-91; Amperex Electronic Corp., B 312-14; AP, Madison Suite; Avery-Knodel Inc., 489; John Blair & Co., C 200; The Bolling Co., A 611-15-07-09; Bonded Tv Film Service, F 407 (Shoreham); The Branham Co., A 211-215; Broadcast Music Inc., 657-661; Broadcasting • Telecasting Magazine, Franklin Suite; Henry I. Christal Co., 658-660-56; CBS Radio, H 400-02-04; CBS Television, H 600-02-04; Dage Television Div. of Thompson Products Inc., E-406-08; Allen B. DuMont Laboratories Inc., G 600 (Shoreham), DuMont Television Network, B 200; General Electric Co., G 500 (Shoreham); General Teleradio Inc., 774-72-76; Oliver Gramling, E 311; Guild Films Co., D 800-802 (Shoreham); Harrington, Righter & Parsons Inc., B 500; Headley-Reed Co., E 400-03-04; George P. Hollingbery Co., C 100; Hollywood Television Service Inc., A 402 (Shoreham); Kay Lab Inc., A 111-15; Keystone Broadcasting System Inc., A 711-15; Joseph Hershey McGillvra Inc., A 311-15; Meeker Tv Inc., Robert Meeker Assoc. Inc., A 500; MBS, A 200; Muzak Corp., B 411-15; NBC, D 200-03-04; A. C. Nielsen Co., 690-92; Edward Petry & Co., G-200; Prodelin Inc., H 100; Pulse Inc., 291-93; RCA Broadcast Marketing Div., C-400-03-11; Screen Gems Inc., A 406-08; Sponsor Magazine, F 603-05 (Shoreham); Standard Rate & Data Service Inc., 684-86-88; Television Bureau of Advertising Inc., A 502-500 (Shoreham); Television Digest, D 615-17 (Shoreham); Tv Guide, G 400 (Shoreham); Television Magazine, D 502-500 (Shoreham); Venard, Rintoul & McConnell Inc., B 508-10; Vitapix Corp., B 100; Ziv Television Programs Inc., C 211-15.

NTA *presents...*

"THE ONLY SHOW AMONG THE TOP 5 IN ALL CATEGORIES"



BILLBOARD *says:* Bullseye Among Men. "For 22 basic markets .... **Police Call**— ranks 2nd among Men per 100 viewing homes."

BILLBOARD *says:* Bullseye Among Women. "For 22 basic markets .... **Police Call**— ranks 4th among Women per 100 viewing homes."

BILLBOARD *says:* Bullseye Among Teens. "For 22 basic markets .... **Police Call**— ranks 5th among Teens per 100 viewing homes."

POLICE CALL

N T A's newest TV film adventure series.

A shot in the dark . . . a man falls to the ground clutching a wisp of cloth. A phone rings at headquarters and a police sergeant answers. It's the French Surete, Scotland Yard, the Royal Canadian Mounted, the Italian Carbinieri, the famous police forces of the world, all rolled up into a gripping series of thrills and chills!

The stories are developed from actual case histories in international police files. Each show is steeped in the rich atmosphere of the foreign locale in which the case occurred. This is a colorful human interest series, presenting people from every walk of life — a pulsing, fever-pitch of excitement.

26 half-hour dramas ready for regional and local sponsorship.

Audition Prints upon request.

Call Your NTA Man Today! He's Only Minutes Away!

NTA *National Telefilm Associates,* INC.

625 Madison Avenue, New York 22, N. Y. • PLaza 5-8200

DELEGATES WILL HEAR OF LATEST DEVELOPMENTS

TWO-DAY SESSION SCHEDULES PAPERS ON TECHNICAL FINDINGS

NARTB's Ninth Annual Engineering Conference will take broadcasters into the newest techniques and apparatus developed by industry scientists in the last year. It will be held Wed.-Thurs. (May 25-26) at the Shoreham.

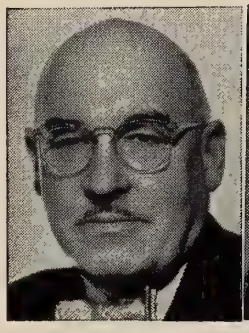
The discussion is "geared to reality," according to Ross Beville, WWDC Washington, chairman of the conference program committee. A. Prose Walker, NARTB Engineering Dept. manager, said the papers cover such topics as fm multiplexing, bandwidth proposals, remote control of high-power transmitters and directional systems, along with ways of modernizing equipment to save both space and money.

Opening day of the conference will be devoted to radio. Raymond F. Guy, NBC director of radio frequency engineering, will preside. The engineers will join the main NARTB management group at the two luncheons. An engineer reception is planned Tuesday evening.

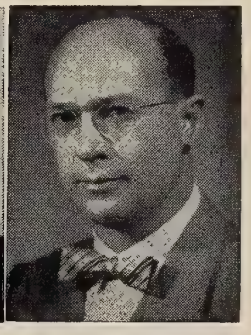
Wednesday Morning

OPENING TECHNICAL SESSION

Presiding: Raymond F. Guy, Director of Radio Frequency Engineering, NBC



MR. GUY



MR. WALKER

ANNOUNCING

teleradINC.

A NEW, UNIQUE, NATIONWIDE AND COMPLETE

RADIO-TELEVISION MANAGEMENT SERVICE

INCLUDING

COST CONTROL
MANAGEMENT
FINANCING
SALES
ENGINEERING
LEGAL
PROGRAMMING
BUSINESS ADMINISTRATION
STATION LAYOUT
NETWORK NEGOTIATION
PERSONNEL
PRODUCTION

NARTB CONVENTION • SHERATON PARK HOTEL

RAY J. WILLIAMS, PRESIDENT • DAVE BAYLOR, VICE PRESIDENT

Remote Control of High Power Transmitters and Directional Antenna Systems —A Progress Report

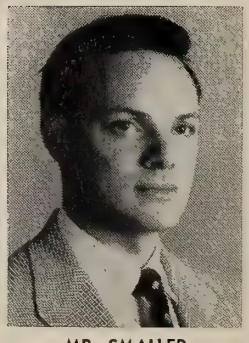
By: A. Prose Walker, Manager of Engineering, NARTB

CHANGING economics of radio broadcasting have produced increased demands for extension of FCC remote control rules to all classes of stations, including directional antenna systems. This paper is a report on the project NARTB is now conducting to enable submission of such a petition to the FCC. Reliability of existing remote control equipment, percentage of off-air time existent at stations now using remote control, economic factors involved, and considerations required in an extension of this authorization to high power and directional antenna systems will be discussed. A resume of experimental work now in progress will be presented, together with expected date of filing petition with FCC.

An Automatic Programming System

By: Philip Smaller, Research Engineer, Ampex Corp.

DISCUSSION of a programming system which will provide as much as 15 hours of completely automatic musical selections and local announcements. Each half-hour interval in the 15-hour program will start and break with required accuracy. The system requires two long-playing play-back machines. During the station break, the program machine, which is faded out, reaches the end of its last selection in the half - hour interval and stops itself. The system corrects itself every 30 minutes for any accumulated timing errors. At the end of the station break, the announce machine shuts itself off, and at precisely the proper time, the synchronous timer starts the program machine for the beginning of the second half hour. The above procedure is automatically repeated every half hour.



MR. SMALLER

Improvements in Broadcast Audio Equipment Design

By: Norbest L. Jochem, Director of Engineering, and John Birch, Audio Project Engineer, Gates Radio Co.

IT is the intent of this paper to present a broad analysis of audio equipment and audio techniques employed at the present time in the broadcasting industry. Because of the large

We're taking the wraps off . . . to show you the BIGGEST thing in FM

MULTIPLEX TRANSMITTING and RECEIVING EQUIPMENT at the NARTB CONVENTION — MAY 22-26



By recent action of the FCC, the long awaited green light is on for multiplexing — simultaneous non-interfering distribution of one or two programs, in addition to the existing public broadcast, on an unlimited time basis.

INCREASED REVENUE POTENTIAL — This action of the Commission opens wide new fields of revenue to FM stations for point to point and other non-broadcast services such as storecasting, background music, and others. Stereophonic Sound Transmission can also be provided.

FULLY TESTED SYSTEMS — In anticipation of the Commission's decision, Multiplex Development Corporation under its President, William S. Halstead, has been engaged in a seven-year development program, based on principles established by the late Major Edwin H. Armstrong. This program has included extensive field tests in metropolitan, rural and fringe areas, culminating in more than eight months of successful test service at WGHF, New York.

IMPROVED QUALITY — By means of a replacement modulator of advanced design, performance of the public broadcast channel is substantially improved.

ECONOMICAL EQUIPMENT CONVERSION — Every effort is being made to keep prices within the capacity of any FM station. Two leading firms have started priority programs for the immediate production of multiplex equipment, to the specifications of and in close collaboration with Multiplex Services Corporation. *Gates Radio Company*, leading broadcast equipment manufacturer, is producing multiplex transmitting equipment, adaptable to any standard FM transmitter; *Browning Laboratories*, producers of fine FM receivers, is producing both complete receivers and Multicast adapters for existing receivers.

EQUIPMENT DELIVERY—Equipment will be available as rapidly as possible. Delivery schedules will be furnished upon request.

Be sure to see us at the NARTB Convention . . . ROOM F118 . . . See and hear equipment in operation . . . Displays and information also at exhibits of Graybar Electric Company and Gates Radio Co. . . . If you can't make it . . . write, wire, phone for further details and informational booklet.

Licensed under Armstrong and Multiplex Development Corporation Patents and patents pending.

MULTIPLEX SERVICES CORPORATION

Sales . . . Installation Service . . . Engineering

25 Vanderbilt Avenue, New York 17, New York, Telephone ORegon 9-0254

amount of material to be covered, no attempt will be made to single out specific components such as transistors, or individual units, such as amplifiers, for extensive analysis.

In its scope, the paper will discuss the present day methods employed in the design and the use of consoles, mixing systems, distribution systems, equalizers and automatic devices, such as automatic fade systems and automatic programming methods.

Through the analysis of equipments and methods employed at the present time, a plan for satisfying future requirements will be formulated. The discussion of future requirements will be finalized into actual specifications which must be satisfied for future audio broadcast equipment.



MR. JOCHEM

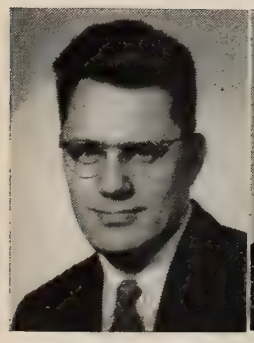


MR. BIRCH

A Transistorized Remote Amplifier

By: Paul G. Wulfsberg, Assistant Director of Research & Development, Collins Radio Co.

ONE of the first invasions of transistors into the broadcasting field has come in the form of a four-channel remote amplifier. A unit is described which permits a weight reduction of over 50% and a corresponding reduction in volume. Features include long battery life, absence of microphonics, high-level mixing, AC or battery operation with automatic cut-over, built-in test oscillator, etc. General performance and noise figures of transistors are discussed together with possible applications of transistors to other broadcast equipment.



MR. WULFSBERG



MR. MERSON

Tape and Disk Recording—How To Do It

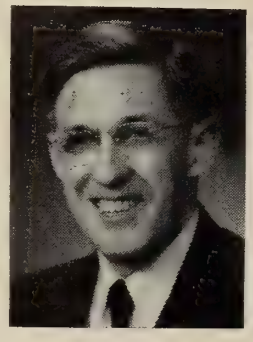
By: Thomas J. Merson, vice president, Audio-Video Recording Co.

HOW tape and disk recording complement each other to yield the recording quality we enjoy today. Some of the techniques employed in the recording of commercial jingles are examined with an emphasis on multi-track recording. Suggestions for recording at remote locations will be given. How a variable speed recording machine augments the standard studio facilities and gets new sounds to the listener. Some additions in the studio consoles are suggested which yield greater flexibility of operation. Credit is given to the tape editor for his contributions to the fine records available today and some examples of his work are pointed out. The proper handling and storing of tapes and disks, with a brief discussion of tape printing and a listening demonstration of some jingles and their construction will be given.

The Engineer-The Builder

By: Everett S. Lee, Manager, Technical Public Relations, General Electric Co.

IN BACK of every product we have there is a story of engineering development, design, application, operation and production. In every one of these stories you will find the hand, the head and the heart of the engineer.



MR. LEE

The scientist brings us new knowledge from nature. The engineer moulds that knowledge into products and services for all of us to have and to use.

When we consider all of the wonderful things we have brought to us from industry, we can say with Solomon: . . . "It is the Glory of God to conceal a thing, but to the honor of man to search it out." That search is carried on by the scientist and the engineer.

Wednesday Afternoon

Presiding: Comr. E. M. Webster, FCC

Studio Re-design

By: Dr. Leo L. Beranek, President, Bolt, Beranek & Newman Inc.

A REVIEW is made of psycho-acoustic and audience-opinion information of recent and older sources from which criteria for studio design are drawn. Examples of three types of existing studios that need revision are discussed. Their physical properties and acoustic data are presented and the manner in which they do not meet the criteria is discussed. Various alternatives for adapting these studios to meet the criteria are then presented. Emphasis is placed on achieving the desired results with the minimum outlay of money.



DR. BERANEK



COMR. WEBSTER

The Operation and Economics of Phase to Amplitude Modulation in Am Broadcast Transmitters

By: Charles J. Starner, Design Engineer, Broadcast Transmitter Section, RCA

PHASE to amplitude circuitry is reviewed and its embodiment in a modern 50 kw standard band broadcast transmitter is described. Methods for achieving good reliability, stability of adjustment and freedom from spurious radiation are presented. Performance measurements at the 50 kw carrier level are outlined. An analysis of installation, operating and maintenance economics of a 50 kw ampliphase transmitter is compared with similar data on 50 kw amplitude modulated transmitters using other modulation systems.

Fm Broadcasting—Growing Pains and Expansion Strains—A Panel

A. Prose Walker, Moderator, Manager of Engineering, NARTB; John H. Bose, Staff Engineer, Electronics Research Laboratory, Columbia U.; William Halstead, President, Multiplex Development Corp.; Stanley Joseloff, President, Storecast Corp. of America, and Ross Beville, Chief Engineer, radio station WWDC, Washington, D. C.

BEGINNING with a brief history of the factors contributing to the current status of fm broadcasting in this country, this discussion draws on the experience and knowledge of men well acquainted with the many aspects of the subjects to explain and predict a reasonable future for this phase of broadcasting. The recent decision of the FCC regarding multiplex will be explored from an engineering standpoint as well as an avenue of increased economic support for such stations.



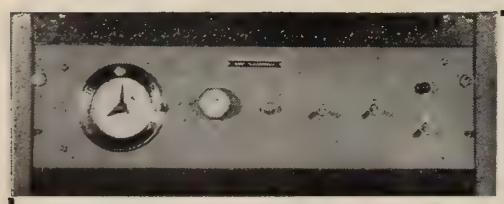
MR. BOSE



MR. HALSTEAD



MR. JOSELOFF



DEFENSE ALERTS

YOU DON'T HAVE MAXIMUM PROTECTION FOR A DEFENSE ALERT UNLESS YOU HAVE A "WARE" CONELRAD SYSTEM

Designed to be triggered by carrier break of key station.

Clock stops to indicate time of break, bull's eye pilot light glows, and alarm sounds if desired when carrier goes off. Push button to reset.

Adjustable time delay to prevent false indication. Will operate reliably on less than 1 volt A.V.C. from ordinary receiver. Ready for rack mounting. F.O.B. Ware $85.00

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Automatic Transmitter Restart
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WARE ELECTRONICS

Ware Coupling & Nipple Co.—Ware, Mass.

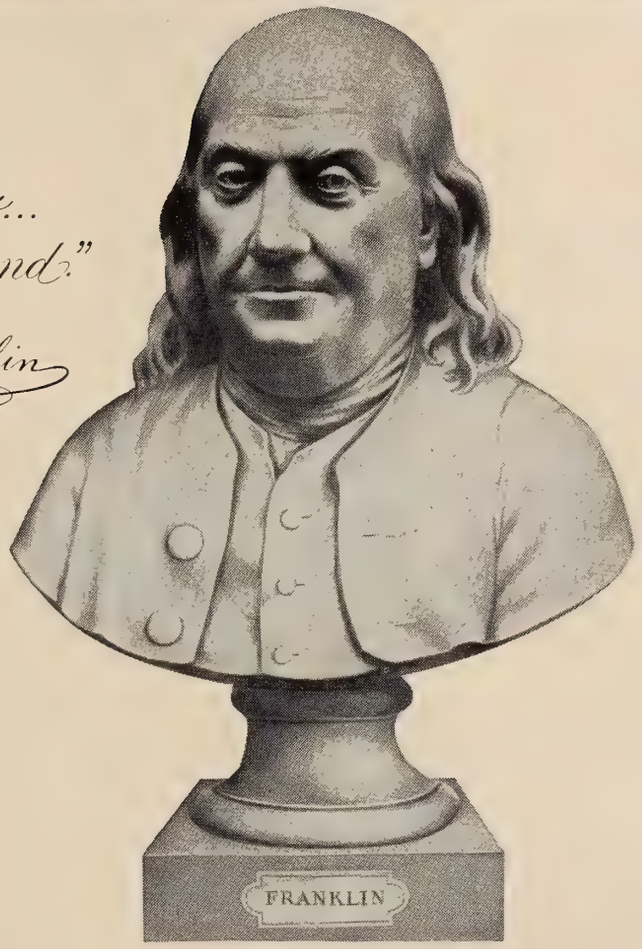
D. W. HOWE, JR.,—ENGINEER

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"I saw few die of hunger... of eating, a hundred thousand."

Benj. Franklin

POOR RICHARD'S ALMANACK—1736



Benjamin Franklin's observation that he saw more people die from eating than from starvation is certainly pertinent today. For, if you weigh more than you should, the chances are better than 9 out of 10 that your extra pounds are due to overeating.

When you store up weight, you are also likely to store up future troubles. These could include diabetes, gall bladder and kidney disorders, heart disease or high blood pressure, to mention a few.

In fact, the death rate from all causes is 22 percent higher for people who are from 5 to 14 percent overweight than for people of normal weight. Among people who are 25 percent overweight, mortality is about 75 percent higher.

If you are overweight, why delay the obvious advantages of reducing? Before you start to reduce, however, there are some pitfalls you will want to avoid.

First are the drastic dietary fads, and second is the indiscriminate use of so-called "reducing pills." Only when overweight is accompanied by a serious disease may quick reducing be desirable.

The safe and sane diet is the one that reduces you *slowly*, two to three pounds per week, and that *permanently* keeps you at your best weight. Throughout adult life it is a good rule to keep your weight at slightly below the level that is normal for your age and body build.

It is always wise to let your doctor decide what you should weigh and, equally important, let him plan your reducing diet. He will see to it that your meals are properly balanced.

Do not expect too much too soon when you start dieting. It took a long time to acquire those surplus pounds, and it will take time to lose them. If you want to check on your progress, weigh yourself weekly, rather than daily. If you stick to your diet, your weekly weighings will eventually show how much you are losing.

Once your weight is down, try to avoid any return to your old ways of overeating, and gaining. For *permanent* weight control usually brings a rich reward—*better health and added years in which to enjoy it.*

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Metropolitan Life Insurance Company

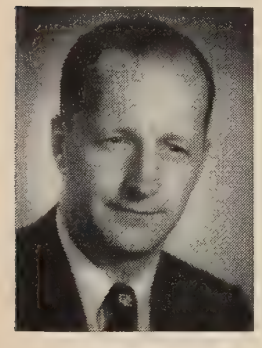
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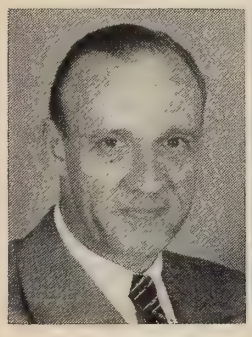
Will FCC Bandwidth Proposals Increase Your Operation Costs?—A Panel

Robert E. L. Kennedy, Moderator, Partner, Kear & Kennedy; Ernest W. Pappenfus, Assistant Director, Engineering & Research, Collins Radio Co.; James O. Weldon, President, Continental Electronics Mfg. Co.; A. Earl Cullum Jr., Consulting Radio Engineer; Fred Damm, Transmitter Design Engineer, Gates Radio Co.; Harold G. Towlson, Manager, Broadcast Transmitter Engineering, General Electric Co.; John E. Young, Manager, Broadcast Transmitter Engineering Section, RCA, and Ralph N. Harmon, Vice President for Engineering, Westinghouse Broadcasting Co.

FCC Docket 11233 proposes to limit off-channel radiation from both am and fm broadcast transmitters to a drastically low level (50 microwatts). Top engineering panelists from manufacturing, broadcasting and consulting engineering fields will discuss the ramifications of these proposals. Measurement data and cost factors indicating whether the proposed limits are practicable of achievement will be presented. Measurement techniques and equipment required to insure compliance will provide an index of operating expenditure should these values be incorporated into the Rules.



MR. PAPPENFUS



MR. WELDON



MR. CULLUM



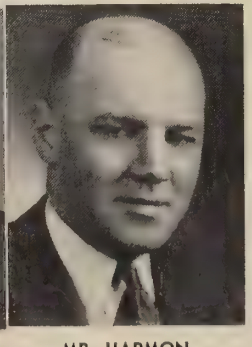
MR. DAMM



MR. TOWLSON



MR. YOUNG



MR. HARMON

Thursday Morning

Presiding: Glenn C. Boundy, Director of Engineering, Storer Broadcasting Co.



MR. BOUNDY



MR. BARTLETT

Advancements in Color Film & Slide Programming

By: Fred F. Bartlett, Headquarters Supervisor of Sales Engineers, Philco Corp.

THE studio origination of color film and slide programs has shared conspicuously in the success of color television to date and has pointed the way to the increasingly important role that this program source will play in the future of color telecasting. Equipment of this category is described in this paper. The continuing use of these systems for network color originations has demonstrated their versatility in the handling of both color and monochrome film, their adaptability to widely varying contrast and dye characteristics of color stock, and trigger action cueing and preview.

Adaptation of the Iconoscope Equipment to the Vidicon Pick-up Tube

By: Weld S. Carter Jr., Associate Staff Member, General Precision Labs.

THE recent availablity of a vidicon suitable for high quality pick-up of film and slides, combined with the present very widespread use of equipment designed for use with the iconoscope tube, raises the question of the practicability of a conversion of these facilities for use with the new tube. In response to field requests, an investigation of the optical, electrical and operational requirements and advantages of such a conversion has been undertaken. A discussion of some of the results of this investigation into the practical aspects of making the conversion in the field will be presented. Mr. Carter's co-author was William E. Smyth of the General Precision Lab.



MR. LOUGHLIN



MR. CARTER

General Characteristics of Color Television Displays

By: Bernard D. Loughlin, Consulting Engineer, Hazeltine Corp.

A BRIEF review is presented of the principles of operation, the general characteristics and the special problems associated with certain types of color television displays. The displays considered include: the three-gun shadow-mask tube, such as manufactured by RCA and CBS-Hytron; the one-gun and three-gun focus-mask tubes, such as proposed by Dr. Lawrence; the projection form of display, such as recently demonstrated by Hazeltine, and the beam-indexing display, which reports and patents indicate as being under consideration by Philco. A table is discussed which attempts to summarize the factors affecting picture quality obtainable with each form of display.

Network Transmission of Monochrome and Color Television

By: James R. Rae, General Methods Engineer, Long Lines Department, American Telephone & Telegraph Co.

NETWORK facilities for television transmission furnished by the Bell System have grown to a total of more than 70,000 channel miles. Of these, about 50,000 miles have now been conditioned to transmit color television signals.

The distances covered and broadcasters' requirements for frequent switching of network sections necessitate that transmission tolerances in various network components be kept very small. Effective measures must also be taken to provide reliability, in view of the large number of sections used in tandem.

This paper will discuss some of the factors involved in engineering and operating television network channels to obtain satisfactory transmission quality and reliability at reasonable cost.



MR. MONROE



MR. RAE

A Visit to CBS-Television Color Studio 72

By: Robert B. Monroe, Senior Project Engineer, CBS Television

TELEVISION studios designed to originate all types of network color programs must be large, flexible and well equipped. This paper describes the technical facilities as well as the general design philosophy of CBS Color Studio 72 in New York City.

The paper is followed by a colored motion picture film, introduced by Mr. William B. Lodge, CBS vice president in charge of engineering, showing studio rehearsals, cameras, lighting equipment, control room facilities, and on-the-set activity in this large, modern CBS color studio.

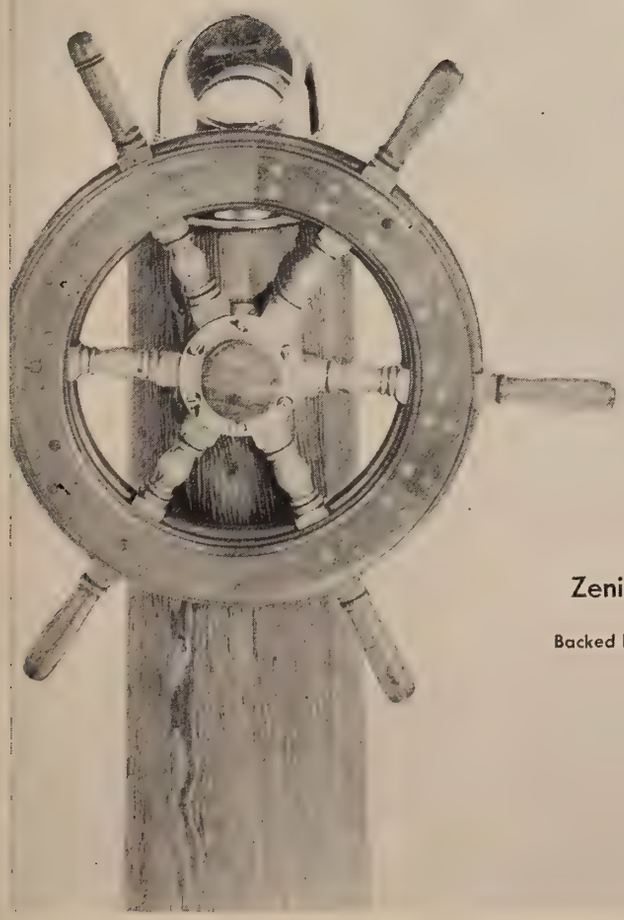
The Integration of Color Equipment and Existing Monochrome Installations

By: Anthony H. Lind, Manager, Broadcast Audio and Tv Projector Engineering; Lannes E. Anderson, Tv Systems Engineering, and Nils J. Oman, Development Engineer, Broadcast Transmitter Section, RCA

THE tv broadcaster faces many questions as he takes the necessary steps to enter color telecasting. A number of helpful considerations are discussed that will aid him in planning for an efficient transition to combined monochrome and color operation. A logical step-by-step approach is described, including preparatory work to ready existing monochrome facilities to



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handle color signals and dual color-monochrome usage of color camera equipment when it is placed in service. Also included is a discussion of considerations that apply to the handling of color signals by the tv transmitter.


MR. LIND


MR. ANDERSON


MR. OMAN


MR. ADLER


MR. BROWN


MR. OVERMIER

Design, Construction and Operation of Television Boosters and Satellites

By: Dr. George H. Brown, Director, Systems Branch Laboratory, RCA; Eugene E. Overmier, Manager, Commercial Engineering Dept., Sylvania Electric Products Inc., and Benjamin Adler, Owner, Adler Communications Labs.

RECENT proposed rule makings of the FCC look toward the authorization of low power television stations (vhf, uhf), in accordance with channel assignments of the Sixth Report and Order, as well as "boosters" to improve coverage of uhf stations within the predicted service area. Design, construction and operation of such stations, together with practical problems of coverage and interference, will be explained with the view of assisting any broadcaster entering this field of operation should it be authorized.

Thursday Afternoon

Presiding: James L. Middlebrooks, Engineering Director, KING-TV Seattle

A Review of Color Encoding Principles

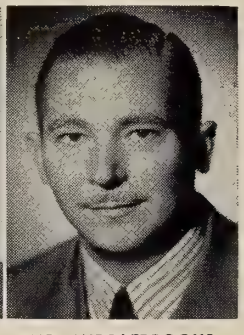
By Robert W. Deichert, C.R.L. Color Dept., Research Division, Allen B. DuMont Labs. Inc.

THE major function of color encoding equipment will be discussed in block diagram form. A review will be given of the various circuit configurations available to perform the functions shown in block form.

Attention will be given to Q, I and Y Matrix circuitry, bandwidth limiting filters and delay lines, balanced modulators and output circuits. Of particular interest will be descriptions of newly developed highly-stable, double-balanced modulators employing germanium diodes.

A summary in chart form will provide the means for quickly reviewing and bringing the broadcaster up to date on recent developments and the present state of the art of color encoding equipment.


MR. DEICHERT


MR. MIDDLEBROOKS

Proof of Performance Measurements of Vhf Stations

By: Alex C. Latker, Broadcast Products Service, Technical Products Dept., General Electric Co.

SINCE the advent of FCC Docket 10353, the permissible levels of "spurious emissions" and harmonic radiation have been specified. It is the intent of this talk to illustrate several methods whereby low level measurements can be made. Specific emphasis will be placed on harmonic radiation measurements, using available test equipment and as illustrations—measurements taken at a particular vhf station and at the General Electric factories will be compared.


MR. LATKER


MR. McLAUGHLIN

Considerations of Microwave Installations

By: Richard C. McLaughlin, Assistant Manager, Communications Products Planning, Raytheon Mfg. Co.

MANY of us in the television business have turned or will turn to microwave in the near future as a solution to our STL, remote pick-up, inter- and intra-city, and industrial problems. Each of these microwave problems require separate analyses of the factors pertinent to the specific application; these factors are made available only by a comprehensive survey of the area in question.

Once the profile charts of the path topography are drawn and a personal reconnaissance of this area is made, we then may apply principles of microwave propagation, the effects of topographical and meteorological conditions, and frequency interferences resulting from multi-hop and parallel microwave operations. Passive reflector size and separation from the microwave source, coupled with allowable tower twist and sway, are considerations not to be overlooked in any microwave installation.

If we are to expect maximum reliability at minimum cost from these microwave systems, we must be cognizant of these principles and considerations as they apply to our installations, for these basic considerations may spell the difference between success and failure in our television operations.

Achieving One Megawatt ERP at Uhf

By: Frank J. Bias, Supervisor of Uhf Transmitter Engineering, General Electric Co.

EXPERIENCE with uhf television transmitting stations radiating up to 250 kw ERP has demonstrated the desirability of reaching the maximum of 1,000 kw ERP allowed by the FCC.

Analysis of the factors involved shows the need for uhf television transmitters at both the 23 and 45 kw ratings. In the General Electric 23 and 45 kw uhf television transmitters these power levels are achieved by combining field-proven elements of the 12 kw transmitter in such a manner that failure of one of the amplifier tubes does not disable the transmitter.

These transmitters offer unusual flexibility in that the cubicles may be arranged in any manner to meet the space requirements of each installation. Also the transition from the existing 1 kw or 12 kw transmitter to 23 or 45 kw operation may be made in easy pre-tested stages without reduction in power output or loss of air time.


MR. BIAS


MR. ALINSKY

A Low Power Television Station for $50,000

By: Joseph W. Alinsky, Chief Engineer, Dage Tv Div., Thompson Products Inc.

GOOD television service can be provided to small communities with low power and antenna heights. Actual ERP and antenna heights vary according to specific circumstances (layout and terrain), but with modern receivers and antennas they can be much less than presently allowed by FCC for cities under 50,000 population. For the proposed low-power installations, service for area television sets should compare favorably with that presently provided in low power am installations for area radio sets.

Attention is invited to the fact that modern "hot" receivers (built-in boosters) give Grade A pictures with Grade B signals in many instances. (FCC curves based upon "average" receiver existing 1946.)

Equipment, transmission lines and antennas are described and Tables of Predicted Coverage are presented for several ERP's and antenna heights.

"Great is TRUTH. Fire cannot burn, nor water drown it"..... DUMAS

What Is Chiropractic?

Here Is the TRUTH about America's Second Largest Healing Profession



There is ONE first and basic study for ALL those entering ANY of the healing professions. The study is the structure of the human body—the book is Gray's Anatomy. It is profoundly significant that on the nervous system this book agrees with the chiropractic principle with classic simplicity. Gray says:

"The nervous system is the mechanism by which ALL, save the lowest forms of animal life, are enabled to re-act to their environment. In addition, the nervous system CONTROLS and regulates the activities of ALL other systems of the body and determines their harmonious co-operation, for the benefit of the organism as a **whole.**"

Chiropractic therapeutics restores normal function of the nerve system in these ways:

1—Specific adjustive therapy to correct anatomical disrelationship, restore normal nerve function.

2—Clinical nutrition and dietary guidance to restore normal chemical balance in the body and correct disorders resulting from faulty nutrition.

3—Physical therapy, using light, water, heat, cold, exercise and certain precision instruments, to restore the normal physiological functions.

4—Psychosomatic counsel to effect a balanced interrelationship between mental, emotional, physiological and mechanical aspects of the body.

The truth of chiropractic cannot be denied . . . in results, in public service . . . in every ethical way it has established itself as the second largest healing profession.

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The Truth About Chiropractic

**One of a Series of Reports*

(Government continues from page 70.)

SARNOFF CALLS FOR MASS SCALE USE OF RADIO-TV FOR COLD WAR VICTORY

High on the recommendations of the Sarnoff Plan, submitted to the President in a memorandum, is that lightweight radios tuned to American signals be made available to areas behind the Iron Curtain. He also asks for expansion of mobile film units and suggests the use of mobile big-screen tv units in black-and-white and color.

AGGRESSIVE use of radio and tv on a mass scale is a keypoint in Brig. Gen. David Sarnoff's blueprint to win the cold war and thus lessen the possibility of a "hot war."

Gen. Sarnoff, board chairman of RCA-NBC, presented his program in a memorandum to the White House, made public last Tuesday.

At his Wednesday news conference President Eisenhower said he had discussed the recommendations with Gen. Sarnoff, adding he believed thoroughly in them since he considered it unthinkable to limit the nation's activity in this information field.

To direct this "political offensive," Gen. Sarnoff recommended the creation of a Strategy Board for Political Defense. The board, operating as a cold war equivalent of the joint chiefs of staff on the military side, would be drawn from the top policy levels of the State Dept., Defense Dept., Central Intelligence Agency and the U. S. Information Agency (includes Voice of America).

The board, functioning directly under the President, would have a chief with cabinet status.

The Sarnoff Plan bears the title: "Program for a Political Offensive Against World Communism." It encompasses a vastly enlarged "propaganda effort." Communications media, along this line, would shoulder a greater responsibility.

The broadcast media portion of the Sarnoff Plan includes:

- Re-appraisal of the U. S. Information Agency "with a view to improvement and expansion." Gen. Sarnoff said the Voice of America program "has tasks to perform in many nations of the free world second in importance only to those in the unfree world." The Voice's name would be extended to include the words: "—for Freedom and Peace."
- Expansion of mobile film units (which, he noted, "are already penetrating backward areas"). In this connection, Gen. Sarnoff recommended mobile big-screen television units in black-and-white and in color—"their very novelty will guarantee large and attentive audiences."
- Availability of millions of mass-produced, cheap and lightweight radio receivers tuned to pick up American signals. These would go to listeners "in critical areas behind the Iron Curtain" at receiver cost or free of any charge.
- Because millions of persons in the world do not have electrical and mechanical devices available in the U. S., "a simple, hand-operated phonograph device costing no more than a loaf of bread, could be produced in quantities and supplied gratis. . . ."
- Unbreakable, intelligible records, made of cardboard and "costing less than a bottle of Coca-Cola" could carry U. S. messages. These could be dropped from the air like leaflets, thus getting across messages which "could not be jammed."
- Enlistment of broadcasting facilities for U. S. use in European and Asian countries as a supplement to regular overseas propaganda and as a means of intensifying American broadcasting on a world-wide scale.

Gen. Sarnoff said the case of Finland points up the "inadequacy of our present effort." That country, he said, located on the very edge of the Red empire and "under the most concentrated Soviet propaganda barrage," receives more than 43 hours of Soviet broadcasts weekly and "a million potential viewers" will be available for a tv station being built in Soviet Estonia, nearby Finland. The Voice of America, however, in 1953 "was compelled to discontinue its daily half-hour broadcast to Finland to save $50,000 annually," he asserted.

As summarized by Gen. Sarnoff, the reason for his detailed 42-page memorandum lies in his feeling that "insufficient funds and inadequate tools" have scaled down U. S. efforts to "strikingly little compared with the enemy's and are wholly inadequate to achieve victory." He said: "We must meet the political-psychological challenge of world Communism fully and on a scale geared to winning the struggle."

The "decision to win the Cold War," he said, should be communicated to the entire world as a fixed goal of U. S. policy. And the American public should be made "promptly and fully aware" of (1) the nature of the cold war, (2) the importance of the U. S. winning it and (3) costs and sacrifices this effort may entail. Gen. Sarnoff said, "This significance and urgency of the problem should be conveyed to the American people, through discussion over radio, tv, and in the press."

The Sarnoff memorandum treats in great detail the methods used by the Communists in waging the cold war, including tactics of propaganda, infiltration and subversion, fifth columns and false fronts, sabotage and terror, civil strife, preparation of "cadres," and of reserves and "treacherous diplomacy." Other topics discussed are reasons why the U. S. "dare not lose the cold war," why it must be won to prevent a hot war; a clarification of the global issues and the organization "toward cold war victory" as envisioned by the general.

Gen. Sarnoff warned that this country's "political counter-strategy has to be as massive, as intensive, as flexible as the enemy's."

He said the question "is no longer whether we should engage in the Cold War. The Soviet drive is forcing us to take counter-measures in any case." The question now, he said, "is whether we should undertake it" with the idea of using all the means "deemed essential, by governments and by private groups, to win the contest."

Gen. Sarnoff explained that his memorandum was prepared after a talk on the subject with President Eisenhower March 15 and then announced by White House Press Secretary James Hagerty.

In a report of that meeting [B•T, March 21], B•T had noted that the President was "so impressed by Gen. Sarnoff's discussion that a normal 15-minute, pre-luncheon appointment was stretched out into a 45-minute session."

Gen. Sarnoff said that the same afternoon, at Mr. Eisenhower's request, he conferred with Nelson Rockefeller, Special Assistant to the President on psychological warfare, and U. S. Information Agency and CIA officials. At the meeting's end, Gen. Sarnoff "undertook to submit his views on the subject and a suggested program of action," according to RCA. The result was preparation of the memorandum.

Gen. Sarnoff's plan calls for "dramatic victories as swiftly as possible." Along this path, the general saw possibilities for encouraging and guiding "passive resistance," for keeping supplied with information, slogans and leadership "pockets of guerilla forces . . . in Poland, Hungary, the Baltic states, China, Albania and other areas." Among specific activities discussed by the general, in addition to communications, were collaboration with emigrees and escapees and special schools to train personnel for political-psychological warfare.

Sarnoff Plan Lauded

SENATE Majority Leader Lyndon B. Johnson (D-Tex.) last week praised RCA-NBC Board Chairman Gen. David Sarnoff's "Program for a Political Offensive Against World Communism" (see adjacent story). Sen Johnson called the document "particularly impressive" and entered it in the *Congressional Record*. He said Gen. Sarnoff "belongs to that great group of Americans who are always on call when their government needs them. He has always been willing to set aside his personal affairs, however important, when his services can advance his country's welfare." Sen. Johnson described RCA as a "key element in our defense structure."

Rep. James Roosevelt (D-Calif.) last week proposed that Gen. Sarnoff be made chairman of the strategy board he proposes. He inserted in the *Record* an editorial from the New York *Journal-American* also proposing the RCA-NBC board chairman as head of the strategy board.

BROADCASTERS QUIET ON PAY-SEE ISSUE

DEADLINE for comments on whether the FCC should authorize the operation of subscription television is only 30 days away (June 9), and still no major broadcast entity has put its position in writing.

But the public has taken to pen and paper with an outpouring that has turned the FCC's mail and docket clerks into muttering letter openers.

As last week drew to a close, the Commission had 25 volumes of pay-tv correspondence in its docket section. Proponents of toll tv still predominated.

Among the "big" names writing in favor of subscription tv during the last week were Mrs. Eleanor Roosevelt, Cecil B. DeMille, Carl Sandburg (poet), Robert Sherwood (playwright), Tom Hamilton, U. of Pittsburgh athletic director.

Also on the favorable side was Vincent M. Gaughan, Buffalo, N. Y., attorney and vice president of ch. 27 WSTF (TV) Stamford, Conn., not yet on the air.

Polls were being taken by such dissimilar publications as the *Chicago Daily News* and

Maynard Reynolds

or what model gasoline for your 1958 model car?



"You've probably heard it said that competition in an industry brings the customers better products ahead of time.

"If you ever doubted it, you should have been looking over my shoulder lately.

"I'm a research chemist for Union Oil. That's why, back in 1951—when Union was selling all the gasoline it could refine—the boss called me in. He said management wanted to know what



kind of gasolines we'd have to be able to market in 1958 to satisfy cars then.

"After studying trends in engine design, we set to work on our '58 model gasolines. We pushed octane right to the ceiling for the highest practical power and knock-rating. But we wanted more than power.

"We wanted gasoline that would start a cold engine in a wink and let you drive away without a warm-up. We took our test cars into snow country and worked at 20-below.



"We also wanted gasoline that wouldn't vaporlock. So we drove down into the desert and tested blends till we had one that would perform in an oven.

"Well, when we had all the vital statistics we showed 'em to the men on the 12th floor. They took a long look at the facts, okayed $70,000,000 for a refinery expansion program.

"As a result, we were able to introduce our 1958 model premium and regular gasolines in 1955—three years ahead of schedule. *And man, are the customers taking them away from us!*"

* * * *

Maynard's true story points up again the big advantage of being a customer under America's free enterprise system.

Because we compete with every other oil company for your business, we con-



stantly *have* to introduce improved products to please you.

But if—as in Russia today—government had a monopoly on all business, there would be no incentive to bring you anything better.

YOUR COMMENTS ARE INVITED. *Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

the weekly *Saturday Review*. The newspaper reported 1,414 in favor and 602 against pay-as-you-see tv. The literary journal stated that from 63.4% to 65% of its readers responding to its poll favored pay tv. The *Chicago Sun-Times* editorially repeated its stand in favor of giving subscription tv a chance in the marketplace.

Anti-pay tv won a couple of champions. *New York Times* radio-tv critic Jack Gould warned that pro-pay tv program promises were getting "unrealistic" and "vague." He said more and more tv stars hearing about the publicized wonders of toll tv were beginning to eye the potential for themselves. This would denude free tv of its attractions, he said. He also pointed out that subscription tv adherents have not specifically agreed there would be no advertising on toll tv. Mr. Gould has generally been in favor of letting subscription tv prove itself in practice.

An anti-pay tv resolution was adopted by a fact-finding committee said to represent more than 25 AFL show business unions affiliated with the Central Trade & Labor Council of New York. Unions represented included Actors Equity, AFTRA, Associated Musicians, Legitimate Theatre Employes, Radio-Tv Broadcast Engineers, Theatre Authority, Radio & Tv Directors Guild and Scenic Artists.

According to the union groups, toll tv would impose a "financial burden on millions of wage earners" in lower income brackets and information and education programs now being enjoyed by millions of shut-ins and invalids would disappear from the free airwaves.

The union asked support for a resolution before the New York City Council that asks the FCC to disapprove pay tv.

The week started with a debate between Zenith sales vice president H. C. Bonfig and movieman Alfred Starr over NBC-TV. Mr. Bonfig was assisted by actress Cornelia Otis Skinner; Mr. Starr by tv personality and newspaper columnist Faye Emerson.

It ended with a donnybrook between Zenith and the Hollywood Ad Club which wanted a Zenith spokesman to debate pay tv with Mr. Starr in Hollywood May 16. Zenith refused to furnish a representative, charging that Mr. Starr was masquerading as an exponent of free tv when in actuality he was representing the movie exhibitors.

Mr. Starr expressed surprise, pointing out that he had debated Millard F. Faught, Zenith consultant, before the National Press Club in Washington last month, and Mr. Bonfig earlier in the week.

The Hollywood club finally secured Paul McNamara, International Telemeter Corp. executive vice president, and Joseph Brenner, Los Angeles radio attorney, to represent the pro side. Mr. Starr will be joined by Robert S. Taplinger, whose public relations firm represents the Joint Committee Against Pay Tv, for the negative.

Six Take Defense Tour

GROUP of broadcasters last week participated in a tour in Defense Dept. orientation project for civilians. They visited Quantico and Norfolk, Va., bases, spent two days on carrier and finished up at Eglin Field, Fla., and Fort Benning, Ga., bases. Broadcasters in party were Edgar T. Bell, vice president of KWTV (TV) Oklahoma City; William H. Taft, producer of *On Guard* tv series of Aerojet-General Corp., Azusa, Calif.; Sterling C. Quinlan, ABC Chicago vice president; FCC Chairman George C. McConnaughey; Bill Henry, commentator, and Sidney J. Wolf, president, Keystone Broadcasting System.

CBS PICKS WROW-TV AS THIRD CHOICE

President Stanton tells FCC network would rather affiliate with WRGB (TV) or the station pending in Vails Mills, N. Y., than with the uhf partly owned by CBS newscaster Lowell Thomas.

IF CBS had its choice, it would affiliate with ch. 6 WRGB (TV) Schenectady, N. Y., CBS President Frank Stanton told an FCC hearing examiner last week. WRGB is an NBC primary affiliate.

Mr. Stanton, testifying in the protest hearing brought by ch. 35 WTRI (TV) Albany, now dark, against last year's FCC action approving the sale of ch. 41 WROW-TV Albany to CBS newscaster Lowell Thomas and associates for $298,800.

Failing that, Mr. Stanton said, CBS would like to affiliate with whatever applicant secures the grant for ch. 10 in Vails Mills, N. Y. This is a vhf drop-in which is the subject of an FCC rule-making proposal. Third choice would be a uhf station, Mr. Stanton said.

Hearing on WTRI's protest began last Monday and was scheduled to continue Friday with Mr. Thomas and H. V. Akerberg, CBS-TV station relations vice president, testifying. It is being heard by Chief FCC Hearing Examiner James D. Cunningham.

Nub of WTRI's protest is that Mr. Thomas is a high ranking employe of CBS and his ownership of a broadcast facility violates FCC policy regarding station ownership by network employes. It also claimed that there was a secret agreement between Mr. Thomas and CBS regarding the tri-city network affiliation. This is an antitrust violation, WTRI claimed.

Mr. Stanton emphasized that his decision to change the CBS affiliation to WROW-TV was based on its superior facilities, compared to WTRI, and on his knowledge of the "aggressive" management capabilities of Frank M. Smith, Mr. Thomas' business manager, who has agreed to manage the station and live in Albany.

The CBS president said he gave no weight to Mr. Thomas' connection with the prospective purchase. Nor did he, he said, feel impelled to make the change because Rep. Dean P. Taylor (R-N. Y.) was involved. Rep. Taylor was one of the original stockholders in the WROW-TV grant. He and Louis Gross, Troy banker, remained with the new owners when the transfer was approved.



CBS President Frank Stanton (c) enjoys a chuckle with FCC Chief Hearing Examiner James D. Cunningham (r) and CBS-TV Station Relations Vice President H. V. Akerberg during a break in the hearing on the protest of WTRI (TV) Albany against the purchase of WROW-TV Albany by Lowell Thomas and associates.

Mr. Stanton said he also knew others in the purchasing group. He named Alger Chapman, New York attorney who handled tax matters for CBS; Edward Elliott, broker, and others.

The fact that this affiliation was not handled by the station relations department was "not unusual," Mr. Stanton said.

At one point, there was talk between Mr. Smith and Mr. Stanton of establishing a satellite operation on Amsterdam's ch. 52 to serve the Albany-Schenectady-Troy area.

In addition to Mr. Stanton, the week's witnesses included Harry C. Wilder, WTRI president; Richard B. Wheeler, WTRI manager, and Mr. Smith.

The CBS radio affiliation, now held by WTRY Troy, owned by Mr. Wilder, will be shifted to WROW, Mr. Stanton said.

WROW-TV is now owned by the original buying group plus the following, among others: H. V. Kaltenborn, NBC newscaster; Rep. Leo W. O'Brien, (D-N. Y.), and Roger Strauss, president of American Smelting Co. and president of the New York State Board of Regents.

On Thursday, the FCC upheld Mr. Cunningham in denying WTRI's request that it be permitted to bring into the case CBS affiliation practices in places other than Albany. The examiner had held that this was outside the scope of the hearing. The Commission upheld this viewpoint. Comr. Frieda B. Hennock dissented.

Representing WTRI was Paul A. Porter; WROW, Duke M. Patrick, and CBS, Seymour Lewis.

Storer Miami Ch. 10 Bid Hits Opposition From WKAT

OPPOSITION to Storer Broadcasting Co.'s application for Miami's ch. 10 [B•T, May 9] was voiced last week by WKAT Miami Beach, Fla., which is favored by an initial decision for that facility.

WKAT claimed that Storer has no right to have its application accepted by the FCC, since it did not make any move to try and get into the Miami ch. 10 hearing. Instead, WKAT said, Storer bought a uhf station in Miami—now WGBS-TV on ch. 23.

Storer's appeal to the appellate court was on the question of the FCC's multiple ownership rules, WKAT said. The decision on that point —declaring that the Commission's maximum limitation on single tv station ownership was illegal—has no bearing on Storer's right to re-apply for Miami's ch. 10, the Miami Beach station said.

WKAT said that it considered as *dicta*—not part of the decision—that part of the appeal court's opinion which expressed the belief that the FCC would accept Storer's application if it should be tendered again.

Pointing to Storer's ch. 10 application and its simultaneous petition to make Miami a predominantly uhf city, WKAT said that these moves were for the purpose of delaying ch. 10 operation in that city. It called on the Commission to deny the Storer application.

Storer's application for Miami's ch. 10 was accompanied by a petition that it be made a party to the ch. 10 hearing and that the hearing be reopened.

It also said that if its petition for deinter-

mixture was granted, it would withdraw its ch. 10 application.

Early last month, Storer asked the FCC to make Miami an all-uhf city by deleting chs. 4, 7 and 10. Two weeks ago, it amended its petition to ask only that chs. 7 and 10 be withdrawn from Miami. Ch. 4 is occupied by WTVJ (TV) Miami.

Echoes of Storer's purchase of the WMIE-TV Miami construction permit, approved by the FCC last December, were heard last week when the FCC officially denied the protest of WINZ-WMFL (TV) Miami.

The Commission said that the protestants had failed to sustain the burden of proof. FCC Comr. Frieda B. Hennock dissented.

WINZ-WMFL claimed that Storer bought the WMIE-TV permit and the facilities of WFTL-TV Fort Lauderdale in order to secure the NBC-TV affiliation. The complaint also charged that Storer planned to promote what is now ch. 23 WGBS-TV Miami by underwriting a one-channel converter campaign. Storer denied the allegations, charged in rebuttal that WINZ-WMFL (TV) offered to withhold filing the protest if it could share the 1,000-ft. WGBS-TV antenna tower in the Miami antenna farm [B•T, March 7].

U. S. Antitrust Group Sees Favoritism Charge

CHARGES that the Attorney General's committee to study the antitrust laws [B•T, April 4] was stacked in favor of big business were made last week before the House Antitrust Committee.

Rep. Wright Patman (D-Tex.), co-author of the Robinson-Patman Act establishing the anti-price discrimination law, claimed that half of the attorneys who were members of the Attorney General's committee were representing clients in pending antitrust suits. He also said he had been told that some of the patent recommendations in the report would favor RCA in its suit against Zenith.

The Texas Democrat said he had made inquiries to determine how many members of the 61-man committee were employed by RCA and how many by Zenith. The following five members represent RCA, Mr. Patman said: Hammond E. Chaffetz, Edward R. Johnston, Whitney North Seymour, Jerrold G. Van Cise and Laurence I. Wood. No member of the committee is employed by Zenith, Mr. Patman said.

Rep. Henry S. Reuss (D-Wis.) told the committee that the Attorney General's committee report favored weakening rather than strengthening the antitrust laws. It did nothing in certain areas where monopoly is in the ascendancy, he said. One of these is television, the Wisconsin Democrat declared. He said:

"In no field is monopoly more threatening today than in that of television, where increasingly a few large networks and newspaper organizations are acquiring a stranglehold on the industry. The Federal Communications Commission has accelerated this trend. In television, as elsewhere, the big get bigger and the independents go broke. In the last few months, independent uhf stations in Milwaukee, Oshkosh, and elsewhere have given up the ghost and gone off the air. The four major television networks and the 16 stations they own received 53.5% of the entire broadcasting revenues of the television industry in 1953; the other 318 stations, comprising 95% of the total number, received only 46.5%.

"Two months ago, Milwaukee had four local television stations, all of them independent and all of them locally owned by Milwaulkee businessmen. Today, as a direct result of the Federal Communications Commission's policies, we have one locally-owned television station, WTMJ. Of the other local independent stations, Columbia Broadcasting System has acquired WOKY [TV], now WXIX [TV]; Hearst Newspapers Inc., is in the act of acquiring WTVW; and the remaining station, WCAN [-TV], finding its franchise canceled by CBS, has gone out of business. As the number of stations diminishes, their advertising rates go up and up, and soon the small businessman finds that he cannot afford to pay their rates for television advertising. Where is it going to end?"

The Dept. of Justice antitrust division chief objected to both characterizations in testifying before the Judiciary subcommittee later in the week.

Assistant Attorney General Stanley N. Barnes told the subcommittee that only 22 of the study committee's 61 members had ever represented defendents in a government antitrust suit. Many of these had at one time or another served in the Antitrust Division of the Justice Dept., Mr. Barnes said. The other two-thirds, Mr. Barnes said, comprised "outstanding" law professors, economists and citizens.

Mr. Barnes also demurred to the charge that the recommendations weakened rather than strengthened the antitrust laws. He urged the Congressional subcommittee to consider the recommendation that the fair trade law be repealed. He also proposed legislation that would force a businessman to open his books to the government in a civil antitrust suit. This also was recommended by the anti-trust study committee.

FCC Majority Abstains From Free Time Issue

FCC Comr. Frieda B. Hennock's testimony before a Senate Elections Subcommittee—in which she advocated free radio and tv time for political candidates [B•T, May 2]—does not represent the views of the Commission's other six members, FCC General Counsel Warren Baker told the subcommittee last week.

Testifying on the majority views of the FCC concerning a bill (S 636) to revise federal election control laws and raise the limits on campaign expenditures, Mr. Baker said that since the present language of S 636 makes no provisions affecting the Communications Act's Sec. 315 (equal time provisions), the FCC majority does not wish to advise the Senate group regarding election laws.

Mr. Baker said that although the "trade press" has estimated the two major political parties spent upward of $5 million during the 1952 presidential election campaign, the FCC has no official figures on the amount being spent in the two media.

He said the FCC majority does not want to take a position "until you determine what you propose to do" about free time proposals.

Some of the problems brought up by free time proposals, he said, are: (1) Should radio-tv time be paid for by candidates, the federal treasury or the stations themselves? (2) For what elective offices would time be furnished? (3) How much time would be left for a station's other obligations to the public? (4) Would the time be distributed evenly among all parties? (5) Since Sec. 315 applies only to candidates, should provisions be made for time for speeches by spokesmen for a candidate?

Sen. Carl T. Curtis (R-Neb.), who presided

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at the Tuesday hearing by the subcommittee headed by Sen. Thomas C. Hennings (D-Mo.), described a letter he had received from a broadcaster, whom, he said, he had not yet received permission to identify.

This broadcaster, he said, was head of an 11-station shortwave network operation in San Francisco during World War II, when political broadcasts to troops overseas were "measured out to five parties equally." Troops in the Pacific, Alaska and Central and South America, the broadcaster said, heard broadcasts during the 1944 elections by not only the Democratic and Republican parties, but also "socialists, labor and prohibition parties." He indicated servicemen listeners did not react favorably to this arrangement.

Sen. Curtis also described the BBC's political broadcast plan for the British elections this month, under which the BBC divides a total of 5 hours and 15 minutes radio and tv time equally between the Labor and Conservative Parties. No other parties will receive time.

Mr. Baker replied that it would "be interesting" to compare this with the amount of time given free by the competitive system of radio and tv in the U. S., indicating the latter would outstrip by far the BBC allotment.

Sen. Curtis said BBC is keeping off the air all other programs likely to influence the election.

Hoover Recommendations Put Into House Proposals

TWO House Bills, implementing some of the legislative recommendations made by the Hoover Commission and its Task Force on Legal Services for separating administrative and judicial functions of the FCC and other federal agencies [B•T, April 11], were introduced last week.

HR 6115, introduced by Rep. Frank Thompson Jr. (D-N. J.), provides for development of a legal career service for civilian attorneys in government, with an office (Office of Legal Services & Procedures) created within the Justice Dept. to administer it.

HR 6114, also introduced by Rep. Thompson, would provide for establishment of an Administrative Court of the U. S. to number 24 judges of which one three-judge group, the Trade Section, would have jurisdiction over cases involving violation of antitrust and related laws.

Under the Administrative Court would be all hearing examiners now serving in the various agencies. They would be redesignated as hearing commissioners and would be be under a chief hearing commissioner appointed by the President, with Senate consent, for a 12-year term. He would be guided by a five-man advisory board appointed by the President from the judiciary, interested agencies and attorneys of administrative law.

HR 6114 also would:

1. Require "precise and complete" (affirmative) definition in enabling legislation for autority delegated by Congress to federal administrative agencies.

2. Extend the requirements for public participation in agency rulemaking, apply principles of separation of functions in areas now excepted by the Administrative Procedures Act, and provide for review by a board or superior agency officer of decisions based on tests and examinations.

At the time of its report the Hoover Commission and Task Force also had recommended:

1. That the legal staffs of each department, agency or regulatory body be integrated under an assistant secretary or general counsel.

2. That Congress study the feasibility of transferring to existing courts of general jurisdiction certain judicial functions of government agencies "such as the imposition, remission or compromise of money penalties, awarding of reparations or damages, and issuance of injunctive orders, wherever this can be accomplished without harm to the regulatory process."

America Bar Unit Backs Amendment of Sec. 309 (c)

SUPPORT for the FCC's request to have the protest provisions of the Communications Act amended was voiced last week by the Communications Committee, Administrative Law Section, American Bar Assn.

In a special report on Senate and House bills to amend Sec. 309(c), the law group urged Congressional enactment with clarifying amendments. The report was signed by Arthur W. Scharfeld, chairman of the Communications Committee.

Both bills (S 1648 and HR 5614) were introduced last month by the chairmen of the respective Senate and House Commerce Committees at the request of the FCC. Both Sen. Warren G. Magnuson (D-Wash.) and Rep. Percy J. Priest (D-Tenn.) have promised hearings on the bills.

A request for hearing and to be heard was submitted to both committees a few weeks ago by the Federal Communications Bar Assn. FCBA has not yet taken a position on these two bills.

Sec. 309(c) was included in the Communications Act in the McFarland amendments of 1952. It provides that any party in interest may for 30 days protest an FCC grant made without a hearing. The Commission is then required to determine whether the protestant is a party in interest, and if so to grant a hearing, and to stay the grant involved.

The FCC-proposed amendments—required because of "abuses" in the use of the protest rule, the Commission alleged—would permit the FCC to use its discretion regarding the issuance of a stay order, to deny the protest without a full hearing if in its judgment the facts alleged, even if true, make no difference in its decision, and to permit the Commission to redraft the protest issues.

The basic objectives of the protest rule are good, the ABA committee declared, but the "liberal interpretation of 'parties in interest' . . . together with the mandatory stay and the absence of any effective limitations upon the scope of protest hearing, has resulted in the Section's use primarily as a competitive device for delaying purposes by existing interests against new services."

TelePrompTer Takes Issue With Neuberger Proposal

A PROPOSAL by Sen. Richard L. Neuberger (D-Ore.) that tv audiences be informed when a political candidate is using make-up or prompting devices while being telecast [B•T, May 9] drew criticism last week from the manufacturer of one of the devices—TelePrompTer Corp., New York.

Irving Kahn, board chairman of TelePrompTer, said he is writing Sen. Neuberger that what the senator proposes may foreclose from consideration some of the nation's "most competent political talent" because they are afraid of the difficulties of speech-making on radio and tv.

He said TelePrompTer would be glad to demonstrate its device for the benefit of senators—even at hearings on the bill.

Better Living Attributed To Advertising by Magnuson

THE American family lives better, is better informed and is happier than a generation ago because of modern advertising tools, Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, told the Seattle Advertising Club last Wednesday.

But with the right to direct people in their buying habits goes the obligation of sincerity, he said. He cited among other things the public's right to buy a tv set that tunes in both vhf and uhf signals and touched on the Commerce Committee's activities in seeking agreement from set manufacturers to make all-channel sets so the consumer will not be "penalized through the loss of part of the channels he would otherwise get."

"We're hopeful," he said, that set manufacturers will agree to install uhf in every set "if we, in Congress, will remove the excise tax that the federal government now collects."

AT&T Off-Air Pickup Plan Questioned in CBS Comment

BOOST for privately owned intercity relays was made to the FCC last week when CBS questioned the ability of the AT&T's proposed off-the-air pickup service [B•T, Feb. 28] to help tv stations in remote areas.

The AT&T off-the-air pickup service would limit the receiving station in its choice of programs, CBS said, since it would make it dependent on the sending station.

In addition, CBS said, AT&T asked for three-year contracts for the off-the-air service, whereas network contracts only run for two-year periods. This is inequitable, the network said.

The CBS comments were filed in response to the FCC's call for additional remarks regarding its pending proposal to permit tv stations in distant communities to build their own intercity relays in order to bring network programs to their communities. AT&T's new off-the-air service was announced shortly after it filed comments in opposition to this suggestion. Most comments have been in favor of the FCC's proposal and in opposition to the requirement that the AT&T service be used [B•T, May 9]. Deadline for comments on this subject is May 20.

WAHR Drops Handicapper, Denies FCC Implications

ALTHOUGH contending its ex-jockey Jimmy Grant is a licensed racing handicapper in both city and state and neither local authorities nor listeners have ever complained about his race tip show, WAHR Miami Beach a fortnight ago advised FCC that in view of "serious implications" contained in a pre-hearing McFarland notice respecting the station's bid for license, it "will not carry Mr. Grant's program or a similar program by anyone else in the future." WAHR said Mr. Grant sold his race selections for $10 and promised refund if horse failed to win. Station said it had checked the show carefully, adding that the FCC complaint was first ever received [B•T, April 11]. FCC also has written WFEC and WMIE Miami and WMBM Miami Beach.

WMBM answered FCC's charges by stating that the Al Laurence program named by the Commission, was removed from the station's programming shortly after the Rounsavilles took over the station early in 1953. In Decem-

ber 1954, the Laurence program was permitted to resume, but it continued only until Jan. 24, 1955. The program, the station said, did not give horse race tips, but was on behalf of a handicapper's guide published by Mr. Laurence. The station checked with the Better Business Bureaus and the chiefs of police in the various communties which it serves, WMBM said, and none objected to the program or the subject matter of the advertising.

'Play Marco' Agency Seeks To Prove Legality of Show

FCC ACTION against KTLA (TV) Hollywood which forced cancellation of its tv-bingo show *Play Marco* [B•T, May 9], indicates that "for the sake of the record, the Commission would like a legal decision on the show," Pat Cooney, radio-tv director of The Caples Co., said last week. Caples is the Los Angeles advertising agency which syndicates *Play Marco* in 28 markets across the U.S.

"We are seeking a method of bringing it into court and clearing it once and for all," Mr. Cooney explained. "We are confident that *Play Marco* comes within the scope of the U. S. Supreme Court decision of April 5, 1954 (ABC-TV vs. FCC), the case in which *Stop the Music* was declared legal."

Mr. Cooney pointed out that not only was the program cleared by state and local authorities before it was first presented 10 months ago by KTLA, but that it has use of the U. S. mails. Moreover, he said, "the Justice Dept., whose duty it is to enforce federal lottery laws, has raised no question as to its legality."

Klaus Landsberg, KTLA vice president, said his station's dropping of the show "in no way" concedes the correctness and validity of the program. He said KTLA cancelled *Play Marco* because of FCC's attitude, which imperiled renewal of the station's license.

Meanwhile, WGN-TV Chicago, which formerly carried *Play Marco* and was to renew it last Tuesday under sponsorship of the National Tea Co., announced it has withdrawn the program in the light of FCC's ruling. Station officials and representatives of Caples and National Tea visited FCC Monday about the problem, it was reported. WGN-TV advised viewers to retain their *Play Marco* cards, indicating hope of "some possibility that the issues of difference may be resolved in the near future."

Diversification Issue Key to Sacramento Case

WHAT may be an historic legal battle is scheduled for this Thursday when the Sacramento ch. 10 case is scheduled to be argued before a three-judge panel of the U. S. Court of Appeals in Washington.

Key is the FCC's policy regarding diversification of the media of communications.

At issue is the Commission's grant of the Sacramento vhf channel to Sacramento Telecasters Inc. (KBET-TV) and its denial of the application by McClatchy Broadcasting Co. (KFBK-*Sacramento Bee*) for the same facility. McClatchy appealed that decision when the Commission favored the non-newspaper owned applicant on the ground that it promoted diversification. Joined with McClatchy is the American Newspaper Publishers Assn. Both have asked the court to rule specifically on the Commission's right to discriminate against newspaper broadcast applicants.

Webster Cites 'Trafficking' In Thomasville Sales

ISSUE of Commission policy toward trafficking in permits was raised last week in opposition to the FCC approval of the sales of WKTG and WCTV (TV) Thomasville, Ga.

Ch. 6 WCTV (TV) was sold by E. D. Rivers Sr. to John H. Phipps, owner of WTAL Tallahassee and WTYS Marianna, Fla. Mr. Phipps pays $88,700 to Mr. Rivers for tv expenses and equipment and assumes GE equipment obligations of $331,464. Mr. Phipps also pays Mr. Rivers $38,000 for Mr. Rivers' contract to purchase WKTG Thomasville for $62,000 from Southern Broadcasting System Inc.

Approving the sales were Comrs. Hyde (Acting Chairman), Doerfer and Lee. Comrs. Webster and Bartley dissented, favoring a hearing, with Comr. Hennock not voting. Chairman McConnaughey, on a Defense Dept. tour, was not present.

In dissenting from the majority action, Comr. Webster stated in part:

"I do not take the position that the Commission should or could promulgate a hard and fixed rule under which it would determine what payments can legitimately be made where the assignment or transfer of a bare permit is concerned. But I think the Commission should now pause long enough in its consideration of construction permit assignments and transfers to enable it to determine whether it proposes to abandon the Commission's long-standing policy against trafficking in frequencies, and, if not, to set up some general guide for determining what constitutes trafficking of that nature. For I contend that the Commission can set up a general policy in this connection which would at least permit us to achieve a certain degree of consistency.

At the same time the FCC authorized WCTV to change its transmitter from 2.7 miles north of Thomasville to 18 miles southwest of that city and 16 miles northeast of Tallahassee, Fla. WCTV also was allowed to boost its effective radiated power to 100 kw visual and 50 kw aural.

Brush-Moore Newspapers Seek Low Power Vs, Canton Ch. 12

PETITION for rule making to authorize low power vhf stations and the assignment of ch. 12 to Canton, Ohio, was filed with the FCC last week. Ch. 12 there was never assigned because too much interference with other operations was feared.

The petition was filed by Brush-Moore Newspapers Inc., owner of WHBC-AM-FM Canton, and WPAY-AM-FM Portsmouth, also Ohio.

Brush-Moore requested the Commission to permit allocation and operation of vhf community stations without regard to mileage separation requirements. The stations are to operate with reduced power and antenna heights so that interference to existing channels or stations would not exceed that allowed under existing rules, the petition said.

Brush-Moore said that under this plan ch. 12 can be utilized to provide a new, first and only local vhf service to Canton by permitting operation on that channel at Canton with effective radiated visual power of 5.4 kw and antenna height of 300 ft. above average terrain. Brush-Moore said that in event ch. 12 is assigned to Canton it will file an application for that station.

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WMAL-TV Asks Power Hike To Average ERP of 252 Kw

WMAL-TV Washington, *Evening Star* station, Thursday asked the FCC for permission to increase its effective radiated power from its present 22 kw to a new high of 252 kw. The transmitter will be located on the American U. campus in Washington, site of the present plant [B•T, May 2].

A contract for 25 kw amplifying equipment was signed Thursday with Standard Electronics Corp. by John W. Thompson Jr., president of the Evening Star Broadcasting Co.

Fred Houwink, station manager, said an egg-shaped signal pattern will be directed so the strongest signal is carried into the densely populated metropolitan area with 400 kw strength.

Latrobe Grant Made Final

FCC last week made effective immediately an Examiner's initial decision and granted the application of Latrobe Broadcasters for a new daytime am station at Latrobe, Pa., on 1480 kc, 500 w.

Meanwhile, FCC Examiner Hugh B. Hutchison issued an initial decision proposing to grant Charles M. Morgan, trading as Port Broadcasting Co., a new fulltime 250 w standard station on 1230 kc at Wilmington, N. C. The Examiner also proposed to grant the bid of WSIP Kinston, N. C., to change from 100 w to 250 w, operating fulltime on 1230 kc. The Examiner found that under the facts both applications should be granted and that the relative slight mutual interference between the applicants does not constitute a bar to a grant of both.



CONTRACT for a new 25 kw amplifier raising WMAL-TV Washington power from 22 kw to 252 kw is signed with Standard Electronics Corp. L to r: seated, Fred Houwink, station manager; John W. Thompson Jr., WMAL-AM-TV president; standing, James Campbell, Standard district sales manager, and Albert T. Powley, WMAL-TV chief engineer.

KWGB Gets Ch. 10 Grant

KWGB Goodland, Kan., last week was granted ch. 10 there by FCC. The new station will operate with effective radiated power of 204 kw visual and 110 kw aural with antenna 580 ft. above average terrain. KWGB is owned by James E. Blair, general manager.

KLTV (TV) Again Asks FCC For Own Intercity Relay

KLTV (TV) Tyler, Tex., last week petitioned the FCC for reconsideration of its application to construct a private tv intercity relay system between Tyler and Dallas. The FCC had denied KLTV's petition last month on grounds that its rules do not permit private relay systems where common carrier relays are available.

The KLTV petitions said it was requesting authority to operate its own facilities because common carrier facilities for its limited operation requirements are not available. KLTV told the Commission that the common carrier cannot provide the service on order, since the carrier has not constructed off-the-air facilities to serve Tyler, and it will not construct the facilities until KLTV orders. The petition continued that the 24-hour service proposed by the common carrier at $2,670 per month does not meet the station's specific needs.

The KLTV petition contained a copy of an order it had placed with the common carrier in accordance with its need. KLTV wants a one microwave unit to render service five hours a day for three years, with the charge for this service not to exceed $800 per month.

Simultaneouly with the filing of its petition, KLTV wrote similar letters to Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee; Rep. J. Percy Priest (D-Tenn.), chairman of the House Commerce Committee, and Rep. Martin Dies (D-Tex.), telling of its fight to obtain its own microwave relay link.

WLAQ Transfer Cited

PRE-HEARING McFarland letter was sent by FCC last week to WLAQ Rome, Ga., concerning its applications for renewal of license and for transfer of control from the estate of B. H. Mooney to B. A. Mooney Jr., the latter described as already consummated. FCC's letter noted WLAQ since 1951 has "consistently displayed a complete disregard" of Commission rules requiring prompt filing of applications and reports and noted the transfer took place a year ago.

KHTV (TV), WTHS-TV Delay

FCC last week granted the application of ch. 10 KHTV (TV) Hibbing, Minn., for a six-month extension of time to complete construction. The application was granted without hearing. Comrs. Webster and Bartley dissented.

In a separate action, the FCC granted a similar six-month extension of time to complete construction to noncommercial educational ch. 2 WTHS-TV Miami, Fla.

WGNS License in Jeopardy

ORDER to show cause why the license of WGNS Murfreesboro, Tenn., should not be revoked has been issued by the FCC, which charged that WGNS had violated sec. 3.181 of the rules by failing to keep the required operating and program logs. The FCC further charged that despite previous cease and desist orders of March 1953, WGNS had violated the rules on two occasions. The Commission also charged that WGNS had been operated with power calculated by the indirect method of 269 w in violation of sec. 3.57 of the rules. Hearing on the order was set for June 13.

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For 31 years WDBJ has been the MOST LISTENED TO—MOST RESULTFUL RADIO STATION in Roanoke and Western Virginia.

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WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
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Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*

NLRB STEPS OUT OF AFTRA-AFM DISPUTE

National Labor Relations Board says it cannot rule on whether AFM should be allowed to represent some network tv performers. Earlier ruling held AFTRA as bargaining agent. NARTB decries decision not to decide.

DESPITE one of the longest hearings on record, costing the parties an estimated half-million dollars, National Labor Relations Board last week used a technicality to avoid deciding the jurisdictional problem centered around union musicians who appear on tv in non-musical roles.

The case arose in April 1954 when the ABC network asked the board to clarify a prior ruling that certified American Federation of Television & Radio Artists as bargaining agent for network tv performers. This ruling left the parties confused, with ABC asking the board to clear up the situation.

AFTRA issued a press release voicing pleasure at the NLRB's decision, saying it vindicated the AFTRA stand against "an attempted raid" on their jurisdiction by the American Federation of Musicians. The union also said the board has prevented a displacement of AFTRA personnel in Chicago by combination musicians-performers who belong to AFM and would have worked as musicians-performers for lower fees than provided by the AFTRA performance contracts.

NARTB had filed a letter April 26, 1954, asking to intervene in the ABC motion to clarify. A brief was filed later. NLRB decided to reopen the record and held extensive hearings in Chicago and New York.

Charles H. Tower, NARTB employer-employe relations manager, told B•T:

"The decision of the Board denying the original motion, coming as it does after all this elaborate proceeding has been held, completely negates the efforts of the parties to peacefully resolve the issue. The parties are left with nothing whatsoever in the way of guidance from the agency of the government which is supposed to prevent industrial strife by resolving representation case disputes through peaceful procedures. To me, this decision seems incredible."

He added, "If the board was going to deny the ABC motion, the denial should have been made in May of last year before the parties spent large sums on a fruitless hearing."

NLRB's decision contended this ABC petition was not the appropriate place to decide the three-way issue between the network and the two unions. It added, "The issue as to these employes is so inextricably woven with the broader problem that its resolution could not be accomplished without what would amount to a reconsideration of the unit itself."

Mr. Tower, in commenting on the decision, said "all relevant facts were set forth in the minutest detail" during the hearings held last year from June 29 to Oct. 14.

TNT-IATSE Sign Pact Covering All C-C Employes

SIGNING of the first nationwide labor agreement covering employes in closed-circuit television was announced last week by Theatre Network Television and the International Alliance of Theatrical Stage Employes (AFL). Negotiations were conducted by Martin H. Poll for TNT and International representative John J. Francavilla.

TNT already has a 41-city network of large-screen projectors, which will be operated by IATSE crews. The first telecast under the new contract is scheduled for today (Mon.) when a network of 35 cities will carry a special medical program sponsored jointly by the American Medical Assn. and Smith, Kline & French Labs. On May 16 TNT will telecast the Marciano-Cockell heavyweight championship bout from San Francisco for showing in more than 80 theatres across the country, said to be the largest closed-circuit network organized.

Writers Seek Extension Of Minimum to Radio-Tv

WGAW will vote at annual meeting on a proposal to extend basic rules in theatrical film writing to broadcasting.

EXTENSION to tv and radio of minimum basic agreement rules already in use for several years in theatrical film writing will be voted upon by the membership of Writers Guild of America West this Wednesday at the annual meeting in Beverly Hills.

WGAW spokesmen also were hopeful that completion of negotiations on live tv and freelance radio contracts with major networks, currently in progress in New York, would permit a membership vote at the meeting. WGA East, New York, will hold its annual meeting Thursday, at which negotiation contracts, if ready, and rule extension to the radio-tv field, also will be on the agenda.

A letter from WGAW Executive Secretary Frances Ingles to the membership outlined the rule proposals. It states that ratification would not only establish ethical and professional standards for entire guild membership, but would also "fortify members against the unscrupulous producer who might otherwise cajole or coerce the individual writer into substandard practices." The letter continues:

"Because the tv field has not yet stabilized . . . a confusion exists concerning freelance employment in tv staff writing—i.e. just how much (service) a freelance writer can be expected to contribute . . . without undertaking staff writer functions. . . ."

WGAW tv board has ruled if a writer is required to keep regular office hours or consult with producer or other writers on another writer's work (unless he is hired to revise other writer's work for a fee), the writer may not consider this freelance tv work, but the offer of free collaboration, the letter notes.

Also to be considered a violation of tv freelance rules are the viewing of stock film more than one calendar day per assignment, or multiple submissions, oral or written, of stories on a single assignment.

Further, the WGAW tv board defines a "polish" assignment to consist of dialogue changes only; a "rewrite" assignment to consist of changes not involving a third of the existing script, and that changes beyond this consists of writing an entire new script, with appropriate compensation (i.e. $700 minimum for a half-hour script, instead of approximately $205 minimum).

Other proposals include:

Members must file a copy of their employment contracts with WGAW within two weeks when the guild tells them no such contract is

Still more reasons why you should buy


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PLAYHOUSE

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

Sponsors of all kinds have switched to The Playhouse because of its consistent high quality. No other filmed dramas you can buy offer this top combination of "name" stars, taut stories, elaborate production.

ABC FILM SYNDICATION, INC.
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on file, or within one week after signing a contract.

No member shall do any work, including stock film review, before assignment to project under a contract.

No member shall sign a contract violating minimum basic agreement.

Members must report violations of WGAW working rules or contracts, for appropriate guild action.

Writers may not work for producers on the WGAW "unfair" list, unless the producer first posts a bond guaranteeing compensation.

No member shall "ghost write."

No "speculation" writing will be permitted, or any arrangement in which pay is subject to either material approval or producer's ability to pay. Members may discuss thoughts or reactions on material with producers, but WGAW then recommends the writer register with it a memorandum on suggestions submitted.

Writer-producers, to obtain collaboration credit, must notify WGAW and the other writers on the project of this intent before they start writing the work.

Writers must use their own names in credits, unless they already have established pseudonyms, or register one before starting assignment, or before final rights to material are disposed.

AFTRA Strike Threatens In Los Angeles Area Stations

LAST-MINUTE attempts to avert a strike by American Federation of Tv & Radio Artists against 16 Los Angeles independent radio stations were underway last Thursday.

Claude McCue, AFTRA Hollywood executive secretary, told B•T he will ask a strike vote at a May 18 membership meeting if negotiations do not get results.

Major issues are wage scales, employer contributions to AFTRA's welfare-pension fund and establishment of severance pay. Negotiations have been in progress since last March with the last two-year contract expiring April 30.

AFTRA demands are for a $10 weekly wage increase over the current $85 to $118 scale, which Mr. McCue states is "far below prevailing rates in comparable markets."

Additionally, the union wants a one year contract only; one week's severance pay for each year's employment to a six-year maximum, and a 5% employer contribution over the salary, to AFTRA's welfare-pension fund.

Station negotiating committee, headed by Calvin J. Smith, general manager, KFAC Los Angeles, has offered a $5 first year and $3.50 second year weekly pay increase, and no fund contributions. Mr McCue terms this "wholly unacceptable."

Involved are 75 employes of stations KALI, KWKW and KXLA, all Pasadena; KBIG Avalon; KFAC, KFVD, KGER, KPOL and KRKD, all Los Angeles; KFOX Long Beach; KFWB, KGFJ, KLAC and KMPC, all Hollywood; KGIL San Fernando and KOWL Santa Monica. KIEV Glendale, with whom AFTRA has a tentative agreement, is not involved.

KBET-TV Votes for NABET

NATIONAL Assn. of Broadcast Employes & Technicians has been named bargaining agent for 19 employes at KBET-TV Sacramento. The election, held May 2, involved engineers, technicians, cameramen, news and production personnel. The vote was 12 in favor of NABET, seven for the International Brotherhood of Electrical Workers and none for International Alliance of Theatrical & Stage Employes.

QRG DETAILS SHOW PRICES AND FORMATS

Aim of Quality Radio Group to offer larger mass audiences at lower costs is explained at New York conference.

A LIST of programs which Quality Radio Group has available for sale to advertisers, along with details of price and format, was revealed for the first time last week by William B. Ryan, executive vice president of the station-owned-and-operated group.

At a trade news conference held Wednesday in New York to spell out the background and advertiser benefits of QRG and outline its purposes and plans, Mr. Ryan said the 36 QRG member stations could reach a larger mass audience at less cost than any other medium available today. QRG circulation costs, he said, are 26% less than NBC's, 43% less than CBS Radio's and 39% less than ABC's, based on Standard Audit Measurement data. The 36 stations, most of them operating with 50 kw, cover 90% of the nation, Mr. Ryan asserted.



THE 10-man board of Quality Radio Group Inc. met in New York for the quarterly meeting late last month [AT DEADLINE, May 2]. L to r: standing, Don Thornburgh, president-general manager, WCAU Philadelphia; Frank Schreiber, station manager, WGN Chicago; W. H. Summerville, vice president of QRG and general manager of WWL New Orleans; William D. Wagner, secretary-treasurer, QRG; Frank Fogarty, vice president-general manager, WOW Omaha; seated, Chris Witting, president, Westinghouse Broadcasting Co.; Ward L. Quaal, president of QRG and vice president-general manager of Crosley Broadcasting Corp.; Ralph Evans, executive vice president, WHO Des Moines; C. T. Lucy, general manager, WRVA Richmond, Va., and William B. Ryan, executive vice president, QRG.

He made clear that, at least for the present, QRG is interested in selling only nighttime periods on its member stations as a complete group, plus Saturday and Sunday daytime. It is not interested in selling Monday-Friday daytime periods, or in selling spots or in selling on a station-by-station basis. However, although an advertiser must buy the complete group, each station will slot his program in its best available time period, and an advertiser may, if he wishes, use different programs in different regions.

Emphasizing that QRG is not selling programs for a profit but rather is serving as "program scout" to assist advertisers, Mr. Ryan said the organization is not offering periods shorter than 15 minutes and as yet has kept virtually all of its programs down to no longer than half an hour, though longer ones may be developed or acquired later. Programs come from the member stations from program packagers, from talent agencies and from "new program sources." Among those listed last week were:

Music in The Air, a quarter-hour series featuring singers Martha Wright and Earl Wrightson with orchestra conducted by Henry Sylvern. Available one, two, three, or five times weekly. Time and talent cost: $3,656.50 per quarter hour (which breaks down, figuring on the basis of three commercials in the quarter-hour, $1,218.83 per commercial minute).

Cornell Wilde Show, general-appeal half-hour dramatic series with actor Cornell Wilde as host. Time and talent cost: $6,655.05 per half-hour ($1,663.76 per commercial minute, based on four commercials per show).

Adventures With Stamps, three quarter-hour programs per week based on stories behind the world's famous stamps. Time and talent cost: $3,690.92 per quarter-hour ($1,230.31 per commercial minute).

Mystery Jackpot, half-hour series of various mystery programs. Time and talent cost: $5,835.05 per half-hour ($1,458.76 per commercial minute).

Other programs listed by Mr. Ryan as available included *Nation's Press Conference,* a weekly half-hour produced by Martha Rountree, creator of *Meet the Press;* half-hour *Marlene Dietrich Show; Big Scene,* three weekly quarter-hours taken from soundtracks of major Hollywood pictures; *This House Is Haunted,* weekly half-hour visit to "haunted" houses, with John Reed King interviewing witnesses of haunted house phenomena; *Mystery Hall of Fame,* half-hour series based on stories nominated by Mystery Writers of America and available in one to five episodes weekly; *Yours For a Song,* featuring Meredith Willson as conductor-host and available in half-hour or hour segments; *Johnny Mercer Show,* half-hour program featuring musical name stars; John Nesbitt's *Passing Parade,* 15 minutes, three or five times weekly; *Gabby Hayes,* quarter-hour, one, three or five times a week; *Florian Zabach,* quarter-hour of music by the violinist, and other shows.

Stressing the coverage potential of QRG, Mr. Ryan said 21 members are NBC affiliates which provide 47% of NBC's coverage; 12 are CBS Radio affiliates that represent 24% of that network's coverage, while the others are the powerful WOR New York and WGN Chicago,

Mutual affiliates, and KEX Portland, Ore., an affiliate of ABC. The identity of the San Francisco member of QRG has not been disclosed, Mr. Ryan said, but will be a 50 kw outlet.

According to Mr. Ryan, QRG offers 36 "power-prestige stations" that will provide the advertiser "national audience, through planned coverage; lowest cost; distinctive programming with maximum flexibility." In addition to Quality programs at best available times and the use of local personalities to deliver the sales messages, he said, the QRG plan includes merchandising, on-the-air promotion, and integrated advertising campaigns to build audience throughout each station's coverage area.

Mr. Ryan said QRG stations "reach 19 million at a cost less than for any other group of radio or television stations—or any national magazines—with comparable coverage, audience or acceptance."

He said QRG's decision to sell programs but not spot announcements should not be construed as minimizing the importance of announcements but that the radio advertiser needs "elbow room" to do a planned, effective selling job.

"The advertiser who buys cheaper-by-the-hundred 'packages' under the impression that the program—or editorial content—of the network or stations will hold up to high listener standards is going to be disappointed," he said. "The very nature of sponsored programs permits the advertiser to help plan programs which will best serve as a setting for his commercials."

Pointing up the strength of radio, Mr. Ryan stressed that 11 million radio sets were bought last year ("as many radios have been bought in the last three years as tv sets since tv started"); that seven out of eight radio sets are in non-tv locations; that 15.5 million radio homes have no television ("a radio-only market nearly as large as all the states west of the Mississippi"); that there are more than 30 million radios in automobiles, adding audiences measured at from 14 to 33% to the in-home audience at various times of the broadcast day; that on a typical weekday evening 56,250,000 persons over 10 years of age listen to the radio.

Eiland Succeeds Dennis As WJNO-TV General Mgr.

TED EILAND, general manager of WTAP (TV) Parkersburg, W. Va., has been named general manager of WJNO-TV West Palm Beach, Fla., succeeding Walter L. Dennis who has resigned to return to Lansing, Mich., where he will serve as Lansing Merchants Assn. promotion director.



MR. EILAND

Mr. Dennis was manager of WILS-TV (now WTOM-TV) Lansing before moving to Palm Beach. He also has served as radio-tv director for Allied Stores Corp., New York, and held posts with WHN (now WMGM) New York; KVOO Tulsa, Okla., and the National Assn. of Broadcasters (now NARTB).

Florida Station Leased

WBRD Ft. Lauderdale, Fla., unable to rebuild after a destructive fire, has been leased for 15 years at $4,800 per year to WIL-AM-TV St. Louis.

Two WBC Executives Named to New Offices

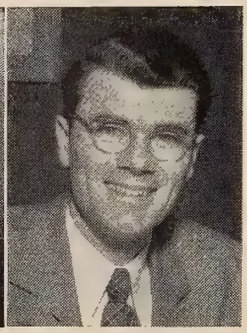
Swartley elected vice president-Boston and Baudino named vice president-Washington. McGannon to board.

AS PART of a realignment of responsibilities at Westinghouse Broadcasting Co., W. C. (Bill) Swartley, general manager of the company's WBZ-TV Boston, last week was elected to the new office of vice president-Boston of WBC.

This development was announced by Chris J. Witting, president of WBC, who also revealed that Joseph E. Baudino has been named vice president-Washington, and Donald H. McGannon, vice president and general executive of WBC, has been elected a member of the board of directors [CLOSED CIRCUIT, April 11].



MR. BAUDINO



MR. SWARTLEY

The realignment, Mr. Witting said, also will result in the moving of WBC headquarters from Washington to New York about June 1. Headquarters will be established in the Chanin Bldg., 122 E 42nd St., New York. WBC, he added, will continue to maintain its Washington office at 1625 K St., N.W., with Mr. Baudino in charge.

Mr. Witting explained that the changes stem from the need to reassign responsibilities arising from WBC's growth in "an ever-changing industry," and added:

"Mr. Swartley's and Mr. Baudino's new assignments are part of a plan to assign responsibility, when appropriate, on a regional basis."

Mr. Witting pointed out that in less than two years, WBC had acquired three tv properties—WPTZ (TV) Philadelphia, KPIX (TV) San Francisco and KDKA-TV Pittsburgh. These acquisitions plus increased activities by the company's five radio properties have increased WBC's sales volume and accelerated headquarters work, according to Mr. Witting.

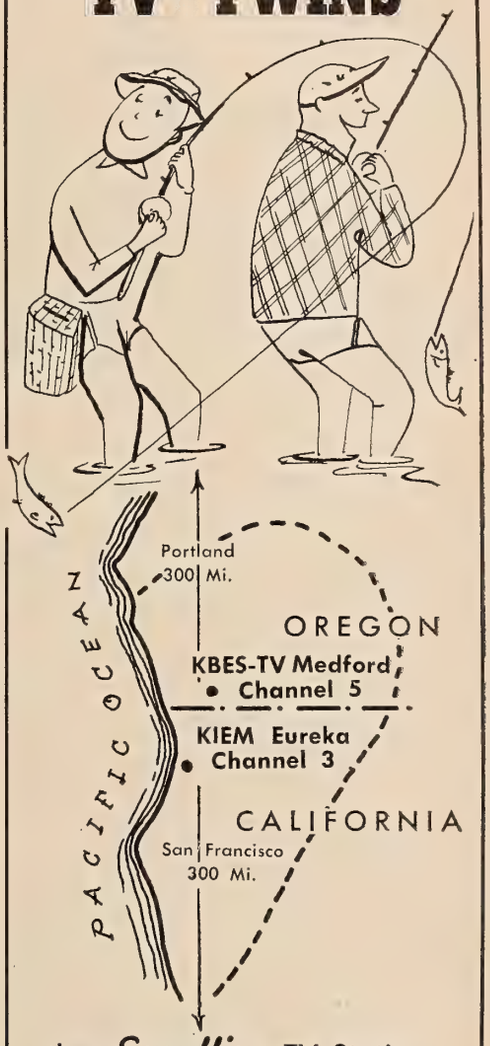
Aside from Mr. McGannon, the directors of the company are: Gwilym A. Price, president of Westinghouse Electric Corp., of which WBC is a wholly-owned subsidiary; E. V. Huggins, vice president-corporate affairs of Westinghouse Electric and chairman of the WBC board; G. H. Bucher, chairman of the board of Westinghouse Electric International Co.; C. E. Headlee, comptroller of Westinghouse Electric; Ralph N. Harmon, vice president of engineering of WBC; John W. Steen, WBC attorney, and Mr. Witting.

WMAK Names Phelps

APPOINTMENT of Edwin P. Phelps Jr. as manager of WMAK Nashville, Tenn., has been announced by Emil J. Popke Jr., vice president and general manager of licensee Volunteer State Broadcasting Co.

Following his appointment, Mr. Phelps named Joe Allison as WMAK's program director.

The CALIF.-ORE. TV TWINS



the Smullin TV Stations

KIEM CHANNEL 3 Eureka, Calif.

KBES CHANNEL 5 Medford, Ore.

two markets one billing

MARKET FACTS

POPULATION 291,906
FAMILIES 91,220
RETAIL SALES $378,018,000
CONSUMER SPENDABLE INCOME .. $426,188,000

"The Calif-Ore TV TWINS bridge the gap between San Francisco & Portland with EXCLUSIVE VHF Coverage on Channels 3 & 5."

CBS

for CALIF-ORE TV TWINS call Wm. Smullin, Gen. Mgr.

or ask HOAG-BLAIR COMPANY national representatives

WNOX Holds Formal Opening For New Studio-Auditorium

FORMAL OPENING of the new studios and 1,250-ft. auditorium-studio of WNOX Knoxville, Tenn., was held last Thursday. It featured a dedicatory address at 9:05 p.m. by Lt. Gen. Leslie Groves, World War II head of the Manhattan (atom bomb) Project, which was fed to the CBS Radio network.

A public invitation to visit the six-acre radio center and meet the staff had been extended by R. B. Westergaard, general manager of WNOX and vice president of Scripps-Howard Radio Inc., which owns the station. George R. Dempster, mayor of Knoxville, has officially proclaimed May 12 to 18 as "Greater WNOX Week."

A special Radiorama exhibit will feature the latest model table radios and portable sets.

The new studios, other than the newly-built auditorium-studio, are housed in the former 70,000-sq. ft. Whittle Springs Hotel. A modern studio plant is located in the north wing on the first floor. Program and production department offices are on the second floor of the north wing. Executive, sales and business quarters are located on the third floor of the main section of the former hotel.

The modern auditorium-studio building contains 20,000 sq. ft. The stage is 56 ft. wide and 40 ft. deep, described as large enough for a Broadway musical, automobile shows or a 125-piece symphony orchestra.



THE NEW 20,000 sq. ft. auditorium-studio building of WNOX Knoxville.

Simmons Assoc. Formed To Represent Radio Only

FORMATION of Simmons Assoc. Inc., New York, as a national sales representation firm exclusively in the radio field is being announced today (Monday) by David N. Simmons, president.



MR. SIMMONS

Mr. Simmons, who resigned recently as vice president of John Blair & Co., said that the creation of this company indicated "increased confidence in the future of radio." It is upon this premise, he said, that Simmons Assoc. will devote itself solely to the representation of radio stations. He pointed out that "concentration of effort by able salesmen on a small, compact group of stations will obviously lead to increased billings for these properties."

A headquarters office has been established at 270 Park Ave., New York. Mr. Simmons reported that sales offices will be established in other major cities as activities expand.

KNX First Quarter Up 23.6%

LOCAL BILLINGS for KNX Hollywood, Calif., CBS o&o station, for the first quarter of 1955, exceeded the similar 1954 period by 23.6%, Bert S. West, general sales manager of the station, has announced. William D. Shaw, station general manager, noted the increased use of radio by many advertisers new to the medium and he cited "increasing expenditures by leading department stores and automotive concerns."

Cott Plans 'New Looks' At DuMont Stations

STRATEGY to revitalize DuMont-owned WABD (TV) New York and WTTG (TV) Washington will concentrate on programming moves to give the stations the "New York Look" and the "Washington Look," respectively.

This formula was advanced in a B•T interview last week by Ted Cott, recently appointed general manager of the two stations. He is convinced that the answer to the fierce competition in these two markets from network-owned stations is to build personalities of their own for WABD and WTTG, reflecting the character of these cities and tapping the reservoir of material and talent available in each. In essence, Mr. Cott said, they will become "really local stations, which are non-existent now." Mr. Cott has worked out these plans with George L. BarenBregge, WABD station manager, and Leslie G. Arries, WTTG manager.

In his first move toward acquiring the "New York Look," WABD last Thursday presented a one-hour version of the off-Broadway show, "Shoestring Revue" (7:30-8:30 p.m.). Mr. Cott expects to extend this pattern by putting about a dozen off-Broadway plays on WABD and, when necessary, will present two or even two and one-half hour versions.

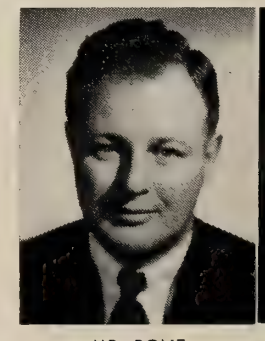
One of his more ambitious undertakings is *Featurama*, a late evening program based on the belief that many viewers want to go to bed at a reasonable hour. It will start on WABD on May 23 and is slotted at 11:10 p.m. on weeknights, and 11 p.m. on Saturday and Sunday and will continue until midnight. The program will feature cartoons, short subjects, a daily DuMont newsreel made of film clips supplied by United Press. The order of the slotting of each segment will be rotated, so that persons who retire early may see the entire show by the end of the week. Mr. Cott claims there is a variety of short subject material of odd time lengths which tv never has used because it does not fit the arbitrary quarter-hour or half-hour time periods.

Other new programs that Mr. Cott envisages for WABD are expanded local news coverage, with live interviews with people who make news; a program based on cartoons from newspapers and magazines around the world; a live program of concerts from New York's art museums, with cameras occasionally trained on paintings and sculptures; a "live" show on peculiarly New York institutions, such as an auction one week, a sidewalk art exhibition another, etc., and a Tuesday evening program featuring Alec Templeton, 9-9:30 p.m., starting tomorrow.

Bone Named General Manager By Sir Walter Television Co.

JOHN H. BONE, former general manager of WNEM-TV Bay City, Mich., has been appointed general manager of Sir Walter Television Co., owner and operator of WNAO-AM-TV Raleigh, N. C. John W. English, president of the Raleigh stations, announced the appointment. Mr. Bone succeeds Charles G. Baskerville, who has resigned.

Mr. Bone, following his appointment, announced that Richard J. Hallwood has been named to the newly created post of general manager of WNAO-AM. Mr. Hallwood formerly was sales manager of the Flint, Mich., office of WNEM-TV Bay City and for two years before that was general manager of WSAM Saginaw, Mich.



MR. BONE



MR. HALLWOOD

WKLY Owner Morris Dies

LOUIE MORRIS, 61, owner of WKLY Hartwell, Ga., and editor and publisher of the *Hartwell Sun*, died last Tuesday night of a heart attack. He returned home two days before his death from Washington where he testified before the Senate Appropriations Committee in asking more funds for the Hartwell Dam, a project he had been actively promoting. Mr. Hartwell was a past president of the Georgia Press Assn. He is survived by two daughters.

CBS RADIO SPOT NAMES ALLISON

Becomes assistant to the general sales manager; Nelson and Whitelaw appointed in San Francisco office.

PROMOTION of Milton F. Allison to the post of assistant to the general sales manager of CBS Radio Spot Sales was announced last week by Henry R. Flynn, general sales manager.



MR. ALLISON

For the past two years, he has been eastern sales manager of CBS Radio Spot Sales, which he joined in July 1949 as an account executive. In his new position, Mr. Allison will direct his efforts at special sales projects, in addition to servicing certain leading advertising agencies.

Appointments of Byron Nelson as manager of the San Francisco office of CBS Radio Spot Sales and of Seymour Whitelaw as an account executive in the same office were also announced by Mr. Flynn.

In his new post, Mr. Nelson succeeds Roland Kay, who has been named director of sales and advertising for CBS-owned KCBS San Francisco [B•T, May 9]. Mr. Nelson has been an account executive with KCBS since July 1953. His appointment was effective last week.

Mr. Whitelaw moves to his new post today (Monday) from that of KCBS eastern sales representative, which he has held since November 1953.

Storer Announces Annual, Quarterly Stock Dividends

STORER Broadcasting Co. last week announced a $1.40 annual dividend on its common stock and declared a quarterly dividend of 35 cents payable June 14 to stockholders of record June 1.

The regular annual dividend is $1.20. Storer's last quarterly dividend was 30 cents. Class B common stock dividend was declared as 3⅛ cents per share.

Storer also announced that it had called for redemption on July 1, 1955, of all its outstanding preferred stock, which is 97% owned by Jefferson Standard Broadcasting Co. [B•T, Feb. 21].

CBS stations are WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo, Ohio; WAGA-AM-FM-TV Atlanta; WBRC-AM-TV Birmingham; WJW and WXEL (TV) Cleveland; WWVA-AM-FM Wheeling, W. Va.; WGBS-AM-FM-TV Miami, and KPTV (TV) Portland, Ore.

Avco Denies Intentions To Sell Crosley Stations

A FLAT and prompt denial was issued last week by Victor Emanuel, chairman and president of Avco Mfg. Corp., to curb reports that all four of the television stations of its subsidiary Crosley Broadcasting Corp. were up for sale.

Nor does Avco plan to sell its radio station, 50 kw WLW Cincinnati, he made clear.

Declaring the reports "completely unfounded," Mr. Emanuel said Thursday:

"Avco has no intention whatsoever of selling any of its present properties, either radio or television. Avco is not negotiating for their sale at present, has not done so in the past and has no intention of selling any of these properties at any time in the foreseeable future. Indeed, Avco is in the market to build or buy another television station and has had an application pending in Indianapolis for some time."

The Crosley television stations are WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, Ohio, and WLWA (TV) Atlanta.

Gates Rushes Transmitter; Fire-Gutted WNIX Resumes

PROMPT shipment of a new transmitter by Gates Radio Co. of Quincy, Ill., enabled WNIX Springfield, Vt., to launch program tests just three days after a fire had destroyed its transmitter.

The fire broke out at 4:57 p.m. on May 5. Later that evening Dean Finney, WNIX president and general manager, phoned in the urgent request for a new 1 kw transmitter to Larry Cervone, Gates sales manager. The following morning a Gates model BC-1 F was loaded on a United Airlines cargo plane enroute to Boston. From there it was trucked to Springfield.

WNIX began regular operations the morning of May 9 after holding program tests the night before.

KVOO-TV Boosts to 100 Kw

INCREASE to maximum power, 100 kw, has been announced by ch. 2 KVOO-TV Tulsa, Okla. The increase, which took place May 4, was made possible by completion of a new tower and six-bay antenna located on top of Big Heart Mountain, north of Sand Springs. The tower is 1,330 ft. above average terrain. Reports of a better picture were received almost immediately, the station said. The new power will make possible coverage in over 31 counties in Oklahoma, eight in Kansas, three in Arkansas and one in Missouri, the station said.

KVOO-TV, which is affiliated with NBC, went on the air Dec. 5, 1954.



CEREMONIES opening the new studios of WLIB New York take place with Queens Borough President James A. Lundy snipping the ribbon as WLIB General Manager Harry Novik looks on. The new studios and office building at 3030 Vernon Blvd., Long Island City, cost $75,000 and make WLIB the only commercial radio station in New York to have its transmitting facilities located within the heart of the city.

ugh (YES) . . . IN **SALT LAKE CITY, UTAH**

IT'S **KNAK** SALT LAKE'S ONLY 24 HOUR INDEPENDENT

PARDON OUR Smoke Signals . . . . . but
INJUN love-um happy smoke signals. Spellum "heap good listening on KNAK"
Make braves happy. Make squaws happy.
Make-um white-man much happy!
(Make-um only competitors sad)



You're on the right track with KAY-NAK



FOODTOWN STORES, grocery chain operating in the southern parts of Alabama and Mississippi, approves sponsorship of the *Betty Grable-Harry James Show* 10-11 a.m. across-the-board on WABB Mobile, Ala. Looking over what WABB terms the biggest local grocery-radio contract in the 27-year history of Mobile radio are (l to r): seated, H. F. Holladay, Foodtown Stores vice president, and J. Earl McDonald, Foodtown general manager for stores; standing, Dewey Long, WABB general manager; Jay Troutman, WABB sales representative, and H. S. Summers, Foodtown markets manager.

WBT-WBTV (TV) New Home Toured by CBS Radio Spot

INTRODUCTORY tour of the new facilities dedicated April 13 for WBT-WBTV (TV) Charlotte, N. C. [B•T, April 18], was made a fortnight ago by a group of 14 CBS Radio Spot Sales managers and account executives who also heard a report on the stations' present and future.

The day-long meeting, held May 2, included a greeting by J. Robert Covington, vice president in charge of sales and promotion; a report on the Charlotte market by Charles Reed, vice president of Duke Power Co.; reports by station staff and department heads, and a review of the station's local talent.

The building was designed by Thomas E. Howard, vice president, under the direction of Jefferson Standard Broadcasting Co., licensee of the station, and Charles H. Crutchfield, vice president and general manager.

Coleman Takes New Post With Chicago NBC Stations

PROMOTION of Howard W. Coleman from assistant manager of NBC Central Div.'s press department to manager of advertising, promotion and merchandising at WMAQ and WNBQ (TV) Chicago was announced last Wednesday by Jules Herbuveaux, general manager of the network o&o stations.

Mr. Coleman will report to John M. Keys, who recently was appointed from that position to sales director of the stations [B•T, May 2]. Simultaneously other promotions were announced within the advertising, promotion and merchandising department.

Other appointments include Stephen Krasula, senior promotion writer, to merchandising assistant, replacing Frank Downs; H. William Smutzer, to senior promotion writer; Gene DaDan, to promotion assistant, and Mauren Hudgin, to on-the-air promotion writer.

STATION PEOPLE

P. A. Wilson appointed manager, WGIL Galesburg, Ill.; **Robert Frudeger,** WGIL vice president and general manager, resigns and has purchased KOLN Lincoln, Neb., contingent on FCC approval.



MR. FRUDEGER

Lewis F. Riefstahl, formerly with WRDW Augusta, Ga., appointed news director, WLAY Muscle Shoals, Ala.

E. F. Shadburne, formerly with sales staff, KKTV (TV) Colorado Springs, Colo., named station manager, WCPM Cumberland, Ky.

David H. Steinle, sales manager and assistant manager, KBUR Burlington, Iowa, appointed manager.

Galen Blackford, former sales manager, Foster & Kleiser (outdoor advertising), Seattle, appointed sales manager, KJR there.

Henry Nicholson, commercial manager, WINR Binghamton, N. Y., appointed sales manager, WNBF there.

Ed Menke, formerly with WSJS Winston-Salem, N. C., to WAIR there, as program director and sports director.

Bill Ward, announcer, WBT-WBTV (TV) Charlotte, N. C., appointed sports director; **William L. Steele,** WBT sales dept., promoted to WBT-WBTV night administrator; **Albert R. Munn** succeeds Mr. Steele.

Bob Patterson, former scenic designer, ABC, to WITV (TV) Ft. Lauderdale, Fla., as manager, art and scenic department.

Bob Emery, sales staff, KWBW Hutchinson, Kan., to KGAR Garden City, Kan., as manager, effective today (Mon.)



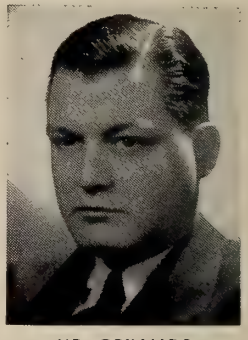
MR. EMERY

Bob Bacon, announcing staff, WTIC Hartford, Conn., transfers to copy dept. as continuity editor, succeeding **James Hopkins,** who starts own advertising business.

Irene Moran, publicity staff, DuMont Television Network, to WOR-AM-TV New York as press editor, succeeding **Mary Jan MacDougall,** resigned.

Phil Bryce, former account executive, Western Adv. Agency, L. A., to KABC-TV Hollywood as assistant promotion manager, succeeding **Gerald A. Cohen.**

Archie J. Grinalds Jr., former manager, WMOB Mobile, Ala., and WNEX-TV Macon, Ga., to WBIA Augusta, Ga., as sales director.



MR. GRINALDS

Mario Rey, personality, XEQ Mexico City, to KOWL Santa Monica, Calif., as host-m.c. of new daily Mexican-American program.

Edward John Kleming, freelance announcer, to WPIX (TV) New York as announcer.

Gordon J. Grant, formerly New England sales representative, *New York Herald Tribune,* appointed account executive, WCOP Boston.

Hugh A. McTernan, account executive, Warwick & Legler Inc., L. A., to KRCA (TV) Hollywood in similar position.

Harold V. Phillips, sales manager, WMBD Peoria, Ill., appointed sales manager, WTVH-TV there.



MR. PHILLIPS

Bob Steinhilber, graduate, National Academy of Broadcasting, Washington, to WCNR Chambersburg, Pa.

Mrs. Doug Knutson, advertising manager, SQR Dept. Store, Anaheim, Calif.; **John Magnus,** formerly with WGY Schenectady, and **Gordon Hittenmark,** formerly with NBC Washington, to KWIZ Santa Ana, Calif., as sales and merchandising dept. member, disc m.c. and sales respresentative, respectively.

DUMONT LIVE TV HEADED FOR PASTURE; FILM-TYPE NETWORK LIKELY SUCCESSOR

As it stands now, the network's live tv service will be chipped away until contractual obligations run out. At the time its new Electronicam system was demonstrated last month, DuMont had only five hours of sponsored live telecasting per week.

THE DuMONT Television Network as a live operation may not be dead, but by design it is fading away.

Current "network" commercial hours on DTN show a steady and continuing decline, according to a B•T check.

Summarized, this is the DuMont picture:

• There is no known project in existence for "reviving" the "live" DuMont Television Network.

• Rather than kill off the "live" network immediately, its owners are permitting the operation to chip itself away—letting contractual obligations run their course, a process considered the more economical in the long run.

• The film operation of Allen B. DuMont Labs (DTN's owner), which is being built around the new live-film camera system (Electronicam), will be advanced. But the path for this project is still uncertain.

• DuMont's two owned and operated stations, WABD (TV) New York and WTTG (TV) Washington, will be retained so long as they are profitable. That DuMont intends the stations to bring in revenue can be seen by new program moves underway by former NBC executive Ted Cott who now heads the stations' programming policies (see story page 124).

• Contrary to some speculation, WTTG is not on the "block" for the highest bidder. But, it is said, this does not rule out sale of the station in the future should the sale promise to be at once profitable and to the best interests of the parent company.

Apparently, policymakers at Allen B. DuMont Labs now have pretty much committed themselves to a broadcast operation that will not resemble today's definition or description of a tv "network," although film activities, if launched nationally, could approach a film-type "network" as opposed to a "live network."

Cited are:

1. DuMont negotiations with a minority stockholding group. Among the keys to these talks, which appear to have gained some headway, is the demand by the minority shareholders to eliminate any broadcast activity that is milking earnings and profits—not to mention dividends. The network operation admittedly has been a drag on DuMont's profit-and-loss statements. Minority stockholders last week won a seat on the DuMont board of directors.

2. Statements by Dr. Allen B. DuMont, president of Allen B. DuMont Labs, including a prediction that by the middle of this year he expects the broadcast arm to be "operating as a network only with such programs and in a way which will return a profit."

3. Views of Ted Bergmann, DTN's managing director. Among them, an expectation that the Electronicam system "does . . . form the basis for a sound new growth along the lines of an entirely new concept of network television."

The scoresheet on DTN's programming:

• As of the time the Electronicam system was demonstrated only a month ago [B•T, April 18], DuMont had five hours of sponsored live telecasting per week. As of last week, that total had shrunk to four hours and 15 minutes per week (see accompanying table). After May 20 another 15 minutes of commercial time per week will be whittled away when Western Union Telegraph drops its alternate-week sponsorship of *Down You Go* (Friday, 10:30 p.m. EDT). Of the four hours then left, 1½ hours consist of a boxing program that is sold on a co-op basis.

• As of February 1955, according to Publishers Information Bureau data, the largest number of stations on which any of the current DuMont programs were carried that month totaled 29 (*Life Begins at Eighty,* Sunday, 9:30-10 p.m., sponsored by Serutan). The totals provided, however, do not necessarily indicate that all stations telecast the programs live.

(Mr. Bergmann has stated that DuMont in 1954 had been able to make use of only 125 station hours of live time per week, representing less than 5% of total contract purchase. He also had said that added to 125 live station hours per week, the network had 250 kinescope hours, thus breaking down the network operation to two-thirds kinescope and one-third live.)

• On April 6, DuMont terminated commitments for all cable, except for connection between WABD and WTTG. Cable used for other stations is rented and will continue on the rental basis or occasional use only when

Current DuMont Television Network Schedule

Program	Sponsor	Number of Stations	Gross Feb.*	Day	Time (EDT)
Life Begins at 80	Serutan	29	$80,675	Sun.	9:30-10 p.m.
Boxing	Co-op			Mon.	9:30-11 p.m.
Studio 57	H. J. Heinz	5	21,250	Tues.	8:30-9 p.m.
What's the Story	DuMont Labs	3	10,560	Wed.	8-8:30 p.m.
All About Baby	Libby, McNeil & Libby	13	14,200	Thurs.	1:45-2 p.m.
All About Baby	Swift & Co.	10	13,750	Fri.	1:45-2 p.m.
Chance of a Lifetime	Emerson Drug	21	37,250	Fri.	10-10:30 p.m.
Chance of a Lifetime	Olin Mathieson Chemical Corp.	24	37,650	Fri.	10-10:30 p.m.
Down You Go	Western Union (on alternate weeks)	27	36,975	Fri.	10:30-11 p.m.

* As of February 1955 from Publishers Information Bureau



When you or your agents buy radio time after you have reviewed ratings, surveys, coverage claims and everything else, what you are after is *SALES.* It's been proven time and again WHAM Radio's personalities deliver a market-package to you that includes Western N.Y. and Northern Pennsylvania, where more than a million and a half people live and spend two billion each year, you're sure to make sales.

The low-cost way to let this mass purchasing power know of your product or service is on WHAM Radio. Give WHAM Radio an opportunity to make more sales for you. Call the Hollingbery representative nearest you.

50,000 watts . . . clear channel . . . 1180KC

WHAM
ROCHESTER RADIO CITY
The Stromberg-Carlson Station
AM-FM ★ NBC Affiliate
Geo. P. Hollingbery Co., Nat'l Rep.
SELLING WESTERN NEW YORK, NOT JUST ROCHESTER

the program involved "produces adequate revenue to cover the cost," according to Dr. DuMont. Cable and microwave connections alone cost DuMont nearly $3 million for which a return of no more than 5% was realized.

• PIB's network data shows DuMont grossed $1,445,608 in January 1954, $723,960 in January 1955; $1,108,157 in February 1954, $597,275 in February 1955; $1,205,526 in March 1954, $628,625 in March 1955.

At a stockholders meeting a fortnight ago, Dr. DuMont described the chipping away process of the network in this way:

"Our annual report explained that network losses last year, before taxes, cut our other profits by $5 million. We told you we had made decisions which would cut down and eventually eliminate those operating losses which had been sustained in lesser amounts in all of the operating years preceding 1954.

"But you just can't cut down an operation of that character overnight. Television networking is a complicated business, with hundreds of contractual obligations and commitments, very few of which mature or run out at the same time. Cancellation of such contracts at one time would have cost our company millions of dollars. The only sound and economical way is the slow way."

Last week, DTN moved along its Electronicam path by announcing the creation of a staff to handle live-film production of programs. At its head, according to Mr. Bergmann, will be James L. Caddigan, network director of programming and production. James Graham, formerly of DTN's operations department, will head up business affairs connected with the camera system.

Personnel Move

Another DuMont move last week toward separation of network and station: announcement by Mr. Bergmann that "several members" of the network's program department have been shifted to operate under David Lowe, newly named director of programs for WABD.

Meanwhile, as predicted by B•T last week, a threatened uprising by a large minority bloc of Allen B. DuMont Labs minority shareholders was stemmed for the time being by a forerunner of an expected series of compromises to be effected with the DuMont management.

Dr. DuMont Monday announced that Armand G. Erpf, general partner of Carl M. Loeb, Rhoades & Co., New York investment bankers, had been elected a director. Mr. Erpf succeeds Bruce T. DuMont, brother of Allen B. DuMont and general superintendent of Allen B. DuMont Labs. Bruce T. DuMont, who had been re-elected to the board a fortnight ago, resigned his directorship.

During the stockholders meeting, Loeb-Rhoades, representing some 350,000 shares of Class A stock, failed to elect Mr. Erpf to the board, setting off a threat that the minority group would seek a special meeting.

Dr. DuMont's formal statement said that "an aggressive and progressive course of company action was agreed upon." He said that Mr. Erpf will assist the DuMont management in developing company objectives which "are expected to result in substantial expansion of electronic research, development and manufacturing for consumer, industrial, broadcast and government markets."

The DuMont board is made up of eight directors, five elected by Class A stockholders and three by Class B stockholders. All 560,000 shares of Class B are owned by Paramount Pictures Corp.

Class A directors, in addition to Mr. Erpf, now include: Dr. DuMont; Thomas T. Goldsmith Jr., vice president for research; Stanley F. Patten, vice president, and Percy M. Stewart of Kihn, Loeb & Co. Class B directors: Barney Balaban, chairman, Paramount Pictures; Paul Raibourn, vice president, Paramount, and Edwin L. Weisl, Paramount's legal counsel.

With Mr. Erpf on the board, attempts now will be applied to (1) strengthening the DuMont management (including a division in management policy between manufacturing and merchandising as contrasted to research and development), (2) relieving Dr. DuMont of most of the load of administrative details and releasing him for creative work in the electronics field and (3) simplifying capitalization. (For example, constructing a way to eliminate the existing division of Class A and B stock.)

Wrapped up in the original objections of the Loeb-Rhoades group, of course, was the losing DuMont Television Network. Feeling is now that DuMont-owned stations will be considered "on their own" by stockholding groups.



DISCUSSION of agency-station relationships was the main item of business at a San Antonio, Tex., luncheon attended by members of Texas Spanish Language Network and Ted Hasbrouck, BBDO Dallas office, who addressed the group. At the meeting were (standing): L. E. Richards (l), KIWW San Antonio manager, and Mr. Hasbrouck. Seated (l to r): Lola Spitz, KIWW assistant manager; Joe Harry, TSLN regional representative; E. J. Harpole, KVOU-KVOZ Uvalde-Laredo, Tex.; Bob Pinkerton, XEO-XEOR Matamoras-Reynosa, Mexico; Mrs. Harry; Mrs. Hasbrouck; John Mayberry, KUNO Corpus Christi, Tex.; Pedro Meneses Hoyos, XEJ El Paso, and Mrs. Pinkerton.

'Perry Como' Sold Out For $8.4 Million, Says NBC

NBC-TV's new *Perry Como Show*, a Saturday night hour series scheduled for the fall, was reported last week completely sold out, with gross annual billings estimated at about $8.4 million. Exact time of the show has not been disclosed but it is expected to go into the Saturday, 8-9 p.m. period or, perhaps, the 7:30-8:30 p.m. spot.

Sold in one-thirds, the program has been bought by Warner-Lambert, which will sponsor a full one-third each week; by Gold Seal Co. (Glass Wax) and Noxema, which will share one-third on an alternate-week basis, and by Dormeyer Electric Appliances and Kleenex, which will share one-third under a formula whereby Dormeyer takes 16 weeks and Kleenex 36.

Agency for Warner-Lambert is Lambert & Feasley, New York; for Gold Seal: Campbell-Mithun, Minneapolis; for Noxema: Sullivan, Stauffer, Colwell & Bayles, New York; for Dormeyer: John W. Shaw, Chicago; for Kleenex: Foote, Cone, & Belding, Chicago.

MAAC, MBS Affiliates Meet in D. C. May 21, 22

MUTUAL's Affiliates Advisory Committee will meet May 21 and its affiliates generally will hold a session on May 22, both in Washington, before the opening of the NARTB convention, it was announced last week by Earl M. Johnson, Mutual vice president in charge of station relations.

The Saturday session will be held in the headquarters suite of the Sheraton-Park Hotel and the Sunday session in the Hall of Nations Room of the Washington Hotel. It is expected that more than 300 station executives will hear MBS President Thomas F. O'Neil and other network executives report on activities and future plans of Mutual.

In addition to Mr. O'Neil, speakers will include John B. Poor, executive vice president; Robert Monroe, recently named vice president for programming; Robert A. Schmid, vice president for advertising, promotion, public relations and research, and Roy Danish, director of co-op programs.

Included on the agenda for the 14-man Mutual Affiliates Advisory Committee session will be a review of the policies of the network's management and a discussion of network-affiliate problems. John M. Walter, station manager, WJPG Green Bay, and chairman of MAAC, will preside. Other members of the committee are Ray Butterfield, general manager, WLOX Biloxi, Miss. (vice chairman); J. W. Betts, general manager, WFTM Maysville, Ky. (secretary); M. C. Watters, general manager, WCPO Cincinnati; Collin Lowder, general manager, KIMN Denver; Boyd Kelley, KTRN Wichita Falls, Tex.; Carter C. Peterson, president, WCCP Savannah, Ga.; Frank Ford Jr., station manager, KENT Shreveport; Roy Thompson, president, WRTA Altoona, Pa.; Harold P. Kane, president, WJOC Jamestown, N. Y.; Robert M. Wallace, president, WOHS Shelby, N. C.; George T. Frechette, general manager, WFHR Wisconsin Rapids, Wis.; Jack Hawkins, president, KIUN Pecos, Tex., and Ken Nybo, general manager, KBMY Billings, Mont.

CBS-TV Affiliates Set 2-Day Meeting

THE FIRST of an expected 300 station executives were beginning to arrive in New York late last week for the first general conference of owners and key management officials of CBS Television affiliates with top officials of the network.

The meeting is slated this Thursday and Friday at the Waldorf-Astoria. It is expected to encompass a review of all fall programming plans, sales, promotion, publicity research and small market affiliates—probably with special emphasis on programming, as a subject which led CBS-TV to call a small group of selected affiliates into a top-secret session two months ago [B•T, March 14].

At that time, it was reported that plans for basic changes in programming concepts, designed to put up a more formidable array against future competition, had been canvassed.

Five Radio Stations Affiliate With ABC

AFFILIATION of five radio stations with ABC Radio was announced last week by Charles W. Godwin, network director of station relations. They are WOWL Florence, Ala.; KIRK Kirksville, Mo.; KSYC Yreka, Calif.; KBLF Red Bluff, Calif., and WTTB Vero Beach, Fla.

WOWL, which joins the network Aug. 15, is owned and operated by Radio Muscle Shoals Inc. It will replace WJOI as ABC's Florence affiliate. General manger is Richard B. Biddle. KIRX is owned and operated by North Missouri Bcstg. Co. S. A. Burk is general manager. The station's ABC affiliation was effective May 1.

Licensee of KSYC is Siskiyou County Bcstg. Co. President and general manager is Jack Mitchell. It became affiliated with the network April 24. KBLF, which also joined the network April 24, is owned by Hal K. Shade, president and general manager. WTTB, which affiliated with ABC on April 3, is owned and operated by Tropics Inc. Jim Howe is general manager.

WDBJ-TV, KJEO (TV) Sign For CBS-TV Affiliation

AFFILIATION agreements with CBS-TV by WDBJ-TV Roanoke, Va., and KJEO (TV) Fresno, Calif., were announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations.

WDBJ-TV (ch. 7) will become a secondary, interconnected affiliate, effective Oct. 1. Ray P. Jordan is general manager of the station, which is owned by the Times-World Corp.

KJEO (ch. 47) joins as a primary, interconnected affiliate, effective yesterday (Sunday). The station is owned by O'Neill Broadcasting Co. Joe Drilling is general manager.

CBS Radio Promotes Henry

PROMOTION of Dudley Henry, sales service department representative for CBS Radio in New York, to Pacific Coast sales service manager for the network and the Columbia Pacific Radio Network was announced last week by Eric Salline, manager of sales service for CBS Radio. Mr. Henry, who will assume his new post on June 6, has been with CBS since 1947 in various posts including mail room supervisor, assistant to the traffic manager and an administrator in CBS Radio's sales service department.

More Light in Chicago

A THREATENED disruption in midwest network radio-tv network pickups from New York was averted last Thursday when the Chicago City Council passed an ordinance extending daylight saving time an extra month this fall. Standard time will go into effect Oct. 30—four weeks later than usual—in Chicago, to coincide with broadcast time schedules in New York in regard to the customary one-hour time lag between those cities. The proposal was adopted without objection—but had it failed, Chicago listeners and viewers would have received eastern originated programs an hour earlier than is customary for any time of the year—for at least one month. Additionally, local program schedules would have had to be adjusted for network stations.

'Monitor' at $3¼ Million Mark

NBC RADIO last Thursday reported gross billings for sponsorship already firm for its weekend *Monitor* show, debuting June 12, at the more than three-quarter million dollar mark.

New sales included 36 participations weekly by Chevrolet Motor Division of General Motors Corp., through Campbell-Ewald (also see story, page 34), and a "heavy schedule" by Gruen Watch Co., through Grey Adv.

Gruen's contract is for 13 weeks, including 10-second announcements to be on the show June 12-June 26, resuming Oct. 15-Dec. 18.

ABC-TV Affixes 'Luxury' Label on Spectaculars

ABC-TV claimed last week that the average spectacular on NBC-TV has proved to be a "luxury item" for advertisers, judging by cost-per-thousand and cumulative audience.

This conclusion was reached by ABC-TV after preparing a special research report, based on data compiled in the Nielsen Television Index from September 1954 through February 1955. In cost-per-thousand, ABC-TV said, the spectaculars have delivered an average of 1,000 homes for each commercial minute at a cost of $4.42, as compared with $2.99 for the average, weekly half-hour evening tv program, and $1.91 for ABC-TV's hour-long *Disneyland*.

Cost efficiency is not the only advantage the average every-week program has over the once-a-month spectacular, according to ABC-TV. That network stated that with respect to cumulative audience of the above program categories over a four-week period, the average spectacular, because of its infrequent "frequency," is able to reach only 40% of the audience potential over a four-week period. During the same period, ABC-TV said, the average half-hour program reaches about 48% of the potential audience and ABC-TV's *Disneyland* about 66.4%.

In the number of telecasts viewed per home reached over a month's period, ABC-TV pointed out, the average half-hour evening program has a decided frequency advantage, with the spectaculars contacting each home reached only once during a month and the average half-hour show reaching each home contacted in the month on an average of 2.2 times,



according to ABC-TV. It was said that the *Disneyland* per month figure is 2.8.

The ABC-TV study covered data on the 16 spectaculars carried on NBC-TV from last September through Feb. 7; 38 half-hour nighttime programs and the weekly *Disneyland* programs during the period.

The table covering cost-per-thousand data, provided by ABC-TV, is as follows:

	Average Audience for Commercial Minute			
	Rating	Homes (000)	Net Cost	Cost/1,000
Average Spectacular (16)	26.2	7,607	$33,600	$4.42
Average Half-Hour Program (38)	23.2	6,259	18,700	2.99
Average General Drama (10)	23.2	6,207	18,600	3.00
Average Situation Comedy (20)	23.0	6,176	19,900	3.22
Average Quiz-Audience Participation (8)	23.7	6,531	15,900	2.43
ABC-TV's Disneyland	38.4	10,986	21,000	1.91

'Grand Ole Opry' Scheduled For First Network Telecast

FOR THE FIRST TIME in its 30 years, *Grand Ole Opry* will be on television on Saturday, June 11, originated by WSM-TV Nashville and transmitted to the NBC-TV network at 8 p.m. EDT.

The announcement was made by John DeWitt, president of WSM-AM-TV, who said the program will be picked up from Ryman Auditorium where the radio version of *Opry* originates.

The program plays to a studio audience of about 5,000 people weekly. The full show, with a cast of 125, is 4½ hours long. A half-hour portion of it has been carried by NBC Radio since 1939, sponsored by Prince Albert Tobacco and originated by WSM.

In its 30-year history, Mr. DeWitt noted, *Opry* has never missed a performance and never takes a summer break. Plans for production and national distribution of a filmed version of *Grand Ole Opry* were detailed last February by Flamingo Films [B•T, Feb. 14].

Smith to CBS Radio Post

ROBERT C. SMITH, director of promotion and publicity for WGAR Cleveland for the past four years, has been named manager of presentations for the Chicago office of CBS Radio network sales, effective May 23.

NETWORK PEOPLE

Milo Frank, manager, casting and talent dept., CBS-TV New York, to CBS-TV Hollywood as casting and new talent director.

Lee Cooley, producer-director-writer, CBS-TV *Perry Como Show,* signed as producer, new hour-long NBC-TV show starring Mr. Como, to premiere in fall.

William P. Mullen, formerly eastern sales manager, John W. Loveton Radio & Tv Productions, Hollywood, to sales dept., ABC-TV, as account executive.

Joe Savage to MBS Central Div., Chicago, producing network's daily *Game of the Day* baseball series from midwest originating points.

Dan Bloom, assistant city editor, *New York Herald Tribune,* to CBS News as writer.

Sally Gay McCreery, formerly with WFBC Greenville, S. C., to CBS Washington as administrative assistant to newsfilm director; **Quana Parker** to CBS Washington as secretary.

Richard Schacht, technician, CBS-TV Hollywood, and Shirley Wilson were married April 30.

Proctor Jones, assistant sales service and national sales director, Yankee Network, father of boy, Mark.

Bullock Promoted At RCA Victor Div.

APPOINTMENT of W. W. Bullock as commercial sales and merchandise manager of the RCA Victor Record Div. was announced last week by Lawrence W. Kanaga, vice president and operations manager of the division.



MR. BULLOCK

Mr. Bullock succeeds Mr. Kanaga in the sales post, which the latter relinquished on May 6 when elected to his present position [B•T, May 9]. Mr. Bullock has served as manager of record sales planning of the RCA Victor Div. since 1946.

He entered the record field in 1926 with the Victor Talking Machine Co., since acquired by RCA, and rose to assistant manager of the RCA Victor Div. in Hollywood in 1938. Later Mr. Bullock served as plant assistant for the company in Indianapolis, manager of materials and production control in Camden and operations manager of the RCA Distributing Corp. in Detroit.

RCA Thesaurus 20th Year Marked by 8 New Features

IN OBSERVANCE of its 20th anniversary, RCA Thesaurus, transcription library service of RCA Recorded Program Services, is announcing this week the incorporation of eight new features into its line-up.

The eight anniversary features of Thesaurus, according to A. B. Sambrook, manager of RCA Recorded Program Services, are the "shop at the store with the mike on the door" promotion and merchandising plan; *The Frank Luther Fun Show,* a fully recorded program of light entertainment; *Do-It-Yourself,* a quarter-hour program; *The Grantland Life Story,* a sports feature narrated by sportscaster Jimmy Powers; *Great Days We Honor,* and an inspirational series of 39 recorded shows for broadcasts on holidays; *Weekend Shoppers' Special,* a program planned for sponsorship by participating advertisers interested in reaching the weekend shopper; *The Statesman Quartet,* a new show featuring gospel singing and *Concert in the Park,* a program built around pop concert music.

When founded 20 years ago, Thesaurus provided local radio staions with "quality recorded music at low cost," according to Mr. Sambrook. From this single purpose, he added, Thesaurus has expanded to include complete shows, weekly continuity, production aids and, in recent years, sales aids.

Ciro's Antitrust Suit Names MCA, Subsidiaries

TREBLE DAMAGES of $1,687,500 were asked in an antitrust suit filed against Music Corp. of America last Tuesday in Los Angeles Federal Court by Herman D. Hover, owner-operator of Ciro's restaurant.

Also named defendants were MCA-TV Ltd., Revue Productions, MCA Artists Ltd., Management Corp. of America, MCA Board Chairman Jules C. Stein, MCA President Lew Wasserman, Lawrence Barnett, Statler Hotels Co., Hilton Hotels Corp. and Schine Hotels Inc.

The complaint charges the defendants with restraint of interstate commerce by "conspiring to practically destroy competition" in refusing to book top acts into Ciro's. Mr. Hover asks for an injunction preventing the defendants from continuing these alleged practices, separation of MCA's diverse activities and the limitation of MCA's exclusive talent contracts to one year.

Plaintiff claims that MCA controls the booking right of 70% of the name acts and 90% of the name bands in the U. S.; that MCA-TV Ltd. is the largest tv film distributor in the country and that Revue Productions, MCA's video film production subsidiary, is a "substantial" producer of tv films.

Weiss Sees Radio Growth

CONVINCED that radio can continue to grow through use of showmanship, development of new selling approaches and cooperation by broadcasters, Pierre Weiss, general manager of World Broadcasting System, said Friday World will make "important announcements" just before NARTB convention. Mr. Weiss, whose company services more than 1,000 radio stations throughout country, said radio needs "new promotions, new entertainment features that will sell for the stations and produce results for the advertisers." He claimed that with these moves radio can have "a future brighter even than its successful early years."

PROGRAM SERVICE PEOPLE

L. Wolfe Gilbert re-elected west coast board chairman, ASCAP, with **Johnny Green, Jimmy McHugh, Leo Robin, William Grant Still** and **Harry Warren** re-elected to board for three-year terms.

Michael Frances Doyle Jr., former cinematographer, Guild Films Inc., Hollywood, to Song Ads. Co. (singing commercials), same city, as head of new film department.

William J. Dooley, formerly with WIND Chicago, to Rudio Productions (program producers, ad agency), Chicago, as account executive.

Muriel Durand, former continuity supervisor, ABC-TV, will enter independent tv packaging field in association with **T. N. Stuetzer.**

Tv Booms Radio Show

RECENT NBC-TV spectacular on "The Desert Song" proved to be a boom to radio stations carrying RCA Thesaurus' *Penthouse Party* radio variety program. A Thesaurus spokesman said last week that immediately after the spectacular had been telecast, radio station subscribers reported an upsurge in sales of participations on the half-hour *Penthouse Party,* which stars Nelson Eddy and Gale Sherwood.

The apparent reason, the spokesman added, was that Mr. Eddy and Miss Sherwood also were featured in "The Desert Song." He pointed out that the RCA Thesaurus show is the only source for local stations which want to broadcast Miss Sherwood's voice, since she never has made commercial phonograph records or transcriptions for any other library service.

CBS NETS $3.9 MILLION IN FIRST QUARTER

Earnings are highest in company history, 36% above 1954. Murphy resigns formally as vice president and director of the company.

CBS INC.'s consolidated net income for the first three months of 1955 aggregated $3,892,677, the highest first-quarter earnings in the company's history, Board Chairman William S. Paley reported at a board meeting last Wednesday.

At the same meeting Adrian Murphy, former president of CBS Radio, resigned as a vice president and director of CBS to retire from active business, and Arthur Hull Hayes, who succeeded him as president of CBS Radio [B•T, April 25], was elected a CBS vice president and director.

Officials said CBS' first-quarter earnings were 36% above the total for the same period of 1954 and that, based on the number of shares outstanding before the 3-for-1 stock split-up recently approved by stockholders, they represented $1.60 per share as against $1.22 per share for the first quarter of 1954. In terms of the new stock, the 1955 first-quarter earnings were equivalent to a little more than 53 cents a share.

Stock certificates for the additional shares stemming from the stock split-up are to be mailed about May 20 to stockholders of record as of the close of business on April 29.

The board meanwhile declared a cash dividend of 20 cents a share on the new Class A and B stocks, payable June 10 to stockholders of record at the close of business May 27. The cash dividend paid in March was equivalent to 16 2/3 cents a share on the new stock.

CBS STATEMENT

	Three Months Ended			
	April 2, 1955 (13 Weeks)		*April 3, 1954 (13 Weeks)*	
GROSS REVENUES AND SALES		$104,206,067		$90,974,533
Less, Discounts, agency commissions and returns		26,429,604		23,103,119
		77,776,463		67,871,414
Deduct:				
Operating expenses and cost of goods sold	$56,500,096		$49,951,993	
Selling, general and administrative expenses	11,079,422		10,055,864	
Provision for depreciation and amortization of fixed assets	1,595,474		1,094,765	
		69,174,992		61,102,622
		8,601,471		6,768,792
Miscellaneous income, less miscellaneous deductions		*68,794*		*302,427*
Income before federal taxes on income		8,532,677		6,466,365
Provision for federal taxes on income		4,640,000		3,600,000
NET INCOME FOR PERIOD		$ 3,892,677		$ 2,866,365
Earnings per Share (Note 1)		$1.60		$1.22

Italics denote red figures

Notes:

1. The 1955 earnings per share are calculated on 2,438,900 shares, the average number outstanding during the three months ended April 2, 1955; earnings per share for 1954 are based on the 2,340,896 shares outstanding during the first three months of that year. At the Annual Meeting of Stockholders held April 20, 1955, a 3 for 1 stock split-up was approved. The stock certificates for the additional shares will be mailed to Stockholders on or about May 20, 1955. Adjusted for the stock split-up, earnings per share for the respective three month periods were $.53 in 1955 and $.41 in 1954.
2. The 1955 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

May 11, 1955

SAMUEL R. DEAN,
Treasurer

3M Sales Increase 17%

FIRST-QUARTER sales of Minnesota Mining & Mfg. Co. (recording tape, other products), St. Paul, rose 17% from the first three months of 1954—from $54,088,789 to $63,382,846, the company reported last Tuesday. Stockholders also were told by Herbert P. Buetow, 3M president, that earnings amounted to $7,452,170 (or 91 cents per share) compared to $5,259,281 (64 cents a share) for a similar period last year. Net income before taxes was placed at $15,296,170 as against $11,069,886 a year ago. Mr. Buetow attributed increased earnings to more volume and greater operating efficiency.

New RCA Rectifier Tube

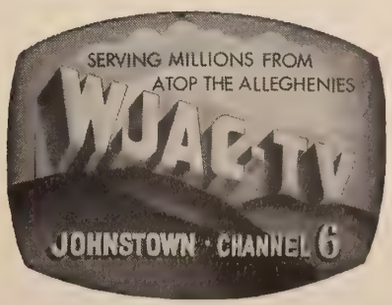
RCA announced May 6 that its Tube Div. has introduced new vacuum rectifier tube, designed for rectification of high-voltage pulses produced in scanning systems of black-and-white and color tv receivers. Tube (RCA-3B2) is double-ended, glass-octal type of half-wave rectifier, using indirectly heated cathode.



Make that buy WJAC-TV and you've taken the three busy Southwestern Pennsylvania markets out of the sun, and tucked them conveniently on your own front porch. What better sales spot? Hooper rates WJAC-TV:

FIRST in Johnstown
(a 2-station market)
SECOND in Pittsburgh
(a 3-station market)
FIRST in Altoona
(a 2-station market)

Enjoy greater sales coverage with the one buy that covers three. . . .



Get full details from your KATZ man!

RADIO, TV WITHSTAND 'OPERATION CUE' BLAST

Communications are usable after blast, except for minor damage. Radio transmitter not harmed and radiation proves to be no problem.

RADIO, television and other types of communication systems withstood effects of the May 5 "Operation Cue" shot at Yucca Flats and, generally, nearly all items tested either were operable after the blast or needed only about an hour's repair to put them back in condition.

This was the summary of a report issued after the blast by project officers Raymond H. Williamson, General Electric Co., and John E. Young.

The project was designed to answer such questions as: What will be the effect of the nuclear blast, radiant heat, missiles, debris, and how much will equipment be shielded from these effects by the structure in which it is housed?

No broken tv picture tubes were observed as a result of the blast.

The 250-w am broadcasting transmitter operated on 1240 kc, recommended for use in civil defense emergencies (Conelrad), did not return to the air three minutes after the blast as hoped for but the project officers indicated that this was probably due to breakage of wires carrying ordinary 60-cycle alternating current into the building housing the transmitter.

Observers noted that there was little, if any damage to the transmitter and even the tape spools were not jarred from their mounts.

Three of the steel antenna towers were standing, although an unguyed 120-ft. antenna tower at the 4,700-foot line was severely crumpled and unusable. A guyed 150-foot tower at the same line had a kink at the top due to extra tension on one set of guy wires caused by a fallen structure but otherwise was not damaged and could be operable.

The most severely damaged item noted was one of the cars containing mobile equipment. A chimney had fallen on it, crushing the entire car against the ground.

The project officers reported that radiation was not a problem at the location chosen for the test and that thermal damage was insignificant, being confined to a small amount of burned or scorched insulation on wire and coaxial cable.

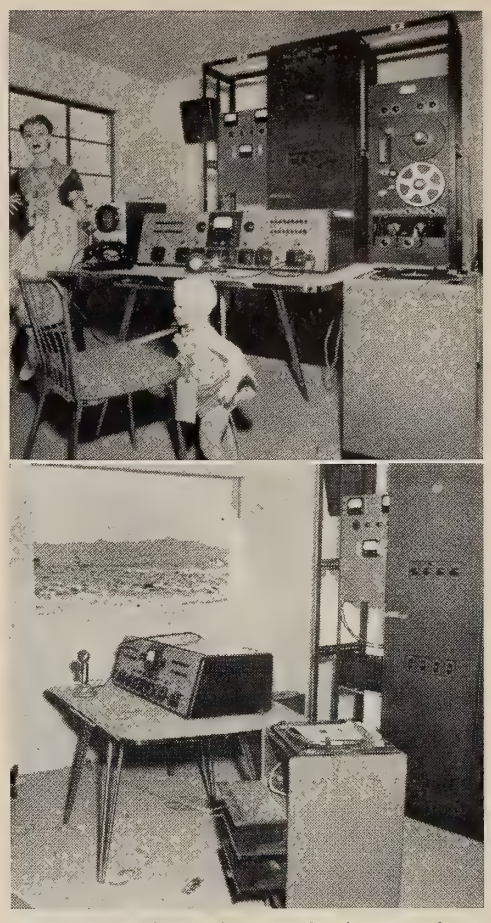
While flying missiles—window glass, pieces of broken furniture and doors—would have taken a lethal toll on station personnel, they did little damage to test equipment.

W. R. Torn, chief engineer for the Du Kane Corp., Lake Charles, Ill., reported after the detonation that it was his opinion that practically every unit showing damage, with exception of the unguyed 120-foot antenna, could be put into operation in less than an hour.

He added that damage to equipment was a matter of placement in the building, pointing out that anchored equipment was virtually undamaged, while that left "loose" showed some signs of damage.

The transmitter and a variety of other radio equipment were installed in a one-story house of reinforced masonry blocks, which showed little damage with exception of broken windows.

The industry sponsor of this project was the Radio-Electronics Television Mfrs. Assn., with 30 members of the RETMA participating and supporting the test.



TOP photo shows the Conelrad station before the blast; at bottom is the same area after the explosion.

Transmitting Equipment

TRANSMITTER SHIPMENTS

Station	Power	Band	Use
RCA			
KNTV (TV) San Jose, Calif	2 kw	tv (ch. 11)	new station
KCOR-TV San Antonio, Tex.	1 kw	tv (ch. 41)	new station
ORDERS			
General Electric Co.			
WAGE-TV Marquette, Mich.	5 kw	tv (ch. 6)	new station

OTHER EQUIPMENT: GE also reported orders from WAGE-TV for a six-bay antenna, vidicon film chain and studio camera chain and from WWLP (TV) Springfield Mass., for equipment to change from ch. 61 to ch. 22.

Zenith Radio Corp. Names Ruppel Advertising Counsel

APPOINTMENT of Louis Ruppel, veteran newspaper and magazine executive and formerly associated CBS, as advertising consultant was reported by Zenith Radio Corp. last week.



MR. RUPPEL

The nature of Mr. Ruppel's duties was not spelled out precisely but it was presumed he would serve as counsel on Zenith's Phonevision and other activities.

Mr. Ruppel recently resigned as editor of the *Philadelphia Daily News* and has had a varied career in printed media.

From 1939 to 1941, he was publicity director of CBS and became assistant to the publisher of Crowell-Collier Publishing Co. in 1942. He was executive editor of the *Chicago American* in 1945 and editor of *Collier's* magazine from 1949 to 1952.

Mitchell Sees Electronics $20 Billion Industry in '64

PREDICTION that electronics will become a $15 billion industry in five years and a $20 billion industry by 1964 was made by Don G. Mitchell, chairman and president of Sylvania Electric Products Inc., in an article in the May issue of *The Exchange* magazine, official monthly publication of the New York Stock Exchange.

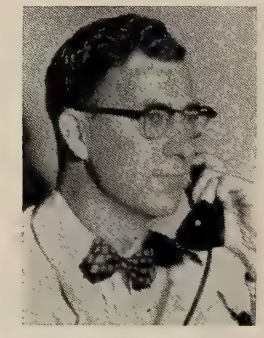
Calling electronics "the world's fastest-growing industry," Mr. Mitchell said sales and revenues of the field currently are running at an annual rate of about $9 billion but predicted the figure will reach $20 billion in 1964. He based his optimistic outlook for the industry on the conviction that it is a "growing, dynamic and revolutionary field."

Concentrating on one phase of electronics, which he described as "entertainment electronics," Mr. Mitchell offered the following projection of dollar volumes for television sets, home radio sets, auto radios and records and phonographs in 1964 as compared with 1955: television, from $1 billion this year to $1.5 billion in 1964; home radios, from $147 million to $162 million; auto radios, from $108 million to $140 million, and records and phonographs, $120-$140 million to about the same.

Mr. Mitchell said color tv is "still something of a question-mark to the industry." He believes that about 75,000 color sets will be produced this year and about 50,000 sold. It will be several years before sales of color sets will outstrip black-and-white sets, Mr. Mitchell continued, and in about ten years color will account for about 60% of all sets sold.

Meadows to Tarzian Post

F. DAN MEADOWS, formerly general sales manager for the Dage Tv Div. of Thompson Products Inc., has been appointed commercial manager, Broadcast Equipment Div., Sarkes Tarzian Inc., Bloomington, Ind.



MR. MEADOWS

Mr. Meadows will be responsible for the merchandising and sale of a complete line of tv studio equipment, including vidicon film cameras, vidicon studio cameras, relay switching equipment, tv audio control equipment, 16mm film projectors, automatic slide projectors, long-range and portable microwave equipment and low-power vhf-uhf transmitting equipment.

Motorola Sales Up Over '54

MONOCHROME tv set sales accounted for the "principal improvement" in Motorola Inc.'s financial position during the first quarter of 1955, with sales and earnings topping figures for the same period last year, according to Paul V. Galvin, Motorola president.

Mr. Galvin simultaneously revealed Motorola's entrance into the transistor radio field, with plans for a new $1.5 million plant in Phoenix, Ariz. Motorola plans to announce its first transistorized car radio models early next year.

In a letter to shareholders, Mr. Galvin reported sales of $51,878,179 compared to $48,006,800 for Jan.-April 1954 and earnings of $2,153,038 against $1,644,084.

Tv Tube Output Soars

SALES of tv picture tubes by manufacturers total 882,268 units, highest for any 1955 month, according to Radio-Electronics-Tv Mfrs. Assn. The March figure (five-week work month) brings the first quarter sales to 2,608,753 picture tubes compared to 1,962,864 in the first quarter of 1954. Sales of receiving tubes totaled 41,080,881 units in March, bringing the first-quarter total to 117,557,439 tubes.

Emerson Splits Engineering

ENGINEERING Div. of Emerson Radio & Phonograph Corp., New York, has been split into two separate units, Dorman D. Israel, executive vice president, announced last week. The units are the commercial engineering division and the government projects engineering division. Head of the commercial unit is R. T. Capodanno, vice president in charge of engineering. Dr. Werner A. Auerbacher has been appointed director of the newly-formed government projects engineering division.

Claude Neon Changes Name

CHANGE IN NAME of Claude Neon Inc., New York, to Dynamics Corp. of America has been announced by David T. Bonner, chairman of the board. Mr. Bonner said the change was decided upon to portray more accurately the range of activity of the company, which currently produces radio-television transmitters, home appliances, air conditioning equipment and various electronic devices.

MANUFACTURING SHORTS

Lambda-Pacific Engineering Inc. (micro-wave link equipment), L. A., moves manufacturing facility and general offices to 14725 Arminta St., Van Nuys, Calif.; telephones: State 6-1801, Stanley 7-0779; mailing address: P. O. Box 105, Van Nuys.

Premier Electronic Labs, N. Y., has available new hi-fi professional-type three-speed tape recorder, "Tapesonic" Model 70-B, offering three separate heads to provide instantaneous monitoring from tape while recording and A.B. switch permitting comparison between original and recorded program, according to company. Unit is dual track with 4½" VU meter. Unit has push button operation using seven electrically interlocked DC relays and one solenoid. Three speeds: flutter and wow, 0.1% at 15"/sec.; 0.2% at 7½"/sec., and 0.3% at 3¾"/sec., playing four hours at 3¾"/sec., company claims. Unit contains 10-tube 12 w push pull amplifier.

Emerson Radio & Phonograph Corp., N. Y., is producing radio described as smallest, longest-lasting pocket radio on market, weighing less than pound, six inches wide, one and one-quarter inches deep and containing two transistors and three vacuum tubes. Radio is $44 including batteries.

Hoffman Electronics Corp., L. A., has announced start of shipments of new 21-in. "Colorcaster" color tv sets to nine midwestern and western markets. Sets, with simplified circuitry consisting of 24 tubes and four rectifiers, sells for $895.

Standard Electronics Corp., Newark, N. J., has appointed Canadian Westinghouse Co. Ltd., Hamilton, Ont., as Canadian sales engineering representative.

Cornell-Dubilier Electric Corp., South Plainfield, N. J., has announced publication of *Printed Circuitry,* 8½ x 11-in. illustrated booklet describing in detail application and uses of printed circuits in various electrical products and equipment as well as technical information to aid in design and planning of printed circuitry.

MANUFACTURING PEOPLE

Miryam Simpson appointed by board of directors, Mark Simpson Mfg. Co. (tape recorders, automatic all-channel and tunable vhf boosters), Long Island City, N. Y., as president, with **Mark Simpson,** vice president-secretary; **Bernard Zisman,** vice president-treasurer; **George Watson,** vice president, distributor sales div.; **Philip S. Optner,** vice president, manufacturing div., and **Ralph Aasen,** engineering vice president. **Robert K. Stephens** retained by firm as consultant.

Arthur L. Milk, government relations director, Sylvania Electric Products Inc., N. Y., elected vice president, headquartering in Washington.



MR. MILK

Jerome K. Levy, Audio & Video Products Corp., N. Y., named vice president; **Robert Winston** appointed vice president in charge of sales, National Musitime Corp., newly-formed division of Audio & Video specializing in background music.

Howard Gross, formerly eastern states regional sales manager, Motorola Inc., Chicago, appointed general manager, CBS-Columbia Distributors Inc., factory distributing branch in N. Y. City area for radio-tv receivers of CBS-Columbia, Long Island City, N. Y.

Daniel Newman, assistant product service director, CBS-Columbia, Long Island City, N. Y., appointed product service director, succeeding **Harold J. Schulman,** who has been appointed assistant to president.

John M. Miller Jr., Bendix Aviation Corp., Baltimore, appointed to newly-created position, engineering director, tv and broadcast receiver div.; **Stanley R. Scheiner,** tv engineering staff, appointed assistant engineering director.

N. J. Litherland, formerly treasurer, Servel Inc. (appliances), Evansville, Ind., appointed comptroller, Magnavox Co., Ft. Wayne, Ind.

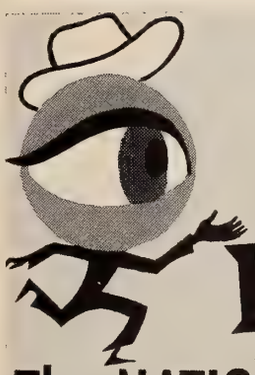
W. J. Merrill, sales div., Hoffman Electronics Corp., L. A., appointed south central district manager, headquartering in Dallas.

Bob Richards, customer order service dept., Gates Radio Co., Quincy, Ill., appointed store manager, L. A. branch.

Kenneth Koyen, formerly public relations manager, Pratt & Whitney aircraft div., United Aircraft Corp., East Hartford, Conn., appointed Washington public relations representative, General Dynamics Corp., N. Y.

Lester Creaser and **Wayne Palioca** to Cambridge Thermionic Corp. (frequency check service), Cambridge, Mass., as sales engineers.

E. Margaret Patt Shilzony, formerly technician, RCA Communications, L. A., and sister of **John Patt,** president, WJR Detroit, died April 28 in S. F.



EL PASO

The NATION'S LARGEST Retail Trading Area

From its mountain-top antenna, KROD-TV booms into the largest retail trading area in the nation. With a 16% population increase since 1950, El Paso ranks 5th in Texas in retail sales . . . tops the national average by 32% in sales performance.

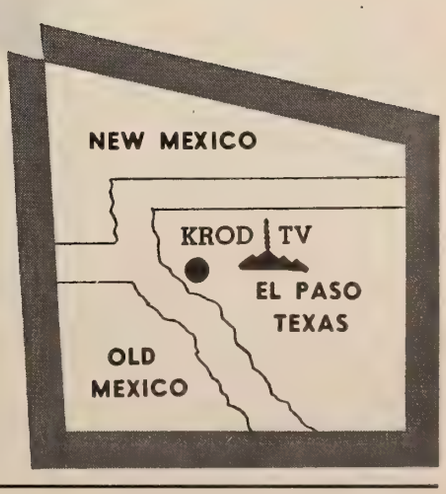
And listener loyalty? KROD-TV serves up the top CBS, ABC and DuMont network shows and consistently good local programing. Ask your Branham man for choice availabilities.

KROD-TV

CHANNEL 4 • EL PASO, TEXAS

Affiliated with the CBS, ABC and DuMont Television Networks

Affiliated with KROD-600kc—5,000 watts
Owned and operated by the El Paso Times, Inc.
Roderick Broadcasting Company
Dorrance D. Roderick, President
Val Lawrence, Vice Pres. & General Mgr.
Dick Watts, General Sales Manager
Represented Nationally by The BRANHAM Co.



Regular Programming Begun By Educational WGBH-TV

WGBH-TV Boston (ch. 2) started regular telecasting May 2, making an entrance as New England's first and only educational tv station. The station until at least this fall will operate on a 5:30-9 p.m. EDT, Monday through Friday, schedule. No programs will be aired on the weekends. It is the 12th noncommercial, educational station to begin operations.

WGBH-TV is being operated under the auspices of the Lowell Institute Cooperative Broadcasting Council (which also operates WGBH-FM). Members of the council include the Lowell Institute, Boston College, Boston Symphony Orchestra, Boston U., Brandeis U., Harvard U., Massachusetts Institute of Technology, Museum of Fine Arts in Boston, New England Conservatory of Music, Northeastern U. and Tufts U.

Parker Wheatley, director of the council, said initial programming will be modest and experimental. Early evening programming will be devoted to children.

Learning the Longhorns

TEXAS, which prides itself on being there first with the most, is making big strides in educational television—on commercial channels. Baylor U., located at Waco, reports it is now airing seven educational and promotional shows each week on three local tv outlets, in addition to three regular radio programs on commercial stations. The tv total is 2½ hours of educational programming a week, of which ch. 10 KWTX-TV Waco carries five programs weekly totaling two hours, and ch. 6 KCEN-TV Temple and ch. 34 KANG-TV Waco each carry one 15-minute show. Although no academic credit is offered with the programs, the school is reported to be considering such possibilities. KWTX-TV has requested university-credit shows and has offered full use of its studios and facilities for a Baylor Tv Workshop where credit may be earned, according to the university.



CONTRACT for complete General Electric studio and transmitter equipment for the forthcoming educational WTTW (TV) Chicago [B•T, May 9] is signed by Edward L. Ryerson, chairman of the board, Chicago Educational Tv Assn. At the signing are (l to r): Glenn E. Webster, GE broadcast equipment district sales manager; Duane Weiss, WTTW chief engineer, and Dr. John W. Taylor, WTTW executive director. A 5 kw transmitter and 12-bay antenna are planned for July.

WCBS-TV's 'America' Goes to 10 Educational Tvs

FILM RECORDINGS of WCBS-TV New York's 26-week educational series *America in the Making* will be distributed to 10 educational tv stations by the Educational Radio & Television Center, Lansing, Mich.

The series, which has been presented as a public service by WCBS-TV in cooperation with the Metropolitan Museum of Art, New York U. and the Educational Radio & Television Center, ended its circle on WCBS-TV last Saturday. Stations, which will receive the film recordings of each program, are KUHT (TV) Houston, KCTS (TV) Seattle, WQED (TV) Pittsburgh, WHA-TV Madison, WKAR-TV East Lansing (Mich.), WCET (TV) Cincinnati, KETC (TV) St. Louis, WGBH-TV Boston, KUON-TV Lincoln (Neb.) and KQED (TV) Berkeley-San Francisco.



GEORGE B. STORER Jr. pulls the switch that puts into operation ch. 10 WBIQ (TV) Birmingham, Ala., educational outlet of the Alabama Educational Television Commission. The completely-equipped station was a gift of the Storer Broadcasting Co. to the AETC. Taking part in the ceremonies are (l to r): Ewald Kockritz, national program manager, SBC; Raymond Hurlbert, president of the Alabama Educational Tv Commission; Stanton P. Kettler, vice president in charge of the southern district for SBC; Frazer Banks, superintendent of Birmingham schools; Mr. Storer; Lee B. Wailes, executive vice president of Storer Broadcasting, and J. Robert Kerns, vice president-managing director, Storer-owned ch. 6 WBRC-TV Birmingham.

B'nai B'rith Awards Given CBS, Westinghouse Corp.

ANTI-DEFAMATION League of B'nai B'rith, Jewish men's organization, May 1 awarded one of its annual America's Democratic Legacy awards to CBS and Westinghouse Electric Corp. for the *Studio One* presentation, "An Almanac of Liberty."

The awards were made to Jack L. Van Volkenburg, president of CBS-TV, and to J. M. McKibbin, Westinghouse vice president. Awards also were made to the Carnegie, Ford and Rockefeller Foundations. Associate Justice William O. Douglas, author of the book, *An Almanac of Liberty*, on which the *Studio One* play was based, spoke at the League's luncheon in New York.

Radio News Wins Five Of Seven So. Calif. Awards

RADIO NEWS programs, newscasters and writers captured five of seven trophies presented by the Radio & Tv News Club of Southern California at the sixth annual award ceremonies in Hollywood on May 6. Winners are:

Best radio news presentation, NBC Radio (Western Div.) *Richfield Reporter;* Newscaster John Wald, writer Wayne Miller.

Best radio special event coverage, KABC Hollywood *Bunkerhill Report;* newscasters Bill Spargrove and Len Beardsley, writer Loren Peterson.

Best radio or tv news writing, KABC *Smogboard* (review of Los Angeles smog situation); Bill O'Halloran and Jim Bull.

Most enterprising radio reporting, KBIG Avalon *GCA Landing* (special program from a jet plane, demonstrating ground control approach procedures); newscaster Larry Burrill, ad lib.

Best tv news presentation, KRCA (TV) Hollywood *Jack Latham and the News;* newscaster Jack Latham, writer George Martin Jr.

Best women's news program, Columbia Pacific Radio Network *The Women's News Desk;* newscaster Ruth Ashton.

Most consistent enterprise in radio or tv news reporting KNXT (TV) Hollywood "special assignment" segment of *Big News* program; news commentator Bill Stout.

Faculty and students of graduate department of journalism, UCLA, judged the entries. For fourth consecutive year, Bing Crosby's Minute Maid Corp. furnished the "Golden Mike" awards for winners.

L. A. Congress of PTA Gives Radio-Tv Awards

AWARDS commending the outstanding educational and entertainment radio and tv programs in the Los Angeles area were selected by the Los Angeles 10th District, California Congress of Parents & Teachers, during the group's 56th annual convention.

Over 11,000 individual votes were tabulated in balloting on tv programs and over 5,800 on radio programs by the Congress, an organization of 310 local PTA groups.

Awards were made on the basis of service to the commmunity, rather than popularity, congress executives noted.

Radio awards went to CBS *Let's Pretend* (children's entertainment), ABC *World We Live In* (children's education), former ABC *Paul Whiteman's Teen-Age* (youth entertainment), NBC *Youth Wants to Know* (youth education), CBS *Our Miss Brooks* (family entertainment), NBC *Meet the Press* (family education), CBS *Invitation to Learning* (adult



BROTHERHOOD Award from the National Conference of Christians & Jews was accepted by Joe Boland (r), sports director of WSBT-AM-TV South Bend, Ind., at a dinner of the South Bend-Mishawaka Roundtable [B•T, May 2]. Presenting the award, in presence of over 500 people, is James J. Postma. Mr. Boland, creator and manager of the Irish Football Network, was honored for "steadfast devotion to fair play and his unstinting service to men of all races and creeds."

education), ABC *Voice of Firestone* (music) and ABC *Greatest Story Ever Told* (spiritual).

In tv awards, a special award for the outstanding children's, youth and family entertainment, education and music program went to ABC *Disneyland*. Other tv awards were made to CBS *Lassie* (children's entertainment), KTTV (TV) Hollywood *Little Red Schoolhouse* (children's education), syndicated film *Stories of the Century* (youth entertainment), CBS *You Are There* (youth education), ABC *Ozzie and Harriet* (family entertainment), NBC *Medic* (family education), KTTV *Confidential File* (adult education), KTLA (TV) Hollywood *Lawrence Welk Show* (music), and KRCA (TV) Hollywood *Faith of Our Children* (spiritual programs).

Award for the outstanding tv special event went to NBC *Peter Pan*. Other tv special events awards were made to George Putnam, KTTV newscaster (outstanding news reporting) and to KTTV for the *Salk Vaccine Report Conference* [B•T, April 18].

Honorable mentions for radio programs were voted to ABC *No School Today* (children's entertainment), Don Lee Broadcasting System *Standard School Broadcast* (children's education), KLAC Hollywood *Who Knows This?* (youth education), ABC *Ozzie and Harriet* (family entertainment), ABC *America's Town Meeting* (family education), NBC *U. of Chicago Round Table* (adult education), KFAC Los Angeles (music programming) and NBC *Eternal Light* (spiritual programs).

Tv honorable mentions were voted to ABC *Rin Tin Tin* (children's entertainment), NBC *Ding Dong School* (children's education), CBS *Halls of Ivy* and CBS *Omnibus* (tied for youth entertainment), KRCA Hollywood *Teen-Age Trials* (youth education), CBS *Our Miss Brooks* (family entertainment), NBC and syndicated *Victory at Sea* (family education), KTLA *City at Night* (adult education), ABC *Voice of Firestone* (music), KTTV *Great Churches of the Golden West* (spiritual programs), and for best special events programs, multi-network *Diamond Jubilee of Light* and *Bank of America California* (all California stations).

Bronze Awards Presented To Christopher Winners

BRONZE MEDALLIONS were presented last week to 25 producers, directors and writers who won Christopher awards for outstanding contributions in the radio, television, motion picture and song-writing fields for the six-month period which ended March 31. The semi-annual awards were announced by Father James Keller, founder of the Christophers, an organization which stresses the importance of personal responsibility in raising standards of education, government, labor relations, literature and entertainment.

Television awards were presented to Eugene B. Rodney, producer, William D. Russell, director, and Roswell Rogers, writer, for "Lesson in Citizenship," telecast on *Father Knows Best* on CBS-TV; Tom Lewis, producer, Harry Keller, director, and Marian Thompson for "Something About Love," telecast on *Letter to Loretta* on NBC-TV; William Walsh, producer, Norman Foster, director, and Thomas Blackburn, writer, for the *Disneyland* series of "Davy Crockett," on ABC-TV, and Fred Coe, producer, Clark Jones, director, and Sumner Locke Elliott, writer, for "Peter Pan" on NBC-TV's *Producer's Showcase.*

The radio award went to Bob Siegrist for his Christmas broadcast of *Bob Siegrist Views the News* on WEAS Decatur, Ga.

'World Understanding' Awards To WLS News Director, WBBM

BILL SMALL, news director of WLS Chicago, and WBBM that city were among recipients of "World Understanding" awards by the Chicago Council on Foreign Relations at its annual awards luncheon in the Congress Hotel Thursday.

Mr. Small received a citation from Melvin Brorby, Needham, Louis & Brorby and council president, lauding him for "outstanding achievement by an individual to world understanding in radio." CBS o&o WBBM Chicago was honored for its international documentary series, *The Seventh Continent.*

Another award was given to the *Chicago Daily News* for its foreign news coverage, while actor Danny Kaye was given a special citation for a film on underprivileged children overseas.

Small Gets Second Award

AN Award of Merit has been presented on behalf of Illinois Gov. William Stratton to William Small, news director of WLS Chicago, "in recognition of outstanding service" for production of a five-part series of radio programs devoted to civil defense. The programs, entitled *Fallout,* will be aired by the station this week starting today (Monday).

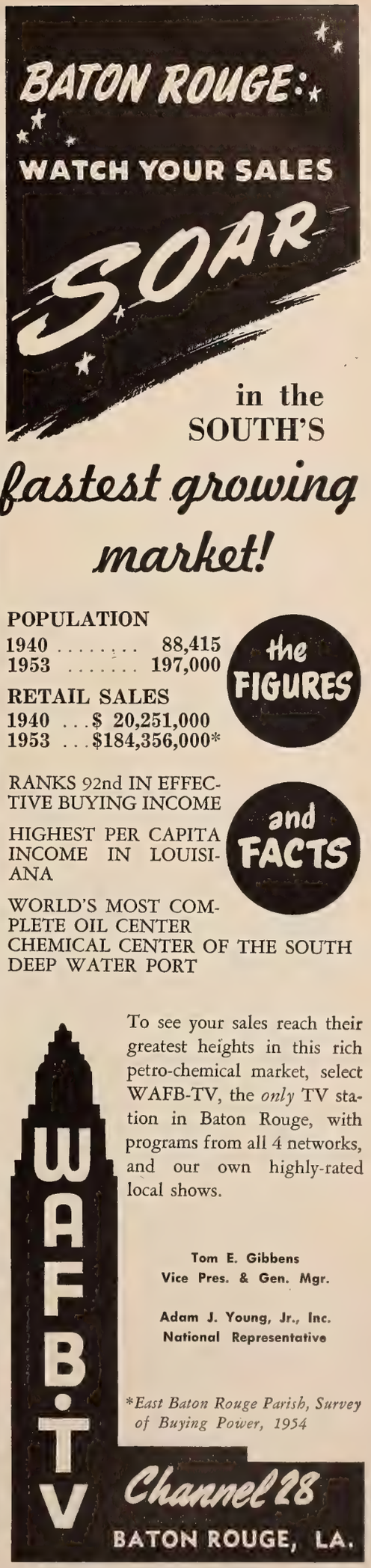
The certificate was tendered to Mr. Small at a preview of the series in Chicago last week. It was signed for the governor by Gen. Robert M. Woodard, director, and Gen. John L. Homer, executive director, respectively, of the Illinois Civil Defense Office.

The programs will be offered by Illinois officials for use by other stations and copies have been submitted to the Federal Civil Defense Administration in Washington.

AWARD SHORTS

WJAG Norfolk, Neb., presented award from American Heart Assn. for "outstanding voluntary service" to 1955 Heart Fund, received citation from U. S. Treasury Dept. for Savings Bond campaign and cited by Oldtimers Baseball Assn. for helping Oldtimers' "Talk League."

Fred Coe, NBC executive producer, presented Medal award of Art Directors' Club of Boston



for "consistent and extraordinary contributions to television."

Tele-Chievers Inc., Chicago teenager organization which has a show on WBKB (TV) there, presented award in National Industry Awards Competition as top Junior Achievement broadcasting group in nation.

WKNE Keene, N. H., presented award from Automobile Legal Assn. for efforts on behalf of highway safety.

WBZ-TV Boston presented AMVET distinguished service award; **W. Gordon Swan,** WBZ-TV program manager, made honorary fire chief in Boston Fire Dept.

Bob Garred, ABC Radio Hollywood newscaster, voted "Best Radio Newscaster" of Los Angeles area by student body of Pasadena City College.

Tennessee Ernie of *Tennessee Ernie Show,* CBS Radio, presented Ralph Peer award of National Country Music Festival.

WJR Detroit awarded distinguished service citation from Native-Born Detroiters Club for contribution to civil defense for special public service program, "No Second Chance."

Mal Hansen, farm service director, WOW-AM-TV Omaha, made honorary Iowa farmer at convention of Iowa Assn. of Future Farmers of America.

Donald Voorhees, conductor, NBC *Telephone Hour,* presented Lowell Mason Award of *Keyboard Jr.,* music magazine, for "distinguished contribution to music education."

WOI-TV Ames, Iowa, presented award from Continental Air Defense and Ground Observer Corps for support of Ground Observer recruiting drive. Station also cited by Iowa State Medical Society for making possible society's *Your Health* program.

Sylvania Electric Products Inc., N. Y., presented "Friends of Service Management" plaque from National Alliance of Tv & Electronic Service Assns. for services to industry beyond normal functions during year.

WGMS Washington cited during National & International Music Week by Music Week Committee for *Music in School* program.

Screen Gems Inc., N. Y., presented 1955 family service tv award for *Father Knows Best* program from Family Service Assn. of America.

CBS Radio *Make Up Your Mind* presented citation from Veterans of Foreign Wars as one of broadcasting's most inspirational shows.

BUSHNELL TELLS ACA COLOR NOT READY

Assn. of Canadian Advertisers, at 40th annual convention, elect Seagram's Schneckenburger president.

COLOR TV, daytime tv and better tv commercials highlighted the television sessions of the 40th annual convention of the Assn. of Canadian Advertisers at the Royal York Hotel, Toronto, on May 5 [B•T, May 2].



MR. SCHNECKENBURGER

To officials of the Canadian Broadcasting Corp. color tv as it is today is not yet ready to be brought to CBC tv stations, Ernest Bushnell, CBC assistant general manager, stated during the afternoon panel session. While the audience of advertisers and agency executives had applauded the NBC color kinescope shown at the meeting, Mr. Bushnell stated it "didn't satisfy" him and a lot more work will have to be done on color tv before the CBC will spend money on it.

Mr. Bushnell also told advertisers that next year CBC will not expect independent Canadian tv stations to carry network programs between 6 and 8 p.m., to enable them to offer these two peak hours for selective sponsorship.

Wood's Talk on Color

Barry Wood, NBC executive producer of color tv, told Canadian advertisers about development in the medium and what it would do for their product sales. Based on U. S. experience, he informed Canadian advertisers that color commercials have received as much press comment as have the programs. He pointed out that color costs are not as proportionately high compared to black-and-white, as is color in magazines. He reported on participation advertising in color productions, on developments in U. S. color receivers, on impact of color tv on the packaging industry, on color tv for travel and department store promotion and on work being done on the microwave link between Buffalo and Toronto to prepare it for color tv programs.

In the panel discussions which followed Mr. Wood's luncheon address, there was much stress on commercials and tv problems for the sponsor. Responsibility for tv network commercials in Canada should be in the hands of the advertiser and agency, rather than in the production department of the CBC, agency men pointed out. Bob Spence, advertising manager of Lever Bros. Ltd., Toronto, stated that most of the direction for tv network commercials in Canada still comes from the sponsor and the advertising agency.

Advertisers were advised that they should still continue to use radio, even though there are tv stations in the markets they want to use. As an example, Paul L'Anglais, Radio-Video Programme Producers, Montreal, pointed to the increased radio ratings for the French-language show *La Famille Plouffe* since the program has appeared as a weekly half-hour tv show.

Growth of multiple sponsorship on tv programs in Canada was detailed by Hugh Horler, radio-tv director of MacLaren Adv. Co., Toronto, and Murray Brown, general manager of CFPL-TV London. The latter also reported on the effect of daytime tv since CFPL-TV began telecasting daily at 1:30 p.m.

Fairfax M. Cone, president of Foote, Cone & Belding, Chicago, on May 4, told the Canadian advertisers that good, sound advertising copy has not been superseded as a means of selling and that new media have helped to reach more people. He stated that good tv copy will be a standard for all advertising one day.

M. M. Schneckenburger, vice president of Joseph E. Seagram & Sons Ltd., Montreal, was elected president for 1955-56, with R. R. McIntosh, vice president of General Foods Ltd., Toronto, as executive vice president. Mr. Schneckenburger and J. Scott Feggans, advertising manager of Dominion Stores Ltd., Toronto (eastern Canadian grocery chain), were awarded ACA gold medals for their contributions in 1954 to the advertising industry.

Color Tv in Europe Near; Swiss Urge One Standard

COLOR TV in Europe is not so far off, according to reports. The Monte Carlo tv station, one of the few commercial tv organizations in Europe, is presently being equipped for color transmissions. The Italian tv system is prepared to introduce color tv before 1957. Sir Georges Barnes of the BBC has announced that color tv may start in Britain soon after April 1, 1956. Latter dateline has been set for final acceptance of color standards for Britain.

The Swiss government is planning to urge other European governments not to introduce differing color tv standards. In the black-and-white field presently four different technical standards are in effect in Europe.

In Europe, 50% of the tv stations are presently using the CCIR standards, 40% are using the French standards and 10% are believed to be using the two different Belgian standards. As a consequence, West German manufacturers have started production of four-standard tv receivers with much more complicated circuitry than the usual one-standard sets, but which can be exported and operated in all of Europe.

Oslo Tv to Start Tests

IN OSLO, Norway, a provisional tv studio is presently under construction and the Norwegian Radio System has announced it will start tv test transmissions before the end of this year.

GREETINGS: NARTB MEMBERS

•

Convention Headquarters
SHERATON PARK HOTEL
WASHINGTON, D. C.

MAY 22 — 26

•

HOWARD E. STARK

RADIO AND TV STATION BROKERS • FINANCIAL CONSULTANTS

50 EAST 58th St., New York 22, N. Y.
EL 5-0405

French Stamp Honors Tv

TELECLUBS have played a role in helping to popularize television in France. In fact, the country has officially paid tribute to the medium by issuing a 15-franc stamp, Admiral Corp. has reported. The new stamp shows the Paris skyline sprouting tv antennas, according to James R. Oberly, president of Admiral International Corp. The lower right hand corner has a tv screen with the letters RTF (Radio-Television France), government-operated network. Each teleclub owns a receiver purchased by its members in school rooms, town halls and recreation centers.

MORE PRIVATE TVS URGED BY CANADIAN POLITICOS

CBC's Chairman Dunton answers that revenues necessary for government's own tv plans would be hurt by added competition from privately-owned stations in some markets.

TELEVISION featured hearings of the Canadian Parliamentary Committee at Ottawa on May 6, with western Canadian members asking for more independent tv stations.

Tom Goode, Liberal member for Burnaby-Richmond, a Vancouver electoral area, said a privately-owned tv station should be licensed in the Vancouver area to supply an alternative program schedule to the CBC's CBUT (TV) Vancouver. Only competition is from the United States, Mr. Goode told the committee.

To this proposed change in government policy, CBC Chairman A. D. Dunton replied that private stations could not afford live programs and would have to import film programs at a fraction of the cost of a live show. This would put the station in the position of taking advertising revenue from the CBC station, which is needed by the CBC to carry out its costly assignment of producing and distributing Canadian programs.

Mr. Goode charged that many Canadian advertisers were being penalized by CBC's refusal to allow the establishment of a second station, while at the same time CBC could not give the advertiser time on its own stations. This made many Canadian advertisers buy time on nearby U. S. stations, he claimed.

Stand Is Supported

His arguments were corroborated by another Parliamentary Committee member, Roland Beaudry, Liberal member for Montreal St. James, an advertising executive and former station operator. Beaudry pointed to a waiting list of more than 50 advertisers for spot announcements on CBFT (TV) Montreal, French-language station of the CBC.

Regarding color tv, Mr. Dunton said that the CBC could not afford color programs three or four times weekly for a limited number of color receivers. He stated that "CBC believes the sensible time to move into color will be when the manufacturers can turn out sets of assured performance at a price people can pay, about $400 or $500."

Mr. Dunton also told the committee that, at the request of independent tv stations, CBC will study the use of liquor, beer and wine advertising on tv stations in provinces where such advertising is allowed. Committee members had asked Mr. Dunton if a change was contemplated in CBC policy on beer, liquor and wine advertising on tv, in keeping with newspaper practice, which provide the brewing and distillery industries with space for public service advertising campaigns. Currently such advertisers buy time on nearby U. S. tv stations to reach Canadian audiences.

CBC Draws Criticism For 'Hamlet' Expenditure

CANADIAN Broadcasting Corp. was criticized by the Parliamentary Radio Committee at Ottawa on April 29 for spending $30,000 for a one-time, two-hour production of *Hamlet* on Canadian television stations on April 24.

Committee members also queried A. D. Dunton, CBC chairman, about selling Canadian tv productions outside Canada, and the possibility of filming such shows for further use in schools and repeat performances. Mr. Dunton told the committee the problems of tv productions, especially in regard to extra costs under union agreements for making such productions for more than one-time use. Actor and musician unions were criticized by committee members for their stand in connection with special tv non-revenue producing cultural programs.

Canadian Artists Leave AFL To Set Up Own Organization

CANADA'S UNION of radio and television artists, now affiliated with the American Federation of Labor, plans to withdraw from that body sometime this year and form a nationwide all-Canadian organization. This decision was announced at the annual meeting of the Assn. of Canadian Radio & Television Artists, consisting of five Canadian local chapters, held at Toronto on April 29. Major reason was the 60 cents a month per capita tax paid to the Washington AFL headquarters. The Canadian union will remain with the Trades & Labour Council, Canadian counterpart of the AFL. Alan King was elected president of the Canadian union, succeeding Bernard Cowan, both of Toronto.

CBC Football Plans Set

ARRANGEMENTS have been completed between Canadian Broadcasting Corp. and the Canadian Big Four football clubs for telecasting the games this fall. Home games of all teams will not be broadcast or telecast for hometown fans, and there will be no rebroadcast of the televised game for hometown viewers the following day, as was done last year. Announcement of the arrangements was made by Vic Obeck, vice president of the Montreal Alouettes.

New European Tv Relay

A NEW, shorter relay line for tv transmissions between Britain, France and Belgium on the one side and Germany on the other side has started operations. The line uses a new, powerful relay station with full receiving and transmitting facilities built by Institute National Belge de Radiodiffusion (INR) near Leiges, Belgium, at a place 866 ft. above sea level. The new line replaces the previous relay through The Netherlands, which was considerably longer.

BIG VOICE IN SPORTSLAND

WJPG

People in Northeastern Wisconsin like Action

Buying Action! Sports Action!

Green Bay's 5,000 watts daytime (500 night) station, WJPG, translates this "sports-happy" audience into volume sales. You've always got a loyal, responsive audience on WJPG . . . the area's top Sports Station!



5,000 Watts Daytime | 500 Watts Night

MBS • GREENBAY, WIS.

Represented by Burn-Smith Company

IN DETROIT

You Sell More on

CHANNEL 4

WWJ-TV

NBC Television Network

DETROIT

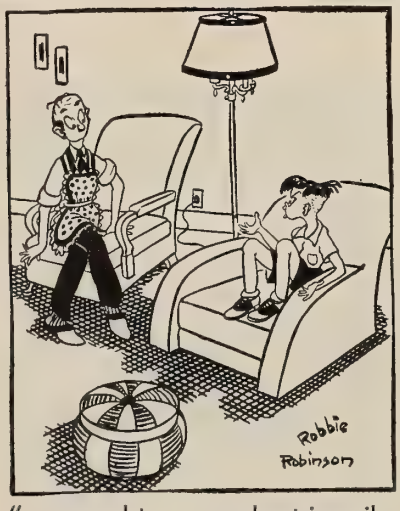
Associate AM-FM Station WWJ

Owned and Operated by THE DETROIT NEWS

National Representative

THE GEORGE P. HOLLINGBERY CO.

NOW
YOUR BEST
KBET
CHANNEL 10 IN TV
SACRAMENTO
BASIC CBS
The only VHF station in Sacramento. NOW . . . full coverage in the rich Sacramento and San Joaquin Valleys of California. 316 KW ERP. 2500 feet antenna elevation.
SEE NEXT WEEK'S PAGE AD.
More than 300,000 receivers in A and B coverage.
REPRESENTED NATIONALLY BY
H-R TELEVISION, INC.
NEW YORK CHICAGO HOLLYWOOD
SAN FRANCISCO DALLAS
ATLANTA HOUSTON



"—no need to worry about juvenile delinquency, Dad—I listen to KRIZ Phoenix all day long."

PULSE Proves
WILK
Wilkes-Barre
Penna.
the front-running radio station reaching more than a Quarter Million radio homes.
Call Avery-Knodel, Inc.

West German Mfrs. Plan To Sell 350,000 Tv Sets

WEST GERMAN manufacturers plan to sell 350,000 television sets this year and believe they can boost sales to one million sets during the next year, it has been reported. There are now slightly more than 120,000 tv sets in operation there. Radio sales (table sets) went down in West Germany last year from an annual total of 2.2 million to 1.9 million, according to latest statistics. The loss is reportedly more than compensated by larger sales of console radios.

Table set sales are expected to decrease during this year, too, down to 1.7 million annually in 1956.

West German tube exports are sky-rocketing. Manufacturers exported 8.2 million tubes last year which is 4.4 million more than the year before. Total annual tube production in West Germany is now at 30.2 million units valued at the equivalent of $19 million. Production the year before was 25.8 million.

Parties Seek Radio-Tv Time In Ont. Provincial Election

A PROVINCIAL election in Ontario on June 9 has all four political parties looking for time on radio and television stations. The Progressive Conservative party has appointed McKim Adv. Ltd., Toronto; the Liberal party has appointed Walsh Adv. Ltd., Toronto, and the Cooperative Commonwealth Federation (socialist) has appointed Margaret Pennell Adv. Co. The Labor-Progressive party (Communist) has not yet appointed an agency.

French Allocate $8.2 Million For Tv Construction Plan

THE FRENCH National Assembly has allocated a sum equivalent to about $8.2 million for a new construction plan for the French television system on the Continent. An additional sum of $604,000 will go into a separate construction plan for the French network in North Africa. A total of 20 new transmitters are to be constructed under both of the plans in 1955 and 1956.

Carlton Films for Guild

CARLTON Films, Munich, West Germany, a major European producer of theatrical films, has started production of a series of tv films for Guild Films, New York, titled *Brother Mark,* and starring Richard Kiley. Anthony Z. Landi is supervising the project. It is the only tv series presently before the cameras in Germany, the firm states.

German Commercial Tv Rates

COMMERCIAL TV in Germany is not yet in existence but advertisers already are screening possible costs of future commercial tv programs. According to estimates, time on future German commercial tv outlets will cost about $5,000 for 30 minutes with an audience totaling 150,000 and $10,000 for 30 minutes when the total audience passes the one million mark.

CBC Plans for Tv Code

TELEVISION code for all of Canada is being planned by the Canadian Broadcasting Corp., it was announced by CBC Chairman A. D. Dunton at Ottawa on May 5 when he appeared before the Canadian Parliamentary Radio Committee. He told the committee that public hearings would be held throughout Canada aimed at setting up the first Canadian tv code.

Mr. Dunton also told the committee that commercial tv advertising on the CBC tv network is returning between 50 and 60% of the cost of CBC tv studio productions. CBC is underwriting part of the cost of producing live tv shows as part of its requirement under Canadian broadcasting legislation to develop Canadian talent.

INTERNATIONAL SHORTS

West Germany's number of tv sets as of April 1 was 126,774, with number increasing at rate of 13% per month.

Canadian Broadcasting Corp. altering part of Toronto program headquarters to provide additional tv studio, with plans being provided by chief architect D. G. McKinstry.

CFJC Kamloops, B. C., planning to apply for tv station license soon, according to Ian G. Clark, station manager.

RCA-Victor Ltd., Montreal, planning new tv parts factory at Renfrew, Ont., to provide 50,000 sq. ft. of factory space.

INTERNATIONAL PEOPLE

Deryk Upton, commercial manager, CFJB Brampton, Ont., to CKPC Brantford, Ont., as general manager.

R. P. Beadon appointed advertising manager, Procter & Gamble Co. of Canada Ltd., Toronto, succeeding **P. B. Smith,** who has been named director, Procter & Gamble S. A., Paris, France.

Jonathan Dunham, formerly with Walt Disney Studios, Burbank, Calif., to Associated Screen News Ltd., Montreal, as general production manager.

Sydney Banks to S. W. Caldwell Ltd. (film producers, distributors), Toronto, as film production and labs executive producer.

Robert L. Cotton, producer, Radio Free Europe, N. Y., named Portugal studio operations director, Lisbon.

Jack McCabe named assistant supervisor of outside radio-tv broadcasts and special events, Canadian Broadcasting Corp., Ottawa.

Adele Hunt, formerly with WPAT Paterson, N. J., to CHCH-TV Hamilton, Ont., as program personality.

Al Davidson, news editor, CKY Winnipeg, Man., selected by Canadian Dept. of External Affairs to make tour of Netherlands, Belgium and Luxembourg as only Canadian in group of NATO reporters touring those countries this spring.

George Townsend Trowhill, 65, pioneer in setting up network facilities for radio broadcasting in Canada, died May 4 in Toronto.

KMON NEW PROGRAMS

KMON Great Falls, Mont., is airing three new programs featuring station personalities. *Breakfast at the Rainbow* is broadcast three days a week from the Rainbow Hotel in downtown Great Falls with Mel Hallock at the mike, discussing events of the day and items of special interest with local, state and Canadian dignitaries participating. Scott Warden handles *The Old Music Maker* each Thursday evening, featuring modern, contemporary and traditional music. *Midnight Downbeat* also features Mr. Warden, assisted by Allen Smith. This program airs records and unusual commercials.

KITE FLY SWATTER

KITE San Antonio, Tex., has distributed a fly swatter with the words, "There ain't no flies on KITE, San Antonio's No. 1 radio station," written on the handle.

KELO-TV'S 'HAMLET'

TELECAST of a locally-filmed version of *Hamlet* was staged by KELO-TV Sioux Falls, S. D. The station's production staff shot a two and one-half hour film of Shakespeare's play as presented by the players of the Augustana College Theatre. Only slightly restaged for smoother shooting, the drama was filmed as an actual stage presentation of the group. A special camera ramp was built over the front rows in the Augustana Theatre to accomodate the camera and make it possible to move in and out without the necessity of breaks in action. An extensive promotion campaign by both KELO-TV and the college preceded the telecast. The idea was originated by Evans Nord, station general manager, and the film was directed by Murray Stewart, KELO-TV program director, in collaboration with Prof. Earl Mundt, director of the play.

'TRAFFIC COURT'

NEW live series, *Traffic Court*, featuring dramatizations of traffic violations, will premiere on WMAL-TV Washington May 19 as an evening show. The series will be presented in cooperation with the Commissioners Traffic Advisory Board of the District of Columbia, Metropolitan Police Dept., Municipal Court and the Dept. of Vehicles & Traffic. The program will be presided over by a judge from Municipal Court and a court baliff, court reporter and arresting officers will appear in person. Professional actors will portray witnesses and, in cases where the actual defendant is unwilling to appear, will portray defendants. Names, places and dates of all defendants and violations will be changed. Cases will be selected from District records and any recognizable information which might invade the privacy or injure the reputation of anyone will be omitted. Approximately five cases will be covered on each program and will be enacted exactly as they would happen in court.

WLRP PROMOTES SHOPPING

TO HELP promote K & I (Kentucky and Indiana) Days, a shopping promotion, WLRP New Albany, Ind., took its *Openhouse* show, conducted by disc m.c. Keith Reising, to a busy downtown corner for three and one-half hours April 29. The time, broken into 15-minute segments, was bought "like hotcakes" by participating merchants and Mr. Reising ad libbed commercials, punching each sponsor's specials. Some merchants reported record breaking sales, exceeding even the heaviest days of Christmas, according to WLRP. The station was commended by the local chamber of commerce for helping to make the promotion a success.

Fair, Warmer, Radioactive

CURRENT preoccupation with things atomic has moved Crosley's WLW-WLWT (TV) Cincinnati to augment its weather service with measurements of radioactive fallout in the Cincinnati area. Crosley Broadcasting's chief meteorologist, Jim Fidler, made arrangements with Nuclear Measurements Corp. of Indianapolis, Ind., to set up a scintillation counter on top of the Crosley Square studios. The scintillation counter is described as a fallout measuring device about 10 times as sensitive as a Geiger counter. Although the amount of radioactivity around Cincinnati is inconsequential, the stations point out, the new feature will be of interest to atom-conscious listeners and viewers.



GEIGER-COUNTER test is conducted atop the Crosley Square studios of WLW-WLWT (TV) by (l to r) James Martin, deputy chief of Special Weapons Section, Cincinnati Civil Defense; Wendell Bradley, president of Nuclear Measurements Corp., Indianapolis, and Jim Fidler, Crosley chief meteorologist.

WORDS OUT OF WORDS

CONTEST to list all the words which could be made out of "Hawkeye Hits," the name of a record program conducted by disc jockey Ford Roberts on WMT Cedar Rapids, Iowa, pulled 3,700 entries. The total possible was 257 with Webster's Collegiate Dictionary serving as authority. Slang, plural and foreign words were not allowed. The winning entry listed 242 words and another carried 1,040, of which only 180 were valid.

A DOZEN EGGS

BOXES containing a dozen eggs with the sticker, "Watch us HATCH into Washington's Most Independent Station—10,000 w," were distributed last week as a promotion by WPGC Morningside, Md., in Prince Georges County, suburban area adjacent to Washington, D. C.

Quad-City Employment is Up and Steady!

Employment at the large farm implement plants and at some 300 other factories is keeping pace with increased production schedules. Forecasts of a busy prosperous 1955 in the Quad-Cities have materialized into an active buying market.

•

The Quad-Cities offer you a good marketing opportunity. WHBF is "The Quad-Cities' Favorite".

•

CBS FOR THE



Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

Let Marie do it!



Marie Suffel can sell your product as fast as she pops an appetizing meal into the oven, with admiring eyes of over a hundred thousand watching her every move! Buy Time NOW on

CHANNEL 10 KITCHEN

featuring

THE GULF COAST'S MOST FAMOUS COOK

Monday Through Friday

(LIMITED PARTICIPATING SPONSORSHIP)

WALA-TV

CHANNEL 10

Now 316,000 Watts

MOBILE'S ONLY TELEVISION STATION

PAPE TELEVISION COMPANY, INC.

Affiliated with Wala Radio, Mobile, Ala.

Ask Your Headley-Reed Man For Market Information and Availabilities.



SHERIFF JOHN, children's personality of KTTV (TV) Los Angeles, interviews two small fries at the grounds of the Clyde Beatty Circus there, where the station covered the unloading and setting up of the show. KTTV went on the air at 6 a.m. to cover all operations and brought viewers scenes ranging from the circus train pulling into the city to the erection of the "big top." The station used three separate remote units to televise the event.

'THE GADABOUT'

MUSICAL gossip series with Paul Saliner, veteran radio personality, has been started by WGN Chicago under the title of *The Gadabout*. Mr. Saliner is devoting the program to "interesting people, places and things in and around Chicago." He takes listeners on musical tours of the city, featuring choice readings, recommendations for places to visit and philosophic observations. The program is aired daily.

CANADIAN STATIONS POOL

FOUR Ontario radio stations on the route of the St. Lawrence Seaway, now being built jointly by the United States and Canada, have pooled their facilities and creative ingenuity for the benefit of their listeners and advertisers. CJBQ Belleville, CKLC Kingston, CFJR Brockville and CKSF Cornwall are exchanging community and regional news and plan local programs of joint interest to their listeners. The group is calling itself the "C-Way-4" and together serve an area of about 100,000 people, close to where the major construction for the international seaway and power development is now underway. Station managers F. H. Pemberton of CKSF, J. R. Radford of CFJR, T. D. French of CKLC and W. H. Stovin of CJBQ recently met in Kingston to formulate the pooled operation, along with George Hellman, sales manager of H. N. Stovin & Co., Toronto, which represents all four stations.

HOSPITAL FUND MEET COVERED

FIFTEENTH annual meeting of the United Hospital Fund, conducted at the Sheraton Astor Hotel in New York, was carried by WRCA-AM-TV New York. On WRCA, portions of the meeting of approximately 2,500 volunteer hospital workers were heard on the *Tex and Jinx Show*. Tv coverage was provided on *Jinx's Diary*. Hamilton Shea, vice president in charge of WRCA-AM-TV, was presented a citation from Henry Brunie, president of United Hospital Fund, for public service rendered to New York hospitals by the stations.

WHOT CAMPAIGN

WHOT South Bend, Ind., U. of Notre Dame radio outlet, has started a promotion-publicity campaign on behalf of its local personalities, Chicago White Sox baseball broadcasts and other features. The station is being promoted in billboards, bus panels and movie trailers as "The New WHOT" with the slogan "Wherever You Go—There's Radio," according to Bob Laffoon, sales promotion manager.

ANOTHER OHIO SPORTS STATION

THERE's more than one sports station in the Ohio area, according to WIRO Ironton, Ohio, referring to the claim of WFOB-AM-FM Fostoria, Ohio [B•T, April 25]. Styling itself as "The Sports Spot for the Tri-State," Ohio, Kentucky and West Virigina, WIRO reports it broadcasts, in addition to nighttime and weekend Cincinnati Redleg baseball games and every feature on MBS' *Parade of Sports*, including college and professional basketball games, the complete football and basketball schedules of Ironton High School; an annual invitational tourney at Waverly, Ohio; the Northeastern Kentucky Conference Basketball Tournament from Russell, Ky., and every game of the Lawrence (Ohio) County Basketball Tournament. Last season whenever an open date appeared in a regular season schedule, the station filled it with a broadcast of a County League game, football or basketball, it reports. It also followed the city's two Class A high schools in sectional tourney play until eliminated. Whenever the station's schedule permitted, it aired the Marshall College (Huntington, W. Va.) football and basketball games.

WABC REVAMPS PROGRAMMING

NEW "block programming" format goes into effect on WABC New York on May 30, according to Michael A. Renault, WABC general manager. A feature of the schedule revamp will be a three-hour disc jockey, audience participation show handled by Ernie Kovacs (Mon.-Fri., 6-9 a.m. EDT). An orchestra and the Buddy Weed Trio in addition to five-minute newscasts before the half-hour and hour will be incorporated into the Kovacs show.

Radio Finds a Witness

RADIO informed a Dane, Wis., man that he had witnessed a bank robbery before he himself was even aware of the fact. C. A. Wipperfurth, who operates a general insurance agency next to the bank in Dane, looked out his window and wondered if he hadn't written the policy on a green 1950 Hudson parked in front of the bank. He watched a man come out of the bank, get into the car and drive off. A few minutes later, Mr. Wipperfurth tuned to WIBA Madison and heard that the bank had been held up. WIBA, which monitors all police calls, was able to bulletin the robbery report within a few minutes of police notification. Mr. Wipperfurth's description aided police in locating the getaway car, according to the station.

FERGIE COVERS NEW FLIGHT

VIC FERGIE, newsman and special events director of CHUB Nanaimo, B. C., has been selected by the British Columbia Assn. of Radio & Tv Broadcasters to represent all private B. C. radio stations on the inaugural flight of the new Canadian Pacific Air Lines service between Vancouver, B. C., and Amsterdam, Holland, over the polar route. The flight will leave Vancouver June 3 and return June 11, after layovers in Amsterdam, London and Paris. While on the continent and in the British Isles, Mr. Fergie will airmail tape recordings to all radio stations in the province.

LIVE COURT CASES

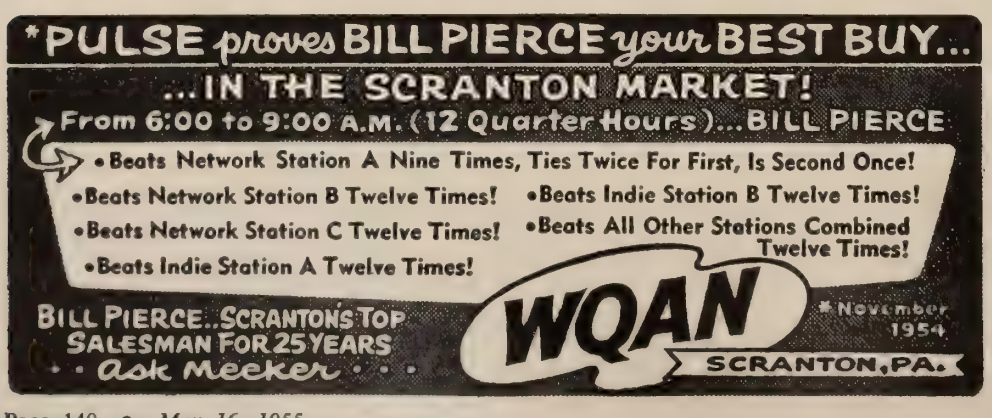
NEW PROGRAM, *Traffic Court*, on WEAW-AM-FM Evanston, Ill., airs actual cases as they are in progress at the local Municipal Court. Broadcast each Wednesday, the program gives listeners first hand information of cases being held that day. Participating in the court sessions are the police officers investigating traffic accidents, parties involved in the proceedings and witnesses.

WFIL PROMOTION

WFIL Philadelphia has issued a promotion piece on behalf of its daily early-morning *Rise and Shine* program featuring Phil Sheridan, who is described as "the salesman who makes 2,104,178 calls per day." The brochure stresses that Mr. Sheridan meets and talks to more than 100,00 fans a year and receives almost 50,000 letters annually from listeners who tune in his show and buy the products he advertises. John Blair & Co. is national representative for WFIL.

WABB CONTINUES RECORD WAR

EDITORIAL follow-up to an advertisement in the *Mobile* (Ala.) *Press Register* which objected to what was called "disguised smut" in the lyrics of some recorded tunes [B•T, March 28], was aired by WABB there and reprinted by the *Press Register*, its newspaper affiliate. The editorial, titled "More About the Music You Don't Hear on WABB," cited many favorable comments received by the station since it denounced and banned offensive records which are passed off under the guise of rhythm and blues. The editorial went on to point out that at least three broadcasters in other cities have adopted the WABB policy, and assured that the station would continue, in the best public interest, to make what it considers to be off-color tunes, "The Music You Don't Hear on WABB."



ON THE DOTTED LINE . . .



THE BIGGEST spot contract in the history of WNEM-TV Bay City, Mich., has been purchased by Morley Bros., Saginaw, Mich., appliance distributor. Looking over the agreement, which calls for 1,200 spots at a cost of $26,000, are Bill Lefback (l), WNEM-TV sales executive, and Tom Morley Jr., representing the sponsor.



GRANVILLE CARREL (seated), vice president of National City Bank of New York, inks contract for sponsorship of Sun.-Fri. *Eleventh Hour News*, now beginning its fourth year on WRCA-TV New York. At the signing were (l to r): Kent Patterson, WRCA-TV account executive; John K. M. McCaffery, featured newscaster; Hamilton Shea, NBC vice president in charge of WRCA-AM-TV, and Bayard Pope, vice president of BBDO, bank agency.



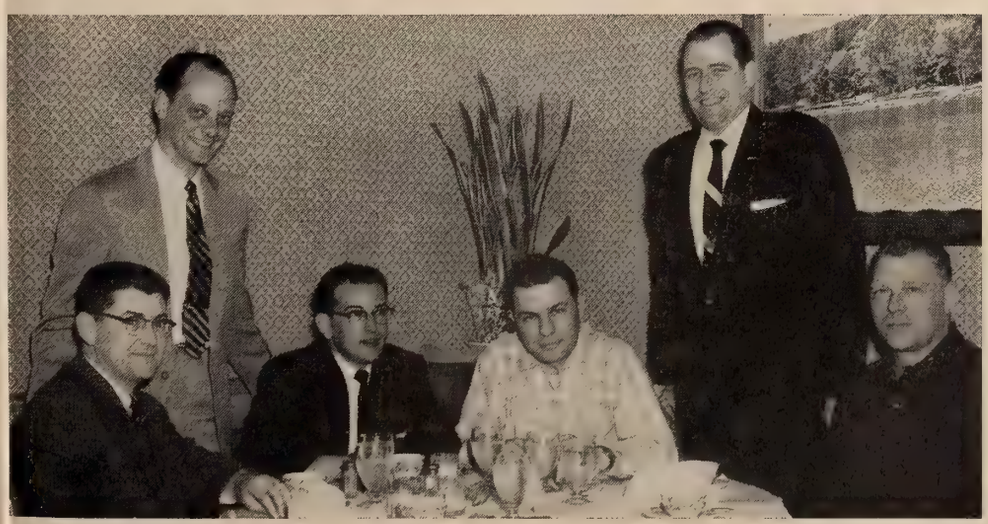
JOHN J. FELIN Co. (meat packer), Philadelphia, has become a co-sponsor of the Phillies baseball games on WIP Philadelphia. Present as final details were worked out were (l to r): Warner J. Evans, Lewis & Gilman Adv. Agency, for Felin; Wells E. Hunt, Felin's representative, and Ralf Brent, WIP vice president.



OFGANT-JACKSON Chevrolet Inc. of Roxbury, Mass., approves a $1,725 pact with WVDA Boston for on-the-spot coverage of the Indianapolis Speedway Race on Memorial Day. With car dealer Edwin Ofgant as he signs the contract are (l to r): Robert J. Seamans, WVDA account executive; Len Hornsby, WVDA station manager, and Daniel F. Sullivan, Daniel F. Sullivan Advertising Agency.



THIRD-YEAR renewal of *Hopalong Cassidy* on KTVH (TV) Hutchinson (Wichita), Kan., is agreed to by Herb Curnutt (l), executive vice president of Hyde Park Dairy, Wichita, and (l to r) William Boyd (better known as Hopalong Cassidy); Paul Lago, Lago & Whitehead Adv. Agency, Wichita, and Ernie Dallier, sales manager of the ch. 12 Wichita station.



◄ NEW YORK GIANTS baseball and its sponsorship on WMMW Meriden, Conn., by an automobile dealer and a dairy were discussed at this luncheon meeting by (standing l to r): G. A. Kruttschnitt, WMMW manager, and Bill Golder, station commercial manager. Seated: Jack and Bob Gilmartin, Dodge-Plymouth dealers (co-sponsor of the games), and Frank and Al Guida, proprietors of the Guida-Siebert Dairy, New Britain, Conn., the other co-sponsor of the Giants games on WMMW.

MILESTONES

►WOW Omaha, Neb., *WORLD'S RADIO CONGREGATION* has marked its 32d year on the air.

► NBC Radio's *ONE MAN'S FAMILY* has celebrated its 23d anniversary.

►KPLC Lake Charles, La., is celebrating its 20th year of broadcasting.

► WAIM Anderson, S. C., is celebrating its 20th anniversary.

► CBS Radio's *ROSEMARY*, daytime serial, has entered its 11th year on the air.

► JACK BRICKHOUSE, WGN-TV Chicago sportscaster, has completed his 1,000th baseball telecast.

► NBC-TV's *KRAFT TELEVISION THEATRE* is commemorating its eighth year of telecasting.

► WIRL Peoria, Ill., has marked its seventh anniversary on the air.

► WRFW Eau Claire, Wis., is seven years old.

► WTVJ (TV) Miami has celebrated its sixth anniversary of telecasting.

► WICU (TV) Erie, Pa., is observing its sixth anniversary.

►WLWC (TV) Columbus, Ohio, has observed its sixth anniversity of telecasting.

► WQAN Scranton, Pa., is celebrating its fifth anniversary as a commercial outlet.

► WOI-TV Ames, Iowa, is marking its fifth anniversary.

► LIONEL (CHICO) SESMA, Mexican-American disc m.c., KOWL Santa Monica, Calif., is celebrating his fifth anniversary with the station.

► OLIVE TINDER, WJAR-TV Providence, R. I., women's commentator, is marking her third anniversary with the station.

► KTNT-TV Tacoma, Wash., is celebrating its second birthday.

► WWLP (TV) Springfield, Mass., is marking its second birthday.

FOR THE RECORD

Station Authorizations, Applications

(As Compiled by B • T)

May 5 through May 11

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of April 30, 1955 *

	AM	FM	TV
Licensed (all on air)	2,704	522	134
CPs on air	13	17	†319
CPs not on air	98	13	121
Total on air	2,717	539	453
Total authorized	2,815	552	574
Applications in hearing	127	3	180
New station requests	201	8	18
New station bids in hearing	69	0	127
Facilities change requests	142	9	38
Total applications pending	823	80	196
Licenses deleted in April	0	1	0
CPs deleted in April	1	0	4

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary through May 11

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,721	2,704	117	211	67
Fm	539	522	30	3	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	281	322	605[1]
Noncom. Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	310	106	416
Noncom. Educ. on Air	9	3	12

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	963	337	743	538	1,282[2]
Noncom. Educ.	58		30	28	58[3]
Total	1,020	337	773	566	1,340[4]

[1] One hundred-forty-one CPs (29 vhf, 112 uhf) have been deleted.

[2] One applicant did not specify channel.

[3] Includes 35 already granted.

[4] Includes 638 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

Goodland, Kan.—James E. Blair tr/as Goodland Bcstg. Co. (KWGB), granted vhf ch. 10 (192-198 mc); ERP 204 kw visual, 110 kw aural; antenna height above average terrain 580 ft., above ground 574 ft. Estimated construction cost $286,749, first year operating cost $130,276, revenue $211,580. Post office address: radio station KWGB, Goodland. Studio and transmitter location 17th St. & Broadway, Goodland. Geographic coordinates 39° 20' 10" N. Lat., 101° 42' 35" W. Long. Transmitter and antenna GE. Legal counsel Frank Stollenwerck, Washington. Consulting engineer Russell P. May, Washington. Mr. Blair is sole owner and general manager of KWGB. Granted May 1.

Hattiesburg, Miss.—Dave A. Matison Jr., Harold M. Matison & Milton J. Fine d/b as Lion Tv Co. granted vhf ch. 9 (186-192 mc); ERP 28.2 kw visual, 16.2 kw aural; antenna height above average terrain 490 ft., above ground 537 ft. Estimated construction cost $185,409, first year operating cost $144,000, revenue $168,000. Post office address % Dave A. Matison Jr., Fine Bros.-Matison Co., Hattiesburg. Studio location to be determined. Transmitter location U. S. Hwy 11, approximately 1.2 miles N of Eastabutchie, Miss. Geographic coordinates 31° 27' 12" N. Lat., 89° 17' 05" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Cottone & Scheiner, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Principals include **Dave A. Matison Jr.** (⅓), 28.3% owner WAML Laurel and WABO Waynesboro, Miss.; 50% owner WHXY Bogalusa, La.; WHNY McComb, Miss., and WHSY Hattiesburg; **Harold M. Matison** (⅓), 28.3% owner WAML and WABO, and **Milton J. Fine** (⅓), clothing store owner. Granted May 4.

Existing Tv Stations . . .

ACTIONS BY FCC

KRBB (TV) El Dorado, Ark.—South Arkansas Tv Co. granted mod. of CP for ch. 10 to change ERP to 24 kw visual, 12 kw aural; change studio-transmitter location to 5.3 miles S. of El Dorado along U. S. Hwy. 167; antenna height above average terrain 630 ft. Granted May 3; announced May 10.

WINK-TV Ft. Myers, Fla.—Ft. Myers Bcstg. Corp. granted mod. of CP for ch. 11 to change ERP to 11.7 kw visual, 5.8 kw aural. Granted May 6; announced May 10.

KLFY-TV Lafayette, La.—Camellia Bcstg. Co. granted mod. of CP for ch. 10 to change ERP to 52.5 kw visual, 30.2 kw aural; change studio location to 1301 Oak Ave.; change from share-time with KVOL-TV to fulltime; antenna height above average terrain 440 ft. Granted May 5; announced May 10.

WTOK-TV Meridian, Miss.—Southern Tv Corp. granted mod. of CP for ch. 11 to change ERP to 316 kw visual, 162 kw aural; specify studio location as Southern Bldg. Granted May 2; announced May 10.

KPAR-TV Sweetwater, Tex.—Texas Telecasting Inc. granted mod. of CP for ch. 12 to change ERP to 28.2 kw visual, 14.1 kw aural; antenna height above average terrain 340 ft. Granted May 2; announced May 10.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

STATION DELETED

KUSH (TV) San Diego, Calif.—Elliot L. Cushman. FCC deleted tv station on ch. 21 at request of permittee. Deleted May 4; announced May 10.

CALL LETTERS ASSIGNED

WTVI (TV) Ft. Pierce, Fla.—Gene T. Dyer, ch. 19.

KAKJ (TV) Reno, Nev.—Nevada Telecasting Corp., ch. 4.

WORA-TV Mayaguez, P. R.—Radio America Corp., ch. 5.

WUTV (TV) San Juan, P. R.—Dept. of Education of P. R., reserved ch. 6.

WXEX-TV Petersburg, Va.—Petersburg Tv Corp., ch. 8. Formerly WVAA (TV).

New Am Stations . . .

ACTIONS BY FCC

Jasper, Fla.—John A. Boling granted 1450 kc, 250 w unlimited. Post office address GX Box 5791, 5944 Ft. Caroline Rd., Jacksonville, Fla. Estimated construction cost $8,800, first year operating cost $15,600, revenue $24,000. Mr. Boling is 60% stockholder WDUV Jacksonville, Fla., and is former owner of WNER Live Oak, Fla. Granted May 11.

Quitman, Ga.—Emerson W. Browne & John Franklin Proctor d/b as Brooks County Bcstg. Co. granted 1490 kc, 250 w daytime. Post office address % Emerson W. Browne, Cocoa, Fla. Estimated construction cost $9,100, first year operating cost $18,000, revenue $36,000. Principals in general partnership include **Emerson W. Browne** (50%), ⅓ owner WKKO Cocoa, Fla., WCLB Camilla, Ga., and applicant for new am station at Kissimmee, Fla., and **John Franklin Proctor** (50%), chief engineer WWGS Tifton, Ga. Granted May 4.

Great Falls, Mont.—Community Bcstrs. granted 1450 kc, 250 w unlimited. Post office address % Dan Snyder, Box 1405, Great Falls. Estimated construction cost $27,455, first year operating cost $32,280, revenue $34,500. Principals include Pres.-Gen. Mgr. **Dan Snyder** (26.6%), manager KBMN Bozeman, Mont.; Vice Pres. **Edwin R. Mitchell** (16.6%), general contractor; Vice Pres. **Leo B. Lewis** (23.3%), general contractor; Sec.-Treas. **Herman J. Feiden** (16.6%), florist, and **Esther A. Feiden** (16.6%). Granted May 11.

Edenton, N. C.—Colonial Bcstg. Co. granted 1260 kc, 1 kw daytime. Post office address % William E. Johnston, 101 Chamberlain St., Raleigh, N. C. Estimated construction cost $29,422, first year operating cost $22,000, revenue $25,700. Principals include Pres. **Ray A. Childers** (23%), announcer WNAO-AM-FM Raleigh; Vice Pres. **N. A. Dunn III** (27%), service stations owner; Sec.-Treas. **William E. Johnston** (25%), production director WNAO-AM-FM, and **W. D. Ward** (25%) WNAO-AM-FM employee. Granted May 11.

Pendleton, Ore.—C. H. Fisher & Edna E. Fisher d/b as Pendleton Bcstrs. granted 1370 kc, 1 kw daytime. Post office address % C. H. Fisher, 3540 N. E. Klickitat St., Portland, Ore. Estimated construction cost $20,950, first year operating cost $50,000, revenue $60,000. Principals in equal partnership include **C. H. Fisher,** owner of KIHR Hood River, and ⅓ owner KVAL-TV Eugene, both Ore., and his wife **Edna E. Fisher.** Mr. & Mrs. Fisher are equal partners in applications for new am stations at The Dalles, and Gresham, both Ore. Granted May 11.

Salem, Va.—R. B. Helms, Jack T. Helms & Carl J. Hoskins d/b as Southeastern Enterprises granted 1480 kc, 1 kw daytime. Post office address % R. B. Helms, Harlan, Ky. Estimated construction cost $19,309, first year operating cost $55,000, revenue $65,000. Principals in partnership include Pres. **Carl J. Hoskins** (25%); **R. B. Helms** (50%), 43.7% stockholder Blanfox Radio Co., operator of WHLN Harlan, Ky.; WCPM Cumberland, Ky., and WNVA Norton, Va., and **Jack T. Helms** (25%), 6.2% stockholder Blanfox Radio Co. Principals are permittees of new am station at Cleveland, Tenn. Granted May 4.

APPLICATIONS

West Point, Ga.—Confederate Radio Co., 1570 kc, 1 kw daytime. Post office address Box 427, West Point, Ga. Estimated construction cost $7,796, first year operating cost $20,000, revenue $32,000. Principals include Pres. **Clement J. Murphy Jr.** (45%), former general manager WRLD West Point; Vice Pres. **F. K. Mize** (20%), and Sec.-Treas. **Albert L. Stancel Jr.** (35%), former engineer at WRLD. Filed May 3.

Hazard, Ky.—Frank L. Jones tr/as Perry County Bcstg. Co., 1390 kc, 1 kw daytime. Post office address Whitesburg, Ky. Estimated construction cost $13,535, first year operating cost $35,000, revenue $40,000. Mr. Jones is salesman for WTCW Whitesburg, Ky. Filed May 2.

Newton, Miss.—E. Glenn Abercrombie tr/as Newton County Bcstg. Service, 1480 kc, 1 kw daytime. Post office address Albertsville, Ala. Estimated construction cost $17,800, first year operating cost $30,000, revenue $32,500. Mr. Abercrombie is salesman of WAVU Albertsville, Ala., and former 48.6% owner of WCRL Oneonta, Ala. Filed May 2.

Henderson, Nev.—Thomas Magowan, Frederick V. Jones & James W. Harford d/b as Magowan, Jones & Harford, 1280 kc, 5 kw daytime. Post office address % Radio Station KONE, Reno, Nev. Estimated construction cost $30,738, first year operating cost $28,000, revenue $60,000. Principals in equal partnership are **Thomas Magowan, Frederick V. Jones** and **James W. Harford,** all owning a ⅓ interest in KONE Reno. Filed May 3.

Olympia, Wash.—Lloyd C. Hannah & Donald R. Berry d/b as Olympia Radio Co., 810 kc, 250 w daytime. Post office address 1999 16th St., Chehalis, Wash. Estimated construction cost $7,200, first year operating cost $30,000, revenue $40,000. Principals in equal partnership include **Lloyd C. Hannah** and **Donald R. Berry,** employees of KELA Centralia, Wash. Filed May 4.

Opportunity, Wash.—Robert L. Swartz, Arthur R. MacKelvie, Howard G. Olsen d/b as The Voice of Spokane Valley, 1270 kc, 1 kw daytime. Post office address 3811 E. 9th St., Spokane, Wash. Estimated construction cost $16,241, first year operating cost $35,400, revenue $48,000. Principals in equal partnership include **Robert L. Swartz,** program director KHQ-AM-TV Spokane; **Arthur R. MacKelvie,** announcer at KHQ, and **Howard G. Olsen,** engineer. Filed May 3.

Existing Am Stations . . .

ACTIONS BY FCC

KHUM Eureka, Calif.—Carroll R. Hauser granted CP to change from 1240 kc 250 w to 980 kc 500 w night, 5 kw day, directional night. Granted May 4.

WGKA Atlanta, Ga.—Glenkaren Associates Inc. granted mod. of CP to change studio-transmitter location to 1140 Peachtree St., Atlanta. Granted May 6; announced May 10.

WTRP La Grange, Ga.—Chattahoocha Bcstg. Co. granted mod. of license to change from 500 w to 1 kw on 620 kc daytime. Granted May 11.

KRLC Lewiston, Idaho—Station KRLC granted CP to change from 1 kw to 5 kw daytime, using its present 1 kw night on 1350 kc, directional night. Granted May 11.

WGGH Marion, Ill.—The Marion Bcstg. Co. granted CP to change from 500 w to 5 kw on 1150 kc daytime, directional. Granted May 11.

WDLC Port Jervis, N. Y.—Port Jervis Bcstg. Co. granted CP to change from 100 w to 250 w operating fulltime on 1490 kc and conditioned to acceptance of interference that would result from grant of proposed station on same frequency at Greenwich, Conn., to Greenwich Bcstg. Corp. Granted May 4.

KOLS Pryor, Okla.—Lakes Area Bcstg. Co. granted CP to change from 250 w to 1 kw on 1570 kc daytime. Granted May 11.

WTON Staunton, Va.—Charles P. Blackley granted CP to change from 1400 kc to 1240 kc, using present 250 w fulltime, conditioned that program tests not be commenced until WCHV Charlottesville, Va., has begun program tests on another frequency. Granted May 11.

WKYR Keyser, W. Va.—WKYR Inc. granted CP to change from 1 kw to 5 kw operating on 1270 kc daytime. Granted May 4.

APPLICATIONS

Seaford, Del.—Elizabeth and W. Courtney Evans seek mod. of CP to change from 1280 kc 500 w to 1320 kc 1 kw daytime. Filed May 5.

WCCP Savannah, Ga.—Carter C. Peterson tr/as Dixie Bcstg. Co. seeks CP for standard satellite station to operate synchronously on 1450 kc 100 w fulltime. Filed May 6.

WKIJ Sparta, Wis.—Sparta-Tomah Bcstg. Co. seeks CP to change from 990 kc 250 w to 1290 kc 1 kw. Filed May 4.

New Fm Station . . .

ACTION BY FCC

Norfolk, Va.—College of William & Mary, Norfolk Div. granted CP for noncommercial educational fm station on ch. 218 (91.5 mc); ERP 1.45 kw; antenna height above average terrain 96 ft. Granted May 4.

Existing Fm Stations . . .

ACTIONS BY FCC

KTTS-FM Springfield, Mo.—Independent Bcstg. Co. granted CP to change ERP to 9.1 kw; change transmitter location to E. Division St. Road, 1 mile E of Springfield; antenna height above average terrain 660 ft. Granted May 4; announced May 10.

WINA-FM Charlottesville, Va.—Charlottesville Bcstg. Co. granted mod. of CP to change ERP to 800 w. Granted May 4; announced May 10.

Ownership Changes . . .

ACTIONS BY FCC

WLAY Muscle Shoals, Ala.—Muscle Shoals Bcstg. Corp. granted assignment to M. C. Gregory, former station manager of WRDW Augusta, Ga., for $110,000. Mr. Gregory assigns to Gregory Bcstg. Corp., of which he is sole owner. Granted May 6.

KGPH Flagstaff, Ariz.—The Frontier Bcstg. Co. granted voluntary assignment of license to Frontier Tv Co. No consideration involved. Granted May 3; announced May 10.

WABR Winter Park, Fla.—Orange County Bcstrs. Inc. granted voluntary relinquishment of control by R. H. Gunckel Jr. through sale of 12% interest to Carmen Macri for $600. Messrs. Gunckel and Macri will now each own 40% interest. Granted May 11.

WTOW Towson, Md.—Suburban Time Mart granted voluntary assignment of CP to WTOW Inc. for $1 plus any unpaid engineering fees not to exceed $200. Principals include Pres. **John S. Booth** (45%), 50% owner WTVE (TV) Elmira, N. Y., and 33% owner WCHA-AM-FM Chambersburg, Pa.; Vice Pres.-Sec. **Owen J. McReynolds** (10%), vice pres. WOKE Oak Ridge, Tenn., and **Harry J. Daly** (45%), Washington attorney and stockholder of WOKE and WMLV Millville, N. J. Granted May 11.

WEW St. Louis, Mo.—St. Louis University granted voluntary assignment to The Barrington Co. for $50,000. Principals include **Aubrey D. Reid** (50.1%), former station manager of KXOK St. Louis, and his wife **Elsie Y. Reid** (49.9%). Granted May 11.

WIRY Plattsburg, N. Y.—Clinton County Bcstg. Corp. granted voluntary transfer of control to Joel H. Scheier and his son-in-law Martin L. Schulman through purchase by Mr. Scheier of 10% interest from Armand A. Mancuso for $4,500. Mr. Scheier will now own 43⅓% interest and Mr. Schulman owns about 11⅔%. Granted May 4; announced May 10.

WLFH Little Falls, N. Y.—M. Robert Feldman & Arthur S. Feldman d/b as Rock City Bcstrs. granted assignment of license to Walter T. Gaines for $30,000. Mr. Gaines is vice pres.-general manager-6% WCSS Amsterdam, N. Y. Granted May 11.

KAKC Tulsa, Okla.—Public Radio Corp. granted voluntary transfer of control to Forrest G. Conley through sale of all stock for $85,000. Mr. Conley is Minister of the Revival Tabernacle Church, Tulsa. Granted May 11.

KPAT Pampa, Tex.—J. C. Daniels granted voluntary assignment for $24,000 to equal partnership of **R. O. Parker,** 51% owner of KPET Lamesa, Tex.; **Bob Bradbury,** general manager of KPET, and **W. J. Beckham,** 12% owner of KPET. Granted May 11.

WHWB Rutland, Vt.—Central Vt. Bcstg. Corp. granted voluntary transfer of control through sale of approximately 86% interest for $15,000. Principals will now include Pres. **John J. Carusone** (29.1%), attorney; Vice Pres. **Charles I.**



Bates (13.1%); Sec. **Louis M. Carusone** (28.8%), attorney, and Treas. **John H. Bennett** (28.8%), sales manager of WHWB. Granted May 11.

APPLICATIONS

WCNU Crestview, Fla.—H. French Brown & Virginia M. O'Neal, administratrix of estate of D. Grady O'Neal, deceased, d/b as Gulf Shores Bcstg. Co. seek voluntary assignment to Virginia M. O'Neal, administratrix d/b as Gulf Shores Bcstg. Co. through purchase of remaining ½ interest from H. French Brown from $30,000. Filed May 4.

WBRD Ft. Lauderdale, Fla.—Broward Bcstg. Co. seeks voluntary assignment to Missouri Bcstg. Corp. through 15 year lease at $4,800 per year. Missouri Bcstg. Corp., owned by L. A. Benson, is operator of WIC-AM-TV St. Louis, Mo. Filed May 6.

WDVH Gainesville, Fla.; WMGR Bainbridge, Ga.—Thomas R. Hanssen, John A. Dowdy, Charles W. Dowdy & Winnie S. Vaughn d/b as The Decatur Bcstg. Co. seek voluntary assignment to Thomas R. Hanssen, John A. Dowdy and Winnie S. Vaughn d/b as Decatur Bcstg. Co. through purchase of 25% interest of Charles W. Dowdy for $30,000. Remaining partners will now own ⅓ interest. Filed May 3.

KWWL-AM-TV Waterloo, Iowa—Black Hawk Bcstg. Co. seeks voluntary relinquishment of negative control by R. J. McElroy through issuance of stock in 1953. Mr. McElroy will now own 47% interest. Filed May 4.

KWPC-AM-FM Muscatine, Iowa—Charles A. Henderson, George J. Volger & Thelma M. Volger d/b as Muscatine Bcstg. Co. seek voluntary assignment to George J. Volger and Thelma M. Volger d/b as Muscatine Bcstg. Co. through purchase of 0.5% interest of Charles A. Henderson. Filed May 4.

WSIP Paintsville, Ky.—Ted Arnold Silvert & Escom Chandler d/b as Big Sandy Bcstg. Co. seek voluntary assignment to Ted Arnold Silvert tr/as Big Sandy Bcstg. Co. through purchase of 50% interest from Escom Chandler for $13,000. Mr. Silvert, stockholder of WSFC Somerset, Ky., will now be sole owner. Filed May 3.

WHIR Danville, Ky.—Commonwealth Bcstg. Corp. seeks voluntary transfer of control to W. T. Isaac and David B. Highbaugh through purchase by corporation of 38.2% interest of James D. Russell. Filed May 5.

WLBJ-AM-FM Bowling Green, Ky.—The Bowling Green Bcstg. Co. seeks involuntary transfer of control to Mrs. Mary Tapp Jenkins, executrix of the estate of L. B. Jenkins (57.3%), deceased. Filed May 3.

WPKE Pikeville, Ky.—East Ky. Bcstg. Corp. seeks voluntary transfer of control to Jack L. Hatcher through purchase of 92.2% interest for approximately $15,000. Mr. Hatcher, president of Coca-Cola Bottling Co., will now own 96.8%. Filed May 5.

KSIG Crowley, La.—Alex B. Craig & Morgan J. Craig d/b as Craig Bcstg. Co. seek voluntary assignment to KSIG Bcstg. Co. for $65,000. Principals include Pres. **Hirsch H. Scholl** (12.1%), bag manufacturer; Vice Pres. **Jacob Brandt** (12.1%), retail furniture; Treas. **Edmund M. Riggie** (12.1%), attorney; Sec. **Louis Basso** (12.1%), announcer KSIG, and 7 others. Filed May 5.

WOXF Oxford, N. C.—Oxford Bcstg. Corp. seeks voluntary transfer of control to Atlas N. Critcher and 5 others through sale of all stock for $42,000. Principals include **Atlas N. Critcher** (55%), Ledger Pub. Co., newspaper; **M. Critcher** (5%); **Francis R. Critcher** (5%); **James F. Flanagan** (12.5%), general manager WOXF; **Helen C. Flanagan** (10%), and **T. Johnson** (12.5%). Filed May 4.

WGCD Chester, S. C.—Alex B. Craig & Morgan J. Craig d/b as Craig Bcstg. Co. seek voluntary assignment to The Dispatch Pub. Co. for $37,250. Principals include **C. V. Sink** (10%); **Fred O. Sink Jr.** (6.5%); **Joseph Sink** (9.6%); **Mrs. Fred O. Sink** (50.3%), and **Mrs. J. David Sink** (23.2%). Filed May 6.

WMYB Myrtle Beach, S. C.—Coastal Carolina Bcstg. Corp. seeks voluntary transfer of control to James Olin Tice Jr., through purchase of ⅓ interest from Hugh E. Holder for $18,000. Filed May 5.

WDXB Chattanooga, Tenn.—WDXB Inc. seeks voluntary transfer of control from Joseph Bloom and David Cohen to Joseph Bloom and David Cohen as trustees. Filed May 4.

KGNC-TV Amarillo, Tex.—Globe-News Pub. Co. seeks voluntary transfer of control to Ray A. Snead Jr., J. F. Thurman & Virginia R. Early, trustees of Ed Fagg Trusts, and Panhandle Pub. Co. (Whittenburg family) through purchase of 64,375 additional shares of stock for $3.8 million. Also involved is control of KGNC Amarillo and KFYO Lubbock, Tex. Filed May 6.

KGNC Amarillo, KFYO Lubbock, Tex.—Plains Radio Bcstg. Co. seeks voluntary transfer of control of Globe-News Pub. Co., majority stockholder to Ray A. Snead Jr., J. F. Thurman and Virginia R. Early, trustees of Ed Fagg Trusts, and Panhandle Publishing Co. (Whittenburg family), through purchase of 64,375 additional shares of stock for $3.8 million. Also involved is control of KGNC-TV. Filed May 6.

WROV-AM-FM Roanoke, Va.—Radio Roanoke Inc. seeks assignment to WROV Bcstrs., for $45,000. Principals include **Burton Levine** (40%), former station manager WCAN-TV Milwaukee; **Joseph Goodman** (30%), former WPWA Chester, Pa., engineer; **Nidra** and **Leon Levine** (20%), and **Cy Blumenthal** (10%), owner of WCMS Norfolk, and stockholder of WARL Arlington, Va. Filed May 4.

WLSD Big Stone Gap, Va.—W. H. Wren Jr., Jean B. Wren & Bradley G. Wren and L. M. Downs, executors of the estate of William H. Wren Sr., deceased, d/b as Gap Bcstg. Co. seeks voluntary assignment to W. H. Wren Jr. and Jean B. Wren d/b as Gap Bcstg. Co., through purchase of 20% interest from estate of W. H. Wren Sr. for $5,000. W. H. Wren Jr. and Jean B. Wren now will each own 50% interest. Filed May 2.

WLSD Big Stone Gap, Va.—William H. Wren Sr., William H. Wren Jr., and Jean B. Wren d/b as Gap Bcstg. Co. seek involuntary assignment to W. H. Wren Jr., Jean B. Wren and Bradley G. Wren & L. McCarthy Downs, executors of the estate of William H. Wren Sr. (20%), deceased. Filed May 2.

KGLM Chehalis, Wash.—Mid-State Bcstg. Co. seeks voluntary transfer of control to Donald F. Whitman, Harold C. Singleton and Centralia Printing Co., through sale of all stock for $30,000. Principals include **Donald F. Whitman** (60%), part owner of restaurant and applicant for new am station at Olympia, Wash.; **Harold C. Singleton** (15%), owner of KRTV Hillsboro, Ore., 52% owner KTEL Walla Walla, Wash., and 9.9% owner KGAL Lebanon, Ore., and **Centralia Pub. Co.** (25%). Filed May 2.

KENE Toppenish, Wash.—Radio Bcstrs. Inc. seeks voluntary transfer of control to **Paul A. Schumacker** (25%), former minority stockholder KAYE Puyallup, Wash.; **Erma H. Schumacker** (25%); **John R. Woodroofe** (25%), telephone company employe, and **Dorothy W. Woodroofe** (25%). Filed May 6.

WTKM Hartford, Wis.—The Kettle-Moraine Bcstg. Co. seeks voluntary acquisition of control by Walter G. Zastrow through purchase by corporation of 22½% interest of Leo M. Durnil for $1,000. Mr. Zastrow, former 45% owner, will now own 58%. Filed May 4.

Hearing Cases . . .

INITIAL DECISION

Wilmington, N. C.—New am, 1230 kc. FCC hearing examiner Hugh B. Hutchison issued initial decision looking toward granting the applications of Charles M. Morgan, tr/as Port Bcstg. Co., for new am station on 1230 kc, 250 w, unlimited time, in Wilmington, N. C., and Citizens Bcstg. Co., for construction permit to increase power from 100 w to 250 w, operating unlimited time on 1230 kc. Action May 11.

OTHER ACTIONS

FM Allocations—FCC by order, the Commission amended the Revised Tentative Allocation Plan for Class B fm stations, effective immediately, and exchanged ch. 281 for ch. 284 at Jackson, Tenn., and deleted ch. 282 from Memphis, Tenn. Action May 11.

Kendallville, Ind.—Noble-DeKalb Bcstg. Co. FCC designated for hearing application (BP-9605) for new am station to operate on 1570 kc, 250 w, daytime only; made WPTW Piqua, Ohio party to the proceeding. Action May 11.

WBUF-TV Buffalo, N. Y.—FCC by Menorandum Opinion and Order, denied petition of WBUF-TV Inc., permittee of ch. 17 at Buffalo, N. Y., filed Oct. 29 and amended Nov. 3, 1954, requesting the institution of rule making to assign a fourth vhf channel to Buffalo-Niagara Falls, N. Y. Necessary concurrence with Canada could not be reached. Comr. Hennock absent. Action May 4.

Rule Change—Keeping of Records. FCC adopted Report and Order amending Parts 3 and 4 of its rules, effective immediately, establishing periods for keeping various records by broadcast stations. Existing rules require program and operating logs of broadcast stations to be retained for period of two years, with certain exceptions. The amendments extend this two-year retention period to other records which must be maintained by broadcast stations under the rules. These embrace results of performance measurements, time and results of auxiliary transmitter tests, requests for time by political candidates, and logs of auxiliary and experimental broadcast stations. Action May 11.

Tv Allocation—FCC by Report and Order, pursuant to rule making proposal of Mar. 23, shifted tv ch. 3 from Montpelier to Burlington, Vt., and modified outstanding authorization of WMVT (TV) to specify operation on ch. 3 at Burlington instead of Montpelier; effective immediately. Action May 11.

Tv Assignment—FCC invites comments by June 4 to proposed rule making on petition filed Dec. 31, 1954 by E. Anthony & Sons Inc., New Bedford, Mass., to amend table of assignments so as to assign ch. 6 to Nashaquitsa, Mass., as "drop in." Comr. Hennock not voting. Action May 4.

Tv Assignment—On petition of Bi-States Co., permittee of KHOL-TV ch. 13 at Kearney, Neb., filed Feb. 21, the Commission invites comments by June 15 to proposed rule making to amend table of tv assignments so as to assign ch. 6 to Hayes Center, Neb., not presently listed in the table. Comr. Hennock dissented. Action May 11.

Routine Roundup . . .

May 6 Applications

ACCEPTED FOR FILING

License for CP

WEBK Tampa, Fla., E. P. Martin, Alpha Martin and Elmo B. Kitts d/b as Hillsboro Bcstg. Co.—License to cover CP (BP-7892) which authorized change frequency and install directional antenna (DA-D) (BL-5711).

WMRI Marion, Ind., Chronicle Pub. Co.—License to cover CP (BP-9323) as mod., which authorized new standard broadcast station (BL-5712).

WSUH Oxford, Miss., E. O. Roden, W. I. Dove and G. A. Pribbenow d/b as Ole Miss. Bcstg. Co.—License to cover CP (BP-9568) which authorized new standard broadcast station (BL-5709).

WPDM Potsdam, N. Y., St. Lawrence Radio Inc.—License to cover CP (BP-9811) as reinstated and mod., which authorized new standard broadcast station (BL-5708).

WHVH Henderson, N. C., Howard V. Harrell, tr/as Vance County Bcstg. Co.—License to cover CP (BP-9353) which authorized new standard broadcast station (BL-5707).

WBMC McMinnville, Tenn., Cumberland Valley Bcstg. Co.—License to cover CP (BP-9445) as mod., which authorized new standard broadcast station (BL-5710).

Renewal of License

KBLO Hot Springs, Ark., National Park Bcstg. Co.—(BR-2913).

(Continued on page 150)

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RADIO

Help Wanted

Managerial

Sales manager—Pacific Northwest. Need imagination, versatility, civic mindedness. Opportunity buy part of station, share profits, future station manager. Small market with competition. Good salary, commission, fishing. Box 350A, B•T.

Salesmen

Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B•T.

Major market southeast network top power and Hooper rated station seeks a salesman or local sales manager of proven quality, ability and experience. I'll substantiate with bonafide figures an income potential of $15,000 a year upward if you substantiate your high calibre and experience rating to deserve ocnsideration for this amazing opportunity. It's a once in a life time opening. Contact me through Box 423A, Broadcasting • Telecasting headquarters, Shoreham Hotel, during the NARTB convention. I'll then contact you and we'll exchange mutual confidences.

We need top salesman. Excellent future for good producer. KASI, Ames, Iowa.

Immediate opening radio time salesman with or without first phone ticket. Guarantee $380.00 monthly and commission. Send experience and photo. KCHJ, P. O. Box 262, Delano, California.

Salesman competent, experienced sell radio in highly competitive market. Compensation based on guarantee plus commission depending upon ability. Pleasant college town, 5 kw CBS affiliate. Picture, complete business and personal history first letter to Manager, WCAX, Burlington, Vermont.

Deep south, progressive, fulltime independent serving excellent Mississippi delta area. Need conscientious salesman. Send resume to Bruce Gresham, WCLD, Cleveland, Mississippi.

Experienced salesman. Salary plus commission. List experience, references, requirements, photo. WMTE, Manistee, Michigan.

Announcers

Wanted dependable, married, night duty experienced, staff announcer. ABC Network. Texas. Send resume. Box 318A, B•T.

RADIO

Help Wanted—(Cont'd)

DJ for midnight-6 a.m., qualified, high calibre only. Complete charge of show, board, remote. Base plus talent and commission, must sell own show. Current income $70, can reach $100. Box 451A, B•T.

Announcer at least two years experience for eastern station. Must be cooperative and willing to follow station policy. Excellent working conditions. Vacations and 6 paid holidays. $70.00. Box 469A, B•T.

3 experienced announcers, network station in large city near New Orleans. Permanent to right persons. Box 475A, B•T.

2 experienced announcers with first phone. Must be good. Network station, large city, south Louisiana. Box 476A, B•T.

Genuine American Indian disc jockey, permanent position as radio and television personality. Box 501A, B•T.

Production-minded announcer. Air salesman. Must have infectious personality, and be able to sell merchandise over the air and sell himself audience-wise. This is a good job in a good small community. Independent station. KOEL, Oelwein, Iowa.

Immediate opening for staff announcer. Excellent working conditions. Good pay. Contact Fred Kincaid at KPLT, Paris, Texas.

Need good announcer-copywriter immediately. Good working conditions, good pay. Send tape, photo and sample copy first letter. Paul E. Reid, WCEH, Hawkinsville, Georgia.

WCRB needs combination announcer-engineer with first class ticket. Familiarity with concert music desirable. Experience secondary to ability. Contact Program Director, Waltham 5-7080, Waltham, Mass.

Exceptional opportunity for capable, experienced news and sports man. Emphasis on sports. Must be top-notch play-by-play. Full details first letter. WHFB, Benton Harbor, Michigan.

Need staff announcer immediately. Experience essential. Car necessary. Regular wage increases. Overtime pay. Permanency. Apply by telephone directly to Manager, WLSH, Lansford, Pa.

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RADIO

Help Wanted—(Cont'd)

Capable announcer with first phone, $75.00 per week. Send tape, photo, resume to WSAL, Logansport, Indiana.

Technical

Engineer—1st phone—chief's job if you're capable. Permanent—give all details. Box 392A, B•T.

Wanted: Engineer with first class license; 1 kw network affiliate, New York State. Box 443A, B•T.

Engineer-announcer for southern California independent; must have good voice but emphasis on technical. Ours is a pleasant community, centrally situated, one hour's drive from beaches, mountains, desert, metropolis (Los Angeles). Station is well equipped, stable, affiliated with daily newspaper. Write of experience, availability, salary requirements. Robert Walker, KOCS, P. O. Box 593, Ontario, California.

Combo-man, first phone, must be capable maintenance man and have experience announcing. Progressive daytime station, nice community, favorable working conditions. Contact WAAG, Adel, Georgia.

Engineer with experience in complete small station maintenance, remote control operation. No transmitter trick. Strictly maintenance, remotes, construction, etc. $75.00 per week. Send information on experience, recent photo. Personal interview will be necessary before final selection. C. Leslie Golliday, WEPM, Martinsburg, West Virginia.

WUSJ, Lockport, N. Y., has immediate opening for first ticket engineer. Transmitter, console, no announcing. $55 start with overtime. Contact Joseph Pinna, Manager.

Production-Programming, Others

Learn news—assistant to news director wanted. Make calls, rewrite, staff. Qualifications: Good voice; command of English; confidence you could learn to edit and write. Midwest. $60 to start. Box 990G, B•T.

Administrative assistant for position of responsibility and supervision. Thorough knowledge of tv station programming, acquired in traffic or other program department job essential. Typing, shorthand preferred. Slendid opportunity for right woman interested in broadcasting as career. No tv production work or opportunity for same. Position is in Washington, D. C. State qualifications, salary. All responses held in strictest confidence. Box 454A, B•T.

Situations Wanted

Managerial

Midwest—Wisconsin preferred. **Now managing southern station—desire return north. Capable in sales, programming, supervision. Present employers recommend. Box 971G, B•T.**

Experienced radio manager . . . veteran . . . management or sales . . . capable . . . aggressive . . . reliable . . . television experience. Box 455A, B•T.

Mr. Owner: Need energetic, creative, personable, experienced young man to head or assist your operation? Outstanding experience large and small radio and tv operations all positions. Unusual circumstances make me available. May we discuss now or at NARTB. Box 470A, B•T.

Assistant manager, 33—revenue producer, able administrator. Strong sales, programming background. Eleven years radio, married. Box 474A, B•T.

Experienced program director, P. C. C. sportscaster, top newscaster, writer, administrator. Presently program director, 5000 watt west coast station. I believe in radio and like the west. Ready now for bigger future. Box 480A, B•T.

Manager available June 1st. Hard worker who learned every phase of radio by actual experience. Can manage, sell, program, and announce. Clean habits, civic-minded, family, age 31. Prefer good incentive arrangement to straight salary. Southeast. Box 499A, B•T.

Salesmen

Florida: Need addition to your sales and/or program team? Ten years radio as salesman, program director, announcer. Married, dependable, permanent. Box 460A, B•T.

Commercial manager—morning personality desires good connection in small or medium southeastern market. Excellent sales record, sober family man. Box 500A, B•T.

Experienced salesman, best references, Minnesota preferred. Maurice Dixon, 4140 Bryant Avenue South, Minneapolis, Minnesota.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer: 5 years, strong all phases. Reduced staff necessitates position. Excellent references. State salary. Tape, photo available. Also, board. Box 321A, B•T.

Superior, experienced announcer available. Good salary, working conditions required. Family. Box 326A, B•T.

Good news, commercial, excellent DJ. Knows music from Bach to bop. Box 360A, B•T.

Sportscaster—DJ. Experienced baseball, football, baseketball play-by-play. Maintain complete sports file. Former sportswriter. Informal disc shows. Vet, married, third phone, B.A. degree. Radio school grad. Employed. Tape, resume if desired. Box 373A, B•T.

Excellent announcer . . . nine years experience. First phone . . . employed. Wants Florida. Box 376A, B•T.

Experienced announcer, employed—seeks training for manager. Family, college, auto, programming, sales, sports, and staff. Seek southern market. Tape, references. Box 378A, B•T.

Experienced staffer, eastern major market indie, desires staff spot, preferably with net affiliate. Box 387A, B•T.

Personable young staff announcer. Experience limited, copious knowledge music, sports. Sober, dependable. Box 418A, B•T.

Country and gospel music DJ available. Experienced. First phone. Southeast preferred, but not necessary. Box 421A, B•T.

Seven years' experience announcing, writing. Seek opportunity in programming, sports, deejay. Box 438A, B•T.

Announcer, radio, stage experience, wishes permanent position, chance for sales. Box 440A, B•T.

Experienced staff announcer. Veteran. Single. Know board. Travel anywhere. Industrious. Box 441A, B•T.

Announcer; 5 years experience. All phases. Good voice. College graduate. Prefer city, anywhere. Box 446A, B•T.

Announcer: Play-by-play and personality DJ. 5 years experience. Radio and tv. College grad. Box 447A, B•T.

Announcer in late twenties with eight years experience wants position with good station in good market. Box 453A, B•T.

Announcer, light experience, commercial voice, good DJ, sports, news, board, tape. Box 456A, B•T.

Announcer—authoritative news. Good commercials, DJ, 25, vet, tape, resume. Box 457A, B•T.

Top DJ with outstanding record wants crack at major market. Ranks first locally and in five out-of-town markets served by NE indie. Five figure income. Proud of present employer and position. Box 459A, B•T.

Personality announcer capable of handling emcee, deejay chores for radio and television. Young aggressive, experienced. Single and draft exempt. Extreme knowledge of pop music, personalities. Personal collection. College education. Box 464A, B•T.

Announcer—salesman—copywriter. Seven years am experience wishes to re-locate Colorado or Minnesota. Highest references. Family man. Box 467A, B•T.

Announcer—news, sporstcaster. School graduate. 1st phone. Married vet. Prefer western states. Box 472A, B•T.

Staff announcer, news, sports, DJ, commercials, control board, third ticket. Married, veteran, will travel. Tape, resume on request. Box 478A, B•T.

Want permanent position with advancement, vet, single, young, will travel. Excellent references, light experience, will tackle any situation. Heavy DJ, good news, commercials. Wire or write. Box 483A, B•T.

High-class, top-flight announcer available for summer replacement June 9. Dependable assume responsibilities. Five years radio and tv. Best DJ, solid news, selling commercials, all phases. 24, vet, college, deep voice. Minimum $350. Box 484A, B•T.

Staff announcer, single, 22, vet, well versed. Strong news, DJ, commercials, mature modest attitude, will relocate, tape, photo, resume. Box 485A, B•T.

Announcer. DJ, recent graduate, hard worker, seeking opportunity prove myself—asset—your station. Tape, resume. Box 486A, B•T.

Experienced staffer. Deejay, special events. Now available. Consider all. Tape. Box 487A, B•T.

Announcer, copywriter, some experience, plenty of talent, tape, resume on request. Box 488A, B•T.

Announcer—Cambridge School broadcasting graduate, well versed all phases, heavy sports, control board, 3rd class restricted ticket, single, vet, free to relocate, tape and resume upon request. Box 489A, B•T.

Have great potential, excellent commercials, strong news, several years selling, experience, travel anywhere, married, dependable, recent grad, desires small station, tape, resume. Box 490A, B•T.

Staff announcer, married, all phases, recent broadcasting school grad. Prefer small station, will travel. Box 491A, B•T.

Top-rated music and newsman. Strong commercial delivery. Desire permanency. Employed, 4½ years, B.A. degree. Married. Draft exempt. 26. Tape-resume. Box 498A, B•T.

DJ, live voice, versatile, sports, play-by-play, 28, married, vet, two years experience, reliable. Pete Franklin, 73 Propp Avenue, Franklin Square, L. I., New York. Floral Park 2-6268.

Experienced conscientious announcer, 24, married, college graduate. Prefer midwest, west. David Hall, 4201 Massachusetts Avenue, N. W., Washington, D. C. Give complete details.

Announcer: Authoritative news, friendly commercials, deejay, play-by-play, married, vet, college, Mike Lepre, 760 William Street, Harrison, New Jersey.

Announcer—control board, staff personality—news, sports, commercials, smooth platter speciality—experienced, hard worker, single travel anywhere, tape, resume, references. Reno Martin, 111 Orchard Street, Mount Vernon, N. Y.

Announcer just out of Temple University. One year experience. Immediate availability. Write Ed Masters, 1455 Bradley Ave., Camden 3, New Jersey.

Small stations—eastern coast announcer, copywriter prefers commercials, news. James L. Moran, 1061 Mayfair Road, Union, New Jersey.

Announcer — upper midwest — 1½ years experience, news, smooth commercials. Numerous dialects used in clever DJ show. Charles Olson, 2624 Lyndale South, Minneapolis.

Announcer, sportscaster, DJ. 6 years experience radio and tv. Available. Contact Ted Work, 2700 Connecticut Avenue, N.W., Washington, D. C. Phone: Columbia 5-8105.

Sports play-by-play my selling point. Can do good staff job too. Presently employed, contact Mike Wynn, Box 701, Logan, West Virginia. Phone 254.

1st phone, versatile, well trained, university graduate. Tom Yamanaka, 7871 Ethel Avenue, North Hollywood, California.

Staff announcer, good on news and morning show. Dick Young, 737 11th Street, N.W., Washington, D. C.

Announcer. Some experience, will auto travel radius 250 miles for audition from central New Jersey. Metuchen 6-0916W.

Trained announcers, writers, directors of woman's programs, publicity and traffic, disc jockeys, producers, sports, newsmen. National Academy of Broadcasting, 3338 16th Street, N.W., Washington, D. C.

Technical

First phone, 4 years am, 27, single, car, prefer midwest. Will consider interim summer employment. Box 442A, B•T.

15 years broadcast engineering experience. Construction, measurements, maintenance. Prefer midwest. Non-union. Two weeks notice. Box 444A, B•T.

Chief engineer-announcer. Fifteen years experience, construction, maintenance, directional, am and fm. Tape and references available. Box 445A, B•T.

Engineer—experience, mature, married—desires to relocate as chief. Prefer daytimer south or southwest. Other propositions considered. Available reasonable notice. No announcing. Box 463A, B•T.

First phone, college B.A., 4 years experience including directional am, fm, 100kw vhf tv, recording, remotes, maintenance. Capable engineer, willing to assume responsibility. No announcing. Box 473A, B•T.

First class engineer seeking position "to grow in." Graduate RCA Institute and Pierce School of Radio and Television. 2½ years technical training. Age 27, draft exempt, married—no children, willing to relocate. Available immediately. Box 479A, B•T.

First phone—4½ years experience am-fm-tv. Immediately available, no announcing. Clarence Bayer, 1038 Front, Binghamton, N. Y.

Engineer, first phone, wants position midwest or southwest. Eighteen months broadcasting, six years other radio work. No announcing. Have car. Hatzell, Box 173, High Island, Texas.

Production-Programming, Others

I like money, but, salary secondary to position as local newsman with strong station in friendly community. Limited experience as leg-man. 6½ years announcing experience. Offer recommendations, tape and newscopy samples. Box 388A, B•T.

Program director—accustomed to delivering audience-building programs on limited budget. Seven years experience, all phases radio. West Coast. Box 449A, B•T.

Stop: Experienced tv and radio. Married—veteran. Young—aggressive. Production possibilities. References. Box 477A, B•T.

Advertising and promotion man. Capable one man department or assistant large operation. Experienced all phases radio and tv sales and audience promotion. Now employed. Will relocate. References. Married. Box 493A, B•T.

MEET YOUR MAN
DURING THE
NARTB CONVENTION

Many employers and those seeking positions will become acquainted at our offices while attending the convention in Washington. Convenient office hours have been arranged. Please confirm appointments by telephone.

NARTB CONVENTION OFFICE HOURS

Sunday, May 22d: Noon to 6 P.M.

Monday 23d through Friday 27th: 8 A.M. to 8 P.M.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

708 Bond Bldg. NAtional 8-2173 Washington, D. C.

RADIO

Situations Wanted—(Cont'd)

News editor: ex-foreign correspondent. Network and local experience in news, copy, sales. Available now. Guarantee to be worth more than minimum starting salary of $100 week. Jim Josserand, 2015-O½, Galveston, Texas.

Girl Friday. 12 years experience all phases of radio. Held last position 7½ years as program, continuity, traffic and woman's director. References. 565 Osage Street, Spartanburg, S. C.

TELEVISION

Help Wanted

Salesmen

Sales—outstanding opportunity for salesmen and sales manager KSAN-TV, growing station, ideal market, San Francisco. Send complete experience and qualifications first letter to Norwood J. Patterson.

Announcers

Experienced announcers, copywriters, technical directors needed. Vhf channel. Send references, audition, pictures, available and salary. Box 466A, B•T.

Top announcer personalities with proven air salesmanship ability for Channel 2. NBC, WUSN-TV, Charleston, South Carolina.

Need young men with or without radio experience. Send complete information to Smullin tv, Box 1189, Medford, Oregon or Box 1021, Eureka, California.

Technical

Experienced, licensed tv engineer for studio and transmitter. Central Texas. Box 435A, B•T.

Production-Programming, Others

Outstanding vhf station in southeast needs a smart promotion director. Must have experience in broadcast field, writing ability, knowledge of research, merchandising, preparation of newspaper ads. This job entails sales, market and program promotion. Write giving full details on training and experience and send small photo. Box 412A, B•T.

Outstanding opportunity for experienced director both station and sports, strong emphasis on baseball. KSAN-TV, San Francisco, California.

Situations Wanted

Managerial

Experienced general manager or sales manager available immediately. Strong in sales, budgeting and management. Now situated in middle west. Will submit resume, photo, excellent network, national and local references. Box 494A, B•T.

Salesmen

Wanted: Television sales job draw against commissions, family man, dependable, hardworking. Excellent am sales and management record. Presently managing radio. Nine years experience. Best references. Box 461A, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Experienced tv salesman currently employed as such, desires change . . . prefer far west. Married, child. Box 504A, B•T.

Announcers

Highly professional DJ, news, special events announcer available to quality operation. Tape, picture on assurance of proper handling and return—$150 per week minimum guarantee. Professional; family man for professional operation only. Box 192A, B•T.

Technical

Experienced am-tv, 2½ years tv chief directional am seven years. Family man. Midwest to west. Box 383A, B•T.

First class licensed man, 8 years broadcasting experience, including directional antennas, fm, vhf and uhf television; desires career opportunity. Box 481A, B•T.

Production-Programming, Others

Girl with a "noodle"—attractive—college grad M.A.—experienced in film industry—desires career in tv field—promotion-research-writing, contact work—extremely versatile and adaptable—can assume responsibility (all office skills). Box 448A, B•T.

Experienced newsman—25, 3 years experience major New York network, radio and tv, tape, film editing, seeks position as news editor-announcer. Will relocate. Box 452A, B•T.

Experienced program director—economy-minded executive with proven record in competitive tv market. 12-year background radio, tv. Efficient, practical, respected individual who knows tv from long experience. Available immediately. Prefer midwest. Box 468A, B•T.

News editor. Nine years experience, newspaper, radio, and television. Seeks larger market—greater opportunity. Experienced in all phases, reporting, editing, and presentation. Special events know-how. Available August 7th. Box 471A, B•T.

Advertising and promotion man. Capable one man department or assistant large operation. Experienced all phases radio and tv sales and audience promotion. Now employed. Will relocate. References. Married. Box 493A, B•T.

Available. Tv and motion picture veteran of 15 years' standing, experienced as director of publicity and promotion for major market tv station, motion picture salesman and distributor with national film company, and Tv magazine editor. Capable writer, knows video production via station and independent operations in field. Contact either through Box 496A, B•T, or call at JU 5-3629 while you are in Washington for the NARTB Convention.

Producer-director, 3 years major market experience. Excellent references. Prefer east. Box 503A, B•T.

BROADCAST MANAGEMENT EXECUTIVE

Nine years of TV results in major market as general manager, station construction supervisor, management consultant, *Ten years* of AM experience, age 42. Best references. Personal record and character await your inspection. Interview at your convenience or at NARTB Convention in Washington, May 22-26.

Box 411A, B•T

TELEVISION

Situations Wanted—(Cont'd)

Newscaster, 15-years experience; personable, authoritative. Highest ratings in competitive midwest market, each newscast has quality sponsorship. Award winner; Excellent appearance; Desires real opportunity tv-news. Prefer east or west coasts, but will consider any first rate professional operation. Box 505A, B•T.

Available immediately. SRT-TV graduate with solid radio background acting, writing, production. Desire opportunity to start at bottom in television station. Excellent references. Salary $65. Irwin Weinstein, 50 Harper Street, Rochester, N. Y. Greenfield 9026.

FOR SALE

Stations

WMPA, Aberdeen, Mississippi, fulltime independent. Single station market owner over 36,500. Contact Joe Phillips, WSSO, Starkville, Mississippi.

Central Missouri daytime station in fast growing Lake of the Ozarks area. 1000 watts on 1150kc. Recent one week survey shows 39.5% of all listeners tuned to station from sign-on to sign-off. Next best station only 15.8%. 1954 gross in excess of $50,000. Land and building included in sale price. No rental to pay. Other interests of owner require quick sale at a sacrifice price of $37,500. Excellent terms. Broker inquiries solicited. Al Elam, Inc., Realtors, Lake Ozark, Missouri.

Texas. Single-station market. Thriving tradecenter. County seat. Population of 12,500. Ralph J. Erwin, Broker, Box 811, Tulsa.

Two Tennessee 1 kw D single station markets priced $60,000 and $67,500. Terms can be arranged. Two Louisiana daytimers priced at $57,500 and $65,000 with substantial cash required. Paul H. Chapman, 84 Peachtree, Atlanta.

Ozarks. Exceptional market. Thriving city. Ideal climate. Qualified principals only. Ralph Erwin, Broker, Box 811, Tulsa.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment Etc.

Tv field Zoomar lens. Slightly used, perfect condition. Box 270A, B•T.

Western Electric coils 111C—$7.00; 119C—$8.00. New — 23A — $10.00; 26A—$7.00; Jack Panels—$17.00; 12 volt relay supply—$18.00. Box 497A, B•T.

Package 9916. RCA TTU-18 1kw uhf transmitter, ch. 14-83; filterplexer, ch. 24; RCA 24BLS uhf antenna, ch. 24; GR uhf freq. and mod. monitor; 220' Teflon line 3⅛" and elbows; 1,500 watt dummy load; BWU-4A uhf visual demodulator, nearly $80,000 worth of material, all in new condition, for $35,000 FOB Virginia location. Package No. 9917. Tv antenna, transmitter and studio equipment, guaranteed complete, $180,000 worth of material like new, only 1,650 hours use, at 60 percent discount for any portion (write for inventory) or complete package for $75,000, packing and shipping included. Package 9918. Complete uhf off-air pickup, video and audio output, 9.6 ft. parabolic dish, receiver monitor, FI meter, satisfactory use up to 40 miles, $1,500, FOB Maine location. Package 8725. Serial No. 14 Zoomar lens in new condition. Serviced by factory in 1951, used six times since. Originally priced at $8,000, now offered for quick cash sale at $5,500. Package 45-090. DuMont 5kw television transmitter, complete except for frequency monitor and loud speaker. Will furnish 25 to 30 kw effective radiated power on ch. 7 to 13. Only 15 months use. Write for complete inventory. Here is $100,000 worth of high-type tv equipment for $62,500, FOB Missouri location. Western Electric reproducer groups (4) $250 each. Webster Ekotape recorders, model 102-9 (3) $250 each; cost $450. Presto turntable RCA pickup, best offer. RCA TF5A superturnstile, ch. 4, 5, 6, $8,500. May Brothers, Binghamton, New York.

WANTED TO BUY

Stations

Wanted: 50% of secondary west coast station by two man team. Increased business over 100% in two stations. Eighteen years experience all phases. We'll make you money as part owners. Confidential. Box 492A, B•T.

Radio. Texas, Oklahoma, Arkansas, Missouri, Kansas. Professionally licensed service. Ralph Erwin, Broker, Box 811, Tulsa.

WANTED TO BUY

Equipment

5 or 10 kilowatt fm transmitter. Advise make, price, hours used, etc. Box 729, Glendale, California.

Wanted: Good condition fm used antenna for side mounting. Four-bay Andrews multi-V, or Collins. Also 1⅝ in. 451 Andrews cable or equivalent. WMVA, Martinsville, Virginia.

Wanted: Used 3kw fm transmitter, fm modulation monitor, antenna and coax. Contact Radio Station WNES in Central City, Kentucky.

Wanted: One kilowatt fm transmitter RCA BTF-1C or equal. Call Warren Wehmeyer, at Page Communications Engineers, Washington, D. C. EX 3-1523.

Instruction

Get your FCC first phone license in 8 weeks. Intensive, personalized instruction in residence or by correspondence. For details, write Grantham School, Dept. 1-K. Address either 6064 Hollywood Blvd., Hollywood, Calif., or 737 11th Street N.W., Washington, D. C.

Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesmen will call). Get the best—it costs no more! Northwest Radio & Television School, 1221 N. W. 21st Avenue, Portland 9, Oregon.

FCC 1st phone license in 5 to 6 weeks. Bill Ogden, 1150 W. Olive, Burbank, California. See display ad next week.

RADIO

Help Wanted

Managerial

MANAGER WANTED

A successful daytime independent in one of the midwest's biggest markets is looking for a manager. He must have independent station experience and be strong in local sales. Salary and override. Our staff knows of this ad. Write details immediately. Interview at the NARTB Convention if you wish.

Box 495A, B•T

Situations Wanted

Managerial

RADIO-TV GENERAL MANAGER

8 years experience in radio and TV, age 35. Present job requires too much travel. If you have a station that needs building up, I'm your man. Will be at convention.

Box 502A, B•T

TELEVISION

Help Wanted

$100.00 a week promotion man with $1,000.00 a week ideas needed by Midwest newspaper-owned TV station. Energy enough for long hours of creative planning, must do actual work too. Experienced in ad layout, copywriting, market research, merchandising and follow through reporting.

Tell us what you think a promotion man should do and we'll know if you are one. Back it up with samples of what you've done yourself. Give us a picture, summary of training and experience and a few facts on what you cannot do, then we'll know you're honest. Incidentally we love our employees. If you're the man we need, we'll push you along in either TV or newspaper. Reply.

Box 439A, B•T

TELEVISION

Situations Wanted

Managerial

MR. STATION OWNER, OR PLANNER?

Available shortly, GENERAL MANAGER for small TV station, or MANAGER for medium or large TV station. Here is a multipurpose man, under 40, who is tops in administration and operations (also a registered consulting engineer). Background includes TV Com. Dir. one of largest 4A's, Director TV national association as well as station management. Always active in TV industry, presented papers NARTB Conventions, officer trade associations, good sales and profit record. Anxious for growth situation, able to take part of salary in stock if necessary. I'll be at the Convention all next week. Drop me a line and name a date and place, to Box 482A, B•T.

Programming-Production, Others

TV NEWSCASTER

TV & Radio
News & Special Events
Board Experience—On Air
Production & Writing, Etc.
For Full Details
Box 437A, B•T.

TV PRODUCTION FACILITIES

Seven years live programming experience consisting of successful supervision of make-up, costuming, scenic design, and special effects. Thoroughly experienced in all TV and film visual elements. Tops in color coordination. Currently engaged in network programming. Interested only in live-wire organization that demands the best. Recommendations galore. Full particulars air-special on request. Box 450A, B•T.

FOR SALE

Stations

RADIO STATION
—TEXAS—

Single-station market. Thriving agriculture center. County-seat. Trade-hub for large geographical area. City population 12,500. Long established AM operation.

RALPH ERWIN

Box 811 Broker Tulsa

RADIO STATION SOUTHWEST

Located fertile area, abundant underground and surface water supply. Market exceeds 100,000 owner states. No local television. Experienced party can handle for $20,000 down, balance terms.

RALPH ERWIN

Box 811 Broker Tulsa

Equipment

FOR SALE

Fully equipped 1 kw UHF TV station at advantageous price. Equipment all in excellent condition and, except for two items, may be used on VHF channels. May be purchased as presently installed or shipped elsewhere.

Box 462A, B•T

EQUIPMENT

Complete set of two RCA Para Flux transcription arms, 2 equalizers, and 7 heads including 2 microgroove, 2 vertical, 2 lateral and 1 universal. This is beautiful equipment in like-new condition. Present factory cost is $586.50. Sell for $250 or make offer. Contact Ted Hildebrand, C. E., KBMY, Box 2124, Billings, Montana.

FOR SALE

One 200 ft. IDECO 3-legged, self-supporting radio tower with a 72 ft. mast on top. Specifications SSRT-1. Wind loading B-2. Purchased 1948 and maintained in tip-top shape. All lighting equipment and controls included. To be sold standing. John C. DePrez, Shelbyville Newspapers, Inc., Shelbyville, Indiana.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

(Continued from page 144)

WBOW Terre Haute, Ind., Banks of Wabash Inc.—(BR-499).
WKBV Richmond, Ind., Central Bcstg. Corp.—(BR-487).
WOPI Bristol, Tenn., Radiophone Bcstg. Station WOPI Inc.—(BR-759).
WIVK Knoxville, Tenn., Dick Bcstg. Co.—(BR-2813).
WROL Knoxville, Tenn., Mountcastle Bcstg. Co.—(BR-472).
WDXL Lexington, Tenn., Lexington Bcstg. Co.—(BR-2976).
KWEM Memphis, Tenn., KWEM Inc.—(BR-1506).
WHHM Memphis, Tenn., Mid-South Bcstg. Corp.—(BR-1298).
WKSR Pulaski, Tenn., Richland Bcstg. Co.—(BR-1539).

Modification of CP

WDAK-TV Columbus, Ga., Martin Theatres of Georgia Inc. and Radio Columbus Inc d/b as Television Columbus—Mod. of CP (BPCT-1297) as mod., which authorized new tv station to extend completion date to 11-22-55. Main trans. and antenna (BMPCT-3071).
WTVD Durham, N. C., Durham Bcstg. Enterprises Inc.—Mod of CP (BPCT-895) as mod., which authorized new tv station to extend completion date to 11-7-55 (BMPCT-3092).

May 9 Applications

ACCEPTED FOR FILING

Renewal of License

WCNB Connersville, Ind., News-Examiner Co.—(BR-2135).

WANTED TO BUY

Stations

RADIO STATION WANTED
MINNESOTA-WISCONSIN-IOWA
OR SURROUNDING AREA
ADEQUATE FINANCING AVAILABLE
FOR ANY OFFER
BOX 436A, B•T

Equipment

WANTED
COMPLETE TWO CAMERA REMOTE UNIT
Switcher, sync generator, m/w, etc.
Contact
Peter Onnigian, Chief Engineer
KBET-TV, Sacramento, California

Employment Services

PR* vs *PR

We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.
A confidential service to Radio and TV Stations, and program producers, anywhere.
Palmer-DeMeyer (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people.

INSTRUCTION

NATIONAL ACADEMY of BROADCASTING



3338 16th St., N.W.
Washington, D. C.
Job Getting Courses in
Announcing, Writing, Producing for Radio & TV
Call Decatur 2-5580
New Term Starts June 2

WKJG Fort Wayne, Ind., Northeastern Indiana Bcstg. Co.—(BR-2737).
WIRE Indianapolis, Ind. (& Aux.), Indianapolis Bcstg. Inc.—(BR-494).
WJVA South Bend, Ind., St. Joseph Valley Bcstg. Corp.—(BR-1877).
WAOV Vincennes, Ind., Vincennes Sun Co.—(BR-1098).
WCMI Ashland, Ky., The Ashland Bcstg. Co.—(BR-849).
WCTT Corbin, Ky., The Corbin Times-Tribune—(BR-1665).
WHOP Hopkinsville, Ky., Hopkinsville Bcstg. Co.—(BR-1044).
WAGC Chattanooga, Tenn. (& Aux.), Tennessee Valley Bcstg. Co.—(BR-1233).
WTPR Paris, Tenn., Paris Bcstg. Co.—(BR-1674).

Renewal of License Returned

WFKY Frankfort, Ky., Frankfort Bcstg. Co.—(Not signed & dated wrong).

Modification of CP

KBAY-TV San Francisco., Calif., Leonard Averett and Lily B. Averett, a partnership, d/b as Bay Television—Mod. of CP (BPCT-1490) as mod., which authorized new tv station to extend completion date to 11-11-55 (BMPCT-3094).
WQMC Charlotte, N. C., WQMC Television Inc.—Mod. of CP (BPCT-344) as mod., which authorized new tv station to extend completion date to 11-28-55 (BMPCT-3093).
KVAN-TV Vancouver, Wash., KVAN Inc.—Mod. of CP (BPCT-959) as mod., which authorized new tv station to extend completion date to 11-15-55 (BMPCT-3095).
WLBC Muncie, Ind., Tri-City Radio Corp.—(BR-497).
WFKN Franklin, Ky., Franklin Bcstg. Co.—(BR-2951).
WKIC Hazard, Ky., BMG Bcstg. Corp.—(BR-1787).
WDXI Jackson, Tenn., Dixie Bcstg. Co.—(BR-2191).
WDXE Lawrenceburg, Tenn., Lawrenceburg Bcstg. Co.—(BR-2639).
WDIA Memphis, Tenn., Bluff City Bcstg. Co.—(BR-1708).
WMAK Nashville, Tenn., Volunteer State Bcstg. Co.—(BR-2036).
WENK Union City, Tenn., Union City Bcstg. Co.—(BR-1366).

Renewal of License Returned

WIEL Elizabethtown, Ky., Elizabethtown Bcstg. Co.—(Re: date of Section II & method used, Section II).

Renewal of License

WTRC-FM Elkhart, Ind., Truth Pub. Co.—(BRH-209).
WMLL (FM) Evansville, Ind., On the Air Inc.—(BRH-2).
WMRI-FM Marion, Ind., Chronicle Pub. Co.—(BRH-493).
WBOW-FM Terre Haute, Ind., Banks of the Wabash Inc.—(BRH-482).
WLBJ-FM Bowling Green, Ky., The Bowling Green Bcstg. Co.—(BRH-226).
WVJS-FM Owensboro, Ky., Owensboro on the Air Inc.—(BRH-487).
WAPO-FM Chattanooga, Tenn., WAPO Bcstg. Services Inc.—(BRH-772).
WLIL-FM Lenoir City, Tenn., WLIL Inc.—(BRH-591).
WSOK-FM Nashville, Tenn., Nashville Bcstg. Co.—(BRH-752).
WBIR-FM Knoxville, Tenn., Radio Station WBIR Inc.—(BRH-530).

May 10 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of May 6

Granted License

WCTA-FM Andalusia, Ala., Andalusia Bcstg. Co.—Granted license covering changes in existing station, to specify transmitter location (BLH-1046).

Granted STA

WSAV-FM Savannah, Ga., WSAV Inc.—Granted STA to waive requirements of Sec. 3.261 of the rules to permit station to remain silent for period of six months to permit investigation of damage to fm antenna.
WGH-FM Newport News, Va., Hampton Roads Bcstg. Corp.—Granted STA to waive requirements of Sec. 3.261 to permit station to remain silent for period of 90 days due to construction work at transmitter.

Modification of CP

The following were granted extension of completion dates as shown:
WICR Cruz Bay, V. I., to 11-4-55; KSBR San Bruno, Calif., to 11-12-55; WTVD Durham, N. C., to 11-7-55.

Actions of May 5

Remote Control

The following stations were granted authority to operate transmitters by remote control:
KTSA San Antonio, Tex., while using non-DA; WAPI Birmingham, Ala., while using non-DA; WCHS Charleston, W. Va., while using non-DA; WSKI Montpelier, Vt.

Modification of CP

The following were granted extension of completion dates as shown:
WDAK-TV Columbus, Ga., to 11-22-55; WFTG London, Ky., to 7-1-55.

Actions of May 4

Granted License

WACL Waycross, Ga., Teletronics Inc.—Granted license covering change from daytime to U, using DA-N (BL-5390).

Granted CP

WCDL Carbondale, Pa., Carbondale Bcstg. Co.—Granted CP to change antenna and transmitter location and cancel remote control authority (BP-9777).

Early Sign-off

KMLW Marlin, Tex., KMLW Inc.—Granted permission to sign off at 6:30 p.m. each evening for the months of May thru August 1955.
KBMW Wahpeton, N. D., Interstate Bcstg. Corp.—Granted waiver of rules to permit regular operation from 6 a.m. to 7 p.m. weekdays and from 8 a.m. to 7 p.m. Sundays, except when carrying events of a special nature, for period ending 4-1-56.

Remote Control

KLIF Dallas, Tex., Trinity Bcstg. Corp.—Granted authority to operate transmitter by remote control while using non-DA.

Modification of CP

The following were granted extension of completion dates as shown:
WFAA-TV Dallas, Tex., to 12-2-55; KRLD-TV Dallas, Tex., to 12-2-55; WEHT Henderson, Ky., to 12-3-55; WSBT-TV South Bend, Ind., to 11-27-55.

Actions of May 3

Modification of CP

The following were granted extension of completion dates as shown:
KCKT Great Bend, Kan., to 11-3-55; WJAR-TV Providence, R. I., to 12-3-55.

Actions of May 2

Modification of CP

The following were granted extension of completion dates as shown:
WTVS (TV) Detroit, Mich., to 11-30-55; KPAR-TV Sweetwater, Tex., to 10-26-55; WBRE-TV Wilkes-Barre, Pa., to 12-1-55.

May 10 Applications

ACCEPTED FOR FILING

Renewal of License

WIBC Indianapolis, Ind., WIBC Inc.—(BR-985).
WLRP New Albany, Ind., Ohio Valley Bcstg. Inc.—(BR-2278).
WHOT South Bend, Ind., South Bend Bcstg. Corp.—(BR-1202).
WLAP Lexington, Ky., American Bcstg. Corp.—(BR-309).
WSFC Somerset, Ky., Southeastern Bcstg. Co.—(BR-1872).
WMFS Chattanooga, Tenn., WMFS Inc.—(BR-2656).
WHBT Harriman, Tenn., The Harriman Bcstg. Co.—(BR-1664).
WKGN Knoxville, Tenn., WKGN Bcstg. Co.—(BR-1750).

Application Returned

KCIJ Shreveport, La., Southland Bcstg. Co.—CP to install new transmitter and antenna, as an auxiliary transmitter and antenna (at main studio location) on 980 kc, 250 w for auxiliary purposes only and operate auxiliary transmitter by remote control (Incomplete).

Modification of CP

KTLA (TV) Los Angeles, Calif., Paramount Television Productions Inc.—Mod. of CP (BPCT-1698) as mod., which authorized changes in facilities of existing tv station to extend completion date to 9-1-55 (BMPCT-3101).
KYTV (TV) Springfield, Mo., Springfield Television Inc.—Mod. of CP (BPCT-800) as mod., which authorized new tv station to extend completion date to 11-15-55 (BMPCT-3103).
WGR-TV Buffalo, N. Y., WGR Corp.—Mod of CP (BPCT-1746) as mod., which authorized new tv station to extend completion date to 9-1-55 (BMPCT-3105).
KGNC-TV Amarillo, Tex., Globe-News Pub. Co.—Mod. of CP (BPCT-769) as mod., which authorized new tv station to extend completion date to 12-8-55 (BMPCT-3104).

May 11 Decisions

ACTIONS ON MOTIONS

Quincy, Wash.—The Commission granted motion filed by counsel for R. E. Darwood and 19 others, to consolidate the hearing in the matter of Cease and Desist Orders to be directed against them in re operation of an unlicensed tv station in and around Quincy, Wash. (Dockets 11337 et al.), hearing on which commenced May 9.

By Comr. Frieda B. Hennock on May 5

Raleigh, N. C., WPTF Radio Co.; Capitol Bcstg. Co.—Granted petition of WPTF for extension of time to and including June 8 within which to file exceptions to initial decision in re ch. 5 (Dockets 10861-62).

By Examiner Hugh B. Hutchison on May 9

Murphy, N. C., Cherokee Bcstg. Co.; Valley Bcstg. Co.—Granted petition of Valley requesting that L. L. Mason of Murphy be admitted to practice *pro hac vice* in a deposition proceeding to be conducted by that applicant on May 10 in re am application (Dockets 11102-11255). Also granted motion of Cherokee to admit Omar Lee Anderson to practice *pro hac vice* on its behalf in the above deposition proceeding.

By Examiner H. Gifford Irion

Upon oral request of radio station WSOC Inc., et al., applicants for ch. 9 in Charlotte, N. C. (Dockets 8837 et al.), continued from May 16 to May 20 the date for filing reply findings in this proceeding. Action May 10.

WOI Ames, Iowa, Iowa State College of Agr. and Mech. Arts—Ordered that the commencement of hearing now scheduled for May 31 be continued to June 7 in re application for SSA (Docket 11290). Action May 4.

By Examiner Annie Neal Huntting on May 10

Levittown-Fairless Hills, Pa., Mercer Bcstg. Co., Trenton, N. J.; Drew J. T. O'Keefe, et al.—Denied motion of O'Keefe, et al., to squash notice of taking depositions in re applications for am stations (Dockets 10931-33).

By Examiner Elizabeth C. Smith on May 4

New Orleans, La., James A. Noe and Co.—Granted in part petition to reopen the record in proceeding re tv ch. 4 (Dockets 8936 et al.), for the sole purpose of receiving in evidence that portion of affidavit of Noe which relates to unavailability of James E. Gordon as general manager of proposed tv station; denied motion in all other respects.

By Examiner Herbert Sharfman on May 10

WAGC Fort Oglethorpe, Ga., Tennessee Valley Bcstg. Co.; E. Weaks McKinney-Smith, Paducah, Ky.—The examiner, on his own initiative, directed counsel for applicants to appear at a prehearing conference on June 7 in re am applications (Dockets 11272-73).

BROADCAST ACTIONS

By the Commission en banc

Modification of CP

WTHS-TV Miami, Fla., Lindsay Hopkins Vocational School of Dade County, etc.—Granted six-month extension of time to complete construction of non-commercial educational tv station, ch. *2 (BMPET-69).

Renewal of License

The following stations were granted renewal of licenses for the regular period:

KAMO Rogers, Ark.; KNEA Jonesboro, Ark.; KOSY Texarkana, Ark.; KXRJ Russellville, Ark.; WHOC Philadelphia, Miss.; WHSY Hattiesburg, Miss.; WHXY Bogalusa, La.; WIBR Baton Rouge, La.; WIKC Bogalusa, La.; WJBO Baton Rouge, La.; WJMB Brookhaven, Miss.; WJMR New Orleans, La.; WJPR Greenville, Miss.; WJXN Jackson, Miss.; WKOZ Kosciusko, Miss.; WLAU Laurel, Miss.; WICS Baton Rouge, La.; WLOX Biloxi, Miss.; WLSM Louisville, Miss.; WMBC Macon, Miss.; WMDC Hazelhurst, Miss.; WMPA Aberdeen, Miss.; WMOX Meridian, Miss.; WMRY New Orleans, La.; WNLA Indianola, Miss.; WQBC Vicksburg, Miss.; WRBC Jackson, Miss.; WRJW Picayune, Miss.; WROB West Point, Miss.; KDRS Paragould, Ark.; KNBY Newport, Ark.; KOTN Pine Bluff, Ark.; KPLC Lake Charles, La.; KPOC Pocahontas, Ark.; WJDX Jackson, Miss.; WNAG Grenada, Miss.; WPMP Pascagoula, Miss.; WROX Clarksdale, Miss.; WSLI Jackson, Miss.; WSSO Starkville, Miss.; WTOK Meridian, Miss.; WTUP Tupelo, Miss.; WVMI Biloxi, Miss.; WWEZ New Orleans, WWL New Orleans; WXOK Baton Rouge, La.; KALB-FM Alexandria, La.; KBTM-FM Jonesboro, Ark.; KICN-FM Blytheville, Ark.; WPOC-FM Pocahontas, Ark.; WAFP-FM Baton Rouge, La.; WBRL-FM Baton Rouge, La.; WDSU-FM New Orleans; WGCM-FM Gulfport, Miss.; WJDX-FM Jackson, Miss.; WLCS-FM Baton Rouge, La.; WRCM New Orleans; WRFM (FM) Hattiesburg, Miss.; KANW Albuquerque, N. M.; KMUW Wichita, Kan.; WERS Boston, Mass.; WHA-FM Madison, Wis.; WDSU-TV New Orleans; WJVB Jacksonville Beach, Fla.; WOAK Atlanta, Ga.; WTUN Tampa, Fla.

McFarland Letter

WLAQ Rome, Ga., News Pub. Co.—Is being advised that application for renewal of license (BR-1512) and for transfer of control of licensee (BTC-1954) indicate necessity of a hearing.

May 11 Applications

ACCEPTED FOR FILING

Renewal of License

WEOA Evansville, Ind., Consolidated Television & Radio Bcstrs. Inc.—(BR-883).

WGL Fort Wayne, Ind., News-Sentinel Bcstg. Co.—(BR-491).

WFBM Indianapolis, Ind., Consolidated Television & Radio Bcstrs. Inc.—(BR-493).

WLBJ Bowling Green, Ky., The Bowling Green Bcstg. Co.—(BR-1076).

WINN Louisville, Ky., Kentucky Bcstg. Corp.—(BR-1067).

WLSI Pikeville, Ky., Cumberland Pub. Co.—(BR-2214).

WAPO Chattanooga, Tenn., WAPO Bcstg. Service Inc.—(BR-902).

WDEF Chattanooga, Tenn., WDEF Bcstg. Co.—(BR-2014).

WDXN Clarksville, Tenn., Clarksville Bcstg. Co.—(BR-3037).

WJZM Clarksville, Tenn., Campbell and Sheftall—(BR-1152).

WEKR Fayetteville, Tenn., Fayetteville Bcstg. Co.—(BR-2161).

WAGG Franklin, Tenn., Williamson County Bcstg. Co.—(BR-2796).

WGRV Greeneville, Tenn., Radio Greeneville Inc.—(BR-1350).

WJHL Johnson City, Tenn., WJHL Inc.—(BR-988).

WNOX Knoxville, Tenn., Scripps-Howard Radio Inc.—(BR-473).

WMC Memphis, Tenn., Memphis Pub. Co.—(BR-477).

WREC Memphis, Tenn., WREC Bcstg. Service—(BR-485).

WDEH Sweetwater, Tenn., The Harriman Bcstg. Co.—(BR-3075).

Remote Control

WDEC Americus, Ga., The Americus Bcstg. Co.—(BRC-718).

Application Returned

Wynne, Ark., East Arkansas Bcstrs. Inc. (c/o J. L. Shaver Jr., Ben Block Bldg.)—CP for new standard broadcast station on 1400 kc, with 250 w. unlimited hours of operation (Exhibits II & III incorrectly dated).

Renewal of License Returned

WOCH North Vernon, Ind., Dorrell Ochs—(Re: Verification; Sec. IV, paragraph 12).

WHBQ Memphis, Tenn., General Teleradio Inc.—(Re: Signature and Verification).

License for CP

WVLN-FM Olney, Ill., Olney Bcstg. Co.—License to cover CP (BPH-1976) as mod., which replaced expired permit which authorized new fm station (BLH-1052).

WPAD-FM Paducah, Ky., Paducah Bcstg. Co.—License to cover CP (BPH-2011), which authorized changes in licensed station (BLH-1050).

KPFM (FM) Portland, Ore., Stanley M. Geard et al. d/b as Bcstrs. Ore. Ltd.—License to cover CP (BPH-1995) as mod., which authorized changes in licensed station (BLH-1051).

WEMC (FM) Harrisonburg, Va., Board of Trustees of Eastern Mennonite College Inc.—License to cover CP (BPED-256) as mod., which authorized new fm educational station (BLED-170).

Renewal of License

KWAR (FM) Waverly, Iowa, Wartburg Normal College of the American Lutheran Church—(BRED-82).

Modification of CP

KNTV (TV) San Jose, Calif., Standard Radio and Television Co.—Mod. of CP (BPCT-1542) as mod., which authorized new tv station extension completion date to 10-15-55 (BMPCT-3108).

WAGE-TV Marquette, Mich., Peninsula Television Co.—Mod. of CP (BPCT-1783) as mod., which authorized new tv station extension of completion date to 9-1-55 (BMPCT-3098).

UPCOMING

MAY

May 16: RAB Clinic, Trenton, N. J.
May 17-18: *Chicago Tribune* Forum on Distribution and Advertising, WGN studio, Chicago.
May 17: RAB Clinic, Philadelphia.
May 18: RAB Clinic, Pittsburgh.
May 19: RAB Clinic, Buffalo, N. Y.
May 19-20: CBS-TV Affiliates, Waldorf-Astoria Hotel, New York.
May 20: RAB Clinic, Syracuse, N. Y.
May 22: Radio Pioneers Banquet, Washington.
May 22-26: NARTB Convention, Shoreham and Sheraton-Park hotels, Washington.
May 23: Community Broadcasters Assn., Shoreham Hotel, Washington.
May 31: Deadline, Fund for the Republic Television Awards (script contest), New York.
May 31: RAB Clinic, St. Louis.

JUNE

June 1: Deadline, Nominations for Outstanding Young Advertising Man, Assn. of Adv. Men & Women of New York.
June 1: RAB Clinic, Wichita, Kan.
June 2: RAB Clinic, Denver.
June 3: RAB Clinic, Salt Lake City.
June 5-8: Adv. Federation of America golden anniversary convention, Palmer House, Chicago.
June 5-8: Alpha Delta Sigma convention (adv. fraternity), Palmer House, Chicago.
June 6-8: National Community Tv Assn. convention, Park Sheraton Hotel, New York.
June 12-14: Iowa Broadcasters Assn., Crescent Beach Lodge, Lake Okaboji.
June 13: BMI Clinic, Turf Club, Twin Falls, Idaho.
June 13: RAB Clinic, New York.
June 14: BMI Clinic, Rainbow Hotel, Great Falls, Mont.
June 14: RAB Clinic, Hartford, Conn.
June 15: BMI Clinic, Hotel Utah, Salt Lake City.
June 15: RAB Clinic, Boston.
June 16: RAB Clinic, Manchester, N. H.
June 17: BMI Clinic, Hotel Denver, Glenwood Springs, Colo.
June 17: BMI Clinic, Edgewater Beach Hotel, Detroit Lakes, Minn.
June 17: RAB Clinic, Bangor, Me.
June 17-18: Colorado Broadcasters Assn. meeting, Denver Hotel, Glenwood Spring.
June 20-22: National Assn. of Tv & Radio Farm Directors meeting, Washington.
June 20-July 1: WSM-Peabody College Radio-Tv Workshop, Nashville, Tenn.
June 21: Television News Institute, Northwestern U., Evanston, Ill.
June 23-25: NARTB combined boards of directors, The Homestead, Hot Springs, Va.
June 24-25: Virginia Assn. of Broadcasters, Engleside Hotel, Staunton.
June 26-29: Adv. Assn. of the West convention, Portland, Ore.
June 27-30: Western Assn. of Broadcasters (Canadian) convention, Jasper Park Lodge, Jasper, Alberta.
June 28: Presentation, Outstanding Young Advertising Man, Assn. of Adv. Men & Women of New York.

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.
I've checked service desired.

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Code: Over the Hump

THREE years ago tv broadcasters delegated to five of their number the tough, thankless task of drafting and administering a code to govern programming and business practices. "Blood and thunder" or "hucksters run riot" were among the epithets hurled at tv by reform groups. Newspapers, magazines and other media which feared the new competition gave wings to the catch-phrases. Carping critics in Congress joined the chorus.

Many in broadcasting had tongue-in-cheek about the success of "voluntary self-regulation." Past code history in radio and in other fields hadn't produced results worth shouting about. Codes generally had been observed in the breach. (We were among those, who, despite our fervent wish for its success, nevertheless thought the goal wishful.)

They failed to reckon with the calibre of persons who served on the first Television Code Review Board. They tackled the job with the zeal of the Founding Fathers. Today the code is a respected document, and the Review Board a recognized organism within television that has accomplished its goal without recrimination or rancor, and without turning state's evidence.

Three members of that original board retire at the Washington NARTB convention. John E. Fetzer, chairman; J. Leonard Reinsch, vice chairman, and Mrs. A. Scott Bullitt conclude their service in accordance with the regulations governing tenure of office. They have served well and valiantly. With their two former colleagues, E. K. Jett and Walter J. Damm, they got the code over the hump.

Television is fortunate in having available people willing to assume responsibility without glory.

A year ago, G. Richard Shafto and William B. Quarton accepted appointment to the board. They broke in under the three charter members who now retire. And appropriately, they succeed to the chairmanship and vice chairmanship, respectively. The three new members, Richard A. Borel, Roger W. Clipp and Mrs. Hugh McClung, constitute a strong, experienced and articulate phalanx to buttress the new officers.

The code assignment is a continuing one. There can be no resting on oars. There are now some 250 subscriber stations. The task is to get a substantial majority, in numbers as well as in status, within the embrace of the code. With the significant record of accomplishment this task should not be as difficult.

On and Off the NARTB Agenda

LOOK at the agenda for the 33d annual convention of NARTB, which convenes in Washington next week, and you would judge everything is sweetness and light in this business of broadcasting. The agenda, of course, does not cover the side sessions, the smoke filled rooms or the corridor conclaves, where smouldering issues are fired up or new ones touched off.

This seems to be the new mode in big conventioneering—a sort of contrived effort to keep the hot ones off the formal agenda. The notion seems to be that there are enough all-industry problems to occupy the limited business sessions, and that those individual problems, which pit big station against little, network against national spot, uhf against vhf, should not be agitated in the general meetings, but left to the groups or segments affected.

Nowhere on the agenda are to be found such vexing matters as subscription television, the plight of the uhf stations, community antennas and the subterranean efforts to wrest from television low band vhf channels for use by the military. The legislative treadmill, we assume, will get some attention when the respective chairmen of Senate and House Commerce Committees speak at Tuesday's "Government Day" session.

We agree with the view of NARTB President Harold Fellows, as expressed in his B•T INTERVIEW [B•T, May 2] that the basic function of NARTB is to make all radio and all television in America bigger, better and stronger, and particularly to preserve the American system of free enterprise. Mr. Fellows has served well the art that is broadcasting these past four years. He has achieved success by hewing closely to this overall philosophy.

Mr. Fellows and the respective boards of NARTB know that in a field as volatile as broadcasting, hard and fast rules that have worked in the past may not be satisfactory in today's economy.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"We're nearly there, men . . . for the first time this peak will be conquered by man!"

Certainly the issues raised in the uhf-vhf controversy can affect the overall well-being and future of free, competitive television. Certainly the quiet but insistent demands of the military for more spectrum space, which could be ordained by a stroke of the Presidential pen, could bring appalling destruction to the public's investment, let alone that of television broadcasters. Subscription tv is an issue that cannot be dealt with in catch-phrases or generalities.

We know these problems are real because both the buyers and the sellers—the broadcasters and the advertisers and their agencies—constantly raise them. They want to know where these media are headed.

Broadcasters may be able to get some of the answers in the FCC panel session scheduled for Tuesday afternoon. Chairmen Magnuson and Priest of the respective Senate and House Commerce Committees will be there, too. We hope they will be prevailed upon to sit in on the question-answer sessions, for the edification not only of the broadcaster delegates, but also the members of the FCC.

15% in Handcuffs?

ALTHOUGH radio and television are not directly involved in the government's antitrust action against newspapers and the American Assn. of Advertising Agencies, it is quite possible that the broadcaster-agency relationship would be altered if the government succeeded in its desires.

A central issue in the government's case against the newspapers' agency recognition system is the 15% agency commission which is one of the standards on which the system is based.

Broadcasters, as a group, have never had a comparable recognition system, although some of them have urged it, but in general they have dealt with agencies on the 15% basis established in the newspaper field.

A successful prosecution by the government in this case could mean the introduction of chaos in agency compensation. As it is, the agency business is not among the most stable in the world. A return to the bargaining and haggling that obtained before the 15% commission standard was established would certainly not provide further stabilization in this field.

In a sense broadcasters may be grateful that they did not jointly set up standards like those of the newspaper publishers, for if they had, they too would be in a scuffle with the government.

That is not to say, however, that some sort of standard to protect broadcasters against undependable agencies would not have been desirable or that the existing recognition system in the newspaper field is not. We pretend to no legal knowledge, but it seems to us the Dept. of Justice's antitrust division in this case has gone out of its way to find work.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

Beeline RADIO

delivers more for the money



These *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

In this mountain-isolated market, the Beeline serves an area with over 2 million people and over 4 billion in spendable income. *(1954 Consumer Markets)*



McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative


RCA ELECTRON TUBE 6146
RCA ELECTRON TUBE 5R4GY
RCA ELECTRON TUBE 5R4GY
RCA ELECTRON TUBE 5R4GY

MAY 23, 1955 35c PER COPY

BROADCASTING TELECASTING

1955

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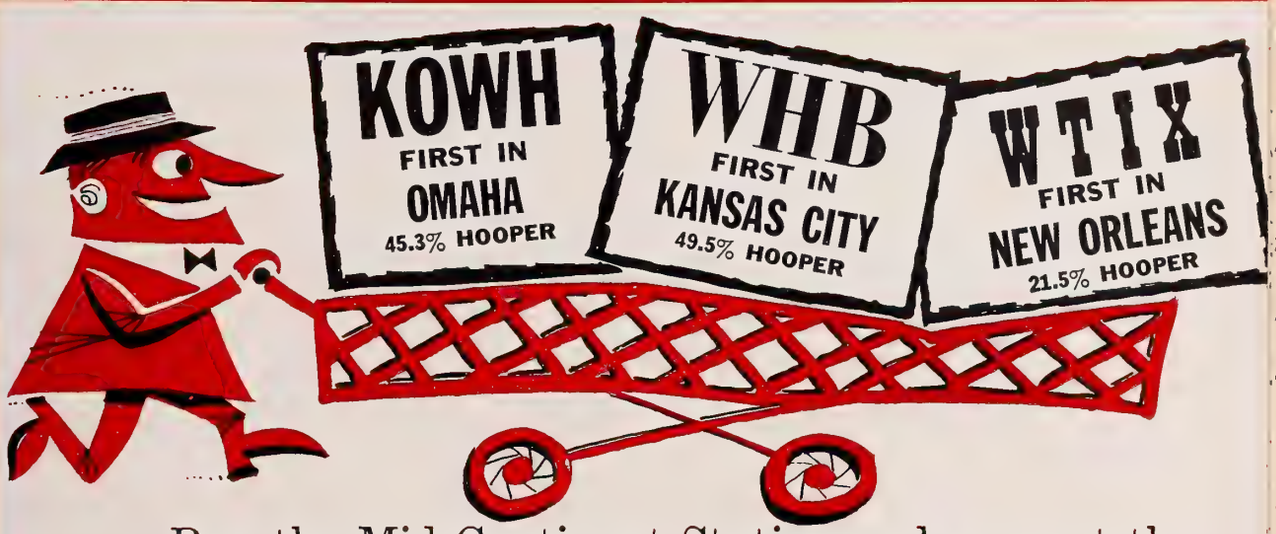
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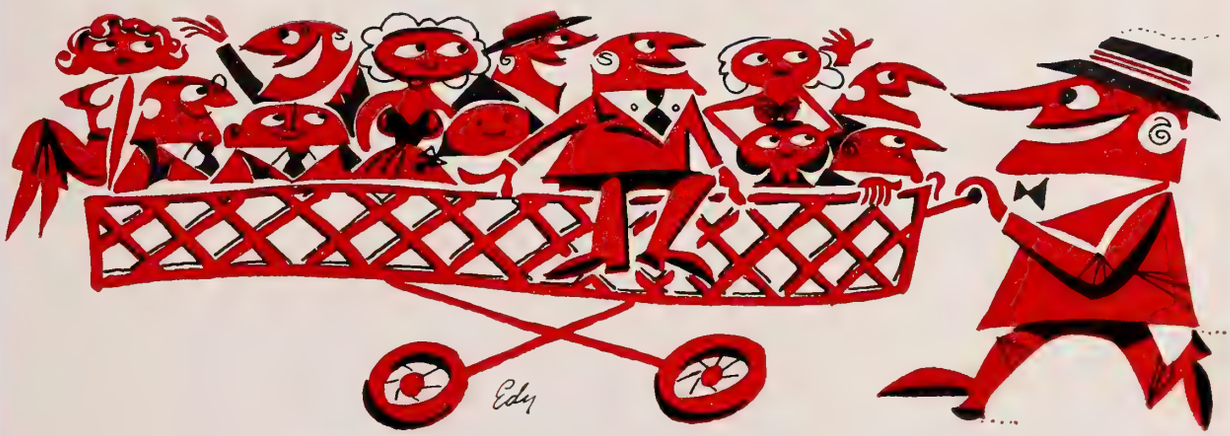
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24TH year

THE NEWSWEEKLY OF RADIO AND TV



Buy the Mid-Continent Station and you get the biggest audience in each of these 3 markets



OMAHA. For 42 consecutive months KOWH has been No. 1 . . . March-April 1955 daytime average Hooper: 45.3%. KOWH "owns" every single daytime quarter hour in the Omaha air day. Wide coverage, too, on 660 kc. KOWH gets live results for its local and national advertisers. Get **H-R** or General Manager **Virgil Sharpe** to tell you about it.

KANSAS CITY. It's unanimous in Kansas City. WHB leads in all 3 major surveys — Hooper (49.5%, March-April 1955 daytime average) . . . Pulse *and* Trendex. And remember, WHB has been under Mid-Continent ownership management less than a year. 10,000 watts, on 710 kc. Talk to **John Blair,** or General Manager **George W. Armstrong** about K.C. sales.

NEW ORLEANS. From 11th to 1st among 11 stations in only a year—that's the record of WTIX, now first in New Orleans with a daytime Hooper of 21.5% (April, 1955). Second station, 15.1%. An old New Orleans tradition is giving way to a new one—for listening, for time-buying. Chat with **Adam J. Young, Jr.** or General Manager **Fred Berthelson.**

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

KOWH, Omaha
Represented by
H-R Reps., Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.



KELLOGG

Traditionally in the Public Confidence . . .

Kellogg's cereals are custom built for enjoying the finer things in life. Kellogg food scientists work constantly seeking new ways to make breakfast meals more enjoyable in taste, more beneficial in nutrition. In the field of broadcasting, the Havens & Martin, Inc., Stations are distinguished for programs scientifically tailored to the viewing and listening habits of a vast and loyal audience in one of the South's richest areas. The wide appeal of these "custom built" programs makes it easy for advertisers over Richmond's only complete broadcasting institution to convert an unusually responsive audience into sales. Join with confidence the growing list of advertisers who use the First Stations of Virginia—WMBG-AM, WCOD-FM and WTVR-TV —for their advertising needs.

PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET

WMBG AM WCOD FM WTVR TV

MAXIMUM POWER 100,000 WATTS • MAXIMUM HEIGHT 1049 FEET

WTVR Represented Nationally by BLAIR TV, INC.
WMBG Represented Nationally by THE BOLLING CO.



Station Accounts: - - - - - - - Oldsmobile dealer Harlan Lane has bought all-night telethon on KGUL-TV May 6, running 10:30 p.m. to 7 a.m., with 2 hours of simulcasting on radio KNUZ and costing reported $6000, besides fee for comic Jerry Colonna, m.c. Report isn't in yet whether he sold all 100 new & used cars on floor—but gimmick of having salesroom as "studio," letting customers be televised signing up, serving doughnuts & coffee, all heralded in full-page ads in city's newspapers, is unique in TV's commercial annals. - - - -

Television Digest May 9, 1955

Q.

a good question

needs a good answer

A.

AUTOTHON

Lane Sells 100 Cars On TV

The nation's first all-night TV Deal-O-Rama signed off the air at 8 a.m. Saturday, and weary but enthusiastic Lane Oldsmobile officials totaled up their sales.

Over 100 new and used cars hit the auction block in a night of televised buying and selling that Charles Lane, firm general manager, termed "nothing short of a tremendous success."

"It's wonderful," he beamed. "And what's more, we expect to sell 100 more cars by 10 o'clock tonight. We'll be here all day."

The Lane-sponsored autothon started at 11:30 p.m. Friday with Jerry Colonna as emcee and a host of local entertainers between sales. At 7 a.m. Saturday—sign off time—trading was so hot that Lane officials extended the telecast for an extra hour.

THE HOUSTON CHRONICLE

SATURDAY, MAY 7, 1955

CBS TELEVISION NETWORK

KGUL-TV USED EXCLUSIVELY

kgul TV

GULF TELEVISION COMPANY GALVESTON, TEXAS

REPRESENTED NATIONALLY BY CBS TELEVISION SPOT SALES

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter Ma rch 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



KRLD'S STOCK IS GOING UP, TOO!

Again, KRLD DELIVERS MORE AUDIENCE in Dallas and Fort Worth combined, during the cumulative hours from 6:00 a.m. until 12:00 midnight, seven days a week, than any other station or frequency.

This is the February - March, 1955, report of Pulse, Incorporated, an independent audience measurement service subscribed to by five Dallas stations.

KRLD's month-in-and-month-out dominance of the Southwest's Largest and Most Responsive metropolitan market sets a new high in coverage efficiency. Equally, KRLD's leadership in its vast primary coverage area (3,303,700 population) is thus reliably indicated. Your advertising investment in KRLD is certain to produce proportionately Big Gains for you. The cost is lower than you think.

KRLD is the eighth largest CBS radio network station circulation-wise in the nation.

SAMS report, 1952.

KRLD
50,000 WATTS

CBS OUTLET FOR THE DALLAS AND FORT WORTH AREA
OWNERS AND OPERATORS OF KRLD-TV, CHANNEL 4, MAXIMUM POWER
THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE
THE DALLAS TIMES HERALD STATIONS
Exclusive Representative: THE BRANHAM COMPANY
John W. Runyon, *Chairman of the Board* Clyde W. Rembert, *President*

closed circuit®

FIVE FOR THREE • Being talked up by network affiliates is project for five-year broadcast licenses (both radio and tv), five-year network affiliation contracts, with one-year negotiating period. Present license period is three years; network affiliation contracts two years and negotiating period six months.

B•T

NARTB convention in Washington this week will be springboard for Chairman Magnuson (D-Wash.) of Senate Commerce Committee in announcing he is petitioning finance committees of Senate and House to eliminate 10% excise tax on manufacture of all-band receivers as first step toward giving relief to harassed uhf stations. Despite historic unwillingness of Congress to give special tax relief for fear it will open floodgates for others, Sen. Magnuson will make all-out effort and will urge support of all broadcasters in common cause. FCC Chairman George C. McConnaughey is expected to give project his wholehearted blessing when he addresses NARTB convention Tuesday.

B•T

"DO YOU OWN A TV?" Yes . . . No . . . If yes, how many? Those are questions being included in annual survey of nation's population of Bureau of the Census for Advertising Research Foundation. Survey is based on "stratified sample" projected to 100%. ARF foots bill on basis of computations desired (*i.e.,* by metropolitan areas, income groups, rural vs. urban, etc.).

B•T

IT'S STILL Richard A. Mack as Administration's Democratic choice to succeed Comr. Frieda B. Hennock on FCC next June 30. Delay by White House in announcing nomination or "intention to appoint" Florida public utility commissioner occasioned by "security check" routine. It might be another week, according to White House sources, before check is completed.

B•T

TALENT FIRST • Look for Senate Magnuson Committee inquiry to open with study of programming-talent aspects rather than network practices and FCC administration. Sydney Davis, majority counsel, has been in New York making preliminary investigation and shortly will give committee his ideas on "constructive" course of action when hearings begin some weeks hence.

B•T

BEING studied by Magnuson Committee staff, it's learned, are complaints about program distribution which all but preclude transmission to secondary markets because of charges imposed by talent agencies (such as William Morris) to comply with union work requirements (Screen Actors Guild, Actors Equity, etc.) Contention is rates are jumped in ratio to number of markets used, making addition of tv outlets prohibitive for advertiser. For example, New York, Chicago and Los Angeles are computed as constituting seven markets each under union rules, with scale fixed accordingly.

B•T

MCCONNELL TO DUMONT? Joseph H. McConnell, who recently resigned as president of Colgate-Palmolive [B•T, May 9], reportedly is being considered for presidency of DuMont Laboratories under reorganized structure. Also mentioned as possibility is Seymour Mintz, who resigned last week as president of CBS-Columbia (story page 124). Before Mr. McConnell joined C-P two years ago, he was president of NBC and prior to that executive vice president of RCA.

B•T

SHIFT OF H. C. Bonfig, second man in Zenith, to CBS-Columbia, manufacturing division of CBS Inc., portends greater competition in set manufacturing field, with color upcoming, and may have bearing on toll tv fight. Mr. Bonfig, one of best known figures in manufacturing end, was Zenith's top spokesman on Phonevision. It's understood he has five-year contract with CBS, including stock options and retirement and pension privileges.

B•T

TWO YEARS FOR TAPE • While laboratory progress in tv tape recording is proceeding rapidly, equipment makers feel minimum of year, probably more, will be needed before system can be turned over to industrial designers. Another two years will be needed before equipment is ready for commercial use, they contend, adding that present stage of new art doesn't justify reluctance of stations to buy film projection gear.

B•T

AT ITS NARTB presentation Thursday afternoon, Television Bureau of Advertising will uncork results of hitherto secret survey showing television exerts more influence on buying decisions than other media. In survey, made in super markets in five U. S. cities, motivation researchers questioned customers after national brand purchases were made.

B•T

BARTER QUESTIONED • Certain station representatives are giving second look to "barter" deals whereby tv station trades time segments for sponsored film for which station obtains second run and residual rights. One such deal offers across-board strips on 52-week basis. Top representation firm has advised its stations it does not endorse bartering of time for sponsored film, questioning both principle and effect on station and industry structure. Spokesman for representative firm comments: "There's always somebody seeking a 'free time' ride on someone else's business."

IS REORGANIZATION of International Telemeter Co., 80% owned by Paramount Pictures, in offing? Paul A. Porter, Washington counsel for Paramount and former FCC chairman, was in Los Angeles last week in connection with pay-tv project.

B•T

RHUBARB BREWING? There may be full-scale fight brewing between major leagues and broadcasters over practice by some clubs of charging fee (usually $50) for appearance by players in tape-recorded interviews at ballparks (not studios). John Harrington, sports director of CBS o&o WBBM Chicago, has taken initiative with open letter to ball representatives and may carry plea to Comr. Ford Frick. He charges inequality between press and radio and claims that without "exploitation" values of both media, parks would be empty.

B•T

FCC commissioners will give as well as take at question-answer session before NARTB convention tomorrow (May 24). At end of session each commissioner will submit sealed envelope containing question he would most like to have broadcasters answer. Questions will be read, but delegates will be spared ordeal of answering.

B•T

NOW IT CAN BE TOLD • That Mrs. Oveta Culp Hobby, first person to hold office of Secretary of Health, Education & Welfare and only woman member of Eisenhower cabinet, would resign this summer had been confided to intimates months ago. President Eisenhower, at last Wednesday's news conference, said Mrs. Hobby had notified him that conditions might arise to compel her to leave government. Former Texas Gov. William P. Hobby, it is known, has been insisting his wife resign because she was "working too hard." It's expected she will return to Houston sometime this summer to resume her duties as co-publisher of *Houston Post* which operates KPRC-AM-FM-TV.

B•T

WITHDRAWAL of Facts Forum's underwriting of Mutual's State of the Nation *(see page 116) is not interpreted by close observers as meaning curtailment of other radio-tv activities by controversial, nonprofit, public service FF. It's reported that Hardy Burt, producer of* State of the Nation, *will seek financial support for production costs of show from civic organizations, possibly American Legion, Elks and Knights of Pythias.*

B•T

WHAT IT MEANS • Maybe it indicates Chairman McConnaughey's thinking—or maybe it was just too good a chance to quip—but when he spoke to Federal Communications Bar Assn. last Monday to pick up FCBA President Percy Russell's word play on vhf and uhf he referred to uhf as "unusually hopeful fellows."

"... It is rather for us to be here dedicated to the great task remaining before us—that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion; that we here highly resolve that these dead shall not have died in vain; that this nation, under God, shall have a new birth of freedom; and that government of the people, by the people, for the people, shall not perish from the earth."

ABRAHAM LINCOLN
Speech at Gettysburg, Pennsylvania
November 19, 1863



W G A L • T V
LANCASTER, PA.
NBC • CBS • DuMONT
Channel 8
316,000 Watts
STEINMAN STATION
Clair McCollough, Pres.

at deadline

Network Study Favored By Chairman McConnaughey

FCC SHOULD conduct network study to learn "what makes them tick" but there's great difference between making study and "starting to criticize everybody," FCC Chairman George C. McConnaughey was quoted as telling CBS-TV affiliates at closed luncheon Friday during their first annual conference in New York (early story page 115).

He called CBS President Frank Stanton's February statement on this subject "significant." Dr. Stanton had said adoption of proposals in "Plotkin Report" (memorandum prepared by Harry M. Plotkin as Democratic counsel to Senate Commerce Committee) would mean that "network television as it is known today would be gravely crippled" and public investment of $13.5 billion in receivers "substantially depreciated" [B•T, Feb. 7].

Chairman forecast FCC's backlog would be practically cleared by end of 1955. He conceded uhf television faces serious problems saying ways must be found to make this service survive and prosper. On subscription tv: While praising "freedom of the airwaves," he was said to have told audience that pay-see will receive serious study.

Question of amendment of Communications Act's Sec. 315, dealing with political broadcasts, had been raised before affiliates by Dr. Stanton, who suggested addition of paragraph to make clear that candidate's appearance on news, forum or debate programs does not require "equal facilities" for opposition candidates.

No Pay-Tv on Networks, Zenith Proposes to FCC

ZENITH RADIO Corp. will ask FCC to "adopt a policy that will prevent subscription tv from being used by existing networks or for regular network programs," E. F. McDonald Jr., Zenith president, asserted Friday. He said Zenith will seek "appropriate safeguards so that neither CBS nor anyone else having the intent to victimize the public will ever be given the chance to do so."

Comdr. McDonald charged that CBS' statement last week (text page 28) indicated that if toll tv is approved, it intends to "highjack" American public into paying for present programming. He further charged that CBS apparently fears competition of toll tv will affect its programs, claiming "three or four New York network executives enjoy the absolute monopoly of dictating" program fare. He attacked advertising on sponsored programs noting "there will be no commercials" on subscription tv.

Esau Quits NARTB Board

JOHN ESAU, formerly of KTVQ (TV) Oklahoma City, has resigned as tv member of NARTB board of directors. Mr. Esau has become business manager of *Television Age*, monthly. H Quenton Cox, KQFM (FM) Portland, Ore., who has joined same publication as northwestern representative, continues to sit on board despite his magazine connection, it was stated.

BANQUET PROGRAM

WHILE it wasn't announced officially, program slated for Thursday night's annual NARTB convention banquet is to include Peter Lind Hayes and Mary Healy, Yma Sumac, Szonys (dance team) and Singing Sergeants and Air Force Band. The Hayes-Healy act has been well received this spring in Washington at several private events, including White House Correspondents Assn. annual dinner. BMI is in charge of banquet entertainment.

Nielsen Radio Study Shows Big Coverage, Low Cost

RADIO outstrips tv in U. S. coverage as far as percent of homes which can be reached and costs much less than tv on basis of cost-per-thousand of commercal minutes, according to new radio study, "Radio '55," being released today by A. C. Nielsen Co. Findings:

In Northeast part of country, radio could reach 96% of all homes compared to tv's 91%; in East Central area, radio 96%, tv 76%; in West Central, radio 96%, tv 63%; in South, radio 95%, tv 49%, and in Pacific, radio 99%, tv 66%.

Looking at network radio on cost basis, Nielsen finds that daytime radio's cost-per-thousand per commercial minute is 79¢ compared to $1.47 for tv, and in nighttime $2.26 compared to $2.71 for tv.

Other conclusions: Radio's potential to advertisers is 111.4 million home-hours listening per day; radio delivers larger total daytime audience than tv from 8 a.m. to 3 p.m., reaching 8,346,000 homes peak at 1-2 p.m. (more than half daytime audience reached is in tv homes with average daytime network radio show reaching 842,000 tv homes and 809,000 non-tv homes); radio's "auto-plus" (ratio of automobile radio listening to in-home listening) is as high as 39% nationally with peak period in March on Saturdays, 2-2:15 p.m., when 2,160,000 families used car radios, or bonus of 32% to in-home listening level.

MULTIPLEX SNEAK

TWO-CARRIER fm system demonstrated early Friday morning by WGMS-FM Washington in sneak preview, using Halstead Multicast System and Muzak programming. During NARTB convention WGMS-FM is showing two-carrier operation, using Shoreham and Sheraton Park Muzak systems converted to multicast in cooperation with Multiplex Services Corp. Muzak programming will be fed into hotel public rooms via extra carrier. In 12:30-2 a.m. test Friday, listener response came as far as 100 miles away, according to M. Robert Rogers, WGMS president. Fm outlet's normal program was carried on main carrier. Multiplex Services Corp. is showing the operation in the Shoreham, F118.

• BUSINESS BRIEFLY

GOODYEAR CONSIDERS • Goodyear Tire & Rubber Co., New York, considering sponsoring half-hour film version of *Life of Christ*, without commercials, once a month on Sundays starting next fall. Advertiser considering lining up availabilities from 4-6 p.m. on Sundays. Agency, Kudner, New York.

CHESTERFIELD SIGNS • Liggett & Myers Tobacco Co. (Chesterfield) signs for 13-week sponsorship of CBS-TV's *Julius La Rosa Show* (Sat., 10-10:30 p.m.). Agency, Cunningham & Walsh, New York.

NEW RADIO DRIVE • Barbasol Co. (shaving cream) and Lucky Tiger (hair dressing), New York, through Erwin, Wasey, New York, placing radio spot campaign effective June 13 for 52 weeks in approximately eight markets. Early morning spots to be used. Campaign may be expanded to larger number of markets later.

PHILIP MORRIS ON TV • Philip Morris, New York, for first time in several years returning to spot television with cigarette campaign to start July 1 in about 50 markets. Nighttime spots will run for 52 weeks. Biow-Beirn-Toigo, New York, is agency.

FALSTAFF IN FALL • Falstaff Brewing Co., St. Louis, planning to start its fall television campaign in October with two half-hour tv series—*Rod Cameron, City Detective* and *Celebrity Theatre*. Dancer-Fitzgerald-Sample, New York, is lining up availabilities.

New RCA Uhf Transmitter

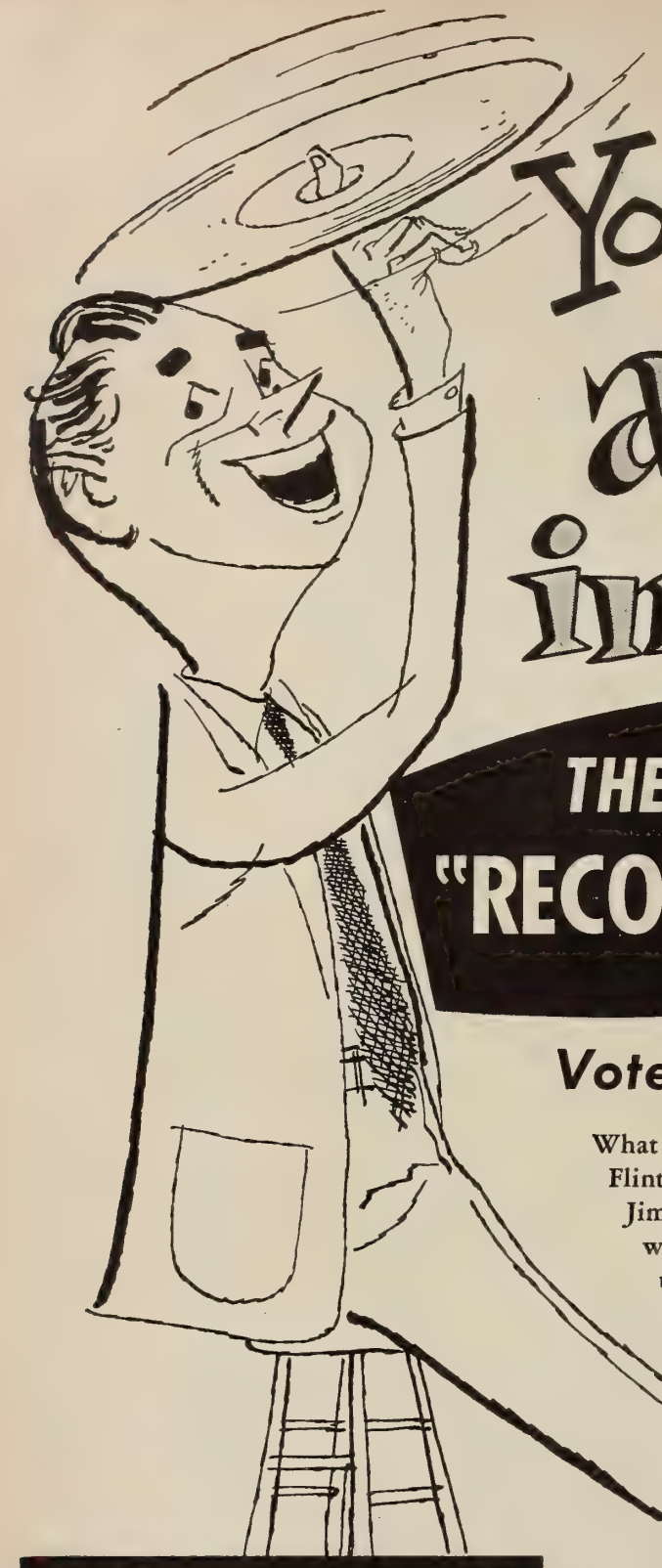
NEW 25 kw uhf transmitter—capable of being used to radiate million-watt signals—announced by RCA today. Heart of transmitter is improved standard tetrode tube, previously rated at 12.5 kw, now doubled in power. Transmitter will sell for $186,000, compared to $246,500 for dual 12.5 kw transmitters hitherto used by RCA to accomplish 1,000 kw output. Where stations have 12.5 kw transmitter in operation, RCA offers conversion kit to boost radiated power to million watts. Cost of conversion kit will be around $70,000. For stations with 1 kw transmitter, RCA offers to convert to 25 kw for $163,500. New unit being shown at NARTB convention.

Set Tax Relief Bill Offered

BILL to remove federal excise tax from non-entertainment-type radio and tv sets and from components of radio and tv sets (except cabinets and tubes) when such components are sold for incorporation in set at factory introduced last week by Sen. Edward Martin (R-Pa.) on behalf of himself and Sen. Everett M. Dirksen (R-Ill.).

Award to Earl Gammons

PRESENTATION by President Dwight D. Eisenhower of distinguished service certificate for service with President's Committee on Employment of the Physically Handicapped will be made to Earl H. Gammons, Washington vice president of CBS Inc., at committee's annual meeting today (Monday). Award is in recognition of Mr. Gammons' service as vice chairman of committee from July 1951 to October 1953.



You Can Make a MINT in FLINT!

THE BIG MONEY MAKER IS "RECORDS with ROCKWELL"

Voted Flint's No. 1 Disc Jockey!

What a selling combination! The most popular radio station in Flint and Flint's best-loved, most-listened-to disc jockey . . . Jim Rockwell! Nothing could be sweeter to lure business your way in Michigan's 2nd biggest income city. Folks just naturally tune to WKMF . . . Flint's only 24 hour station devoted exclusively to News, Music and Sports.

So, put your ad dollars where the listeners are!
"RECORDS WITH ROCKWELL"
is covering Flint's billion-dollar market like a tent!

WKMF

Flint, Michigan

Frederick A. Knorr, *Pres.*
Eldon Garner, *Mg. Director*
Represented by HEADLEY-REED

SAVE 10%

BUY ANY 2 OR MORE OF THESE POWERFUL STATIONS AND SAVE 10% FROM RATE CARD

WKMH	DEARBORN-DETROIT
WKMF	FLINT, MICHIGAN
WKHM	JACKSON, MICHIGAN
WSAM	SAGINAW, MICHIGAN

The Community Stations

KNORR Broadcasting CORP.

at deadline

FCC Shreveport Tv Grant Goes to Don George Group

FINAL decision upholding examiner's proposal to grant ch. 12 at Shreveport, La., to Shreveport Television Co., owned by local theatreman Don George and other businessmen, issued by FCC Friday. Competing bids of KRMD there and Southland Television Co. were denied. Shreveport Television is to take over KSLA (TV), interim station operated by all three contestants jointly under special FCC authority pending outcome of litigation.

Commission preferred Shreveport Television over KRMD and Southland on basis of assurance that program proposals would be carried out and diversification of mass media control. KRMD owner T. B. Lanford also has interests in KPLC-AM-TV Lake Charles, La., KALB-AM-TV Alexandria, La., WSLI Jackson, Miss., and KRRV Sherman, Tex. Southland principals own KCIJ Shreveport and WMRY and WCKG (TV) New Orleans.

In separate opinion concerning Shreveport ch. 3 case, FCC denied petition by KWKH there for reconsideration of final decision awarding ch. 3 to KTBS Shreveport. FCC admonished KWKH for "repetitious" charges that principal KTBS witness committed perjury, terming charges "reckless and unsupported." FCC also criticized "petitioner's assertions and insinuations" that Commission did not give "fair, impartial" consideration to evidence.

Second Television Outlet Authorized in Bismarck, N. D.

SECOND tv station for Bismarck, N. D., granted by FCC majority Friday to John W. Boler's North Dakota Bcstg. Co. over dissents by Comrs. Frieda B. Hennock and Robert T. Bartley. Facilities: ch. 12, ERP 13.2 kw visual, antenna 310 ft. above average terrain.

Originally planned as satellite to ch. 4 KXJB-TV Valley City, N. D., also Boler outlet, Bismarck station bid was amended May 13 to specify local live and networks (CBS, DuMont) after protest by ch. 5 KFYR-TV Bismarck over newspaper ads by proposed Boler station concerning "live" program plans. In dissent, Comr. Bartley feared "public may have been imposed upon in this case" and concluded from lack of specific program details in amended application "it does not appear that the public . . . will be getting what they were promised by the applicant." Boler interests also include ch. 13 KCJB-TV Minot and KSJB Jamestown, N. D.

WAKE to Rounsaville

ROBERT W. ROUNSAVILLE, postwar broadcaster who has run up ownership string to seven ams and three tvs (only one of which is on air), has taken five-year option on CBS-affiliated WAKE Greenville, S. C. (5 kw on 1440 kc), with price $125,000 as of now but variable over five years, B•T learned Friday. If he should exercise option, Mr. Rounsaville will have to sell one of his present ams—WQXI Atlanta, WLOU Louisville, WCIN Cincinnati, WMBM Miami Beach, WWOK Charlotte, WBAC Cleveland, Tenn., and 51% of WBEJ Elizabethton, Tenn. Mr. Rounsaville also owns ch. 36 WQXI-TV Atlanta, on air, and grants for ch. 41 WQXL (TV) Louisville and ch. 54 WQXN (TV) Cincinnati.

1.4 MILLION WORDS

AFTER compiling transcript of at least 1.4 million words, testimony and evidence in FCC's controversial license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa., was concluded Friday morning and record may be closed this week after arguments on various technical pleadings, including motion by Lamb counsel to strike testimony of William Garfield Cummings, FCC's initial witness (early story page 104). Hearing started last September. Making final appearance Friday, Mr. Lamb firmly said, "I do not retract a single statement made to this Commission." He affirmed anew "with all the vigor at my command" his earlier anti-communist avowals.

Eastern Writers Guild Approves Freelance Pact

MEMBERSHIP of Writers Guild of America East approved contract covering freelance writers of "live" tv scripts for ABC-TV, NBC-TV and CBS-TV, and advertising agencies and program packagers. Contract will extend through March 31, 1958, and will become effective in "few weeks" when similar pact covering radio writers is expected to be approved.

Contract establishes certain minima for various types of programs. One-hour rates are: commercial, $1,100; sustaining, $785; commercial adaptation, $815; sustaining adaptation, $575. Half-hour rates are: commercial, $700; sustaining, $485; commercial adaptation, $500; sustaining adaptation, $375. Special rate is set up for serial program running more than week, with following minima for five-time, 15-minute weekly show: commercial, $1,270; sustaining, $890; commercial adaptation, $750; sustaining adaptation, $535. Other provisions specify schedule for comedy writers on term basis; payment for outlines of $100 to be applied against script free, and re-opening of contract two years from effective date.

Case-by-Case Procedure Urged in Intercity Relays

LET station decide whether to use AT&T off-air transmission or build own intercity relay, both NARTB and RETMA told Commission Friday at deadline for filing comments on FCC proposal to relax rules regarding tv intercity connections [B•T, Sept. 27, 1954, *et seq.*].

UPCOMING

May 23-26: NARTB Convention, Shoreham and Sheraton-Park hotels, Washington.

May 23: Community Broadcasters Assn., Shoreham Hotel, Washington.

May 25: Senate Appropriations Subcommittee recall hearing on FCC budget for fiscal 1956, G-16 Capitol Bldg., 2 p.m.

For other Upcomings see page 155.

PEOPLE

ERNEST KOSS named director of sales for Mutual - WOR Recording Studios, N. Y. Before joining studios in 1949, Mr. Koss was with Muzak for four years and prior to that with World Broadcasting System as production executive. He will supervise sales activities of recording division.

AL RYLANDER, manager of exploitation, Columbia Pictures, appointed to new NBC post of director of exploitation.

DAVE GRIFFITH, sports and special events director, WTVU (TV) Scranton, Pa., to WQAN same city as account executive.

ARTHUR GODFREY, CBS radio and television personality, to start 10th year as nighttime network star with special one-hour simulcast July 13.

Tv Inc. Plans Meeting; Joe Floyd Heads Film Group

TV INC., station-owner collective film buying organization, will hold meeting Tuesday in Sheraton Park Hotel during NARTB Washington convention. Session scheduled in suite of KDUB-TV Lubbock for members unable to attend meetings in Chicago last week.

Joe Floyd, president of KELO-TV Sioux Falls, S. D., elected president and board chairman; W. D. (Dub) Rogers, KDUB-TV Lubbock, elected executive vice president and director; Ed Craney and Jim Manning, KXLF Butte, Mont., treasurer-director and secretary-director, respectively. Other directors: Gene De Young, KERO-TV Bakersfield, Calif.; Tom Bostic, KIMA-TV Yakima, Wash.; Mel Wheeler, WEAR-TV Pensacola, Fla., and Herb Jacobs, tv distributor, New York.

Membership comprises 62 stations signed or about to join, it was reported.

Wisconsin Merger Approved

APPROVAL to merger of ch. 5 WFRV-TV Green Bay with ch. 42 WNAM-TV Neenah-Menasha, Wis., as ch. 5 outlet was reaffirmed by FCC Friday in decision denying protest by ch. 11 WMBV-TV Marinette, Wis. Making effective transfer grant approved in February but postponed pending protest hearing [B•T, Feb. 28], FCC found WMBV-TV failed to prove that Valley Telecasting Co., WFRV-TV operator, was involved in harassment of WMBV-TV or trafficking in permit.

Services for Neubert

FUNERAL services for H. Norman Neubert, 39, product manager for Lever Bros. and former manager of sales development, advertising and promotion for NBC Spot Sales, were to be held Saturday morning in New York and Saturday afternoon at St. Mary the Virgin Episcopal Church in Chappaqua, N. Y., where he resided. Mr. Neubert died Thursday after illness of about six weeks. He joined NBC in 1950 to organize and manage merchandising department for o&o stations. He moved into spot sales department's sales development, advertising and promotion managership in 1951, and following year joined Lever Bros. as advertising manager (later product manager) for Surf and Swan. He leaves his wife, former Katherin Faulkner; three daughters; two sons; brother, and parents.

Louis A. Connelly Dies

LOUIS A. CONNELLY, 59, manager, government dept., RCA Engineering Products Div., died of heart attack Friday morning in Camden, N. J.

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*Reg. U. S. Patent Office

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WDAY WINS—HANDS DOWN!

PREFERRED 32 TO 1 IN RURAL SURVEY

THE CITY FAVORITE, TOO!
November, 1954, Hoopers for Fargo-Moorhead show that WDAY gets more than three times as many daytime listeners as the next station!

WDAY—91.7%

STATION A—2.8%

STATION B—1.5%

STATION C—1.0%

A Rural Radio Survey of the Red River Valley Area was recently completed by the Northwest Audit Company of Fargo. A double postcard was mailed to 3,200 families living in the 41 counties within 150 miles of Fargo, in all directions.

Out of the 1681 replies, the amazing total of *1541* said that their families listened to *WDAY most!* That's 91.7% . . . and there were 25 stations mentioned in the survey! WDAY was the choice over the second-best station 32 to 1 . . . and 11 to 1 over all other stations *combined.*

Let a Free & Peters Colonel give you the break-down on these staggering facts, or write us if you wish.

WDAY

FARGO, N. D.

NBC • 5000 WATTS • 970 KILOCYCLES



FREE & PETERS, INC., *Exclusive National Representatives*

IT'S TV's HOTTE



NEW! F

"SC

AMAZING

FIG

COMPELLING

THI

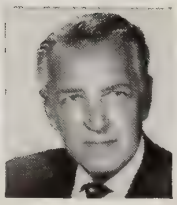
A WEEKLY SER

- STIRRING TV DRAMA!
- DARING PHOTOGRAPHY!
- AUTHENTIC STAGING!

. . . EVERYTHING to make this the most talked about show on Television!



WILLIAM LUNDIGAN



OTTO KRUGER



DON DE FORE

HOLLYWOOD STARS EVERY WEEK!



HOWARD DUFF



ELLEN DREW



WALTER KINGSFORD



ST NEW SHOW!

DEMAND THAT ONLY A BIG, NEW IDEA COULD PRODUCE!

- **OLYMPIA BEER** 22 West Coast Markets
- **PICTSWEET** 13 Markets
- **BROMO-SELTZER** 17 Markets
- **WHITE KING SOAP** 5 Markets
- **GERITOL** 5 Markets
- **GENESEE BEER** 3 Markets

- **BANKS** FIRST NATIONAL of Miami • FIRST NATIONAL of Atlanta • NATIONAL BANK of Tulsa • AMERICAN NATIONAL BANK & TRUST CO. of Chattanooga • SECURITY FED. SAVINGS & LOAN Columbia,, S. Carolina.

- **UTILITIES** ARIZONA PUBLIC SERVICE in Phoenix, Yuma • NEW ENGLAND GAS & ELECTRIC in Boston • CENTRAL MAINE POWER CO. in Portland • NATURAL GAS COMPANIES in Pittsburgh • PROVIDENCE GAS CO. & BLACKSTONE VALLEY GAS & ELECTRIC in Providence • MANUFACTURERS LIGHT & HEAT CO. Wheeling, W. Virginia

- **FOODS** TOBIN PACKING CO. in Utica, Rochester, Buffalo • MARMAT PACKING in Charlotte • ACME SUPERMARKETS in Syracuse • PEVELY DAIRY in St. Louis • ASSOCIATED GROCERS in Billings • STRIETMANN BISCUIT in Huntington, W. Va. • KOTARIDES BAKING in Norfolk • HATHWAY BAKERIES in Providence • WOODHAVEN DAIRY in Mobile, Alabama • TEXAS COFFEE CO. Beaumont, Texas

- **GASOLINE** WISCONSIN OIL CO. in Milwaukee • CONTINENTAL OIL CO. in Dallas • BELL OIL CO. Ada, Oklahoma • PHILLIPS PETROLEUM in Greensboro, N. Carolina

- **AUTOS** FORD 5 Western Markets • PLYMOUTH 2 Big City Markets • PONTIAC 1 Market

AND MANY MORE

VISIT ZIV-TV CONVENTION EXHIBIT MAY 22-26
RM. A 209, SHOREHAM HOTEL, WASHINGTON, D. C.

H! DISTINGUISHED!

ENCE

AUSE IT'S SCIENCE!

TION

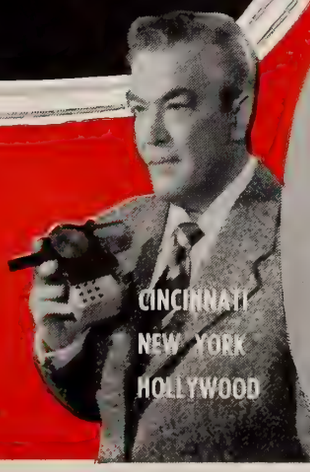
AUSE IT'S FICTION!

ATRE"

F DRAMATIC HALF-HOURS!

Every story is based on scientific facts dramatically demonstrated by your host . . . .
TRUMAN BRADLEY

AVAILABLE in Spanish, French, German and Italian

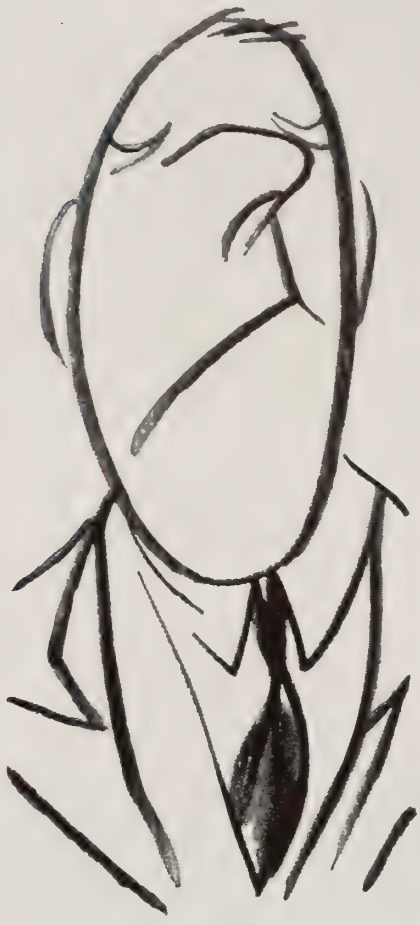


CINCINNATI
NEW YORK
HOLLYWOOD



ZIV Television

CAPITAL TYPES #2



THE UNIMPEACHABLE SOURCE

Started swearing early on a stack of Bibles. Tireless source of information ever since. In Washington today, however, listeners turn to WTOP Radio as their prime source of information. And they listen to such an extent that WTOP has the top-rated network and local news programs in Washington radio. In fact, WTOP is the only station with news programs that rank consistently in the Top Ten! No question that WTOP Radio can be your most reliable voice in Washington, too. We'll gladly give you details.

WTOP RADIO

Represented by CBS Radio Spot Sales

HIGH PITCH

A MUSICAL COMEDY dealing with what happens when an opera star buys a baseball team. That was the idea left by the advance publicity for "High Pitch," the May 12 program of CBS-TV's *Shower of Stars* colorcast series, and—to be honest—it sounded strictly from hunger. But, with Marguerite Piazza and Tony Martin as stars, there should have been some good singing, anyway. So we tuned in and were more than pleasantly surprised.

The hour-long telecast turned out to be a delightful show from start to finish, with lots of good singing, as might have been anticipated, and lots of laughs, which viewing other "original musical comedies" on television would not lead one to expect. Milton Lazarus provided a script that gave the stars full opportunity to fall in love, to part in anger and to be reunited in time for a final duet, in the best musical comedy tradition.

Miss Piazza, as the opera star she really is and the purchaser of a last place ball club she fortunately is not, made a beautiful and vivacious heroine who did right by opera lovers with her renditions of arias from La Boheme and Carmen and by the rest of her audience with sock delivery of "Dance With Me, Henry"



MARGUERITE AT THE BAT

and "Take Me Out to the Ball Game." Tony Martin, as the egotistical ball player who lifted the Hooligans to victory or dropped them to defeat as his emotions dictated, sang in a way to thrill all feminine viewers without offending the males, and what more could be desired of a musical comedy hero?

William Frawley and Vivian Vance, better known as Fred and Ethel Mertz, friends of the Ricardo family, effectively handled the show's chief comedy roles as the manager of the Hooligans and his long suffering wife. Mel Allen portrayed himself, reporting the crucial innings to a barroom audience in a couple of hilarious scenes. Top amusement was furnished by a low comedy sequence in which two opera singers learn about baseball from seats in the bleachers. Extra bows are merited by Mr. Lazarus and David Rose for an original song on the troubles of ball players' wives, and by Miss Vance, who put it over in fine style.

Comments have frequently been made about colorcasts which, however beautiful on color sets, were blurry and unsatisfactory when viewed on monochrome receivers. Let the record show that "High Pitch" as seen in black-and-white was first-rate viewing in every aspect, including the massing of the chorus groups.

Colorcast on CBS-TV May 12, 8:30-9:30 p.m., as part of monthly Shower of Stars *series, sponsored by Chrysler Corp. through McCann-Erickson.*

Producer: Nat Perrin; associate producer and choreographer: James Starbuck; director: Seymour Berns; assistant director: Robert Adams.

Original musical comedy written by Milton Lazarus.

Musical conductor: David Rose, who also provided new musical material for the program.

Host: William Lundigan; announcer: Art Gilmore.

Stars: Marguerite Piazza, Tony Martin, Vivian Vance, William Frawley, Mel Allen.

★ ★ ★

BOOKS

COMMUNISM, CONFORMITY AND CIVIL LIBERTIES, by Samuel A. Stouffer. Doubleday & Co., Garden City, N. Y. 280 pp. $4.

THIS volume is a detailed report of an attitude survey made of Americans in the summer of 1954 on the subjects of communism and civil liberties—a three-fold study comprising two separate surveys of cross-section public opinion and a 14-city survey of the opinions of community leaders. Findings, reported at great length and thoroughly analyzed, show that very few individuals were greatly concerned over either subject last summer. Specific questioning revealed greater tolerance of unorthodox beliefs by leaders of public opinion than by the average citizen. For example, the vast majority—86% of the leaders, 89% of the national cross-section—felt that an admitted communist should not be allowed to teach in a college, but when asked whether a radio singer who is a communist should be fired, only 48% of the leaders said yes, to 63% of the national cross-section. A further question as to whether the respondent would stop buying the product advertised on the program on which the communist singer performs revealed that 36% of the general public would do so, but only 27% of the community leaders. This report should be of interest and value to top station management, as well as to program executives.

ELSEVIER'S DICTIONARY OF TELEVISION, RADAR AND ANTENNAS, in Six Languages — English/American, French, Spanish, Italian, Dutch and German. Compiled by W. E. Clason. Elsevier Press, 402 Lovett Blvd., Houston, Tex. 760 pp. $21.50.

ARRANGED on an English alphabetical base, this dictionary on the left-hand pages lists the words and their meanings in English/American and on the facing pages the same terms in the other five languages. It should be a valuable reference work for electronic scientists and engineers forced to keep abreast of developments abroad. The author is in charge of bibliographical documentation and translation at the N. V. Philips' Electrical Works in Eindhoven, Holland.

THE 1955 BASEBALL ALMANAC, edited by Hy Turkin. Pocket Books Inc., 630 Fifth Ave., New York 22, N. Y. 293 pp. 35¢ in paper.

THE sports broadcaster should find this handy guide book of particular interest. It contains information on the history of baseball from its beginning, all-time records, listings and data on current major and minor league clubs and flashbacks into significant events. Radio and tv data with respect to each major league club are included.



"Commercial's on"

—a Sarra commercial, of course!

People are looking at Sarra Commercials for

A&P
Braun's Bread
Bromo-Quinine
Bulova
Cat-Tex
Chase National Bank
Chrysler Airtemp
Coors Beer
Cunard Steamship Lines
Helene Curtis
Duncan Hines Cake Mixes
Eastman Kodak
Evinrude Motors
Hoffman Mixers
Hostess Cup Cakes
Jergens Lotion
Kraft
Lucky Strike Cigarettes
Lux Beauty Soap
Lux Liquid Detergent
Pabst Blue Ribbon Beer
Pet Milk
P.O.C. Beer
Ponds Angel Skin
Rinso
Ronson Fuel and Flints
Stopette
Jane Wilson Meat Pies

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Chicago: 16 E. Ontario Street

TELEVISION COMMERCIALS • PHOTOGRAPHIC ILLUSTRATION • MOTION PICTURES • SOUND SLIDE FILMS

RCA AMPLI



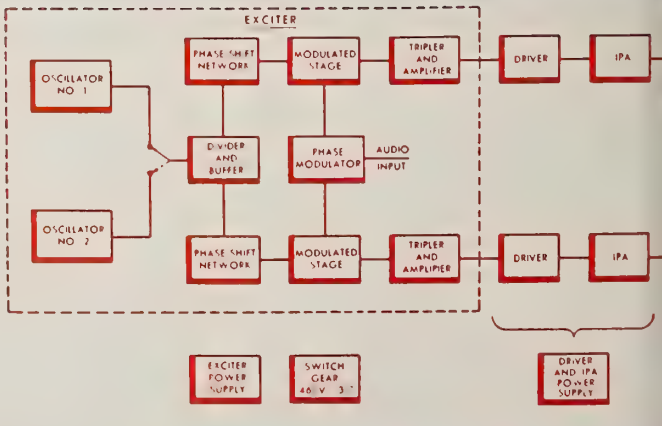
50-KW AM AIR COOLED!

New RCA 50-kilowatt AM Transmitter BTA-50G

DESIGNED WITH AMPLIPHASE MODULATION

HOW IT WORKS!

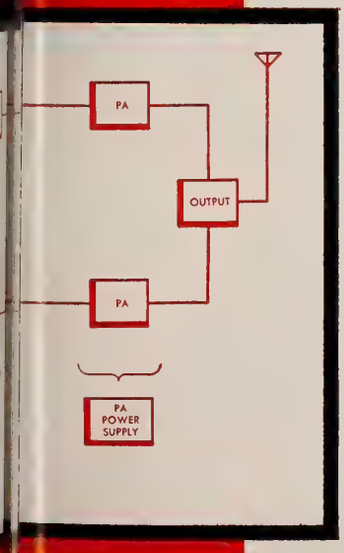
To produce phase-to-amplitude modulation in the BTA-50G, a carrier wave is developed by a common exciter. This carrier wave is then split and fed to two separate amplifier chains through phase-shift networks that establish a carrier phase difference. These two signals are controlled so that each maintains a prescribed phase relationship with the other in accordance with the intensity of modulating signal. This controlled phase relationship enables the separate 25-kilowatt amplifiers, when feeding their outputs into a combining circuit, to produce a maximum level 50-kilowatt amplitude modulated signal.



SIMPLIFIED BLOCK DIAGRAM—BTA-50G TRANSMITTER

PHASE





A new concept in AM Broadcasting!

. . . introduced in RCA's revolutionary new 50-KW AM transmitter

Here is the most significant forward step in AM transmitters since RCA introduced high level modulation—an entirely new 50-KW transmitter using Ampliphase Modulation. Newest and finest in RCA's long line of distinguished AM transmitter designs, it is further proof of RCA leadership in the broadcast equipment field.

Ampliphase cuts transmitter floor space and operating costs by substantial margins. The BTA-50G is housed in four cubicles. It does away with half of present power tubes . . . along with bulky components such as modulation transformers, reactors and accessories. It requires no underfloor trenches, costly water cooling systems, external blowers. And there's no lost air-time—because the 50-KW Ampliphase is remarkably easy to install while your present transmitter is in operation. Then, in most cases, you may keep your old unit as a stand-by.

For complete technical details . . . and for information on the surprisingly low price . . . call your RCA Broadcast Sales Representative. In Canada, write RCA VICTOR Company Limited, Montreal.

FACTS ABOUT RCA'S NEW 50-KW AM

- Takes less than 80 square feet of floor space. No underfloor trenches required.
- Lowest operating cost of any 50-KW AM transmitter.
- Half the tube cost of other 50-KW AM transmitters.
- Uses famous Long-Life RCA 5671 P.A. tubes.
- No Modulation transformer required.
- Completely air-cooled with internal blowers — no air intake ducts necessary.
- Low distortion, excellent frequency response.
- Splatter-free modulation provided by new Ampliphase design.
- Designed to permit remote-control operation.
- New simplified circuitry. Extremely stable operation.

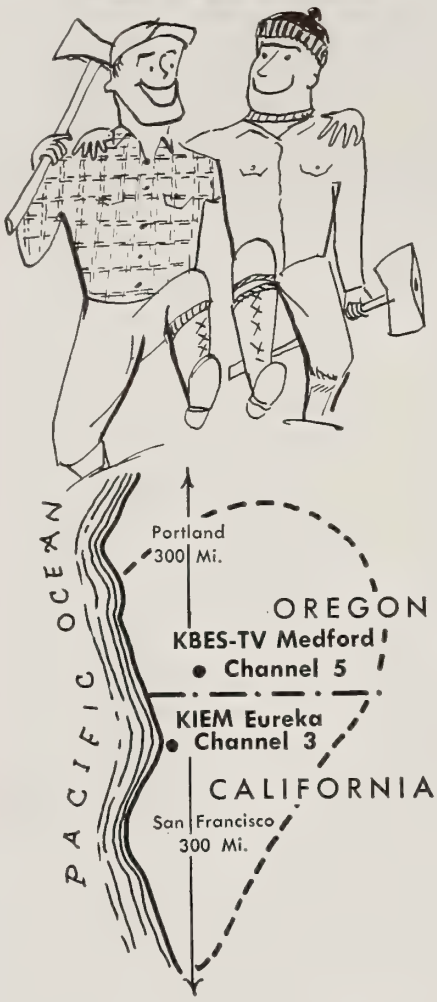
PIONEERS IN AM BROADCASTING FOR OVER 25 YEARS

RCA®

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.

The CALIF.-ORE.
TV TWINS



the Smullin TV Stations

KIEM CHANNEL 3 Eureka, Calif.
KBES CHANNEL 5 Medford, Ore.

two markets
one billing

MARKET FACTS

POPULATION 291,906
FAMILIES 91,220
RETAIL SALES $378,018,000
CONSUMER SPENDABLE INCOME .. $426,188,000

"The Calif.-Ore. TV TWINS bridge the gap between San Francisco & Portland with EXCLUSIVE VHF Coverage on Channels 3 & 5."

CBS

for CALIF.-ORE. TV TWINS
call Wm. Smullin, Gen. Mgr.

or ask HOAG-BLAIR COMPANY national representatives

OPEN MIKE

Code Commendation

EDITOR:

I do want to express my appreciation for the editorial page in the May 16 issue of B•T . . . partly for the generous phrases about me, in the second editorial, but more particularly for the fine lead editorial regarding the Code.

All the folks you mention have in fact been responsible for getting the Code over the hump; but "official" recognition and commendation from your "book" are most heartening to everyone concerned and should indeed be of valuable assistance in our constant campaign to increase subscription to the Code.

Harold E. Fellows, President
NARTB, Washington, D. C.

Timely Reminder

EDITOR:

It was particularly distressing to note in the first item of CLOSED CIRCUIT in the B•T issue of May 9 that the probable appointment of Richard Mack to succeed Commissioner Hennock "may provoke unrest in certain quarters."

Here in the land of the free our government leaders are continually reminding us that "all men are created equal." There is no room here for racial discrimination, etc. And yet, in these very circles, we hear that the appointment of a Protestant to a post formerly held by a person of another religious denomination "may provoke unrest."

I hope you will take the occasion to remind "certain quarters" that the brown eggs are just as good as the white, the black horses as good as the brown, the negroes as good as the whites, and the Protestants as good as anyone else.

Ralph K. Lemay
WENY Elmira, N. Y.

[EDITOR'S NOTE: In reporting the reaction "in certain quarters" to the news of Mr. Mack's anticipated appointment to succeed Miss Hennock on the FCC, B•T neither expressed nor intended any approval of it. Our personal views coincide with those expressed above by Mr. Lemay.]

Recommendation

EDITOR:

Young men who are trying to get into radio should read B•T. Many of them don't know about B•T, while others think it is for people in higher positions of the medium. I got my job from an ad that appeared in B•T. This is my second subscription and I am going to renew.

I have before, and I do now, recommend B•T to ambitious young men trying to get a lead in radio and television. I don't have to recommend it to the established people in the medium; they know its value.

William Mullen
WSID Baltimore, Md.

No Blues at KSON

EDITOR:

With all the controversy and discussion about falling radio revenues . . . we thought you might be interested in the fact that KSON for both the months of March and April has enjoyed the highest gross income from sales in the station's history. More important perhaps, our net profit in each month has reached a new high, despite the fact that we are paying our employes between 75% and 100% higher hourly wages than we did eight years ago.

The reason for the increase in net in the face of higher wages and salaries is the use of automatic operation in part and remote operation. This has, of course, necessitated an increase in capital investment but it has been well worth it.

As to gross sales, it is simply a matter of aggressive selling with an alert, wide awake sales force. Also the fact that we have concentrated in programming to the out-of-home audience.

Fred & Dorothy Rabell, Owners & Operators
KSON-AM-FM San Diego, Calif.

The Agencies Write

EDITOR:

. . . This volume [1955 BROADCASTING YEARBOOK] is a central source for a great deal of information related to the radio industry. It is extremely valuable for its what-where-and-who-to-go-to format.

Edward A. Fonte
Ruthrauff & Ryan, New York

EDITOR:

. . . We especially find the market data very helpful. We work closely with our merchandising department and feel that they can make good use of this information, too.

Kenneth White, Vice President
Lennen & Newell, New York

EDITOR:

I have always found these YEARBOOKS an invaluable source of information which always seems to be needed in a hurry and which is always there in a handy form.

Lucian Chimene
J. Walter Thompson Co., New York

EDITOR:

. . . In the short time it has been on my desk, I have had occasion to use it several times and have been amazed at the wealth of information it contains. It has proved to be an invaluable addition to my reference library.

Marjorie Freeman
N. W. Ayer & Son, New York

Still Another Entry

EDITOR:

With no particular desire to "top" anyone, KOME is still among the "tops" in sports presentations.

During 1954 we presented 161 baseball games (Texas League) of the Tulsa Oilers; 28 basketball games of the U. of Tulsa (26 regular, 2 NCAA regionals) and 10 NBC Games of the Week plus 4 outstanding high school games, totaling 203 major sports broadcasts.

During 1955 we will do 162 Texas League games (161 regular Tulsa Oiler games plus the All-Star game), 10 U. of Tulsa football games (in addition about 5 outstanding high school games), and the full 26-game schedule of the U. of Tulsa basketball team. In addition we had access to the broadcasts of a major league team.

E. William George, Gen. Mgr.
KOME Tulsa, Okla.

[EDITOR'S NOTE: WFOB-AM-FM Fostoria, Ohio, in a report published in B•T April 25, said it had broadcast 77 basketball games and is now broadcasting all Cleveland Indians baseball games and asked if any other station could post a better record. OPEN MIKE letters in subsequent issues have shown a number of stations willing to try.]

Monday Night Neglect

EDITOR:

. . . Incidentally, here is another unsolicited testimonial to add to your files. I find B•T very interesting and never fail to neglect my family on Monday evening while I read it from cover to cover.

Charles K. Bloomquist
Film Director
WINT (TV) Fort Wayne, Ind.



greater Nashville watches channel **5**

To sell anything used in a kitchen use *Southern Cooking.*

Eudora, Nashville's leading cateress, provides just the right touch of cooking skill and Southern accent.

Monday thru Friday 4:00-4:30 p.m. Regular participating rate for one minute applies. Add $5 per spot (commissionable) if Eudora does full or part commercial. With three-a-week schedule, product is stocked in Eudora's kitchen on exclusive-for-category basis.

the CBS station for 62 Tennessee and Kentucky counties—a billion dollar market reached by Nashville's highest towered, maximum powered station

WLAC-TV

100,000 watts • channel 5
CBS Basic Affiliate
Nashville, Tenn.

For more availabilities, check our national reps, The Katz Agency.



our respects

to EARL HENDERSON GAMMONS



ON Christmas Eve 1926, WCCO Minneapolis and its young commercial manager, Earl Gammons, made radio—and advertising—history by introducing a new type of radio commercial which was not spoken by an announcer but sung by a male quartet. The product advertised was Wheaties, made by Washburn Crosby Co., owner of WCCO, which ordered the campaign largely to evaluate the effectiveness of its station.

James Gray, in his history of General Mills, "Business Without Boundary," tells the story this way: "As a lover of innovation and an experienced newsman, Gammons was pleased with the opportunity to explore the potentialities of the new medium. What he offered was the first 'singing commercial,' an appeal on behalf of Wheaties that seems a model of decorum, courtesy and effectiveness . . .

"Have you tried Wheaties?
They're whole wheat with all of the bran.
Won't you try Wheaties?
For wheat is the best food of man."

Mr. Gammons, now CBS Inc. Washington vice president and senior statesman, insists that the book gives him too much credit, that his main contribution to the first singing commercial was engaging the quartet at $24 (for all four singers for a half-hour program). His friends say his modesty exceeds his memory.

Born July 23, 1893, in Edgewood, Iowa, the son of a Methodist minister, Earl Henderson Gammons grew up in Cresco, Iowa, and went on to Cornell College at Mt. Vernon, Iowa, where his journalistic efforts won him editorship of the school paper and, after an editorial which the faculty felt was lacking in respect for a visiting bishop, a suspension from academic life. Fortunately, the authorities relented and Earl graduated with his class in 1915.

Followed two years as a reporter for the *Cedar Rapids Republican & Times* and then Earl moved to the *Minneapolis Tribune,* but after only a few months there he left his typewriter to become a machine gunner with the AEF in France. After the armistice of November 1918, he stayed in Germany as news editor of *Wacht am Rhine,* an Army newspaper. He returned to the *Tribune* in 1919.

Again his *Tribune* stay lasted a few months. This time he left to start an employe paper, *Eventually News,* for the Washburn Crosby Co., whose best known product, Gold Medal Flour, was advertised with the slogan "Eventually, Why Not Now?" In addition to his editorial duties, Earl also wrote publicity for the company and speeches for its executives and, in 1924 when Washburn Crosby acquired WLAG Minneapolis and renamed it WCCO, he began handling publicity for the station as well. This naturally led to news broadcasting over WCCO and that to sports announcing. By the end of 1925 Earl dropped his other work to devote full time to the station. Commercial radio was just beginning and he was named sales manager of WCCO.

It was not long after that that the young sales manager started another long-lived trend by getting the Watkins Remedy Co. of Winona, Minn., to sponsor radio's first daytime serial, *The Watkins Family.* Newsman Gammons also pioneered in special events broadcasting when he arranged with the Minnesota National Guard for coverage of an eclipse of the sun from the air, using a lightweight transmitter built for the occasion by the WCCO engineers, and then found himself handling the broadcast because all the other announcers refused.

In 1928 the Washburn Crosby Co. became General Mills and the following year sold a third interest in WCCO to CBS. Two years later CBS became full owner of the station and, in 1933 named Earl Gammons as WCCO manager. This post Earl held for nearly 10 years, building the station to an enviable position and also helping to build broadcasting as a director of NAB (now NARTB).

In 1942, CBS moved him to Washington as director of the network's office there. In 1946 he became vice president of CBS Inc., in charge of Washington operations for all divisions of the corporation, a position he has held since.

"A list of Earl Gammons' intimate friends includes a larger number of people prominent in public life than can be said for anyone else in Washington," a close friend told B•T. "Perhaps," he added thoughtfully, "it's because they have found, along with many others, that Earl is a mighty good friend to have."

Mr. Gammons and his wife, the former Ardelle Bergeson, live at Washington's Sheraton-Park Hotel, where their daughter, Jeanne Anne (Mrs. W. F. Merrill) and her three children are frequent visitors.

A raconteur *par excellence,* Mr. Gammons is famed for his seemingly inexhaustible supply of short quips, without which no Gammons conversation, face-to-face or on the phone, is complete. Always to the point and often barbed as well as pointed, these stories, as he relates them, might have been especially created for the particular occasion of the telling. One friend commented, "Earl's won more points with his stories than most Washington lawyers with their briefs."

Mr. Gammons' hobbies are hunting and fishing in the appropriate seasons and golf the year 'round at Burning Tree (where a fellow member is President Dwight D. Eisenhower), Chevy Chase or Columbia Country Club. He also belongs to the Metropolitan Club and the National Press Club.



For The Birds

We see by *The Carrier Pigeon Digest* that a movement is on wing, underwritten by the Carrier Pigeon Association, to challenge tv. A public relations campaign is to promote the use of pigeons for delivery of commercials, on the basis of (1) lower cost, and (2) pinker eyes.

Alert to our responsibilities, we turned the clipping over to Research. His report follows.

"Figured this up Army Signal Corps' alley. Sought cost data. Contacted Commanding Officer (a bird colonel) in Charge of Coops, Signal Corps Br., 2d Sv Comd., who refd me to Transportation Officer, who refd me to Message Center Maintenance Officer who refd me to Public Relations Officer of QM Depot who refd me to C.O. in chg of Coops, Sig C Br. (same bird). Started over. Got to Air Force Hq., Pentagon; told info. classified. Wrote Congressman. Invited me to lunch, next visit to Washington. Wrote Ed., Carrier Pigeon Digest. Had figs finger-tips. He quotes Sig C. on what it costs to keep one pigeon one day:

Feed	.23
Straw	.03
Loft rent	.10
Identification bands	.008
Coop maintenance	.75
Overhead (maintain army)	254.75
Depreciation (birds that don't make it)	.382
Bird maintenance (ground crew, bathing, clipping, worrying about stragglers)	4.73
Recruiting program for pigeons	.13
Message containers	.01
	261.12

"Throw out the overhead item (gotta have an army anyway) and the maintenance item (ditto) and its costs $1.64 per pigeon per diem.

"A pigeon can do 200 miles daily, properly motivated. Got to be chauffeured to point of release, got to eat and drink en route, and needs a night off once in awhile. Assume he works 25 days a month and he's good for 5000 miles top a month. Allow 10¢ a working day for carfare and it works out to about 83¢ per thousand miles worked, give or take an army." —Bruce

The cost per thousand for WMT-TV can be shown to be as low as 72¢.* It's true that on WMT-TV you reach people, instead of travel miles, but what's a Research Dept. for, anyway?

What about pinker eyes?—Ed.

Ever see one of our announcer's eyes on a Monday morning?

WMT-TV *Channel 2 100,000 watts*

CBS for Eastern Iowa

Mail address: **Cedar Rapids**

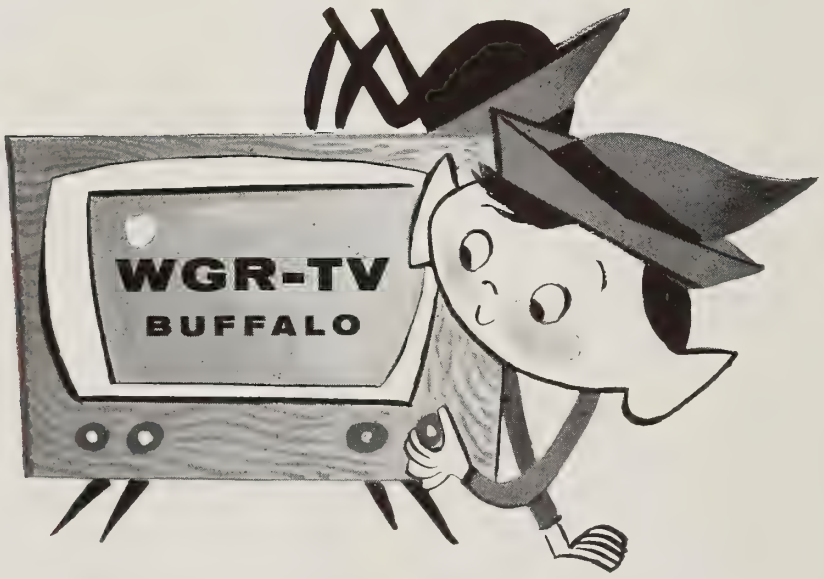
National Reps: **The Katz Agency**

* There are about as many ways of figuring cost per thousand as there are pigeons and tv stations combined. Be glad to explain this one to any, like they say, interested party.

2 FACTS

Buffalo-Niagara Falls is the nation's 14th largest market.

WGR-TV completely dominates* this rich market, serving 465,545 U. S. sets and a bonus of 431,560 in Canada.



Channel 2

Buffalo's favorite station

REPRESENTATIVES — Headley-Reed
In Canada — Andy McDermott-Toronto

* **WGR-TV** leads in 21 of the 24 weekday quarter-hour segments between 6 PM and midnight. (Pulse)



ROLAND E. JACOBSON

on all accounts

ROLAND E. JACOBSON first became acquainted with tv in 1947, when his commercial copy was among the first to emanate from KTLA (TV) Hollywood, Paramount Tv Productions o&o station. He was then Los Angeles manager of Buchanan & Co., agency servicing Paramount Pictures.

Now vice president of William W. Harvey Inc., Hollywood, Mr. Jacobson was born in Havelock, N. D., in 1908, and grew up in Rochester, Minn. He graduated from the U. of Wisconsin with a B.A. in journalism in 1930 and became a newspaper reporter-feature writer, shifting to midwestern trade publications in 1934 as an editor.

Six years later, he entered radio as commercial manager of KWNO Winona, Minn., where he remained until Pearl Harbor. Then he moved to California and while working at Lockheed Aircraft, met Miss Virginia Morris, who became Mrs. Jacobson in 1947.

He entered the agency field with The McCarty Co., Los Angeles, as an account executive. In 1943 he joined Buchanan & Co. as copy chief, later becoming radio director and then vice president in charge of the Hollywood office. In 1949 he joined Ruthrauff & Ryan Inc. as an account executive, and two years later went to the Biow Co. as account executive in charge of the Maier Brewing Co. (Brew 102) account, a heavy radio-tv user.

In 1953 he joined the Harvey agency as an account executive, assuming his present position in a scant three months.

At least 90% of Harvey accounts use radio and tv, Mr. Jacobson points out, including Sunset Oil Co., Vitamin Div. of Thrifty Drug Co., Servisoft of California (soft water service) and General Electric Supply Co. (Southern California GE and Hotpoint distributors).

Commercials, especially singing jingles, are becoming more strident as their creators strive for new or unusual sounds, he comments. The Harvey Co., for the Thirfty Drug Vitamin Div.'s "Allen's Formula 25," has had its announcer use a straightforward sales pitch as a contrast and "it's working. The Allen's Formula people report their best business ever," Mr. Jacobson states. He also notes that Vitamin Div. has allocated its entire advertising budget to radio since last Jan. 1.

An ardent sportsman especially fond of skiing, tennis, swimming and strenuous games, Roland Jacobson admits a recent ankle fracture has slowed him down a bit. These days, he and Mrs. Jacobson do considerable reading in their home in the Hollywood Hills.

NOT A SHADOW OF A DOUBT

---about radio coverage in Mid-America

As our rotund friend, Mr. Mid-America indicates, it's a big, rich, expanding market, completely covered by one big station — KCMO Radio.

Take a look at radio listening in the November-December, 1954 *Area* Pulse. Or glance through the 1954 composite Conlan "Study of Listening Habits" for Mid-America. You'll see there's no doubt that KCMO is *the* radio buy for Mid-America.

Within KCMO-Radio's ½ mv. contour you reach 213 Mid-America counties . . . and with KCMO's 50,000 watts at 810 on the dial you get more Mid-America listening homes than any other Kansas City station. Take Mr. Mid-America's tip: Cover the *whole* market *better* with KCMO-Radio.



Kansas City's most powerful station for Mid-America

KCMO radio

50,000 watts at 810 Kc.

Kansas City, Missouri

National Representatives: The Katz Agency • Affiliated with Better Homes & Gardens and Successful Farming

Excited Sponsors are buy

"THE Eddie Cantor RADIO SHOW"



STARRING EDDIE CANTOR WITH JIMMY WALLINGTON Eddie's favorite radio clowning partner

5 BIG BRIGHT HALF-HOURS EVERY WEEK For Single or Participating Sponsors!

NOW'S THE TIME TO

Enthusiastic reports are pouring in from stations all over the country . . . listing big, profit-boosting sales to local, regional and national advertisers.

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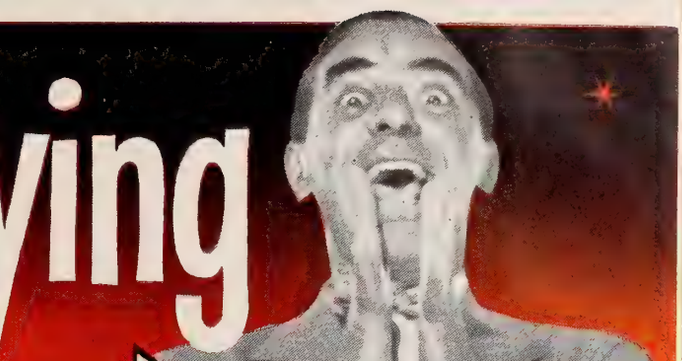
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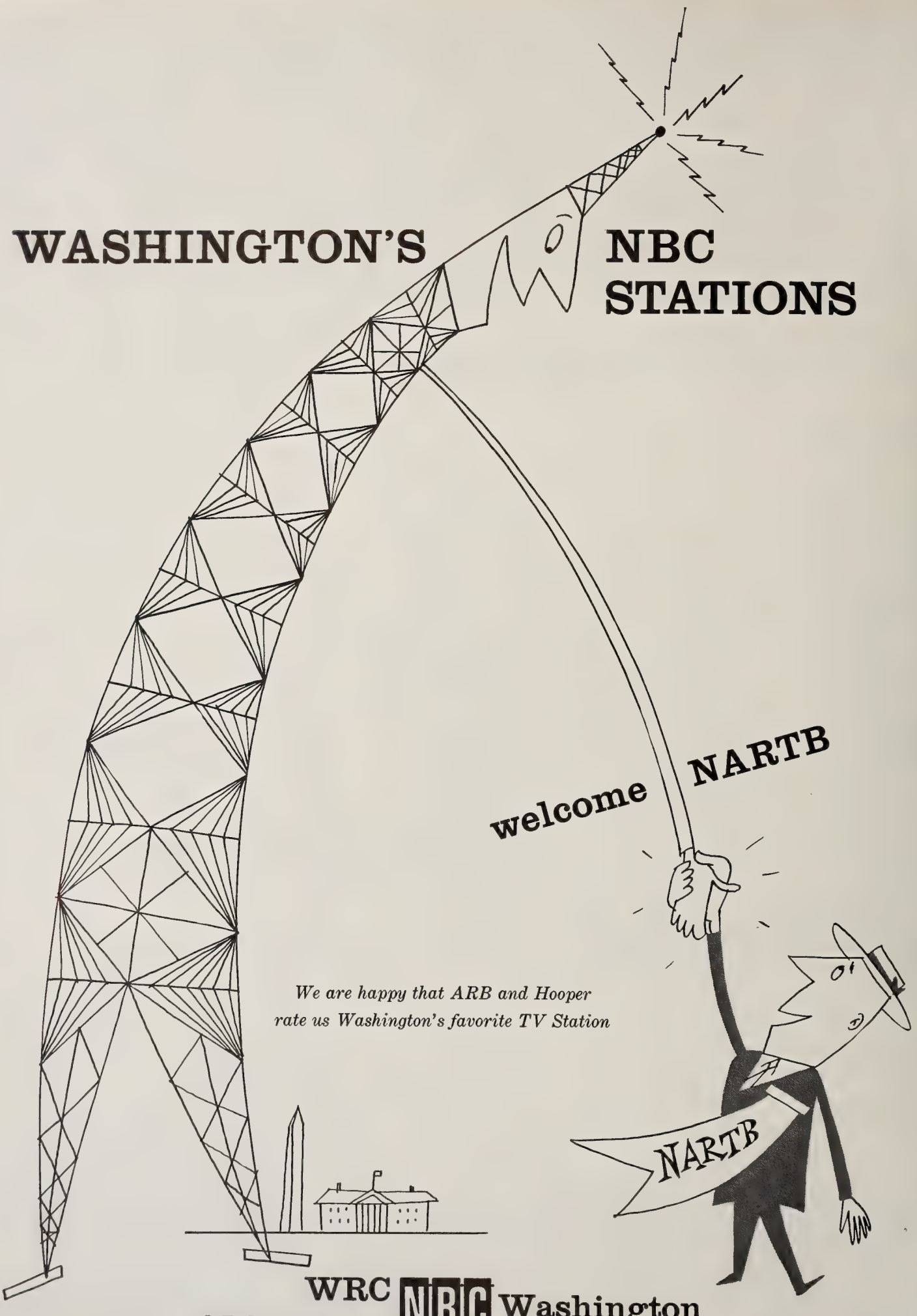
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BROADCASTING TELECASTING

May 23, 1955 Vol. 48, No. 21

ABC, CBS OPPOSE TOLL TV AS CONTROVERSY HEATS UP

With most leading broadcasters in Washington this week for the NARTB convention, the Capital will be the scene of organized war between advocates and opponents of subscription television. Last week the opponents mounted some of their biggest guns.

THE subscription tv battle lines appeared ready to be joined at the NARTB convention in Washington this week as the until-now mostly silent broadcasters began to raise their voices on the subject.

The trend toward opposition to pay tv even began to show itself in the voluminous correspondence at the FCC (35 volumes of letters).

And heavy artillery from the American Legion landed at the FCC when the Legion's national committee voted to oppose the move to have the viewer pay for his programs.

There was even an implied reversal of sports writers' thinking on the subject; at least two nationally known sport scribes raised cynical eyebrows at some of the claims made by pay tv adherents.

But, it was the swelling articulation by broadcasters that made last week's pay-to-see-tv activity significant. Chief developments:

• CBS President Frank Stanton said pay tv would "hijack" American viewers into paying for the privilege of looking at their own tv sets. He also said that the toll tv is a "betrayal" of the 34 million families who have already spent $13.5 billion for their sets. (See text of Stanton statement, page 28).

• CBS primary tv affiliates, meeting in New York last Thursday, backed up their network in a secret ballot by a vote of 107 to 2.

• American Broadcasting-Paramount Theatres President Leonard H. Goldenson told stockholders in New York that ABC would oppose pay tv and would uphold that position before the FCC.

• There was a growing sentiment, sparked by a few outspoken telecasters, that some sort of anti-pay tv broadcasters' organization must be established soon—and that the propitious time was this week when the broadcasters of the nation are gathered in Washington.

• Uhf telecasters, many of whom have been in the forefront of pro-pay tv, undoubtedly were prepared to take some stand on the "burning" question at their meeting last night at the Washington Hotel in Washington.

However, the pro-pay tv side was not barren last week. It saw *New York Herald Tribune* syndicated radio-tv critic John Crosby see good in sponsorless tv. It saw many, including Arthur Levey, president of Skiatron Electronics & Tv Corp., point to the blackout on home tv of the Marciano-Cockell fight (it was shown on theatre-tv) as an exhibit in favor of toll tv.

It saw the FCC issue experimental authority to ch. 7 WMAL-TV Washington to broadcast scrambled signals during the NARTB convention. The grant was made to the *Washington Evening Star* station for May 25-June 24, but this was revised Friday when the starting date was changed to May 23. The station will telecast the jittered pictures from 8 a.m. to 12:30 p.m., which is before its regular broadcast day begins.

The Commission said that the tests "shall avoid any action which may create public impression that the FCC has or will approve any system of subscription tv." Comr. E. M. Webster dissented.

The WMAL-TV signals will be used in conjunction with an exhibit of Phonevision established by Zenith Radio Corp. at the Sheraton Park Hotel, to which it is inviting groups of broadcasters, congressmen, senators and government officials [CLOSED CIRCUIT, May 16].

The WMAL-TV-Zenith demonstrations will be the fourth time that off-the-air subscription tv has been authorized by the FCC. The first was in 1951, when Zenith ran a 90-day test with 300 families in Chicago. It used its then experimental Chicago ch. 2 transmitter. The second was experimental tests between ch. 9 WOR-TV New York and Skiatron. The third was between WOR-TV again and Zenith.

Zenith's scrambling and unscrambling devices, basic elements of this toll tv method, will be shown for "interested parties" throughout the next four weeks, according to Dr. Alexander Ellett, Zenith vice president for research, and Pieter VanBeek, assistant to President E. F. McDonald Jr.

In announcing the demonstrations, Zenith noted that the "center of [its] campaign for the adoption of subscription television" moves to the nation's capital. Emphasis was placed on subscription tv generally rather than Phonevision in connection with the overall pay-as-you-see campaign. Zenith hailed the first public showing as a "milestone in the company's technical history."

A variety of sources, including special films, off-the-air telecasts, slides and other material, will be utilized. In contrast to its Chicago showing in 1951, Zenith will employ aircode systems instead of telephone wire lines.

A keyboard computer, about the size of a small spinet piano, will be one of the features shown this week, the purpose being to develop decoding data for subscribers. Zenth claims it stores up recollections of "decoder settings" for some 150,000 subscribers, or multiples of that figure, and relates it to codes used for the programs. Zenith engineers indicate that several operations with the Zenith decoder could be established within a year of FCC approval.

Circulating throughout the broadcast indus-

WHAT TV VIEWERS CAN SEE FREE



Under present system—big shows **Under toll tv—senseless scramble**

The effect subscription television would have on such shows as Ed Sullivan's *Toast of the Town* was described in the CBS policy statement last week: ". . . If only 5% of the families who now watch [Mr. Sullivan] would pay only 50¢ each to see the show, they would spend $375,000—two and one-half times as much as the sponsor now pays to bring it to the public free. The other 95% would then have the 'free choice' of *not* watching *Toast of the Town* or paying to see it. It's the old story of letting the camel get his nose into the tent. Once this happens, the channel on which *Toast of the Town* is broadcast would be scrambled out for everyone who doesn't pay."

TV COULD NOT EXIST HALF FREE, HALF FEE

A STAND against subscription tv was taken last week by CBS Inc. Dr. Frank Stanton, president, voiced this opposition:

CBS opposes pay-television because it would highjack the American public into paying for the privilege of looking at its own television sets. This is a betrayal of the 34 million families who have already spent $13½ billion for their sets in the expectation that they would be able to use them as much as they wanted without paying for the prerogative of watching.

Under pay-television, stations which are now broadcasting free programs would scramble the pictures and sound so that the set owner could not receive them unless he paid for each program. Such programs could be unscrambled only when a costly gadget, attached to the home receiver, is fed a coin or slug, a key or card for which the viewer pays. Since a station cannot televise two programs at once, any station broadcasting a scrambled pay program would necessarily have to eliminate its free program during that time period. Pay-television would black out the best of free television. In essence, this is a booby trap, a scheme to render the television owner blind, and then rent him a seeing eye dog at so much per mile—to restore to him, only very partially, what he had previously enjoyed as a natural right.

Pay-television promoters say they would be satisfied if they got $100 a year from the average family. On this basis, today's television audience would pay some $3½ billion a year—more than it pays for shoes or doctors or electricity—for viewing far fewer programs than it now watches without charge. This is three times the amount now being paid . . . for all spectator admissions.

Under the present system of American television, no set owner is deprived of a program because he is not as prosperous as his neighbor. But, once the turnstile of pay-television is placed in the living room, the families who rely most on television for their entertainment and information would be hit the hardest because they would be the ones who, for economic reasons, would have to restrict their viewing most severely. Television would no longer belong to all the people all the time.

One of the arguments made by the promoters of pay-television is that its introduction would hurt nobody. Try it out in the market place, they say. Surely this is in the American tradition. There would, they claim, be free television for those who want what they are now getting and there would be pay-television for those who want the unusual, the sort of entertainment and culture which free television cannot afford currently. But this is a specious claim, unsupported by the economic facts of life. It is the sheerest kind of sophistry and it is intellectual quicksand.

It is probable that pay-television would deliver an occasional heavyweight championship fight, and possibly such special entertainment as a multi-million dollar "first-run" movie, which the economics of present television cannot reach, at least as of today. On the other hand, the bulk of any programming for which pay-television would bid is bound to be the very kind of entertainment which already has found such high favor in present day free television. The result of this is that the public would be victimized into paying out billions of dollars a year for a programming service which they are now getting free.

If this scheme is authorized and becomes generally established, pay-television would be able to bid away from free television every kind of program which the public now enjoys. For example: For viewing the World Series at home, a tribute of some $6,000,000 per game would be levied on the public if each family which watched the Series in 1954 were forced to put up the modest sounding sum of 50¢ for each game. Thus the people would pay 15 to 25 times as much as is now being paid by the sponsors who bring them the games free.

If *only 5%* of the families who now watch Ed Sullivan's *Toast of the Town* would pay only 50¢ each to see the show, they would spend $375,000—two and one-half times as much as the sponsor now pays to bring it to the public free. The *other* 95% would then have the "free choice" that pay-television promoters want to give them: the free choice of *not* watching *Toast of the Town* or paying to see it. It's the old story of letting the camel get his nose into the tent. Once this happens, the channel on which *Toast of the Town* is broadcast would be scrambled out for everyone who doesn't pay.

What is true of these two examples is true of every one of the public's favorite programs. If pay-television is authorized, nobody could blame the owners of popular attractions for putting them where they could produce the most income. No one can be so naive as to believe that popular programs would be broadcast free if they could be charged for.

Thus television could not long remain half free and half fee. Either television programs belong to the public free or they belong to the highest bidder. During the hours when most people watch television, co-existence would be unlikely; it would be an economic improbability.

It is claimed that under pay-television there would be more cultural programs appealing to small minorities. We believe the reverse to be the fact. If, as the pay-television promoters say, installing a minimum service in a single major city will cost tens of millions of dollars, installing it throughout the total area now served by television will cost billions of dollars. People who make such an investment will have to get it back by putting on the type of shows which will attract the largest audiences. If a million families were willing to pay $1 each to see a movie and 100,000 people would pay $2 each to see a ballet, there would be no ballet.

It is difficult to believe that the Federal Communications Commission would authorize a scheme which seems to be so clearly contrary to the public interest. However, if pay-television should become established, economic necessity will force CBS to participate. Unlike theatre owners, we have no economic axe to grind. We could expect to operate profitably under a system of pay-television. With our programming know-how, facilities and experience, we regard it as more than probable that we would earn our share of the billions of pay-television dollars. But this is not where CBS believes its best interests lie.



We are proud of the progress the broadcasting industry has made in establishing a nationwide free television service. The pay-television promoters have continuously predicted the failure of free television at every point of its development; that it could never support itself without direct tribute from the public. They made these false prophecies 25 years ago and, as recently as 1946, the president of Zenith Radio Corp. flatly stated "the advertisers haven't sufficient money to pay for the type of continuous programs that will be necessary to make the public buy television receivers by the millions." Today there are 36 million television sets in daily use. Unlike these false prophets, we set no limits to the increased and continually increasing service to the public of free television.

During the past seven years, and at the cost of a refrigerator, the average family has been able to convert its home into a center of information and entertainment not even the wealthiest could have enjoyed ten short years ago. The finest talents of Broadway and Hollywood, the significant events of Washington, faces of Presidents and legislators, the art of museums and advances of science have become as familiar to television set owners as their neighbors down the street. And past advances are only a prelude to future accomplishments. We are unwilling to see the present system, under which everybody watches television as much as he wants, destroyed and a great and unifying medium of communication disrupted, with attendant dangers to our entire economy. The cost to the public in dollars and in the loss of free television far outweighs the potential gains of the pay-television scheme.

We believe, therefore, that the public's best interests and our best interests as well, lie in the continuing expansion of free television; that television channels now dedicated to all the public should not be used for the introduction of a system whose benefits to each viewer would be limited by his ability to pay.

Because the pay-television scheme would impose an unnecessary burden of billions of dollars on the American public; because it would charge the public for the popular programs it now enjoys free; because it would become a discriminatory service, available in large part to only those who could afford to pay; because it would endanger the scope and quality of nationwide news and public service programming, we shall oppose it before the Federal Communications Commission.

try was an attack on Harold Fellows, NARTB president, for his expressions on subscription tv. It was a 10-page booklet, using copious pen-and-ink sketches, entitled "Was Our Uncle Hal Scoopgoofed?" Its theme was that Mr. Fellows had permitted "big interests" to dictate the anti-pay tv resolution voted by the NARTB Tv Board last April. The booklet was sent out by Gene O'Fallon, KFEL-TV Denver ch. 12.

Mr. Stanton's strong stand against pay tv—"it would black out the best of free television . . . tv would no longer belong to all the people all the time . . . sheerest kind of sophistry . . . intellectual quicksand . . . television could not long remain half free and half fee"—made no bones about one thing:

If subscription tv is authorized, CBS will participate. "We regard it as more than probable," Dr. Stanton said, "that we would earn our share of the billions of pay-television dollars."

But, the CBS president continued, this is not where CBS believes its best interests lie. It lies, he said, "in the continuing expansion of free television; that television channels now dedicated to all the public should not be used for the introduction of a system whose benefits to each viewer would be limited by his ability to pay."

The resolution passed by the network's primary tv affiliates declared that any system which would require the public to pay for programs broadcast over the air "would be wholly inconsistent with the history of American broadcasting, would divide the American people by barring programs to those who could not afford them, would use the channels of free air which are currently broadcasting free programs to the public and would inevitably subtract from, if not fatally injure, present free service."

ABC Opposition Stated

Mr. Goldenson's statement at the AB-PT stockholders meeting called attention to the fact that its theatres subsidiaries had already joined with other theatre owners to combat pay-as-you-look tv.

"Our ABC division will also oppose subscription tv in the proceedings before the FCC," Mr. Goldenson said. "The subject is an extremely complicated one, and I do not think that any useful purpose would be served in setting forth here or in discussing at this meeting the various arguments pro and con which the division carefully considered in arriving at this decision. Basically, it was concluded that, at the very least, paid and free television could not co-exist without resulting in a great loss to the viewer of the availability of varied types of tv programming and that paid tv would not be in the general public interest and would not be a proper use of a public franchise."

In its resolution last month, the Tv Board of NARTB voted to oppose the request of subscription tv advocates for permission to use broadcast frequencies for their pay system of broadcasting. It was made clear then, and by Mr. Fellows subsequently, that the NARTB had not made a decision on pay tv as such [B•T Interview, May 2].

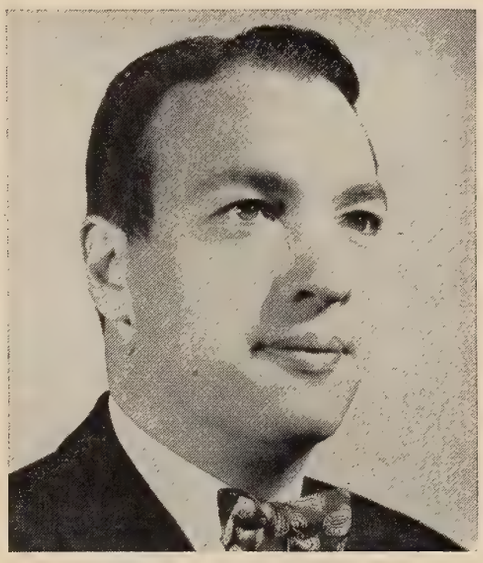
Only two other broadcasters have previously spoken out against pay tv.

RCA Chairman David Sarnoff said at the 1953 NARTB convention that toll tv was the "negation" of the American system of broadcasting. "I am convinced," he said, "that television broadcasting, like radio broadcasting, can solve its economic problems without a cash-box in the home."

Early in 1953, H. W. Slavick, general manager of the Scripps-Howard WMCT (TV) Memphis, entered a vigorous objection to subscription tv. He called the scheme "disastrous." He said pay tv would cost the public $7 billion a year. It is, he said, contrary to the concept that broadcast channels are natural resources belonging to the people.

For the first time since the first weeks following the FCC's invitation for comments by June 9 on the pay tv proposal [B•T, Feb. 14], Commission began receiving heavy indications of opposition. Up to now, the mail comments from Mr. and Mrs. John Q. Public have been running more than six to one in favor of subscription tv. Last week, the tide began to turn. The comments were about evenly divided, and indications were that anti-toll tv arguments were beginning to make themselves felt. It was also obvious that the theatre owners' campaign against this acknowledged threat to their box office was beginning to engender pen-in-hand activity by this industry.

The American Legion National Executive Committee asked the FCC to "make no rulings nor pass any legislation changing the fundamental system of broadcasting and telecasting in the United States, hitherto devoted to free entertainment, information, educational and other programs which bring unlimited hours of enjoyment to millions of Americans, including the hospitalized veterans whose welfare has been and always will be the prime concern of the American Legion."



LEONARD H. GOLDENSON
Announces ABC's stand

The sports scriveners' doubts regarding pay tv—which has received increasing support from sports promoters—were exemplified by Hearst columnist Dan Parker and the *Washington Post and Times Herald*'s Shirley Povich.

Mr. Parker concluded his skeptical piece in the May 8 *New York Mirror* by calling pay tv "a brazen attempt to put over the biggest air grab since the last midnight mosquito hunt by a blindfolded posse of stung-to-the-quick citizens of Secaucus, N. J."

Mr. Povich, writing in the May 19 *Washington Post and Times Herald,* referred to the reports of ad-less pay tv programs, but asked: "How to keep the pay-tv promoters honest after they have your dough might be a problem."

The caustic Mr. Crosby, writing in the May 16 *New York Herald Tribune,* found that the greatest blessing pay tv could bestow would be to put the advertiser "in the back seat."

"You'd no longer have to see a program just because the sponsor's wife likes the crooner on it—and you'd be surprised how many programs you see for just that reason," Mr. Crosby snappishly concluded.

Mr. Levey, Skiatron president, declared last week that the need for pay tv was underlined by the presentation of the Marciano-Cockell championship fight last Monday on a limited, closed-circuit, theatre-tv network.

"If subscription tv were here," Mr. Levey said, "this bout would have been on home television. And it wouldn't have cost anything like $3 or $4 per person, but $1 or less for the entire family." He estimated that the fight promoters would have grossed "at least 10 times as much or more, compared with what they are now getting from the theatres."

Public debate on pay tv continued last week, when over 100 members of the Hollywood Advertising Club heard proponents and opponents of subscription tv on the subject.

This marks the fourth debate between the two sides in recent months. The first was held at Washington's National Press Club, between Zenith's Millard Faught and Alfred Starr, co-chairman of the Organizations for Free Tv and Theatre Owners of America executive member. The second was on CBS-TV between W. Theodore Pierson, Washington attorney for Zenith, and Vic Sholis, WHAS-TV Louisville director. The third was on NBC with Zenith's H. C. Bonfig and Mr. Starr. Mr. Bonfig's resignation from Zenith and his joining CBS-Columbia as president (see story, page 124) was announced last week.

At Hollywood Debate

Representing anti-pay tv forces at the Hollywood debate were Alfred Starr and Robert S. Taplinger, president of the public relations firm, representing OFT.

Subscription tv supporters were Paul MacNamara, vice president, International Telemeter Corp., Hollywood, and Joseph Brenner, Hollywood broadcast attorney and former FCC regional counsel.

Readily admitting that he represents a selfish interest in the dispute, namely the film theatre owners, Mr. Starr challenged pay-tv proponents to deny that they, also, have a selfish interest.

"Pay-to-see tv can offer nothing creative—it can only destroy our current free programming," he said. What "new" attractions it may offer, such as "traditionally free baseball games, boxing matches, football games and the Kentucky Derby . . ." would be presented at the expense of "free" tv, the theatre executive warned.

Mr. MacNamara contended that subscription tv had at least four definite contributions to make to television generally:

Improvement of tv programming quality; return of sports programs, now lost to theatre tv, to home tv; reduction of present first-run feature film distribution cost (which he estimated at 85%) and the resultant increase in the public able to view them, and a greater number of tv stations and tv coverage.

He also revealed that at least one large advertiser had approached Telemeter with a proposition to include tokens for the Telemeter system in the advertisers' packages.

"Pay-as-you-see-tv will develop new advertising accounts that should be blockbusters and it may well be that the amount of advertising dollars that will be spent by these new entertainment accounts in the future will compare dollar-wise with some of the present enormous automotive accounts," he told the ad men.

He has station clients on both sides of the fence on the pay-tv question, Mr. Brenner noted, commenting that "If they're making money, they're opposed, and if they're losing money, they're in favor of subscription tv."

To make tv pay, advertisers and agencies must seek mass audiences with admittedly in-

adequate tools, Mr. Brenner commented. With pay-tv, mass audiences and special groups alike could support the programs catering to their respective tastes.

"There is nothing in present pay-tv proposals to prevent advertising on these programs too," he continued. Many threatre owners, who are the strongest pay-tv opponents, also show commercials to their audiences, which "proves the practice can be acceptable to the public if handled properly," he declared.

Pay-tv adherents are talking out of both sides of their mouths when they promise the public relief from tv commercials, then tell the advertiser that commercials on subscription tv are still possible, Mr. Taplinger opened.

Speaking on what he termed the "opening night" fallacy, the New York publicist told Ad Club members he had asked 20 leading Broadway producers whether they would allow the opening nights of their plays to be telecast. "All said 'no,'" he declared. All felt it would create an "intolerable burden" on a cast already keyed up for a Broadway opening to ask them to undertake the necessary tv rehearsals, and the physical problems of installing tv equipment in a theatre for an opening night would only compound the problem, Mr. Taplinger noted.

In the question-and-answer period, Mr. Brenner admitted that there is some legal question whether the FCC has jurisdiction over pay tv. However, he noted that "pay radio," in the form of fm multiplexing, is already in existence under FCC control and might be a precedent.

Wide disagreement appeared between Mr. MacNamara and Mr. Taplinger on estimated costs to the consumer of installing pay tv equipment on present tv receivers. Mr. MacNamara estimated that Telemeter devices could be attached "for $5 or $10, or even nothing." Mr. Taplinger quoted estimates from $45 to $75 for the Zenith system.

Asked the effect on theatre owners if feature films were "premiered" on pay-tv for a single showing, both Mr. Starr and Mr. MacNamara were in agreement that they would "knock hell" out of subsequent theatrical runs. Mr. Starr rhetorically asked, "What producer is going to risk the fate of a $10 million movie on a single showing?"

Kobak Asks: Will Radio-Tv Be Scrambled or Poached?

DON'T forget radio, when you consider pay tv, Edgar Kobak, former MBS president and present owner of WTWA Thomson, Ga., and broadcast consultant, reminded the FCC last week [CLOSED CIRCUIT, May 16].

Mr. Kobak raised the question regarding the possible approval of subscription tv. "If the World Series goes toll tv, will it be taken away from me on radio?" Mr. Kobak asked. "The same goes for the Metropolitan Opera and the great symphonies and other programs now available on radio. And, how about religious and educational programs? Also, should the long line rates be on a higher scale?"

One important element has been forgotten "in this hard drive to get the listener and viewer to pay for certain programs," Mr. Kobak said. "Radio broadcasting is also licensed by the FCC and radio is as 'free' as television. It is my feeling that any hearing held on toll tv should also include the subject of toll radio. Should one be 'free'—the other paid?"

Mr. Kobak concluded: "It is hard for me to figure out whether we are going to have our radio and tv scrambled, poached, fried, hard, soft or raw—and people can read what they want into this list of the future of the egg. What kind of an egg will be laid?"

TOLL TV: CORRIDOR GHOST OF THE NARTB CONVENTION

It's not on the agenda, but it's on everybody's mind. A record turnout is certain for the Washington sessions, with advance registration at 1,611. Eisenhower's address will highlight the meeting.

PAY-TO-SEE television, not billed on the formal agenda, promises to spark delegate conversation and probably will burst into floor debate, judging by the talk of early arrivals for the annual NARTB convention in Washington.

Demonstrations, promotion, ballyhoo and anonymous propaganda with emphatic overtones—and undertones, too—were developing at the weekend on behalf of and against subscription tv (see pay-to-see roundup, page 27).

NARTB's 33d annual convention is certain to set an alltime attendance record. Advance registration for the Management Conference totaled 1,303 compared to 1,126 at Chicago last year and 1,020 at Los Angeles in 1953. Engineering registration this year ran 308 compared to 302 at Chicago last year and 268 in 1953.

As usual many delegates will appear without advance registration. The 1,611 advance total for management-engineering compares to 1,428 in 1954 and 1,227 in 1953.

At the weekend 135 women delegates had indicated they will attend the style show and take the Mt. Vernon trip, features of their agenda.

The exhibits [B•T, May 16] will be found in the Shoreham Exhibit Area, a short, winding stroll from the Main Ballroom and West Ballroom, where many of the management and engineering sessions will be held. Entertainment suites are at the Sheraton Park Hotel, a half-block airline but three uphill blocks from the Shoreham. NARTB is to operate shuttle bus service between the hotels.

The Tuesday morning opening meeting, with President Eisenhower and the keynote address by Mark Ethridge, WHAS-AM-TV Louisville, will be held in Sheraton Hall, largest hotel ballroom in the world, according to the Sheraton Park Hotel. The 3,000-seat ballroom will be converted Tuesday in 45 minutes to a 200-table luncheon room to seat 2,000. The President's talk will be on radio-tv.

Many unofficial side meetings are scheduled during the week (see list and summary of agenda, page 33). Monday's pre-opening schedule includes a morning fm meeting and afternoon tv membership business meeting, preceded by a tv film breakfast.

Four members of the NARTB Tv Board wind up their terms at the tv business meeting. They are Campbell Arnoux, WTAR-TV Norfolk, Va., board vice chairman; Kenneth L. Carter, WAAM (TV) Baltimore; William Fay, WHAM-TV Rochester, N. Y., and Ward L. Quaal, WLWT (TV) Cincinnati.

Judge Justin Miller, former board chairman of NARTB, will preside at the election of new tv directors. Clair R. McCollough, Steinman Stations, is chairman of the Tv Board.

Eight new members will take office on the Radio Board this week (see biographical story on page 44). They were elected during the spring elections.

Radio directors whose terms expire with the convention include George H. Clinton, WPAR Parkersburg, W. Va., District 3; John Fulton, WQXI Atlanta, District 5; F. Ernest Lackey, WHOP Hopkinsville, Ky., District 7, who starts a new term as small-station director; Hugh K. Boice Jr., WEMP Milwaukee, District 9; Kenyon Brown, KWFT Wichita Falls, Tex., District 13; John H. DeWitt Jr., WSM Nashville, large stations; G. Richard Shafto, WIS Columbia, S. C., medium stations; Edgar Kobak, WTWA Thomson, Ga., small stations; Ben Strouse, WWDC-FM Washington, fm stations.

New directors representing radio networks, appointed by each network, were announced last week by NARTB President Harold E. Fellows. ABC, which joined the radio membership a week ago, named Charles T. Ayres, ABC Radio vice president in charge, as its radio director. Arthur Hull Hayes, new president of CBS Radio network, was named by that firm. Charles R. Denny, vice president in charge of NBC owned stations and NBC Spot Sales, is the NBC representative on the board. E. M. Johnson, vice president in charge of production, station relations and engineering, continues to represent MBS.

Heretofore, networks could have only one board member, selecting either radio or tv board. All four tv networks had tv directors, with MBS as the only network represented on the Radio Board until a recent change in association bylaws, approved in April.

Mr. Strouse will preside at the Monday morning fm meeting, to be held in the Shoreham's West Ballroom. Main topic will be multiplexing. Mr. Strouse will be succeeded on the board by Edward A. Wheeler, WEAW-FM Evanston, Ill. He continues as Fm Committee chairman. Opening speakers will be A. Prose Walker, manager, NARTB Engineering Dept.; William S. Halstead, Multiplex Engineering Corp., New York, and Dwight Harkins, KTYL Mesa, Ariz. Mr. Harkins has developed a new multiplex device which will be shown at the convention by Schafer Custom Engineering.

The opening speakers will join a panel discussion with Mr. Wheeler; Lloyd Jaquet, WGHF (FM) New York; Raymond S. Greene, WFLN (FM) Philadelphia; Donald K. DeNeuf, Rural Radio Network, Ithaca, N. Y.; Edward Davis, Musicast Stations, San Francisco; John H. Bose, Electronic Research Labs, Columbia U. A question-answer period will wind up the fm meeting.

Two management breakfasts will be held, at 8 a.m. Wednesday and Thursday. A wages and hours panel will be held Wednesday morning. At Thursday's management-labor relations panel breakfast, Stephen Dunn, labor authority of the law firm of McCobb, Heaney & Dunn, Grand Rapids, Mich., will be main speaker. Charles H. Tower, NARTB manager of employer-employe relations, is organizing the two breakfast meetings.

At its Wednesday afternoon portion of the radio management agenda, Radio Advertising Bureau will have basic presentations by Kevin Sweeney, president, and Joseph E. Baudino, RAB board chairman and Westinghouse Broadcasting Co. Washington vice president.

Three speakers will explain how radio advertising sold products for them: Emanuel

Katz, president, Doeskin Products Inc.; Irvin Feld, owner-operator of Super Music Enterprises, Washington, and Gailard Zink, owner of Zink's Super Market, Salem, Ind.

At the Tuesday morning meeting President Eisenhower will be escorted by Henry Clay, KWKH Shreveport, La., NARTB Radio Board chairman and co-chairman of the 1955 Convention Committee, and Clair R. McCollough, Steinman Stations, Tv Board chairman and convention co-chairman. President Fellows will introduce the President.

A feature of the Tuesday joint luncheon, at which FCC Chairman George C. McConnaughey is principal speaker, will be the appearance of Catherine E. Styles, of Auckland, New Zealand, one of the Voice of Democracy Contest winners this year. Miss Styles, an exchange student, represented Minnesota in the contest.

Taking part in the Tuesday afternoon government meeting will be Chairman J. Percy Priest (D-Tenn.) of the House Interstate & Foreign Commerce Committee. Ralph W. Hardy, NARTB government relations vice president, will introduce Chairman Priest.

All FCC members will take part in a panel discussion to be moderated by Mr. Fellows.

Thursday's Management Conference program will be all-television and carry the theme, "Television: The 10th Anniversary." Speakers include Dr. Allen B. DuMont, president of DuMont Labs and DuMont Tv Network; Harold Hough, WBAP-TV Fort Worth; Robert E. Kintner, ABC president; John E. Fetzer, WKZO-TV Kalamazoo, retiring chairman of the NARTB Tv Code Review Board; Sylvester L. (Pat) Weaver, NBC president, and Dr. Frank Stanton, president of CBS Inc.

Dr. Norman Vincent Peale, noted clergyman, will be the Thursday luncheon speaker. The adoption of resolutions will wind up the luncheon. Resolutions are to be printed in advance, with the Resolutions Committee scheduled to hold its first meeting at breakfast Sunday.

Television Bureau of Advertising will program the final management discussion. Speakers will include Norman Cash, TvB director of station relations; Richard Moore, KTTV (TV) Los Angeles, TvB co-chairman, and Oliver E. Treyz, TvB president. Concluding the four-day agenda will be a film depicting the power of tv as an advertising medium. Titled "Strangers Into Customers," it will be introduced by Hugh M. Beville Jr., NBC director of research and planning.

Members of the Resolutions Committee are Otto Brandt, KING-TV Seattle, chairman; George D. Coleman, WGBI-TV Scranton, Pa.; Robert Enoch, WXLW Indianapolis; John Alexander, KODY North Platte, Neb.; D. Lennox Murdoch, KSL-TV Salt Lake City; Gaines Kelley, WFMY-TV Greensboro, N. C.; Robert Tincher, WNAX Yankton, S. D.

The Credentials Committee comprises F. C. Sowell, WLAC Nashville, Tenn., chairman; Ross Case, KWAT Watertown, S. D.; Ben Akerman, WGST Atlanta; Joe Bryant, KCBD-TV Lubbock, Texas; Carleton Brown, WTVL Waterville, Me.; Mahlon Aldridge, KFRU Columbia, Mo.; Gilmore Nunn, WLAP Lexington, Ky.

NARTB will publish a daily booklet, *Transmitter,* carrying registration along with convention news developments.

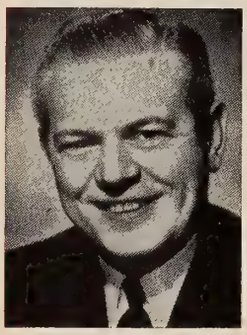
Engineering delegates will join management in the Tuesday sessions. Their separate technical sessions run Wednesday and Thursday. Ross Beville, WWDC Washington, is chairman of the engineering conference committee. A. Prose Walker, NARTB manager of engineering,

INDUSTRY-GOVERNMENT UNDERSTANDING

CLOSER understanding between government and the industry provides a theme for the 1955 NARTB convention in Washington, first time in 17 years that broadcasters have met with legislators and regulators at the Nation's Capital. The three persons in charge of the convention were asked by B•T to summarize their ideas about the meeting. They are NARTB President Harold E. Fellows; Clair R. McCollough, Steinman Stations, and Henry Clay, KWKH Shreveport, La., tv and radio co-chairmen of the convention committee.

THE ASSOCIATION

THIS YEAR's convention promises to be the biggest and most important in NARTB's history. Principally, this is because Washington is the site of our meeting and broadcasters will have a golden opportunity to meet first-hand with legislators and other government officials.



MR. FELLOWS

The general theme of the convention relates to government - industry cooperation and understanding. Thus it is that we will hear from many government leaders, led by President Eisenhower, and meet scores of others at the various social and business functions.

This year, by popular demand, we have separated radio and television by devoting a day to a thorough discussion of each. We trust that this new format will be pleasing and rewarding to the members and their guests.

The exhibit display—largest ever—is a virtual world's fair of electronic developments. Many of the new devices will be shown for the first time and they merit careful perusal.

The engineers, who have contributed so much to the success of this industry, have a jam-packed agenda of technological advances.

Management, of course, will be presented with plenty of food for thought in the fields of programming, sales, public relations, labor relations, administration and others.

NARTB membership has grown this year, not only in size, but in its sense of unity, its understanding of the strength of common interests in spite of individual differences and its unrelaxing and conscientious regard for its responsibilities to the public.

TELEVISION

TELEVISION in 10 short years has become an indispensable part of American Life. Technologically and programwise, it is getting better and better, and by its very example is encouraging other media to perk up and improve themselves similarly. This is the spirit of competition at its finest. By its nature, the television industry cannot rest without losing ground both to its own aspirations and to the competition of other media.



MR. McCOLLOUGH

These inborn requirements for the television broadcaster bid fair to raise his costs, to enlarge the area of public comment on his efforts, to add —in short—quite a host of problems that need unscrambling and clarification. This is one of the main purposes of this convention and of NARTB itself. A pooling of knowledge, resources and energies by television broadcasters can help to bring order out of what might be chaos to the individual broadcaster.

Television Day will bring forth an outstanding group of speakers who know the industry from the days that seem remote to many of us today. Formal and informal sessions, where members can relate the general to the specific, add their own experience to that of their colleagues and work out effective means of meeting problems common to them all, will bring out the best in all of us.

RADIO

THE RADIO INDUSTRY, from its crystal-set beginnings to the present, had to grow with America or perish. That it is in many ways stronger today than ever before can be demonstrated by the ever growing number of radio stations and the yearly sets-in-use increase.



MR. CLAY

Over the years, radio has adapted itself to the newer needs of a rapidly growing population, a continually expanding economy, and to competition from other media.

This 33d annual convention of NARTB will conclusively demonstrate radio's continuing vitality as a part of American life, its unique characteristics for both listeners and advertisers that have established it so firmly that few Americans are without one or several radio sets. Radio accompanies so many of life's activities, allows so much individual freedom and mobility within its listening purview, tells its message so within the harmony of everyday living without imposing or intruding that people cannot completely replace it with any other medium or combination of media.

Radio keeps up to date with America itself. That's why "Radio in '55" is the theme of Radio Day at this convention. Radio, along with the American economy itself, is going places. That's the overriding mood as radio broadcasters arrive to exchange information this year.

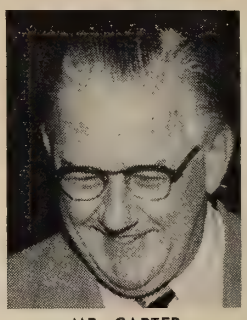
THE NARTB CONVENTION COMMITTEE

WORKING for months with NARTB management and the Convention Committee co-chairmen (see statements page 31) were eight veteran broadcasters comprising membership of the committee. Serving on the Radio Subcommittee with Co-chairman Henry Clay, KWKH Shreveport, La., are E. K. Hartenbower, KCMO Kansas City; James H. Moore, WSLS Roanoke, Va., and Ben Strouse, WWDC-FM Washington. On the Television Subcommittee, serving with Co-chairman Clair R. McCollough, Steinman Stations, are Campbell Arnoux, WTAR-TV Norfolk, Va.; Kenneth L. Carter, WAAM (TV) Baltimore, and Frank M. Russell, NBC Washington. John H. DeWitt Jr., WSM Nashville, is engineering liaison. Kenyon Brown, KWFT Wichita Falls, Tex., is consulting member, having been chairman of the 1954 Convention Committee. All committee members are NARTB directors. Messrs. Hartenbower and Arnoux are Radio and Tv Board vice chairmen, respectively.


MR. STROUSE


MR. RUSSELL


MR. DE WITT


MR. CARTER


MR. BROWN


MR. MOORE


MR. ARNOUX


MR. HARTENBOWER

and Ruth Brewer, administrative assistant, are handling arrangements. John H. DeWitt Jr., WSM-TV Nashville, is board liaison with the conference and convention committees.

Serving on Mr. Beville's committee are James D. Russell, KKTV (TV) Colorado Springs, Colo.; Orrin W. Towner, WHAS-TV Louisville; Donald Weller, WISN Milwaukee; Frank L. Marx, ABC; William B. Lodge, CBS; Rodney D. Chipp, DuMont; Mr. Johnson, MBS; Raymond F. Guy, NBC.

Members of the main Convention Committee, besides the co-chairmen, are E. K. Hartenbower, KCMO Kansas City; James H. Moore, WSLS Roanoke, Va.; Mr. Strouse; Frank M. Russell, NBC Washington, and Messrs. Arnoux and Carter. Kenyon Brown is consulting member, having headed the committee in 1954. Robert K. Richards is convention consultant.

Heading convention arrangements is C. E. Arney Jr., NARTB secretary-treasurer and general manager, and Ella Nelson, administrative manager. Barry Freer is exhibit manager. William Walker heads the convention desk.

NARTB's news headquarters will be staffed by Joseph Sitrick, manager of the NARTB news department; Fran Riley, editor; Sally Kean, news; LaRue M. Courson, production manager, and Don Frifield, promotion manager.

The station relations staff will maintain message and service centers for delegates, operating at main meeting spots. In charge will be William K. Treynor, station relations manager, aided by Jack Barton, assistant manager; William Carlisle and Alvin King, field representatives, and Jean Levy, secretary. Christine Chadwell is secretary at the membership certification desk.

'Radio in Every Room' Theme Highlighted at Convention

NEWEST radio receiver models are being demonstrated at the NARTB convention by 17 member companies of Radio-Electronics-Tv Mfrs. Assn. The display is on the main lobby floor of the Shoreham Hotel. It emphasizes the growth of outdoor listening through popularity of portable and personal radios as well as auto sets. Clock and table models, including am-fm sets, highlight the "Radio in Every Room" theme.

In charge of the display are C. Erick Isgrig, Zenith Radio Corp., chairman of RETMA's Public Relations & Advertising Committee; Jack Williams, RCA, and Jack Frietsch, Philco Corp.

Manufacturers whose radios are displayed include: Arvin Industries; Capehart-Farnsworth Co.; CBS-Columbia; Emerson Radio & Phonograph Corp.; General Electric Co.; Hallicrafters Co.; Hoffman Electronics Corp.; Industrial Development Engineering Assoc.; Magnavox Co.; Motorola Inc.; Philco Corp.; Radio Corp. of America; Raytheon Manufacturing Co.; Stromberg-Carlson Co.; Sylvania Electric Products Inc.; Westinghouse Electric Corp., and Zenith Radio Corp.

Meet Your Representative

RADIO and television station representatives will have suites at the following hotels (room numbers are listed where available):

SHERATON PARK—Avery-Knodel, 489; John Blair & Co., Blair-Tv, C200; Bolling, A611-15-07-09; Branham Co., A211-15; Henry I. Christal Co., 656-58-60; Harrington, Righter & Parsons, B500; Headley-Reed Co., E-400-03-04; George P. Hollingbery Co., C100; Joseph Hershey McGillvra, A311-15; Meeker Tv Inc., Robert Meeker Assoc., A500; Edward Petry & Co., Annex G200; Venard, Rintoul & McConnell, B508-10.

MAYFLOWER—Free & Peters; The Katz Agency.

STATLER—John E. Pearson Co.; Paul H. Raymer Co.; Walker Representation Co.; Weed & Co.; H-R Representatives Inc.; H-R Television Inc.; Weed Television; Adam J. Young Jr.

DUPONT PLAZA—Hoag-Blair.

RALEIGH—William G. Rambeau Co.

WOODNER—Forjoe & Co.

SHOREHAM—Gill-Perna.

RADIO SET SALES DRIVE READIED

COOPERATIVE drive to more than double the sales of home radio sets will be launched Wednesday by Radio Advertising Bureau, more than 70 radio stations and six radio set manufacturers. The manufacturers are General Electric, Motorola, Philco, RCA, Stromberg-Carlson and Zenith.

The campaign announcement coincides with the RAB session next Wednesday afternoon at the NARTB convention in Washington (see story, page 30).

RAB reported that nearly all stations in Dallas, Denver, Kansas City, Nashville, Omaha, Pittsburgh, Portland (Ore.), Providence, Seattle, and Washington will participate in the campaign.

Purpose of the campaign is to increase the sale of home radio sets from the current 7-8 million receivers annually to 15 million in 1956. Kevin Sweeney, RAB president, pointed out that in the tests radio will provide the "springboard" from which the manufacturers' brand advertising will "jump."

At the suggestion of RAB, the stations and manufacturers have decided on a series of five test campaigns in 1955, each of which will run in five cities for a four-week period. For a month starting May 25, the first two campaigns will run in the cities where stations are cooperating in the drive. The tests will promote portables, radio as a gift, radio for the bedroom, radio for the kitchen and a trade-in-your-old-set drive.

The bedroom and kitchen campaigns will begin immediately after Labor Day, each in a list of five different cities. The trade-in promotion is scheduled for mid-October in five other cities.

Stations will air general announcements to back the campaign. Additional announcements will be run simultaneously by the stations promoting the individual radio products. The radio time which the manufacturers will buy at the national level through their respective agencies will in most cases be supplemented by coopera-

tive dealer-distributor copy placed at the local level.

The station announcements consist of six transcribed musical jingles plus live announcements, both of which will be provided by RAB.

RAB estimates that 30 million kitchens and 55 million bedrooms remain to be equipped with new radios; that 15 million broken radios can be turned in for new models and that portable and gift markets have a potential of not less than 30 million sets.

QRG Survey of Time Sales Unveiled on Convention Eve

THOUGH network radio business is down, time sales are bigger than ever on the individually-owned radio stations.

These findings, emerging from an extensive survey made by Quality Radio Group among its member stations, was reported yesterday (Sunday) by William B. Ryan, executive vice president of QRG, at a pre-NARTB convention meeting of executives of stockholder member stations at the Shoreham Hotel in Washington. Mr. Ryan quoted several replies from executives of QRG member stations, all of which, he said, "are optimistic about the future of radio with time being sold on a big market, big station basis."

Mr. Ryan reported that Dave Partridge, advertising manager of Westinghouse Broadcasting Co., had replied that local sales on WBZ-WBZA Boston had increased 71.9% during the first two months of 1955 as against the same period of 1954. As to the combined figures for all five Westinghouse radio stations, Mr. Partridge said local sales in 1954 were up 48.3% against 1950 when tv was not so vital a factor as now, and up 22.9% against 1953 when tv had become significant.

Mr. Ryan quoted Wayne Coy, president of KOB-AM-TV Albuquerque, N. M., as saying that 1954 "was the best non-network income year despite the addition of two television stations and one radio station to the market."

WCAU Philadelphia told Mr. Ryan that non-network sales in 1954 accounted for 81.9% of the total as against 76% in 1952.

Other radio stations, according to Mr. Ryan, replied in much the same vein, making the point that while rate cards generally are slightly lower, increased sales have offset the price reductions to a large extent.

47 Public Service Agencies To Pay Tribute to Radio-Tv

FORTY-SEVEN public service agencies, joining in a demonstration of radio-tv voluntary contributions to the nation's welfare, will stage the first major exhibition of this broadcast activity during the NARTB convention. Their display will be shown starting with a preview Monday in the Sheraton-Park Hotel.

The Advertising Council and NARTB are jointly staging the exhibit, which carries the theme, "The Highest Distinction Is Service to Others."

Features include a recording setup by which Radio Free Europe will tape messages for transmission behind the Iron Curtain. American Cancer Society will have two cages of rats and mice that have been treated by chemicals. The animals will be taken back to Georgetown U. every night. The society will show cancer cells in microscope slides. U. S. Forest Service will have a huge "Talking Bear," a stuffed specimen equipped with sound.

Coordinating this special feature project are Robert K. Richards, NARTB consultant, and Gordon Kinney, Ad Council radio-tv director.

THE NARTB CONVENTION IN A NUTSHELL

CONVENTION AGENDA

All events at Shoreham unless indicated by SP (Sheraton Park)

SUNDAY

9:00 a.m. Exhibits open

MONDAY

10:00 a.m. Fm session. West Ballroom
12:00 noon Community Broadcasters Assn., Park Room
12:30 p.m. State Assn. Presidents Luncheon, Blue Room
2:30 p.m. Tv business session. West Ballroom
4:30 p.m. Daytime Broadcasters Assn., Park Room
7:00 p.m. BMI-NARTB Dinner, Woodner Hotel.

TUESDAY

10:00 a.m. Joint Session. SP Sheraton Hall. Keynote award; President Eisenhower
12:30 p.m. Joint Luncheon. SP Sheraton Hall; FCC Chairman George C. McConnaughey
2:45 p.m. Joint Session. Main Ballroom; Government, FCC officials
6:30 p.m. Engineering Reception. SP Exhibit Hall

WEDNESDAY (Radio Day)

8:00 a.m. State Association breakfasts
8:00 a.m. Wage-Hour breakfast. Blue Room
9:00 a.m. Engineering Conference. West Ballroom
10:00 a.m. Management Conference. Main Ballroom
12:30 p.m. Joint Luncheon. SP Sheraton Hall; NARTB President Harold E. Fellows
2:30 p.m. Radio Advertising Bureau. Main Ballroom
6:00 p.m. Government reception. SP Exhibit Hall
7:30 p.m. Radio Pioneers Dinner, Terrace Ballroom

THURSDAY (Television Day)

8:00 a.m. Labor Relations breakfast. Blue Room
9:00 a.m. Engineering Conference. West Ballroom
10:00 a.m. Management Conference. Main Ballroom Tv's 10th anniversary
12:30 p.m. Joint Luncheon. SP Sheraton Hall; Dr. Norman Vincent Peale Resolutions
2:30 p.m. Tv Bureau of Advertising, Main Ballroom
6:00 p.m. Reception. SP Exhibit Hall
7:30 p.m. Convention Banquet, SP Sheraton Hall

NON-CONVENTION ACTIVITY

9 a.m.—Broadcasting-Telecasting Golf Tournament, Goose Creek Country Club, Leesburg, Va.

10 a.m.—MBS Affiliates, Hall of Nations, Washington Hotel.

11 a.m.-3 p.m.—Quality Radio Group, Louis Seize Room, Shoreham Hotel.

12 noon-5 p.m.—ABC Affiliates, Park Room

12 noon-3 p.m.—BMI Board, Woodner Hotel.

5 p.m.-6 p.m. — Cocktails — ABC Affiliates, Louis Seize Room, Shoreham Hotel.

7:30 p.m.—Tv Pioneers Dinner, Willard Hotel.

8 p.m.—Uhf Industry Coordinating Committee, Washington Hotel.

MONDAY—MAY 23, 1955

8 a.m.—Louisiana State Broadcasters Breakfast, West Lobby Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—Film Breakfast, Blue Room

9 a.m.-12 noon—Clear Channel Broadcast Service, Green Room, Shoreham Hotel.

11 a.m.-4 p.m.—CBS Affiliates Advisory Committee, Louis Seize Room, Shoreham Hotel.

12 noon-2 p.m.—Community Broadcasters Assn. Luncheon, Park Room, Shoreham Hotel.

12:30 p.m.—State Association Presidents Luncheon, Blue Room, Shoreham Hotel.

12:30 p.m.—Ladies Entertainment Committee Luncheon, West Room, Shoreham Hotel.

4:30 p.m.-6 p.m.—Daytime Broadcasters Association, Park Room

6 p.m.—Cocktails—BMI, Woodner Hotel.

6 p.m.-8 p.m.—Cocktails—MCA, Terrace

7 p.m.—BMI-NARTB Dinner, Woodner Hotel.

TUESDAY—MAY 24, 1955

7:30 a.m.—Heavy Exhibitors Breakfast, Park Room

8 a.m.-9:30 a.m.—West Virginia State Broadcasters Breakfast, West Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—Tennessee State Broadcasters Breakfast, Louis Seize Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—South Dakota State Broadcasters Breakfast, Green Room, Shoreham Hotel.

8 a.m.-9:30 a.m. — Michigan State Broadcasters Breakfast, West Lobby Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—North Carolina State Broadcasters Breakfast, Blue Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—California Tv Broadcasters Breakfast, Adams-Hamilton Room, Sheraton-Park Hotel.

12:30 p.m.—Ladies Luncheon and Fashion Show—Blue Room, Shoreham Hotel.

WEDNESDAY—MAY 25, 1955

7:30 a.m.—Room Exhibitors Breakfast, Park Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—Wisconsin State Broadcasters Breakfast, House of Representatives dining room.

5 p.m.-8 p.m. — Cocktails — Meredith Publishing Co., Louis Seize Room, Shoreham Hotel.

6:30 p.m. — Cocktails — Radio Pioneers, Green Room, Shoreham Hotel.

7:30 p.m.—Radio Pioneers Dinner, Terrace Ball Room, Shoreham Hotel.

THURSDAY—MAY 26, 1955

8 a.m.-9:30 a.m.—Texas Association State Broadcasters Breakfast, West Lobby Room

Welcome to

BROADCASTING•TELECASTING CONVENTION HEADQUARTERS

HOSPITALITY SUITE
FRANKLIN ROOM*
(lobby floor, right)
SHERATON PARK HOTEL

CONVENTION NEWSROOM — SUITE F 1014 — SHOREHAM HOTEL

EXECUTIVE, EDITORIAL, ADVERTISING & CIRCULATION OFFICES
BROADCASTING • TELECASTING BUILDING
1735 DE SALES ST., N. W., WASHINGTON, D. C.
(across from the Mayflower Hotel)

* (Official NARTB Directory incorrectly listed Hospitality Suite in Shoreham)



FIRST AGAIN . . . by a bigger margin than ever!

The ARB ratings tell the story!
From 7:00 AM until midnight, *seven days a week*, KSTP-TV leads all other Minneapolis-St. Paul television stations in average program ratings* . . . and by a bigger margin than ever! During the important evening hours from 5:00 PM until midnight, KSTP-TV leads its nearest competitor in average weekday ratings by more than *seven* points.

In this rich, Northwest market which includes more than 600,000 television homes and commands a spendable income of FOUR BILLION DOLLARS, KSTP-TV has long been the leader. It is the Northwest's *first* television station, *first* with maximum power, *first* with color TV and, of course, *first* in audience.

The listener-loyalty which KSTP-TV has won through superior entertainment, talent, showmanship and service means *sales* for *you!* That's why—dollar for dollar—KSTP-TV is your *first* buy and your *best* buy in the great Northwest.

*Weekly average, ARB Metropolitan Area Report, March, 1955.

KSTP-TV CHANNEL 5 100,000 WATTS

MINNEAPOLIS • ST. PAUL Basic NBC Affiliate

"The Northwest's Leading Station"

EDWARD PETRY & CO., INC. • NATIONAL REPRESENTATIVES

WHERE TO GO, WHAT TO SEE

A B•T GUIDE TO D.C. HIGH SPOTS FOR NARTB CONVENTIONEERS

GOVERNMENT AT WORK

FEDERAL COMMUNICATIONS COMMISSION, New Post Office Bldg., Pennsylvania Ave. between 12th and 13th Sts., N.W. The fearless few who may want to find out first hand that all lions don't bite, no matter how loudly they may roar, will find FCC offices scattered throughout this building, chiefly on the sixth and seventh floor. Or they can dial EXecutive 3-3620.

Chairman George C. McConnaughey may be found on the sixth floor at Room 6107. Other FCC members: Comr. Rosel H. Hyde, Room 7241; Comr. Robert T. Bartley, Room 6207; Comr. Frieda B. Hennock, Room 7111; Comr. John C. Doerfer, Room 7207; Comr. E. M. Webster, Room 6239, and Comr. Robert E. Lee, Room 7235.

Chief of the Broadcast Bureau, Curtis B. Plummer, is at Room 7530, while the director of the Office of Information, George O. Gillingham, is at Room 7232. If it's a technical matter you are interested in, go see Chief Engineer Edward W. Allen Jr. in Room 7515. For Conelrad information, contact Ralph J. Renton, Room 7516.

If you want to check up on the public information that's available on your radio or tv competition, you can look at his license file, pending application or hearing record in the Public Reference Room on the seventh floor at Room 7013. George Simcoe or Joseph Jackson will be glad to help you and if they can't find it, Clara M. Iehl, chief of the License Division, certainly can. For an ownership summary in index card form on all persons in the U. S. having any radio or tv station interest, call on Mildred K. Roberts at Room 7014.

If you have a problem involving the Commission's Field Engineering & Monitoring Division, you will have to go to 415 22d St. N.W., where the chief of the division, George S. Turner, is located. Amateur operators may want to go see Edwin L. White, chief of the Safety & Special Radio Services Bureau, Room 2069, Temporary T Bldg., 14th and Constitution Ave. N. W.

CAPITOL, on Capitol Hill. Open 9 a.m.-4:30 p.m. (if Congress is in session, open until 30 minutes after adjournment). Guided tours every 15 minutes to 3:55 p.m., 25¢. Be sure to see radio correspondents' galleries of House and Senate.



BUREAU OF ENGRAVING & PRINTING, 14th & C Sts., S. W. Open 8-11 a.m., 12:30-2 p.m., Mon.-Fri. Conducted tours.

FEDERAL BUREAU OF INVESTIGATION, 9th St. & Pennsylvania Ave., N. W. Open Mon.-Fri., 9:30 a.m.-4 p.m. Tours start every half-hour in Room 5634 and last about an hour.

PENTAGON, headquarters of Dept. of Defense and world's largest office building, but easier to get in and out than stories you've heard would indicate. In Arlington, Va. Open, Mon.-Fri., 7 a.m.-6 p.m.

SUPREME COURT, 1st St. & Maryland Ave., N. E. Open Mon.-Fri., 9 a.m.-4:30 p.m.; Sat., 9 a.m.-12 noon. Conducted tours every 15 minutes, except when court is in session, to half-hour before closing.

UNITED STATES INFORMATION AGENCY, 1778 Pennsylvania Ave., N. W. USIA activities include operating Voice of America.



FLORA & FAUNA

BOTANIC GARDENS, 1st St. & Maryland Ave., S.W. Open Sun.-Fri., 9 a.m.-4 p.m.; Sat., 9 a.m.-12 noon.

MUSEUM OF NATURAL HISTORY (part of Smithsonian group), 10th St. & Constitution Ave., N. W. Stuffed creatures, etc. Open 9 a.m.-4:30 p.m.

ZOOLOGICAL PARK, 3000 Connecticut Ave. (three blocks northwest of Sheraton-Park, just right for that before-breakfast walk). Grounds open 7 a.m.; buildings, 9 a.m.-5 p.m. (Sun., 9 a.m.-5:30 p.m.).



HISTORY

ALEXANDRIA, where Washington slept, ate, worshipped in buildings still standing. Eight miles south of Washington on Mount Vernon Blvd. A must for antiquers.

ARLINGTON NATIONAL CEMETERY, burial ground of the nation's heroes, just across the Potomac (Arlington Memorial Bridge leads to Memorial Entrance, best known of the cemetery's 10 gates). Grounds open 6 a.m.-7:30 p.m. Here are Tomb of Unknown Soldier (change of guard every hour on the hour), Ampitheatre, Iwo Jima Memorial and Lee Mansion (9:30 a.m.-6 p.m., admission 12¢).

FORD'S THEATRE, 10th St. between E & F, N. W., scene of Lincoln's assassination, now a Lincoln museum, open Mon.-Sat., 9 a.m.-9 p.m., Sun., 12:30-9 p.m., admission 10¢. House where Lincoln died, across street, open 9 a.m.-5:30 p.m. (Sun., 12:30-p.m., admission 12¢).

JEFFERSON MEMORIAL, South Bank of Tidal Basin. Open 9 a.m.-9 p.m.

LINCOLN MEMORIAL, West Potomac





Park at foot of 23rd St. Open 9 a.m.-9 p.m.

MOUNT VERNON, Washington's home at Mount Vernon, Va. Open 9 a.m.-5 p.m. Admission 50¢. A 15-mile drive along Memorial Blvd. S.S. Mount Vernon leaves Pier No. 4, Maine Ave. & N St. S. W., daily at 2 p.m. for Mount Vernon, returning to Pier 4 at 6:40 p.m. Round trip, $1.60.



NATIONAL ARCHIVES BLDG., between 7th & 9th St., Pennsylvania & Constitution Aves., where Declaration of Independence, Constitution, Bill of Rights and other Government documents are displayed. Open 9 a.m.-10 p.m. (Sun., 1-10 p.m.).

SMITHSONIAN INSTITUTION, Arts & Industries Bldg., 9th St. & Jefferson Drive, S. W. The original Star Stangled Banner, Lindberg's "Spirit of St. Louis," inaugural gowns of wives of the Presidents and innumerable other U. S. historical memorabilia. Open 9 a.m.-4:30 p.m.

WASHINGTON MONUMENT, on the Mall at 15th St. Open 9 a.m.-5 p.m. Elevator fee, 10¢.

WHITE HOUSE, 1600 Pennsylvania Ave. Open Tuesday-Saturday, 10 a.m.-12 noon. No pass required. (To get in at 9 a.m. ahead



of the crowd, call your Senator or Representative at NAtional 8-3120.)

LEE MANSION, in Arlington Cemetery. Built by George Washington Parke Custis, foster son of the first President, and lived in by Robert E. Lee, the mansion has been beautifully restored and appropriately furnished. Open 9:30 a.m.-4:30 p.m. Admission, 12¢.

All above open daily unless otherwise noted. Adminission free, unless charge stated.

NARTB

NATIONAL ASSN. OF RADIO & TELEVISION BROADCASTERS, 1771 N St., N. W. Gracious old town house, completely remodeled into efficient working quarters. Worth a visit, although you'll probably find many staff members at the convention hotels this week.

PICTURES, STATUES & BOOKS

CORCORAN GALLERY, 17th St. & New York Ave., N. W. Primarily American art. Open 12-noon-4:30 p.m., Mon.; 10 a.m.-4:30 p.m., Tues-Fri.; 9 a.m.-4:30 p.m., Sat.; 2-5 p.m., Sun.

FOLGER SHAKESPEARE LIBRARY, 201 E. Capitol St. Miniature Elizabethan theatre, costumes, etc., and one of world's greatest collections of Shakespearian books and manuscripts. Open 11 a.m.-4:30 p.m., Mon.-Sat.

FREER GALLERY, 12th St. & Jefferson Drive, S. W. (one of Smithsonian Group). Paintings by Whistler, Homer, Sargent and other Americans; collection of art from Near East, India and Orient.

NATIONAL GALLERY (Mellon Gallery), 6th St. & Constitution Ave., N. W. Works of many of greatest artists from 13th to 19th century, housed in one of largest marble structures in the world. Green marble rotunda and garden courts, complete with fountains, worth seeing even if you skip the pictures. Open Mon.-Sat., 10 a.m.-5 p.m.; Sun., 2-10 p.m.



PHILLIPS GALLERY, 1600 21st St., N. W. Modern French and American art, housed in former Phillips residence. Open Mon., 11 a.m.-10 p.m.; Tues.-Sat., 11 a.m.-6 p.m.; Sun., 2-7 p.m.

LIBRARY OF CONGRESS, 1st St. between East Capitol & B St., S. E. World's largest library, with a big assist from the 1870 law requiring two copies of every copyrighted work be put here. Main attractions are the Central Stair Hall, which has been called "a vision in polished stone," the main reading room, which must be seen from a gallery unless you really want to read there) and the Gutenberg Bible, but the vestibule with eight statues of Minerva and the second floor murals are also worth a quick look.

SPORTS

BASEBALL. No games in Washington. Senators on road all week.



GOLF. Public courses generally crowded and not very sporty. Better find member of one of numerous private clubs and promote a guest card.

PIMLICO RACE TRACK, Baltimore. Post time 2:00 p.m. (Daily double closes 1:50 p.m.). The Preakness will be run on May 28th. Gray Line buses leave from 11:15 a.m. to 12:30 p.m. from 1010 I St., N. W. Round trip, $2.25 plus tax.

ROSECROFT (Harness Racing), Oxon Hill, Md. (about 8 miles southeast from downtown Washington). Post time 8:30 p.m. (Daily double closes 8:20 p.m.). Good restaurant in clubhouse at reasonable prices. Gray Line buses leave from 5:30 to 7:30 p.m. from 1010 I St., N. W. Round trip, $1.00 plus tax.

THEATRE

THE MOUSETRAP. Agatha Christie thriller having its American premiere at Washington's semi-pro theatre in the round, Arena Stage, New York Ave. at 9th St., N. W. Curtain nightly (except Monday) at 8:30 p.m.; Sat. matinee, 2:30 p.m. $2 for all seats. Better phone for reservations (DIstrict 7-8592) or get tickets through your hotel.

FYI

BARS AND RESTAURANTS selling liquor, wine and beer may do so up to 2 a.m., except Saturday night, when drinks will be taken off the table by midnight. Sunday, beer only; midnight closing. Only beer may be served at the bar; all other drinks must be served at tables. You may not drink, or even hold your drink, while standing.

Liquor stores are open, 10 a.m.-9 p.m. Mon-Fri.; 10 a.m.-12 midnight, Sat.; not at all on Sunday, when no liquor may be purchased.

FOOD AND DRINK

MOST of Washington's many restaurants are middle class, middle price, middle quality, the food edible but nothing to write home about. Some exceptions, as found by B•T editors, are listed below.

THE COLONY, 1737 DeSales St. (just west of the B•T Bldg., just east of Connecticut Ave.). French cuisine. Dignified atmosphere. Good bar. Good service. Place to see Washington business and professional leaders, top government officials. Prices on high side, but worth it.

LASALLE DU BOIS, 18th & M Sts., N. W. Same management as Colony, and much like



WHY THIS SIGN IS YOUR GUIDE TO FINER TELEVISION

RCA's 36 years' experience is yours to share in TV— black-and-white or color

When the time comes for you to purchase a TV set and enjoy the most fabulous medium of entertainment ever created for the home, here are facts that will help you make the right decision.

To pioneer and develop television, in color as well as in black-and-white, called for a special combination of practical experience, great resources and research facilities in the fields of communications and electronics.

RCA was well qualified to do the job:

EXPERIENCE: RCA has been the recognized leader in radio communications since its formation thirty-six years ago. Its world-wide wireless circuits, established in 1919, and its development of electron tubes, laid the groundwork for radio broadcasting in 1920 . . . and the first nationwide radio network in 1926.

Radio broadcasting led to television—and in 1939 RCA made history by introducing black-and-white TV as a service to the public.

Dr. V. K. Zworykin of RCA invented the iconoscope, or television camera tube, and he developed the kinescope, now universally used as the picture tube.

RESOURCES: Pioneering and development of color TV has been one of the most challenging and expensive projects ever undertaken by private industry. To date, RCA has spent $50,000,000 on color TV research and development, in addition to the $50,000,000 previously spent in getting black-and-white TV "off the ground" and into service.

RESEARCH FACILITIES: RCA has one of the most complete, up-to-date laboratories in the world—the David Sarnoff Research Center at Princeton, N. J. It is the birthplace of compatible color television and many other notable electronic developments.

No wonder that you can turn to RCA to find all of the essentials of quality and dependability born only of experience.

In addition, the RCA Service Company, manned by a corps of trained technicians, operates service branches in all principal television areas. No other organization is so thoroughly equipped to install and service your television set, as well as any other RCA product.

RADIO CORPORATION OF AMERICA

Electronics for Living

RCA

it, but slightly less formal, slightly less expensive.

LA FONDA, 1637 R St., N. W., Mexican food (Southwesterners will be critical; others will find it o.k.). Mexican beer. Prices moderate.

MAXIME'S, 1731 Connecticut Ave, N. W. French provincial cooking (wine sauces, but not too fancy). Good bar. Prices moderate. Intimate atmosphere; good place for earnest *tete-a-tete*.

CARRIAGE HOUSE, 1238 Wisconsin Ave., N. W. In Georgetown, but quaintness not



overdone and neither are steaks (around $4) unless you insist on it. Dry martinis are dry. Moderate prices.

DUKE ZEIBERTS, 1730 L St., N. W. Steaks, chops, etc. Kosher pickles. A meat-and-potatoes place for folks with real appetites. Prices a little above average, but food is more than that.

FAN & BILL'S, 1132 Connecticut Ave., N. W. Large, crowded, noisy. Substantial fare at moderate prices. Watch out for their king-size cocktails.

HARVEY'S, 1107 Connecticut (next door to Mayflower Hotel). Eat seafood at the same table your great grandfather did more than 90 years ago. Prices on the high side, but food is good and traditional decor reassuring that some things go on forever, A-bomb or not.

MICHEL'S, 1020 Vermont Ave., N. W. Candlelight and gypsy music are the chief appeal, but the food is better than that combination may suggest. Prices are in keeping. Recommended for budding romances or second honeymoons.



OCCIDENTAL, 1411 Pennsylvania Ave., N. W. Pictures of statesmen line the walls; their contemporary counterparts, together with leading business and professional men, may be seen at many of the tables; both give visitors a chance to try to guess who's who. Food is substantial, prices reasonable.

O'DONNELL'S, 1221 E St., N. W. Nautical atmosphere sets the stage for the seafood for which O'Donnell's is noted. Try the Shrimp Norfolk. Moderate prices.

OLMSTED, 1336 G St., N. W. Same ownership as Luchow's in New York, meaning good hearty food with a German accent. Rum buns recommended for those who don't have to count calories. Wurzberger beer, May wine. Reasonable prices.

HALL'S, 7th & K Sts., S. W. Lobsters, steak, chops, fowl, substantial portions served in an oldtime gaslight setting. Good bar. Reasonable prices.

HOGATE'S, 9th St. & Maine Ave., S. W. Eat seafood on the waterfront. Large touristry. Good place for family parties. Food plentiful and served piping hot. Prices moderate.

NEAR HEADQUARTERS

ARBAUGH'S, 2606 Connecticut Ave., N. W. Specialty—barbecued spareribs, excellent coleslaw, Good bar. Prices moderate. Informal atmosphere.

NAPOLEON'S, 2649 Connecticut Ave., N. W. As name would indicate, French cooking. Excellent onion soup. Take the family.

SMORGASBORD, 2641 Connecticut Ave., N. W. Eat all you want. Prices reasonable.

TED LEWIS RESTAURANT, 2655 Connecticut Ave., N. W. Nice for large or small groups. Pianist. Steaks, lobsters or even ham 'n' eggs. Fair prices.

CHIN'S RESTAURANT, 2614 Connecticut Ave., N. W. Good Chinese food. Plenty of family style dinners. No atmosphere but food better than average. Prices reasonable.

ROCCO'S RESTAURANT, 2637 Connecticut Ave., N. W. Italian or American food. Take the family. Prices average.

EL MEXICO, 2603 Connecticut Ave., N. W. Enchiladas, tamales, arroz con pollo, tacos, with Mexican beer to wash it down. Reasonable prices.



SHOPPING

FOR WIVES with a shopping bent or husbands with obligations to take home a souvenir gift, F Street is the backbone of Washington's shopping center, running from the bargains of Hecht's at 7th Street to the luxury items of Garfinckel's at 14th. Next door to Garfinckel's, also on 14th, is F.A.O. Schwartz, where bewildered parents can find the latest fashions in toys for all ages.



NIGHT LIFE

WASHINGTON does not excel in this department. Most of the better hotels have supper rooms (like the Paladian Room and the Blue Room in the Shoreham) with music for dancing and discreet entertainment. Louder, but not necessarily better, floor shows may also be found, but for the lusty - busty girly - girly bumps - and - grind routines you'll have to head for Baltimore Street in the city of the same name, some 40 miles north on U. S. 1.



GENERAL INFORMATION

YOUR HOTEL can supply full information regarding guided tours by bus or limousine, where the nearest church of your faith is, what's playing at the movie houses and that sort of information. If they don't know the answer to any question about Washington, try the D. C. Information Center at 1616 K St., N. W., or you can call them at STerling 3-3535.

Washington is a planned city and consequently somewhat harder for a stranger to find his way around in than normal cities which just grew. Streets running north and south are numbered; streets running east and west are lettered; avenues (all named for states) run diagonally. Occasionally north-and-south streets, east-and-west streets and avenues all come together; then it's a circle and if you're trying to cross it and continue on your way you've got to look sharp to leave by the same street you came in on.

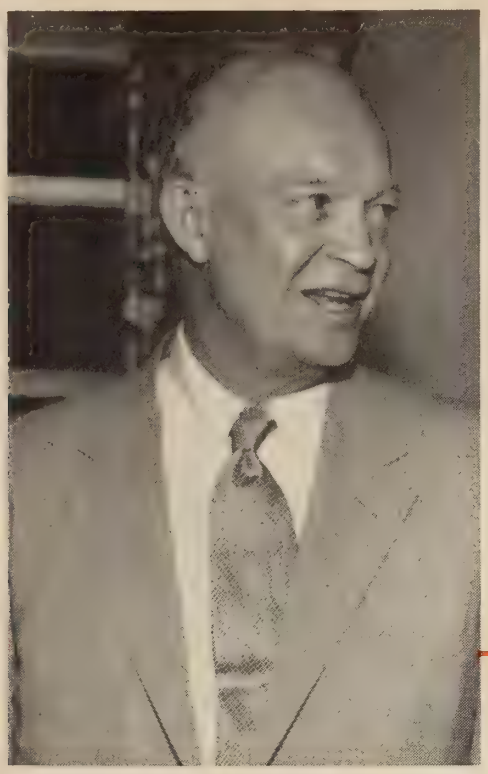
Traffic lights at some corners have separate sections, separately timed, to tell the driver whether he should go straight ahead, or turn to the left or right or stay put until the light changes. At other corners, a simple green light gives him the go ahead to proceed straight or turn either way. If you slow down to try to see what kind of a signal it is, the car behind will honk helpfully.

Best bet is to leave your car in the garage and take a taxi to reach any points within the District boundaries. Taxis are plentiful (unless it's raining) and less expensive than in most cities. Fares are figured by zones and are based on the number of passengers, too, and not on a straight mileage basis.

Open House



Edward Petry & Co., Inc.



PRESIDENTS AND THE NARTB

IKE'S 'IN PERSON' APPEARANCE WILL MARK ANOTHER FIRST IN BROADCASTING HISTORY

TUESDAY morning, for the first time in history, a President will stand on the broadcasters' own convention platform to greet delegates and speak on problems of common interest. Dwight D. Eisenhower will be heard at 11:30 a.m., with radio and tv networks carrying the words to the nation and to the world.

It has been 24 years since the broadcasting industry has heard the spoken words of a President of the United States. In 1931 Herbert Hoover addressed the National Assn. of Broadcasters convention in Detroit—by remote control.

In his 1931 talk, President Hoover recalled the chaos of early broadcasting, and the steps that led to federal regulation. He observed that operation by private enterprise with "no restraint upon programs" had given wider variety of programs and excellent service at no cost to the listener.

President Hoover called radio "an incalculable extension of happiness and contentment." President Eisenhower has set many radio-tv precedents, including telecasts of his news conferences and special programs involving top government officials.

Text of President Hoover's 1931 message to broadcasters follows:

PRESIDENT HOOVER'S MESSAGE TO THE BROADCASTERS

IT gives me great pleasure to greet the ninth annual convention of the National Association of Broadcasters meeting this week in Detroit. As Secretary of Commerce I had the pleasure of wide acquaintance with the purposes of your association in the annual national radio conferences which were called at that time for the development of the national policies in relation to radio.

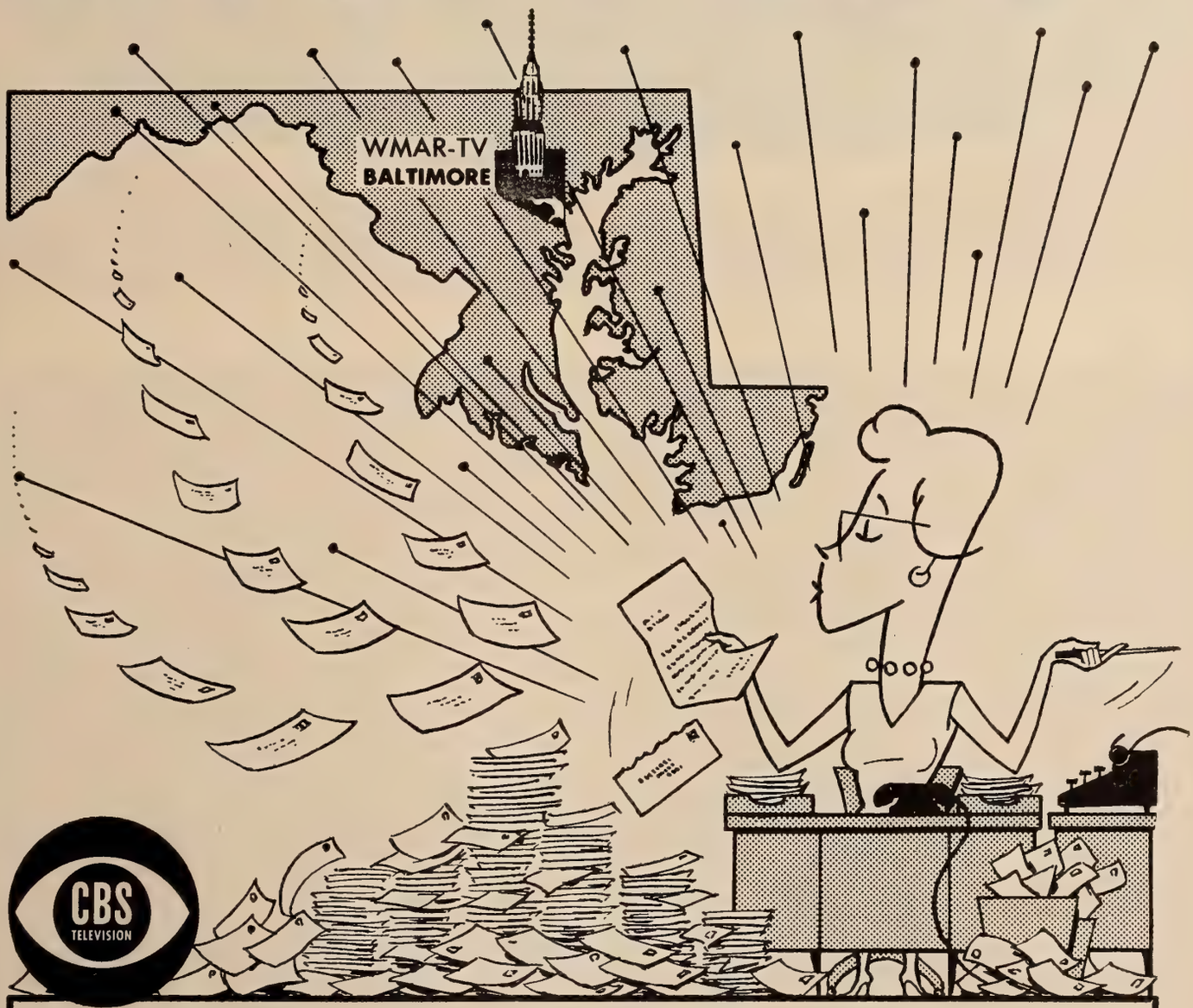
The decisions reached at that early date have been of unending importance. The determination that radio channels were public property and should be controlled by the government; the determination that we should not have governmental broadcasting supported by a tax upon the listener, but that we should give license to use of these channels under private enterprise where there would be no restraint upon programs, has secured for us far greater variety of programs and excellence of service without cost to the listener. This decision has avoided the pitfalls of political and social conflicts in the use of speech over the radio which would have been involved in government broadcasting. It has preserved free speech to the country.

These principles are now strongly imbedded in our law and in our entire public system. The industry has constantly faced new and complex problems in developing policies and practices abreast of development and need. Your association has contributed greatly to their solution. I am confident that you recognize the responsibility which rests upon you in public interest. It is needless to mention the many-sided importance of radio in modern life. Its dissemination of entertainment, of knowledge, and of public opinion and topics of the public welfare, has become an essential element in the intellectual development of our country. It has brought most of the supposed values which were formerly available exclusively to life in the cities, to every home throughout the land, for the treasures of music, of entertainment, and of information have been brought to the loneliest farm and the most remote hamlet. It is an incalculable extension of happiness and contentment.

I extend to you my most cordial greetings and good wishes for your meeting, with the confidence that you will develop still further policies of sound management and public service.



FROM FAR AND NEAR... THEY'RE WATCHING CHANNEL 2



Baltimore is a rich prosperous market, and WMAR-TV covers its 602,840* telesets like a tent. But sponsors on Sunpapers Television get an extra bonus of coverage in a lush surrounding area that extends from far up into Pennsylvania down into tidewater Virginia—with, of course, the rich Central Maryland and Delaware areas thrown in.

Evidence? CONSISTENT unsolicited mail from 243 postoffices outside of Baltimore City during March and April, 1955.

The bonus of *consistent* viewing, attested month after month in WMAR-TV's mail-count, reduces cost-per-thousand and increases sales. The nearest Katz office can fill in the details.

**Total, April 1, 1955, from the Baltimore TV Circulation Committee.*

On Maximum Power - Televising Color WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

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FABULOUS...
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40 FABULOUS FEATURE FILMS FOR THE FINEST TV ENTERTAINMENT . . . ALL FRESH FROM TOP THEATRE SHOWINGS WHERE THEY GROSSED MANY MILLIONS AT THE BOX OFFICE
The Captain's Paradise
Breaking the Sound Barrier
The Man Between
Tales of Hoffman
Cry the Beloved Country
The Great Gilbert and Sullivan
Outcast of the Islands
A Letter to Three Husbands
The Magic Box
Pickwick Papers
Blanche Fury
Dead of Night
Man of Evil
Passport to Pimlico
The Adventuress
Captain Boycott
The True and the False
Cage of Gold
Saraband
Highly Dangerous
Bad Lord Byron
The Secret People
Sleeping Car to Trieste
Blackmailed
Woman Hater
The Overlanders
Train of Events
The Blue Lamp
Diamond City
Valley of the Eagles
The Dark Man
Tony Draws a Horse
Johnny-on-the-Spot
Death Tide
Flannelfoot
Johnny in the Clouds
Waterfront
The Hidden Room
Pink String and Sealing Wax
Night Without Stars

40 FABULOUS FEATURE FILMS
REPRESENTING THE FINEST
TALENT IN THE WORLD.

FABULOUS...

"40"

James Mason
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Stewart Granger
Deborah Kerr
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Jean Simmons
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Robert Donat
Laurence Olivier
Dane Clark
Richard Burton

Ralph Richardson
Signe Hasso
Maurice Evans
Moira Shearer
Alastair Sim
Margaret Lockwood
Robert Newton
Ruth Warrick
John Mills
Michael Redgrave
Trevor Howard
Hildegarde Neff

Ann Todd
Canada Lee
Robert Morley
Valerie Hobson
Mai Zetterling
Leo Genn
Claire Bloom
Wendy Hiller
Vanessa Brown
Billie Burke
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Hotel Shoreham, Washington, D. C.

N T A

National Telefilm Associates, INC.
60 West 55 Street, New York 19, N. Y. Plaza 7-2100

THE EIGHT NEW NARTB RADIO DIRECTORS

WILLIAM HOLM
WLPO La Salle, Ill.
District 9

SIX YEARS of radio training in eastern North Carolina provided the background for the Illinois broadcast career of William Holm. He entered radio at WEED Rocky Mount, N. C., and after six years' experience started WENC Whiteville in the same state.



MR. HOLM

He moved to La Salle in 1947 to put the new WLPO on the air. The station's policy of intensified local newscasting, which he developed, has been widely publicized. Mr. Holm discussed it at 17 BMI clinics, during the 1951-54 period, in the U. S. and Canada.

In World War II he was assigned to Air Force public relations. In 1953 he was elected president of Illinois Broadcasters Assn. His local activities include Kiwanis, Boy Scouts, Chamber of Commerce and Red Cross. He was reared and educated in Huntington, N. Y., where he was born Jan. 11, 1910.

OWEN F. URIDGE
WQAM Miami
District 5

BACK IN 1926 Owen Uridge went to work for the old WAFD Detroit, becoming its general manager. WJR Detroit hired him in 1928 as announcer-salesman but he moved to WGHP-WXYZ in 1930 as commercial manager. He returned to WJR in 1932 for a four-year term as sales manager and next headed the Detroit office of CBS Radio Sales. Again he returned to WJR, serving as assistant general manager for the 1937-46 period and vice president-general manager for the next two years.



MR. URIDGE

In 1948 he left after more than a score of years in Detroit radio to become assistant secretary and general manager of WQAM-AM-FM Miami. Industry activities include ABC Affiliates Committee; Broadcast Advertising Bureau, Plans Committee; director, Florida Assn. of Broadcasters; member, NARTB 1954 Convention Committee; Radio Pioneers and Radio-Tv Executives Society. Kiwanis, Masonry and numerous business and civic activities keep him on the move.

CECIL B. HOSKINS
WWNC Asheville, N. C.
Medium Stations

MANY broadcast executives are converted engineers and Cecil Hoskins is one of this group. A native Kentuckian, he moved to Asheville in 1921 and has lived ever since in the land of energizing atmosphere and tumbling hills. After graduation from Dodge Radio Institute in 1929, he joined WWNC as an engineer and was appointed chief in 1931.



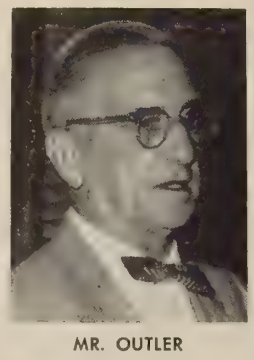
MR. HOSKINS

For 16 years Mr. Hoskins directed the technical operation of WWNC. His administrative talent was moved to the business side Jan. 1, 1947, when he became general manager.

State association activities have utilized his services for years. After six years on the North Carolina Assn. of Broadcasters board he was elected president in 1953. At present he is executive secretary and treasurer of the association. He is a member of Trinity Episcopal Church in Asheville. Civic activities include the Lions Club, of which he is president-elect for the 1955-56 term.

JOHN M. OUTLER JR.
WSB-AM-TV Atlanta
Large Stations

ANY TIME two or more broadcasters assemble and one of them is John Outler, there's bound to be an anecdote and it will be narrated in his genial, Georgian manner famed around the industry. Mr. Outler was born in Georgia, attended school there (Emory College, BS) and has spent his business career in the state. Starting with the *Augusta Herald* in 1914, he moved to the *Atlanta Journal* in 1916 and has been in the organization ever since. After World War I service in France he became *Journal* auto editor, then manager of rotogravure advertising.

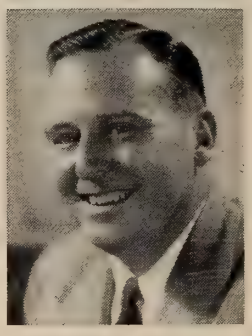


MR. OUTLER

Mr. Outler entered radio in 1931 as business manager of WSB, moving up to general manager in 1944. With entry into tv in 1948 he was named general manager for both am and tv operations. At NARTB he has served on Sales Managers and Standards of Practice committees, and presently is a member of the Freedom of Information Committee. His civic activities include Kiwanis, Druid Hills Golf Club, Atlanta Athletic Club, C. of C. and director of Armed Forces Communication Assn., Atlanta chapter.

JOHN F. PATT
WJR Detroit
Large Stations

THE LIST of commercial and civic activities in which John F. Patt has held official rank occupies a full page, single spaced, and ranges alphabetically from American Red Cross to Youth Bureau. Currently Mr. Patt is president of WJR Detroit and licensee of WJRT (TV) Flint, Mich., which is to take the air next September. In addition he is consultant to WGAR Cleveland, which he headed before sale to Peoples Broadcasting Co. in 1954, and has retained his home in Cleveland.



MR. PATT

Other industry posts include Radio Advertising Bureau director and chairman of CBS Radio Affiliates Assn. He is the only nominee for senior vice presidency of Radio Pioneers. If custom is followed, he will assume this office at the Pioneers dinner Wednesday.

One of a family of broadcasting brothers, Mr. Patt entered radio at WDAF Kansas City in 1922 as announcer and assistant radio editor. He joined WJR in 1926 as assistant manager.

ALEX KEESE
WFAA Dallas
District 13

SINCE 1952 Alex Keese has managed WFAA Dallas, a station he joined in 1930 as musical director. Before entering radio he had played violin in several orchestras and had directed pit orchestras in Atlanta, Kansas City, Boston and other large centers. Shortly after he took the musical post at WFAA he decided to shift over to sales. This soon led to the sales managership.



MR. KEESE

In 1944 Mr. Keese left WFAA to join the Taylor-Howe-Snowden radio group and set up the organization's sales departments in principal cities. He rejoined WFAA in 1948 and was placed in charge of regional sales, holding the position until his advance to station manager of the radio outlet in 1952.

He is a native of Fort Gaines, Ga. In Dallas he has been active in civic life. He is a member and past director of the Rotary Club and Advertising League; member of Variety Club, Salesmanship and Dallas Sales Executive clubs; Radio-Television Execu-

BUILD WITH GUILD



5 new GUILD WINNERS
to build station ratings and sponsor sales



PAUL COATES'
CONFIDENTIAL FILE

Exposes rackets, unmasks social problems, reports on unusual personalities that make up America. Tremendous sales impact . . . Los Angeles' highest rated local show. Dynamic, exciting, unique!

THE GOLDBERGS
starring GERTRUDE BERG

They've moved to Haverville, U.S.A. and there's a fresh new flavor to America's most beloved family show as it embarks on a heart-warming new series of adventures.





I SPY
starring RAYMOND MASSEY

Distinguished actor, Raymond Massey, recounting the true stories behind history's most famous spies. Sets a new trend for impact in mystery, intrigue and adventure.

BROTHER MARK
starring RICHARD KILEY

Television's great new dramatic discovery starring in a new and different type of high-pitch adventure drama with a bright spiritual quality, and authentic European backgrounds.





The INA RAY HUTTON Show

Television's first all-girl musical extravaganza. Another thrill-packed musical-variety treat from the producers of the famous LIBERACE Show.

check these current GUILD Hits:

- LIBERACE SHOW
- FLORIAN ZABACH SHOW
- FRANKIE LAINE SHOW
- LIFE WITH ELIZABETH
- JOE PALOOKA
- CONRAD NAGEL THEATRE
- IT'S FUN TO REDUCE
- LOONEY-TUNES
- MPTV FEATURE FILMS
- JOHNNY MACK BROWN WESTERNS
- WRESTLING FROM HOLLYWOOD

GUILD FILMS COMPANY, INC.
460 PARK AVENUE • NEW YORK 22, N.Y. • MUrray Hill 8-5365
IN CANADA: S.W. CALDWELL, Ltd., TORONTO

tive's Society of New York; Radio Pioneers, and Dallas Athletic Club. He is a member of the First Presbyterian Church in Dallas.

EDWARD A. WHEELER
WEAW-AM-FM Evanston, Ill.
Fm Stations

THERE'S never been, and probably never will be, a more enthusiastic booster of fm broadcasting than Ed Wheeler. He thinks so highly of his WEAW-FM signal that he gives away WEAW-AM time with every fm purchase. During the life of the old Fm Assn. he was a director, and has been on NARTB's Fm Committee for years. On the NARTB board he succeeds Ben Strouse, WWDC-FM Washington, another fm booster.



MR. WHEELER

Mr. Wheeler got his radio start while at California Institute of Technology, announcing without pay on KPPC Pasadena, a church station. His BA degree came from Stanford in 1943. He started WEAW-FM shortly after World War II and has operated multiplex gear as well as storecasting services. He is a sports lover and tinkerer, building everything from radios to racing boats, and goes in for flying as well as competitive sports. Organizations include Evanston Chamber of Commerce (director), Rotary and many others. When NARTB board sessions take up topics affecting fm, Ed Wheeler will be heard.

ROBERT T. MASON
WMRN Marion, Ohio
District 7

THE evolution of trade association policy for broadcasters is a familiar setting for Robert Mason. He's been there before—1951-53, when he was director for the Ohio-Kentucky district and 1947-48 when he was small stations director. Born in Milwaukee Oct. 3, 1900, he got his bachelor of arts degree at Ohio State U. in 1922. He became president-treasurer of WMRN Marion in 1940.



MR. MASON

His association service includes membership on many committees, including program, music, copyright, legal-legislative and labor. At present he is a member of the Insurance Committee. For four years he was a member of the Advertising Committee of the U. S. Chamber of Commerce, serving in this role until the committee was abolished. He is a past president of the Ohio Assn. of Radio & Tv Broadcasters.

Two political forays—candidacy for the Republican nomination for Congress in his district, 1948 and 1950—were unsuccessful, but he made a good showing.





(use up the salt!)

WLW seasons your Radio dollar with an extra amount of powerful promotion and merchandising. So you get double your money's worth. Only WLW's Radio two for one plan guarantees you an additional dollar or more in big-time merchandising for every advertising dollar you spend. Nobody else doubles your dollars like WLW. So how about trying our Radio recipe featuring your product. We'll trade two dollars of ours for every one dollar of yours! You'll like the results when . . .



one equals two on **WLW** RADIO

a distinguished member of the **CROSLEY GROUP**

WLW	*Radio*
WLW-A	*Atlanta*
WLW-C	*Columbus*
WLW-D	*Dayton*
WLW-T	*Cincinnati*

Exclusive Sales Offices: *New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago, Miami.*

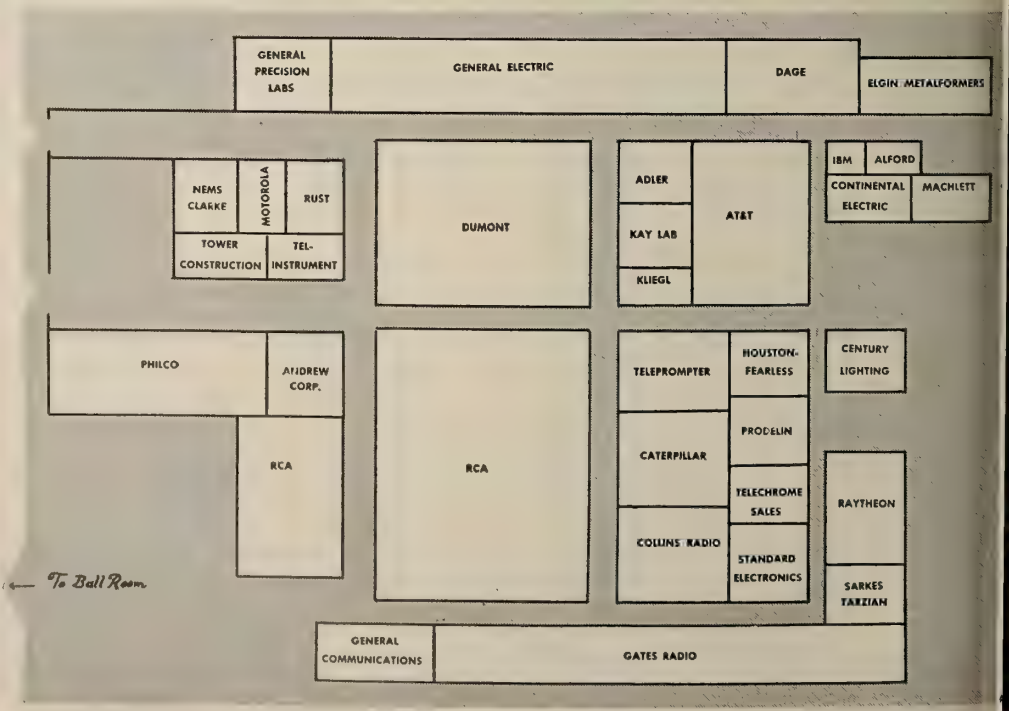
WHAT'S WHERE AT THE EXHIBITS

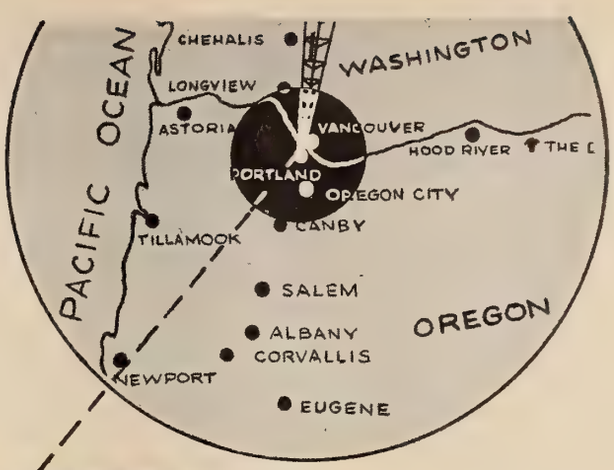
A ONE-PAGE DIRECTORY OF CONVENTION DISPLAYS

Room designations are in Shoreham Hotel with exception of those labeled "SP" or "SP Annex" (Sheraton Park Hotel).
Space designations are in the Exhibit Hall, Shoreham Hotel.

Company	Suite or Space
ABC Film Syndication Inc.	C200
Adler Communications Labs	Space 10
Advertising Age	
M & A Alexander Productions	E205
Alford Mfg. Co.	Space 17
Altec Lansing Corp.	F100-02-04
American Broadcasting Co.	SP B300
American Research Bureau	SP 356-58-60
Amperex Electronic Corp.	SP B312-14
Ampex Corp.	E202-04
Andrew Corp.	Space 26
Associated Artists Productions	F218
Associated Press	SP Madison Suite
Atlas Television Corp.	F200
Avery-Knodel	SP 489
Bell System	F107; SP 689-91; Space 11
Berlant-Concertone	G102
Billboard Magazine	D201
John Blair & Co.	SP C200
Blair-Tv	SP C200
Blaw-Knox Equipment Div.	G104
Bolling Co.	SP A611-15-07-09
Bonded Tv Film Service	F407
Branham Co.	SP A211-15
Broadcast Music Inc.	SP 657-661
BROADCASTING•TELECASTING	SP Franklin Suite Newsroom, Shoreham F1014
Camera Equipment Co.	Space 12
Caterpillar Tractor Co.	Space 30
CBS Radio Network	SP Annex H400-02-04
CBS Television Films Sales	A200-07
CBS Television Network	SP Annex H600-02-04
Century Lighting	Space 21
Cheryl Tv Corp.	F202
Henry I. Christal Co.	SP 656-58-60
Collins Radio Co.	Space 34
Community Club Services	F217-19
Conrac Inc.	F208
Continental Electronics Mfg. Co.	Space 19
Crouse-Hinds Co.	F213
Dage Television Div.	SP E406-08
Dresser-Ideco Co.	E102-04
Allen B. DuMont Labs.	Space 9; G600
DuMont Television Network	SP B200
Electro-Voice Inc.	F212
Elgin Metalformers Corp.	Space 4
Emsco Mfg. Co.	F220
Flamingo Films	F207
Foto-Video Labs.	F115
Gates Radio Co.	Space 36
General Communications	Space 37
General Electric Co.	Space 2; G500
General Precision Lab.	Space 1; F204
General Teleradio, Film Div.	D204, D209; SP 772-74-76
Harry S. Goodman Productions	D111, D213
Gray Research & Development Co.	F114
Graybar Electric Co.	Spaces 19, 20; F100-02-04
Guild Films Co.	D200, D202, D800, D802
Harrington, Righter & Parsons	SP B500
Harwald Co.	C201
Headley-Reed Co.	SP E400-03-04
George P. Hollingbery Co.	SP C100
Hollywood Television Service	G204, A500-02
C. E. Hooper Inc.	SP 356-58-60
Houston Fearless	Space 22
Hughey & Phillips	E105
International News Service	F209
Kay Lab	Space 12; SP A111-15
Keystone Broadcasting System	A711-15
Kliegl Bros.	Space 14
Langlois Filmusic	E100
Lang-Worth Feature Programs	E100
MCA-TV Ltd.	B200
Joseph Hershey McGillvra	SP A311-15
Machlett Labs.	Space 20
Magne-Tronics	F100-02-04
Meeker Tv Inc; Robert Meeker Assoc.	SP A500
Motorola Com. & Electronics	Space 5A
Multiplex Services Corp.	F118
Musicolor Inc.	C202
Mutual Broadcasting System	SP A200
Muzak Corp.	SP B411-15
NBC Film Division	D212-14; E208
National Broadcasting Co.	SP D200-03-04
National Affiliated Television Stations	F201
National Citizens Committee for Educational Television	F110
National Guard	F120
National Musitime Corp.	E100
National Telefilm Assoc.	F203-05
Nems-Clarke	Space 5; F206
A. C. Nielsen Co.	SP 690-92
Northwest Radio & Television School	SP M290
Official Films	C203, C205
Edward Petry & Co.	SP Annex G200
Phelps Dodge Copper Products Corp.	F113
Philco Corp.	Space 27
Prodelin Inc.	Space 29; SP Annex H100
Pulse Inc.	SP 291-93
Radio Corp. of America	Spaces 24, 25; F214-16; SP C400-03-11
RCA Recorded Program Services	G100-01
Radio Advertising Bureau	
Radio-Television Daily	F-109-11
Raytheon Mfg. Co.	Space 31
Rust Industrial Co.	Space 6
Schafer Custom Engineering	G201-02
Screen Gems	D219-21; SP A406-08
SESAC Transcribed Library	D208-10
Sponsor	F603-05; F1015
Standard Electronics Corp.	Space 33; F101-03-05
Standard Radio Transcription Services	E101-03
Standard Rate & Data Service	SP 684-86-88
Station Film Library	F221
Sterling Television Co.	C204
Sarkes Tarzian Inc.	Space 35
Telechrome Sales Corp.	Space 32
Teleprompter Corp.	Space 23; D215-17
Television Age	F222
Television Bureau of Advertising	A500-02
Television Digest	D615-17
Television Magazine	D-500-02
Television Programs of America	B202-04
Tel-Instrument Co.	Space 8
Tower & Equipment Insurance	E203
Tower Construction Co.	Space 7
Tv Guide	G400
U. M. & M. Inc.	D203-05-07
United States Air Force	E106
U. S. Army Recruiting Service	F106
U. S. Navy Recruiting Service	E206
U S. Treasury Dept.	F116
Unity Television Corp.	E107
Vandivere Labs.	Space 36
Venard, Rintoul & McConnell	SP B508-10
Vitapix Corp.	SP B100
World Broadcasting System	B201-03
Frederic W. Ziv Co.	A208
Ziv Television Programs Inc.	A209; SP C211-15

THE SHOREHAM EXHIBIT AREA





you HIT the whole 30-county Portland, Oregon target with

KOIN-TV Oregon's only maximum power station...



Set your Sales-Sights on these KOIN-TV Exclusives—

BIGGEST COVERAGE WITH KOIN-TV

- ☆ Maximum Power.
- ☆ Highest Tower.
- ☆ Full 30-County Portland Market.
- ☆ 35,000 square miles of Sales Prospects.

HIGHEST RATINGS WITH KOIN-TV

- ☆ Absolute Leadership Morning, Afternoon, Night.
- ☆ 49% More Audience Every Week.
- ☆ 12 out of Top 15 Weekly Shows.
- ☆ 8 out of Top 10 Multiweekly Shows.

(February 1955 ARB Metropolitan Portland)

IN COVERAGE — IN RATINGS — IN TOTAL AUDIENCE
KOIN-TV IS YOUR BEST BUY

KOIN-TV
CHANNEL 6
PORTLAND 1, OREGON

The Big Mr. 6 in the West

REPRESENTED NATIONALLY BY CBS TELEVISION SPOT SALES

POSITIVE THINKING WORKS FOR RADIO, TOO!

By Oliver Gramling
AP

OLIVER GRAMLING is assistant general manager of The Associated Press, and a fervent booster of radio. He made some remarks on that subject before the Alabama Broadcasters Assn. last month. His speech is excerpted below.

THE OTHER DAY I happened to run across a story about a medical convention. The story quoted a group of researchers as having concluded that being just plain happy about things can cure many ills, fancied or real.

Reading the story reminded me about how all of us these days are going through a period of many changes—and of how those changes have been causing some of us considerable worry. And, the more I thought about it, the more I wondered if two or three years of worry and uncertainty aren't about enough for most of us.

The old habit of worrying, you know, goes back a long way. But the fact is that every generation—every enterprise—goes through revolution and change. That is the penalty—or the reward—for progress.

You know, it took a long time for many to realize it, but radio didn't kill off the newspaper. And now it seems to be taking just about as long for many to be convinced that television is not killing off either the newspaper or radio.

The fact is that newspapers, radio and television all have their place. All are communications media and each complements the other.

There seems no logical reason why all three of these media—after some reasonable period of adjustment, of course—should not live and prosper. There's probably nothing radically wrong with any of them. So, if there is any worry at the moment, I wonder if it isn't at least an even chance that it may be with our reluctance to adapt ourselves and our businesses to change and progress?

Take radio, for example. It's no reflection on either television or the newspaper to say that radio has inherent qualities that neither of the other two can offer—and vice versa.

But specifically, as to radio:

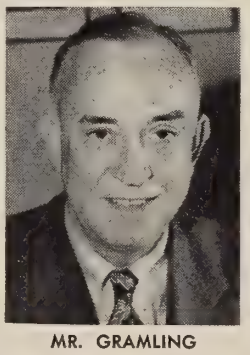
What other medium, minute by minute, can keep millions of isolated people completely abreast of the progress of an oncoming hurricane?

What other medium can be more intimate, can reach the man with a 200-mile drive before him and no distraction other than the long stretch of concrete ahead—the prospective bride and groom on a picnic, dreaming to music from a portable radio and talking about the home they hope to furnish—the housewife busy with her daily chores?

What other medium can serve the small businessman so effectively and so cheaply—not only for the advertiser but for the broadcaster as well? In radio, you don't have to set your sponsor's message in type and run it through a million dollars worth of presses or tubes. You just say it over your microphone, and it's delivered.

Radio has many other distinctions, just as television and newspapers have their distinctions. Whether we are radio or television broadcasters or both, don't you think we should do a little better job of recognizing those distinctions and promoting them accordingly?

The other afternoon, after one of those usual days, some visiting broadcasters suggested we meet for a drink. They were a pretty good cross-section, some radio, some television, some both.


MR. GRAMLING

Well, we got to talking about business and one of the broadcasters, from an am station in a small market, got on the subject of some of his recent worries. He said:

"You know, until a few months ago, I was in a real stew. I was worried about business dropping off. I was going in every morning with a long face and only a few kind words. Pretty soon, it seemed that everybody around the place also had a long face.

"Then one day I got a new worry. I got to worrying about the morale of my staff. The popular notion about morale," he said, "is that it is something that must be built up from below—from the bottom. That's wrong, and I realized it when I began to realize that my own attitude was wrong. I realized that morale—real morale—must come from above. It's got to trickle down from the top—from positive leadership and confidence. I figured that I wasn't providing it. And so I changed. I started coming in with a smile and some new confidence.

"Now," he said, "everybody on my staff is in a better frame of mind. We are again selling radio for what it is—the best buy in the business. My revenue is up—and I know now that we can keep it that way. I know now *how* to keep it that way."

Another broadcaster, with both am and tv, said he had been in the dumps because his radio was down and his television costs—plus new competition—were eating him up. But he had been especially worried about radio.

"You know," he said, "for years my radio station rode a national network and we made plenty of money. Then I got immersed in television. Also my radio network business began to fall off, and that meant my revenue took a nose-dive.

"I came to New York several times and worked on the network. I pounded the pavements and cooled my heels in agency offices. But I didn't get very far. And I went back home with just about as long a face as you can imagine.

"Things got so bad," he said, "that I finally decided I just had to stop worrying long enough to start thinking. Here I had been riding a radio network so long that I didn't even have a local salesman on my staff. Now I was trying to recover by cutting off peanuts—$5 a week here, $10 a week there—when what I should have been doing was building up a local sales staff and selling advertisers I never had tried to sell before.

"So," he said, "I built up a staff of seven local salesmen. Now we've got business we had never dreamed of. We are serving our area and local advertisers as we never served them before. And we are doing it in a market in which there are seven other radio stations and three tv!"

There was one other little incident that afternoon. You may recall that there's a revolving door over at one side of the men's bar at the Waldorf.

We happened to look up. A big, fine-looking fellow was coming through the door. He not only was big, but he was carrying just about the biggest briefcase I've ever seen. It was obvious that he was a salesman, and it was just as obvious that he had had a tough day.

He struggled toward the bar and on the way he stopped near our table to hang up his hat and coat. He noticed we were watching him. He must have realized that we were kindred souls. Anyway, with a great, almost collapsing shrug, he faced us and said:

"Gentlemen, death of a salesman!"

Then he wandered on over to the bar. He ordered a martini. Then he ordered a second one. Pretty soon he started talking to the fellow next to him. They started buying each other drinks.

An hour later they parted like bosom friends. Our salesman had a new spirit and a spring in his step as he came over our way to get his things.

Then, apparently, he remembered us again. He stopped, drew himself to his full height and delivered his parting line.

"Gentlemen!" he said, "In the words of our founder, let's all get out and sell!"

Don't you agree that the makings for a martini for the broadcasting industry are at our finger tips? Don't you agree that all we have to do is use the right mix for the particular taste of our own community? Don't you agree that, if some change is needed in formula, then we should recognize the need and make the change? Don't you agree that is the *positive, progressive* thing to do—the right thing to do?

And they say, you know, that doing the right thing should always make us happy!

out-selling... out-performing

ALL OTHER COLOR TV SYSTEMS



the 56th

DUMONT® multi-scanner

now installed at **WAGA-TV**

Atlanta, Georgia

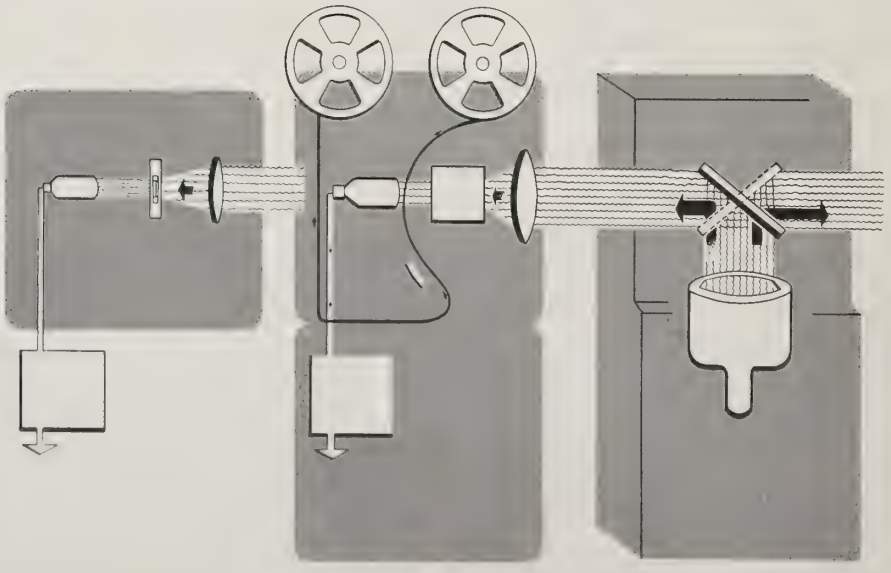
by popular demand...

DUMONT *first with the finest in television*





film,
slides,
opaques . . .



In monochrome operation the Multi-Scanner provides pickup for 16 mm film, transparent slides and glossy or matte opaques. Simplicity of system assures operating economies, dependability and top performance.

The Color Multi-Scanner can be ordered as such, or may be a modification of the Monochrome unit. Principle of operation is identical to monochrome. The pickup assembly consists of three multiplier phototubes and color filters. There are **no** registration problems with this system.

for
monochrome
film, slides
and opaques...
color
film and
slides...

and now

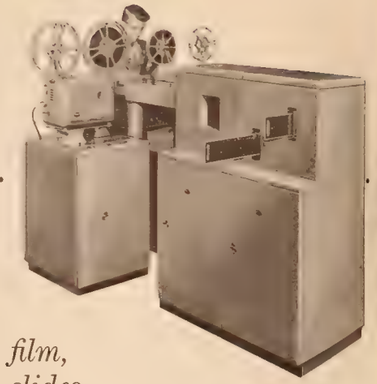
local **live color**

in a **single unit!**

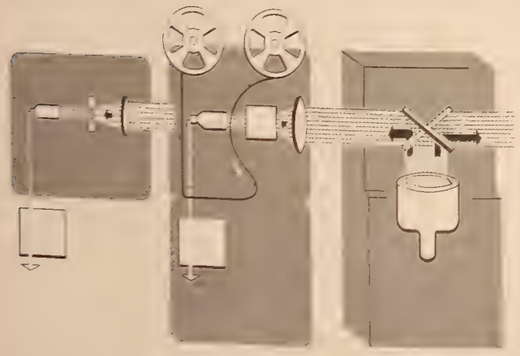
the **DU MONT multi-scanner**

DU MONT *first with the finest in television*

excellent monochrome . . .



film, slides, opaques . . .



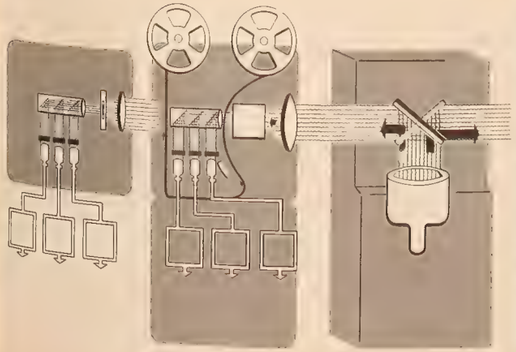
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DU MONT *first with the finest in color television*

. . . outstanding **color**

simple conversion!

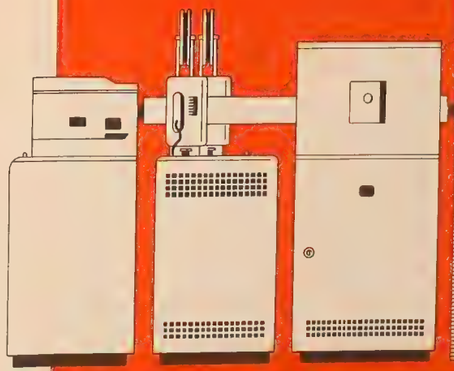


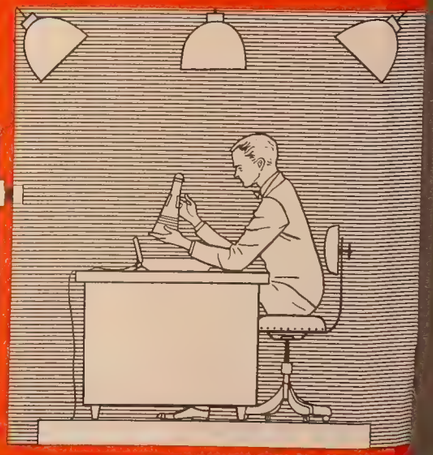
DU MONT *first with the finest in [illegible], first live color television!*

simple addition?

[illegible] complete

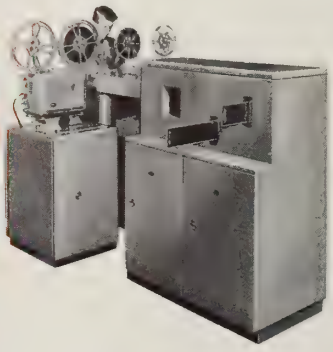
. . . and now ***local live color!***





TELEVISION TRANSMITTER DEPARTMENT · ALLEN B. DU MONT LABORATORIES, INC. · CLIFTON, NEW JERSEY

studio color equipment *by*



DU MONT®

UNENCODED COLOR SWITCHER
For control of color signals from color film equipment or other color pickup sources.

COLOR ENCODER
To form the composite color video signal as transmitted from the TV station.

BROADCAST COLOR PICTURE MONITOR
Used to view a color picture either before or after system encoding.

MULTI-CHANNEL WAVEFORM MONITOR
Four separate signals can be viewed simultaneously on a 4-gun display tube. Unit contains four separate video amplifiers and is designed for either monochrome or color operation.

UNENCODED COLOR PATCH PANELS AND CORDS
Designed for use in color systems requiring patching of red, green, and blue unencoded color signals. One panel permits twelve unencoded color circuits to terminate at the panel.

COLOR STABILIZING AMPLIFIER
Corrects signal deficiencies resulting from network coaxial cable or microwave transmission.

COLOR SYNCHRONIZING GENERATOR
Provides the basic driving signals needed by color signal generating units.

SUB-CARRIER GENERATOR
Provides the necessary signals to adapt most monochrome sync generators to operate at the frequency required for color system pickup equipment.

BURST KEY GENERATOR
Supplies the "burst key" pulse to "key in" the color sub-carrier signal.

COLOR SUB-CARRIER FREQUENCY MONITOR
This equipment checks the accuracy of the color sub-carrier frequency.

CONVERGENCE AND LINEARITY GENERATOR
Supplies a bar or dot signal for linearity and convergence adjustments of color picture monitors.

COLOR BAR GENERATOR
Supplies the color bar pattern used for checking encoders, color monitors and other studio broadcast equipment and for transmission of test patterns facilitating adjustment of home color receivers.

VECTORSCOPE
Used to display and analyze an encoded color bar signal after passing through a television system.

SQUARE WAVE GENERATOR
Provides a square-wave test signal for use in color studio equipment testing.

STEP WAVE GENERATOR
Provides a composite video test signal for television system testing.

LUMI-CHROME FILTER
This unit is a switchable input filter for use with oscillographs in certain color signal analysis work, and is also useful for other color systems measurements where either low or high-pass filtering is required.

POWER SUPPLY AND POWER SUPPLY REGULATOR
Compact unit contains two low voltage supplies capable of delivering total of 500 ma. Single regulator supplies control voltage for any number of stacked power supplies.

TELEVISION TRANSMITTER DEPARTMENT • ALLEN B. DU MONT LABORATORIES, INC. • CLIFTON, NEW JERSEY

Copyright 1955 Allen B. Du Mont Laboratories, Inc.

RINSO, PEPSODENT TO SHIFT AGENCIES

Lever Bros. products with accounts totaling $8 million move to J. Walter Thompson and Foote, Cone & Belding.

LEVER BROS., New York, will shift two of its products—Rinso, with an approximate $5 million budget, and Pepsodent, with $3 million—from their present advertising agency affiliations to two other Lever agencies effective July 1.

Rinso, which has been serviced by Ogilvy, Benson & Mather, New York, for the past two years, moves to J. Walter Thompson Co. The latter agency had handled Rinso in the early 20's. Prior to the Ogilvy, Benson & Mather appointment, Ruthrauff & Ryan was the agency for Rinso for many years. JWT also services Lux for Lever Bros.

It was reported that the change in agencies probably would mean that Rinso would return to a fuller radio-tv campaign. Rinso dropped out of Arthur Godfrey radio-tv sponsorship several years ago and put the money into magazines, including 52 pages a year in *Life*.

Pepsodent moves from a four-year stay at McCann-Erickson, New York, back to Foote, Cone & Belding, which with its predecessor, Lord & Thomas, serviced the account for more than 30 years.

Pepsodent currently sponsors half of the Jimmy Coons children's show on CBS-TV, alternate-week portions of Arthur Godfrey on CBS radio and television and one commercial on Lever Bros.' *Lux Video Theatre* on NBC-TV.

Pepsodent has a long history as an advertiser on radio and television. The toothpaste firm originally underwrote the *Amos 'n' Andy* show in radio and later was the first advertiser to sponsor comedian Bob Hope.

The move back to FC&B reportedly was because T. E. Hicks, newly-appointed vice president in charge of merchandising, wanted that agency because he had dealt with it when he was with Armour & Co.

LATEST RATINGS

NIELSEN

TOP 10 TELEVISION PROGRAMS
Two Weeks Ending April 23, 1955
NUMBER OF TV HOMES REACHED

RANK		HOMES (000)
1.	I Love Lucy (P & G) (CBS)	16,429
2.	I Love Lucy (P. Morris) (CBS)	15,947
3.	Toast of the Town (CBS)	15,824
4.	Jackie Gleason Show (CBS)	15,776
5.	Disneyland (ABC)	15,506
6.	You Bet Your Life (NBC)	14,379
7.	Dragnet (NBC)	14,059
8.	Martha Raye Show (NBC)	13,871
9.	George Gobel Show (Armour) (NBC)	13,423
10.	George Gobel Show (Pet Milk) (NBC)	12,828

PER CENT OF TV HOMES REACHED
PROGRAM STATIONS BASIS

RANK		HOMES %
1.	I Love Lucy (P & G) (CBS)	50.8
2.	I Love Lucy (P. Morris) (CBS)	50.4
3.	Jackie Gleason Show (CBS)	50.1
4.	Toast of the Town (CBS)	49.7
5.	Disneyland (ABC)	48.9
6.	You Bet Your Life (NBC)	44.6
7.	Martha Raye Show (NBC)	43.8
8.	Dragnet (NBC)	43.5
9.	George Gobel Show (Armour) (NBC)	41.3
10.	George Gobel Show (Pet Milk) (NBC)	40.0

Copyright 1955 by A. C. Nielsen Company

TRENDEX

Top Ten Tv Shows—May 1-7

1.	I Love Lucy (CBS)	35.6
2.	Toast of the Town (CBS)	29.7
3.	Jack Benny (CBS)	28.7
4.	This Is Your Life (NBC)	27.7
5.	Your Hit Parade (NBC)	26.2
6.	You Bet Your Life (NBC)	25.9
7.	Person to Person (CBS)	25.3
8.	Ford Theatre (NBC)	25.1
9.	December Bride (CBS)	24.2
10.	Truth or Consequences (NBC)	23.9

Underwood, 4 Others Start Radio Campaigns

UNDERWOOD CORP. (office machines), returning to spot radio for the first time since last Christmas, is joining several other advertisers in accelerated radio spot campaigns, B•T learned last week.

Other advertisers involved in last week's activity included *Life* magazine, Hazel Atlas Glass Co., Coughlin Copper Cleaner and Breakers Beach Club.

Underwood, through Brooke, Smith, French & Dorrance, New York, is preparing a radio spot announcement schedule to break today (Mon.) and run for a short term in approximately 200 markets. The advertiser is buying mostly news adjacencies.

Life magazine and its agency, Young & Rubicam, New York, are meeting to consider *Life*'s radio budget and its new pattern for a spot schedule. Specific details are expected to be worked out by next week.

Hazel Atlas Glass Co., through Abbott Kimball Co., is buying a radio spot announcement campaign for a short term in several states including New York and Pennsylvania.

G. N. Coughlin Co., Orange, N. J. (copper cleaner), through Reidle & Freede, Paterson, N. J., is placing radio spot schedules on women's shows as distribution increases.

The Breakers Beach Club, Lido Beach, L. I., through Gibraltar Adv. Agency, has purchased radio participations on seven New York stations, starting immediately.

Three More Take 'Monitor'; Series Now 58% Sold Out

THREE more major advertisers have signed for sponsorship of *Monitor*, NBC Radio's new weekend service scheduled to start June 12, bringing gross billings for the series to $1 million [B•T, May 16]. The advertisers are Chevrolet Motor Div., General Motors Corp., through Campbell-Ewald Co.; Philip Morris through Biow-Beirn-Toigo Inc., and Gruen Watch Co. through Grey Adv.

Chevrolet's 13-week schedule, which will start June 12, is the largest single order received for *Monitor* to date, the network announced last week. The Philip Morris schedule will commence July 2 for 52 weeks. The 13-week Gruen order will run from June 12 through June 26 and from Oct. 15 through Dec. 18.

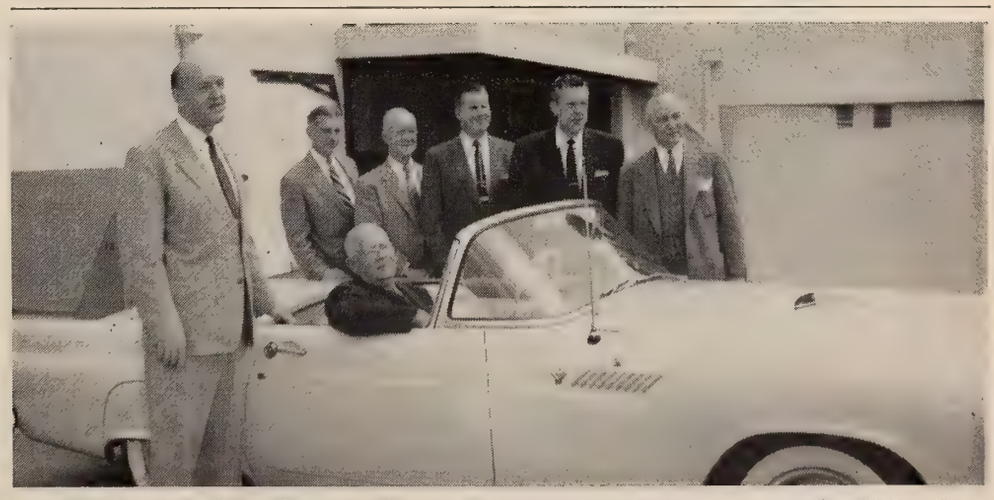
With these recent signings, the number of minutes sold for *Monitor* now totals 853. The total number of six-second "billboard" announcements is 325. The new series, the network announced, is now 58% sold out.

Other network sponsors who have purchased participations on the series are Western Union Telegraph Co., RCA, Nash Motors and Carter Products.

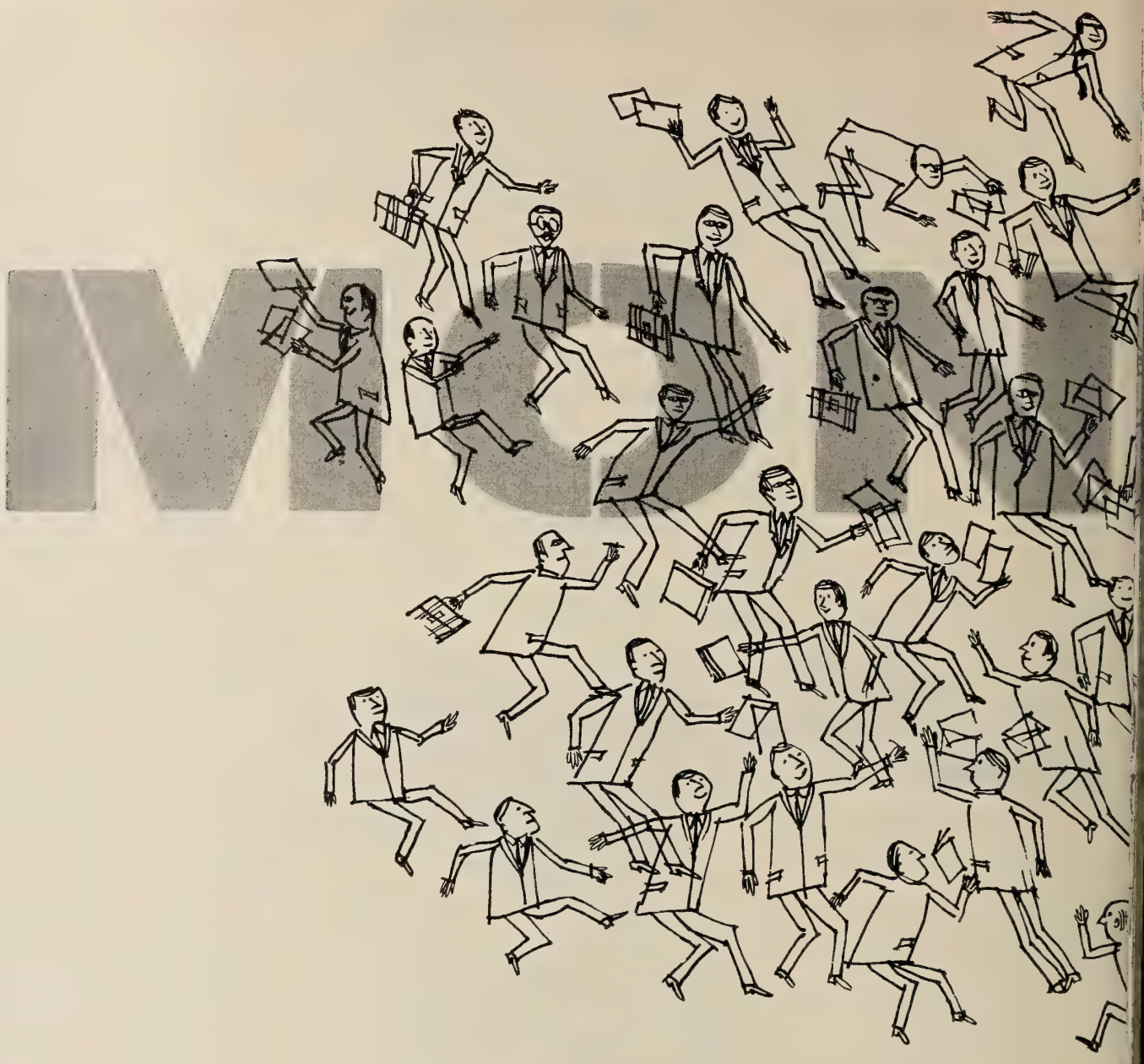
'Spots' Offers Stations Rate-Cut Advertising Deal

RATE-SMASHING device offering 75-100 word spot announcements at $1 each is being submitted to stations by "Spots," 755 Birch St., Denver, Colo. "We are selecting 200 local radio stations in the 20-state area around Denver to induce national 'advertizers' to use local stations to promote the sale of their products," according to a circular letter sent out by J. L. Porter, general manager.

"Announcements can be placed on the air at the stations 'convenience' any time within a four-hour time limit selected by the 'advertizer'," Mr. Porter writes. He said he had "over 1,000 of these 'advertizers' " interested in the use of spots, with payment to be made in full at $1 per announcement. He adds, "While this rate may be below your regular charges we have eliminated your sales expense, bookkeeping and continuity cost plus bringing you a new source of revenue outside of your regular clients."



FORD DEALERS of Southern California have signed a 52-week contract for KRCA (TV) Hollywood *Jack Latham and the News*, five times weekly quarter-hour program. Negotiators of the pact (l to r): standing, Thomas C. McCray, KRCA general manager; James Parks, KRCA sales manager; Hamilton Nerney, director, Southern Calif. Ford Dealers Adv. Assn.; Walter Cooper, district sales manager, Ford Motor Co.; Mr. Latham; E. J. Reeser, vice president, J. Walter Thompson Co., Detroit; seated (in a Ford Thunderbird), J. H. Wray, president, Southern Calif. Ford Dealers Adv. Assn.



On the line . . . a million dollars in the first three weeks!

On June 12, NBC will present the special premiere broadcast of MONITOR.

But MONITOR has already arrived. In the three weeks since the rate-card was issued, *America's alertest advertisers and their agencies have rushed to invest more than $1,000,000 in* MONITOR *with the first program almost a month away.*

For MONITOR is an unequalled opportunity to reach a huge *cumulative* audience at prices no national advertiser can afford to pass by. Wherever Americans go, MONITOR goes with them from 8 a.m. each Saturday until midnight Sunday—into living rooms, bedrooms and kitchens; at beaches, ball parks and summer camps; along the highways in 29,000,000 family cars.

Packed with forty hours of the most exciting and entertaining material that the full resources of NBC can provide, MONITOR has everything for everyone—new sounds in music, in news, in everyday living—even new sounds in



oddities (the nation will hear a worm turn, an oyster laugh). MONITOR will take its listeners to the boulevards of Paris with Art Buchwald . . . an assault on the sound barrier with an Air Force jet pilot . . . the uncontrolled hilarity in a TV studio as the comedian warms up his audience . . . above all, to the raw, pulsing life of the unexpected news-break.

Even now, NBC Radio reaches half the families in the United States each weekend. MONITOR will bring in millions more, and keep their radios near them. And to take your message to these millions, MONITOR offers the most flexible plan in broadcasting history. You can buy one-minute announcements, 30-second announcements and 6-second "bill-boards," and you can buy them as you need them—on the entire network or on any or all of the five NBC-owned stations.

A special Introductory Dividend Plan gives you an extra bonus if you sign up now—value piled on value in the precedent-shattering pattern for radio's future.

These are some of the sponsors who have already put their money in Monitor

American Motors Nash Division
Bendall Pontiac, Inc. Carter Products
Douglas Laboratories, Inc.
Food Fair Super Markets, Inc. (Washington, D.C.)
General Motors Corp., Chevrolet Division
Gruen Watch Company
Mid-Continent Petroleum Corp.
Philip Morris Inc.
Radio Corporation of America
Seaforth! Shulton, Inc.
Thomas J. Lipton, Inc. Western Union

EXCITING THINGS ARE HAPPENING ON

NBC Radio

a service of RCA

Car Dealer Found Guilty Of 'Bait-Switch' Practice

FOUND GUILTY in Los Angeles Municipal Court of violating the California business and professional code—specifically, in advertising used cars on tv for one price and selling them to respondents at a much higher price—a Lynwood, Calif., car dealer and one of his salesmen will be sentenced on May 24.

Conviction of Jack Tankersley, owner of Farmer Jack's used car lot, on two code violations and salesman Gene King on one violation marked completion of the first part of a drive by the Los Angeles Better Business Bureau and police against used car "bait-switch" tv commercial practices [B•T, May 16].

Also on May 24, Cal Worthington Motors, Huntington Park, Calif., will go on trial in Los Angeles Municipal Court on similar charges.

Mr. Tankersley and Mr. King both were convicted of selling a 1953 Chevrolet, advertised on KCOP (TV) Hollywood last Jan. 30 for $999, to a BBB shopper for $1,300. Only Mr. Tankersley and Farmer Jack's, as a corporation, were found guilty on the second charge, the sale of a 1951 Plymouth offered on KCOP Feb. 6 for $699, at a final price of $1,045.

KCOP subsequently cancelled all Farmer Jack's and Cal Worthington Motors advertising after bait-switch charges were filed against the car dealers by the city attorney's office.

Improvement Noted in N. Y. Decrease of Bait-Switch

"SUBSTANTIAL IMPROVEMENT" in the "quality and character" of many radio and tv commercials formerly subject of criticism in New York for alleged bait advertising connotations were reported last week by the Better Business Bureau there.

The bureau, in its *Monthly Memo,* said the improvement had been noticeable in "recent weeks." According to this report, "some of our tv and radio stations have done a fine job of insisting that their advertisers play fair and square with the listening audience, although two or three of them continue to carry copy which is open to substantial criticism."

Particular attention was paid to WATV (TV) Newark, to which the bureau said, "We doff our hats . . . [WATV] seems to have done an outstanding job of cleaning up baiters and insisting upon full and fair disclosure of what is being offered to its viewers."

At the same time, the bureau noted that some advertising still appears in New York "newspapers and on radio and tv" which indicate a bait-and-switch approach.

Apple Growers Increase Advertising Assessment

APPLE GROWERS in Washington State have voted to assess themselves an additional one cent a box, beginning with shipment of the 1955 crop, to increase the advertising and promotional budget of the Washington Apple Commission. Cole & Weber, Seattle, is the agency, with Floyd O. Flint as account executive.

In a year of average apple production, according to Pacific Northwest fruit-growing experts, the one-cent increase may be expected to yield approximately $200,000. Television, which has had a substantial share of the budget in the past, is expected to benefit from the raise.

In requesting the increase, the commission pledged that the entire additional amount would be used for advertising and other promotion, rather than for administration or research.

Maybelline to Participate In NBC Spectacular Series

MAYBELLINE Co., Chicago (eye beauty aids), was reported last week to have purchased participations on NBC-TV's projected series of color spectaculars this fall on a 13-time basis. The contract calls for participations in each month's program and was claimed to be the largest yet purchased by a client for the spectaculars.

The pact was negotiated by Roy M. Kirtland, vice president of Gordon Best Co., which handles the Maybelline account, a heavy tv spot advertiser.

Gardner Names Chipperfield

GARDNER Adv. Co., St. Louis, last week announced the appointment of Frank L. Chipperfield as media director, succeeding Warren Kratky, promoted to head the newly-created dept. of marketing. Mr. Chipperfield has been media director of the Joseph Katz Co., Baltimore, and previously was associated with Hewitt, Ogilvy, Benson & Mather Inc., New York; Roy S. Durstine agency, New York, and Gardner Displays Inc., New York.



MR. CHIPPERFIELD

Michigan Brewing Firm Signs For 30 Hours Weekly on WJR

TOTAL of 30 hours weekly will be sponsored on WJR Detroit by E&B Brewing Co., hailed as one of the largest time buys by a Michigan brewery. Under the purchase, effective last Monday, E&B will sponsor five hours nightly, six times a week, between 12 midnight and 5 a.m.

Announcement of the deal was made by LeRoy Payne, E&B president; Leonard Simons, Simons-Michelson Co., agency for E&B, and Worth Kramer, WJR vice president and general manager. The five-hour E&B period will be a varied program of news, music, interviews, weather and road reports, plus a nightly 15-minute man-on-the-street interview segment.

Cabot Elects Edward Chase

ELECTION of Edward F. Chase as executive vice president of Harold Cabot & Co., Boston, was announced last week by Harold Cabot, president. Mr. Chase has been with the agency since 1942 and as vice president since 1945.



WNEW

Announces the Appointment of

SIMMONS ASSOCIATES

INCORPORATED NEW YORK • CHICAGO

As National Sales Representative

June 1, 1955

WNEW BROADCASTING COMPANY, INC.
565 Fifth Avenue, New York 17, N. Y.
PLaza 3-3300

SIMMONS ASSOCIATES, INCORPORATED
270 Park Avenue, New York 17, N. Y.
MUrray Hill 8-2021

Flint listens

Ven Marshall is Flint's top news voice on Flint's top-rated morning newscasts over WFDF. His assured, authoritative delivery is backed by WFDF's full-time local news bureau. That means when Ven takes the air he has something to talk about, because Flint's only radio news staff breaks stories hours (even days) ahead of any other news source. Ven's listeners know it's good reporting, and they come back for more, morning after morning. His sponsors know it sells. It can work for you. Phone Katz now.

when

Ven Marshall

reports

the

local news

on

wfdf

flint, michigan

REPRESENTED NATIONALLY BY THE
Katz Agency



NBC Affiliate

Associated with: WFBM & WFBM TV Indianapolis—WOOD & WOOD TV Grand Rapids —WTCN & WTCN TV Minneapolis-St. Paul.

Major Leagues Seek Data On Effect of Radio, Tv

BASEBALL Comr. Ford Frick announced last week that he has hired an independent research firm to survey the problems of baseball, covering such topics as the effect of radio and tv on attendance and the attitudes of fans toward pay-as-you-see tv.

The assignment given to Stephen Fitzgerald & Co., New York, according to Mr. Frick, is to "get the facts" concerning radio-television, major-minor league relations, feasibility of expansion, failing game attendance, unpopular legislation, relations between front office and players and the front office and press.

"There has been a lot of loose talk regarding what effect radio-tv has had on baseball attendance, both in the majors and minors," Mr. Frick said.

The survey is expected to begin next week and will cover both fans and sports writers in various cities. A spokesman for the Fitzgerald organization said that the number of cities to be surveyed has not yet been determined but that a preliminary report is expected for the mid-season meeting to be held in July by the American and National leagues.

SPOT NEW BUSINESS

Goetz Beer, St. Joseph, Mo., preparing supplemental radio spot campaign in about eight markets for 13 weeks starting today (Mon.).

NETWORK NEW BUSINESS

Polk Miller Products Corp. (Sargeant's Dog Care products), Richmond, Va., makes tv debut with 24 participations on NBC-TV *Home* during 14-week period on summer incentive plan, effective in June. Agency: N. W. Ayer & Son, Phila.

American Medical Assn., Chicago, will sponsor special broadcast covering inauguration ceremonies and address of incoming AMA president June 7 on ABC Radio (8:30-9:15 p.m. EDT). Agency: J. Walter Thompson Co., Chicago.

NETWORK RENEWAL

Gulf Oil Corp., Pittsburgh, renews *The Life of Riley* on NBC-TV (Fri., 8:30-9 p.m. EDT) for 52 weeks, starting Sept. 16. Agency: Young & Rubicam, N. Y.

AGENCY APPOINTMENTS

Lionel Corp., electric train div., N. Y., names Grey Adv., same city.

American Institute of Men's & Boy's Wear, N. Y., has named BBDO, N. Y.

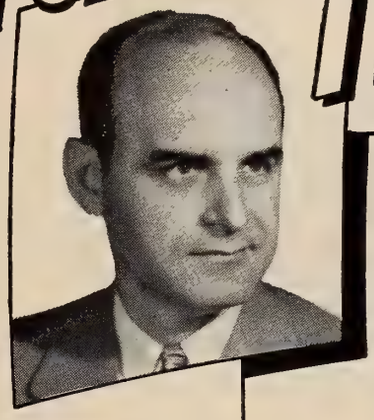
Athena Products Corp. (Nev-R-Spot Surface Protection); **Panda Products Corp.** (plastic foam processors), and **Sherwood Industries** (business development), all Buffalo, N. Y., appoint Comstock & Co., same city.

Valley Ford, Ranchero Motors (Studebaker-Packard), **Stansbury Buick** and **Snyder-Lynch Motors** (Dodge-Plymouth), L. A. area auto dealers, and **Citizens Filing Service** (land development), Hollywood, name Jimmy Fritz & Assoc., Hollywood. Radio spot announcements will be used in all campaigns.

White Ice Cream & Milk Co., Wilmington, N. C., has named Tucker Wayne & Co., Atlanta.

Anton's Continental Frozen Foods, Miami, has named Bishopric/Green & Assoc., same city. Tv is planned.

Let's Face The Facts!



This month, KFAB is proud to "Face the Facts" with Harold L. Coons, Advertising Manager of the Keystone Steel and Wire Company.

Keystone is a great believer in radio advertising and has long association with KFAB in the Omaha market. Big Mike and his staff are proud of the many long-term advertisers of the caliber and reputation of Keystone. The station has sold everything from cake mix to Red Brand fence . . . with a corresponding range in success stories.

When you're considering the multi-billion dollar market that centers in Omaha, you're invited to Face the Facts. A Free & Peters man will be glad to give you the KFAB station and market story. Or, have a visit with General Manager Harry Burke.

Farm livestock income in the KFAB area is over $1,172,000,000 annually.



THE MIDWEST-EMPIRE STATION

1110 K.C.

KFAB

50,000 WATTS • OMAHA

Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station

Foxhaven Frozen Foods Ltd., Chippawa, Ont., has named Comstock & Co., Buffalo, N. Y. All media will be used.

Smart & Final Iris Co. (wholesale grocers), L. A., has appointed Mogge-Privett Inc., same city. Herb Beaven is account executive.

Capitol Records Inc., Hollywood, has named Young & Rubicam Inc., L. A. John Dryer is account executive.

Dayton Bowling Proprietors Assn., Dayton, Ohio, and **Dayton Speedway Inc.** there have appointed Bridges-Sharp & Assoc., same city. Philip S. Church Jr. is account executive on both.

Galla Foods (cooked hams and specialties), Copenhagen, Denmark, has named Bermingham Castleman & Pierce, N. Y., effective June 1.

Los Angeles Plumbing Contractors Assn. has named Frank Bull Adv., L. A., for third consecutive year to handle local public relations drive. Radio-tv will be used.

Wonder Products Co. (Wonder Logs and other briquet products), San Fernando, Calif., has named Jimmy Fritz & Assoc., Hollywood. Radio spot campaign planned for summer months.

Charles Antell Inc. (Formula 9, shampoo, hair spray), Baltimore, has named Joseph Katz Co., same city.

Hamilton Watch Co., allied products div., Lancaster, Pa., has named Arndt, Preston, Chapin, Lamb & Keen, Phila., with Norton Bond as account manager.

Atlanta Baking Co. (Betsy Ross and Holsum bread), Atlanta, Ga., has named Bearden-Thompson-Frankel, same city. All major media will be used.

Frontier Foods Co. (E-Z popcorn), L. A., has named Raymond R. Morgan Co., Hollywood. Paul McKinney is account executive.

Mohawk Bedding Co., Utica, N. Y., has named Bozell & Jacobs Inc., Omaha.

AGENCY SHORTS

Duane Jones Co., N. Y., moves to larger offices at 122 E. 42d St., at Lexington Ave.; telephone: Murray Hill 7-0270.

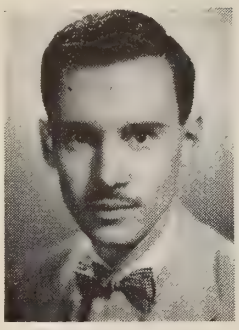
A. Martin Rothbardt Inc., Chicago, changes name to Rothbardt & Haas Adv. Inc.

Aubrey, Finlay, Marley & Hodgson Inc., Chicago, elected to American Assn. of Adv. Agencies.

A&A PEOPLE

Dr. Joseph Schultz, president, Lady Esther Co., Chicago, and director, parent Zonite Products Corp., New Brunswick, N. J., to Consolidated Cosmetics Inc. (Lanolin Plus products), Chicago, as president, effective June 1, succeeding **Karl Kaempfer; Charles T. Silloway,** Zonite president, assumes Mr. Schultz' duties.

Cornelius W. Hauck, media director, Guenther, Brown & Berne Inc., Cincinnati, appointed vice president.



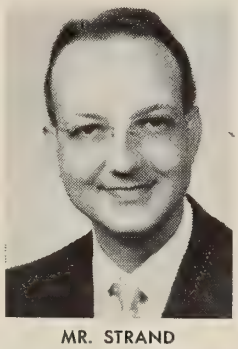
MR. HAUCK

Stan Pforr, account executive, Bozell & Jacobs, Seattle, named vice president in charge of creative activities; **Lloyd Stackhouse,** assistant manager, appointed vice president and assistant general manager.

Thomas D. Murray, formerly vice president in charge of advertising and promotion, Coca-Cola Bottling Co. of New York, to Getschal Co., N. Y., as vice president and merchandising director.

Nat Kalech, former vice president and sales director, Tintair Co., L. A., to Anatole Robbins Inc. (cosmetics), Hollywood, in similar position.

Stuart D. Strand, formerly radio-tv consultant, Barber & Baar (public relations), N. Y., to E. M. Eisfeld Adv. Management, Miami, as tv-radio dept. director.



MR. STRAND

Robert Lamb, Henry Stirling, Ken Mulbach and **Mike Hamilton** form Empire Adv. Corp., Hollywood, as president, executive vice president, radio-tv sales director and publicity director, respectively. Offices at 8303 Melrose Ave.; telephone: Webster 8-3894.

Jack Beauvais, WEEI Boston, resigns to form own agency, Beauvais, Zitso & Wenning Inc., 1711 Massachusetts Ave., Lexington, Mass.

Dave Titus to Cole & Weber, Seattle, as radio-tv director; **Edna Erickson,** formerly with McCann-Erickson, Chicago, to Cole & Weber as media director; **Niles E. Kelley Jr.** to agency as visual director; **Sherwood Armstrong,** formerly creative and marketing director, Ryder & Ingram, Oakland, Calif., to creative staff.

Brooks Elms, formerly with McCann-Erickson, N. Y., to Bermingham, Castleman & Pierce, same city, as radio-tv director; **Robert Rowell,** BBDO, N. Y., to Bermingham, Castleman & Pierce as assistant to radio-tv director.

Alfred J. Blake, formerly head of own public relations agency, to public relations dept., Emil Mogul Co., N. Y., as director.

Lloyd Miller, research project director, Dancer-Fitzgerald-Sample, N. Y., promoted to research dept. manager.

Ben Gedalecia, BBDO, N. Y., appointed research director.

Jack Stanley, copy chief, Harvey Waldman & Assoc., L. A., to Walter McCreery Inc., Beverly Hills, Calif., in same capacity.

William H. Ryan, former promotion, merchandising and publicity manager, KFMB-AM-TV San Diego, to Dick Bradley Adv. Agency, same city, as account executive and creative supervisor.

Monte J. Curry, Phoenix, Ariz., representative, Caples Co., L. A., to L. A. office as account executive; **Marion Welborn,** account executive, adds duties as L. A. office manager.

John A. Charlesworth, sales promotion manager, Hoffman Electronics Corp., S. F., to Don Larson Adv., Beverly Hills, Calif., as account executive.

Faith Green, formerly assistant fashion editor, *Vogue* magazine, to Morey, Humm & Johnstone, N. Y., as assistant account executive.

Ted Huston, commercials producer, Lennen & Newell Inc., N. Y., named head, commercial production dept., Hollywood office.

Donald Riethmiller, formerly with Ketchum, McLeod & Grove, Pittsburgh, to Lang, Fisher & Stashower, Cleveland, as art director; **Edward T. Noll,** formerly producer-director, WXEL (TV) Cleveland, to Lang, Fisher & Stashower radio-tv staff.

R. Allan Gardner, Monsanto Chemical Co., St. Louis, appointed household products advertising manager, merchandising div.; **Stanley W. Sullivan,** Monsanto, named merchandising div. garden products sales manager, headquartering in Chicago.

C. M. Garnes, sales staff, Southern Premium Stamp Co., Atlanta, appointed east Tennessee sales manager, headquartering in Morristown.

Maidie Alexander to public relations dept., BBDO, N. Y.

Alfred N. Steele, president, Pepsi-Cola Co., N. Y., and **Joan Crawford,** motion picture and tv star, were married May 9.

Turnabout

ALLEN FUNT, whose *Candid Camera* tv program has been sponsored by various advertisers, is about to become a television sponsor himself. Mr. Funt last week reported he has acquired a "substantial interest" in the Nev-Er-Slip, a new product designed to make bathtubs and showers slip-proof. He will introduce the product in New York with a spot advertising campaign on the *Claire Mann Show* over WABD (TV) New York.

SELLING–THE NATION'S 37TH FOOD MARKET

WONE

RONALD B. WOODYARD, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

980 KC • 5,000 WATTS

PHONE HEADLEY REED CO.

DAYTON, O.

"THE CITY BEAUTIFUL"

NBC, WBC TRADE PROPERTIES IN CLEVELAND, PHILADELPHIA

NBC pays Westinghouse $3 million cash to boot in unprecedented swap transaction. Neither party gives reasons for the unusual deal, but for NBC Philadelphia is a better television market than Cleveland.

VYING with the NARTB's 33d annual convention in Washington this week for the attention of the nation's broadcasters was the NBC-Westinghouse swap-plus-cash transaction involving Philadelphia and Cleveland, announced last Tuesday after intermittent negotiations.

The unprecedented deal gives Westinghouse the NBC-owned WNBK (TV) and WTAM-AM-FM Cleveland in exchange for the Westinghouse Philadelphia stations, WPTZ (TV) and KYW, plus $3 million of NBC cash.

NBC and Westinghouse, upon FCC approval of the transaction, would become more firmly entrenched as associates in the basic structure of the network. There had been earlier reports of possible switches in affiliation by several Westinghouse outlets to CBS and also of a possible deal whereby NBC would have traded even-up its Cleveland properties for other Philadelphia outlets.

The FCC informally was notified of the transaction last Tuesday, prior to the public announcement. The announcement was made by NBC President Sylvester L. Weaver and Westinghouse Broadcasting Co. President Chris J. Witting, the latter and Joseph V. Heffernan, NBC financial vice president, having signed the actual agreement.

Since trades are involved, the only dollar figure used was the $3 million cash which NBC pays Westinghouse. Westinghouse purchased WPTZ (TV) from Philco in May 1953 for $8.5 million. It has spent about $200,000 in bringing the ch. 3 outlet up to full power. Figuring the radio properties as even-up (both are 50 kw with WTAM a I-A clear and KYW a I-B) the differential as between the Philadelphia and Cleveland tv stations is $3 million, which would place an evaluation on WNBK (TV) of $5.5 million.

Last January, Westinghouse purchased WDTV (TV) (now KDKA-TV) Pittsburgh from DuMont for the record single station figure of $9,750,000. The previous high had been the $8.5 million paid by Westinghouse for WPTZ. WPTZ has a one-time class AA rate of $2,500, while the WNBK class AA rate is $1,300.

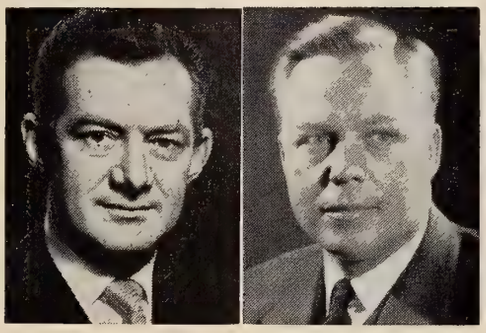
The KYW one-time class A rate is $450 and the comparable WTAM class AA rate is $520.

The Philadelphia television station in 1954 had a gross business of approximately $5.5 million. KYW's gross income was approximately $1 million. The Cleveland stations had 1954 grosses of approximately $4.3 million for television and $900,000 for radio.

While no announcement was made regarding reasons for the exchange, the major networks consistently have contended that they realize no profit from network operations *per se* and that their owned-and-operated stations are the bread winners. As a consequence, the major networks efforts have been to acquire owned-and-operated outlets in the top markets of the country, upgrading existing owned properties wherever possible.

Moreover, the Philadelphia area is of great importance to NBC's parent, RCA, because of its far-flung manufacturing operations in Lancaster, Pa., and Camden and Harrison, N. J., as well as the David Sarnoff Labs in Princeton, N. J.

The promotional value of operation in the area also would be of great importance, since



MR. WEAVER MR. WITTING

Philadelphia is the headquarters for Philco, one of the important entities in electronics manufacturing and white goods and the founder and former owner of WPTZ.

By last Thursday questions were raised in both official and in broadcasting quarters about the "timing" of the deal in view of the "climate" in Congress and at the FCC. The FCC is about to embark upon an investigation of network-affiliate relations under special mandate from Congress, being virtually assured of an appropriation of $80,000 earmarked for that purpose.

Both the Senate and the House Commerce committees, headed by Sen. Warren G. Magnuson (D-Wash.) and Rep. Percy Priest (D-Tenn.) have announced plans for studies of the overall broadcasting regulatory and network structures, with the Senate committee having engaged special majority and minority counsel for this purpose.

Westinghouse now is awaiting final FCC decision on its application for ch. 8 in Portland, Ore., which would give it its fifth vhf station as a companion to its KEX there. There is no assurance, however, that Westinghouse will be the successful applicant among the four applying for the facility.

NBC, with its full quota of vhfs, under the former multiple ownership regulation knocked out recently by the Court of Appeals, is awaiting FCC action on applications to acquire by purchase two uhf outlets—WKNB (TV) New Britain, Conn., and WBUF-TV Buffalo. The FCC has already issued a McFarland letter in the case of the New Britain transfer. In this case, the FCC made one of the issues the question of possible overlap between that station and the NBC-owned WRCA-TV New York (ch. 4), specifying grade B coverage extending roughly 200 miles. NBC, however, views this issue as a "technicality" because of the requirements under FCC regulations for automatic hearing in economic protest cases [Sec. 309 (c)].

Upon FCC approval of the Philadelphia-

Westinghouse: Big Dealer

WESTINGHOUSE has been a principal in the four biggest single station transactions in history.

Last December it bought WDTV (TV) Pittsburgh, now KDKA-TV, from DuMont for $9,750,000.

In July 1954 it bought KPIX (TV) San Francisco from Wesley I. Dumm and associates for $6 million in cash and Westinghouse stock. By the time of FCC approval, the stock had risen in value so that the FCC described the total sale as a $7.5 million package.

In May 1953 Westinghouse bought WPTZ (TV) from Philco for $8.5 million.

Its swap of WPTZ for NBC's WNBK (TV) last week represented a rock-bottom figure of $8.5 million, although only $3 million in money changed hands.

Here are some other sales figures of the past six years:

July 1949: KRSC-TV Seattle (now KING-TV), sold by P. K. Leberman to Mrs. A. Scott Bullitt and associates for **$375,000.**

July 1950: WOIC (TV) Washington (now WTOP-TV), sold by Bamberger Broadcasting Co. to WTOP Inc. (then 55% owned by *Washington Post* and 45% owned by CBS) for **$1.4 million.**

December 1950: KTSL (TV) Los Angeles (now KNXT [TV]), sold by Thomas S. Lee Enterprise Inc. (General Tire & Rubber Co.) to CBS for **$3.6 million.**

August 1951: KFI-TV Los Angeles (now KHJ-TV), sold by Earle C. Anthony Inc. to General Teleradio Inc. for **$2.5 million.**

September 1951: WOW-TV Omaha, sold by Francis B. Matthews and associates to Meredith Publishing Co. for **$2.5 million** (with WOW).

January 1952: WOR-TV New York, sold by Bamberger Broadcasting Co. to General Teleradio Inc. for **$4.5 million, plus $315,000 annual lease and 10% interest in purchasing company,** by R. H. Macy Co., majority stockholder of Bamberger (including WOR-AM-FM).

February 1953: WBKB (TV) Chicago (now WBBM-TV), sold by Balaban & Katz Inc. (now part of American Broadcasting-Paramount Theatres Inc.) to CBS for **$6 million.**

May 1953: WPTZ (TV) Philadelphia, sold by Philco Corp. to Westinghouse Broadcasting Co. for **$8.5 million.**

June 1954: KLZ-TV Denver, sold by Aladdin Radio & Television Inc. to Time Inc. for **$3.5 million** (including KLZ-AM-FM).

November 1954: WCCO-TV Minneapolis, 47% interest sold by CBS to Cowles Publishing Co. for **$3.9 million** (with WCCO).

December 1954: WTOP-TV Washington, 45% interest sold by CBS to 55% owners *Washington Post* & *Times Herald* for **$3.5 million.**

January 1955: WDEL-TV Wilmington, Del., sold by Steinmans to Paul F. Herron (WIBG Philadelphia) for **$3.7 million.**

WTCN-TV Minneapolis, sold by Robert Butler and associates to Consolidated Tv & Radio Bcstrs. Inc. (Bitner) for **$1.9 million.**

WMIN-TV St. Paul, sold by N. L. Bentson and associates to Consolidated Tv & Radio Bcstrs. Inc. (Bitner) for **$1.23 million.**

WTVW (TV) Milwaukee sold by Milwaukee Telecasters Inc. to Hearst Corp. for **$2 million.**

March 1955: WNBF-TV Binghampton, N. Y., sold by Clark Associates Inc. to Triangle Publications Inc. (WFIL Philadelphia) for **$3 million** (with WNBF).



". . . and now I *like* to cook," says a viewer from Trenton, Tennessee, writing to Carolyn Godman of WMCT.

This is just one excerpt from thousands of letters Mrs. Godman has received since she has conducted the Homemakers Program with Trent Wood, over WMCT, Memphis. Some others:

"I'm sure you're giving great pleasure to many housewives."

"Your recipes are good. I try lots of them and pass them on to others."

"You make cooking look so easy and enjoyable."

She really does — every day, Monday through Friday. Some participations still available.

WMCT

MEMPHIS CHANNEL 5
WMC-WMCF-WMCT

MEMPHIS' FIRST TV STATION

NOW 100,000 WATTS

NATIONAL REPRESENTATIVES
THE BRANHAM CO.

Owned and operated by
THE COMMERCIAL APPEAL

Cleveland station exchange, NBC expects to transfer its top management team in Cleveland to Philadelphia, and WBC will move its key Philadelphia executives to Cleveland. The rest of the NBC and Westinghouse personnel will remain in place under the new ownership.

Lloyd E. Yoder is general manager of WNBK (TV) and WTAM-AM-FM Cleveland. Top WBC executives in Philadelphia are Rolland V. Tooke, station manager of WPTZ (TV), and Frank A. Tooke (no relation), station manager of KYW.

Conversations have been held off and on between Messrs. Heffernan and Witting since early last fall, but there had been discussions also between Westinghouse and CBS regarding possible switches in affiliation, dating back to 1953. These, it was learned, had been revived as recently as several weeks ago. CBS, however, was reportedly loath to change its long-established affiliation with WCAU-AM-TV, now owned by the *Philadelphia Bulletin* but established by the Levy brothers, both of whom had served on the CBS board of directors almost from start of the network's operation.

In some quarters it was reported that NBC would make an acquisition in Philadelphia whether or not it was with Westinghouse. Last fall there were reports of conversations regarding a possible shift in affiliations by NBC from Westinghouse to WFIL-AM-TV, owned by the *Philadelphia Inquirer*. Reports of a possible even-up swap of the *Inquirer* properties for NBC's Cleveland properties were never verified.

Last January it had been said that the NBC board had approved the very transaction agreed to last week—exchange of the Cleveland properties for the Philadelphia properties with $3 million to boot for Westinghouse. At that time it was reported that Westinghouse was reluctant to trade because of the profitability of the Philadelphia operations.

The Westinghouse Electric board, it is understood, last fall authorized the subsidiary WBC to engage in the negotiations. There was one postponement after another until last week.

FCC Notified

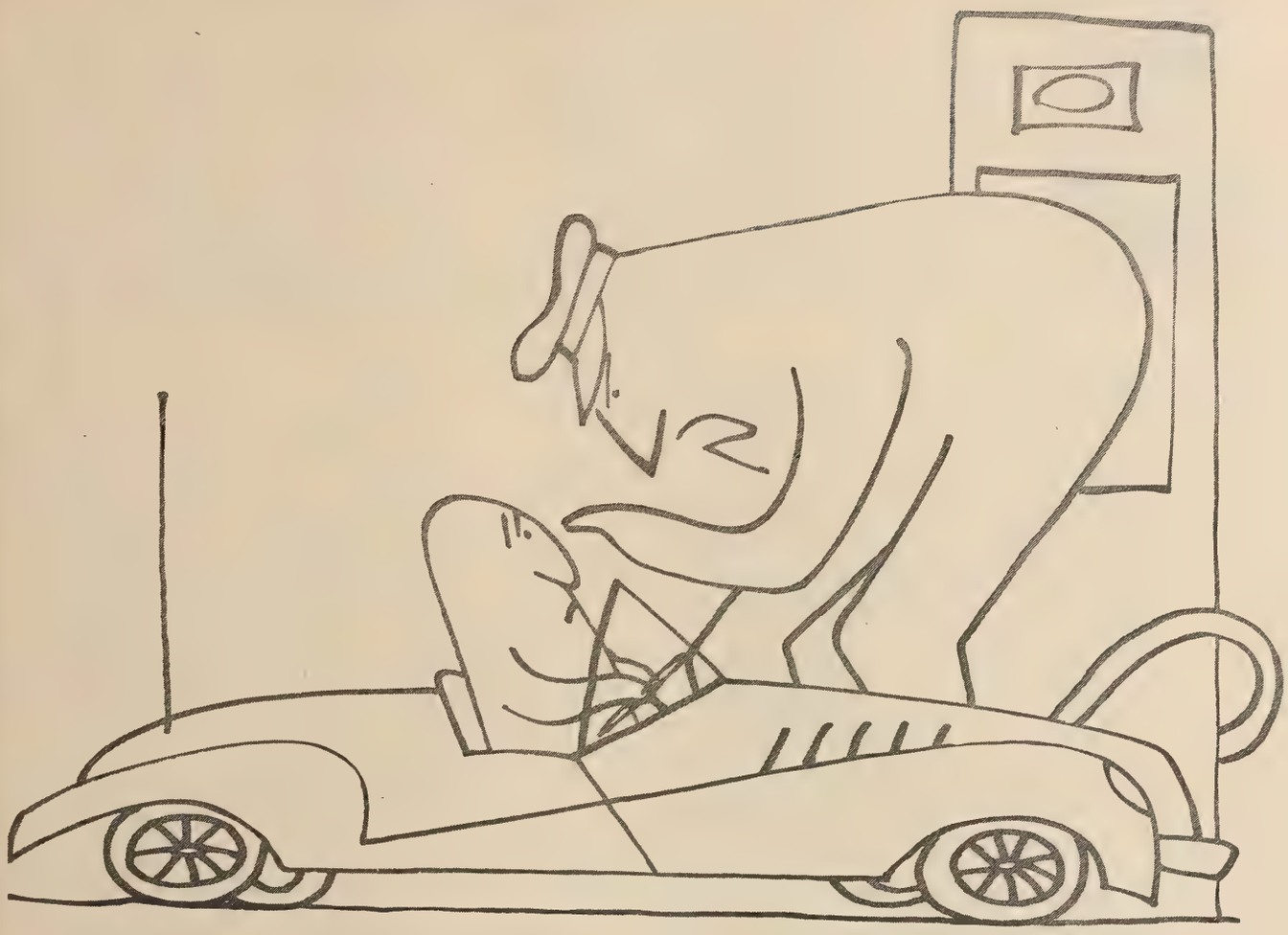
Last Tuesday, F. M. Russell, vice president of NBC in Washington, and Joseph E. Baudino, WBC vice president, called on members of the FCC informally to notify them of the transaction. Transfer papers, it was indicated, would be filed within a fortnight.

In the negotiations over the past several months, Messrs. Witting and Heffernan conferred frequently. Mr. Witting also had discussed the transaction several times with Brig. Gen. David Sarnoff, RCA's board chairman, and, as such, the policy head of NBC. Also in the conversations for NBC from time to time were Robert W. Sarnoff, executive vice president of NBC, and Charles R. Denny, vice president in charge of owned-and-operated stations. E. V. Huggins, vice president of corporate affairs of Westinghouse Electric Co., and chairman of WRC, and Mr. Baudino also sat in from time to time for Westinghouse.

Originally NBC had suggested not only the Cleveland-Philadelphia swap, but also a sister transaction involving NBC's Washington properties, WRC-AM-FM-TV, for Westinghouse's Boston properties, WBZ-WBZA and WBZ-TV. Mentioned then was the prospect that Westinghouse could locate WRC-TV (ch. 4) at a point midway between Washington and Baltimore (separated by about 40 miles) to cover both markets. Westinghouse has important factory operations in the Baltimore area but would not consider this proposal, and the conversations settled down to Cleveland for Philadelphia.

Subsequently NBC renewed its regular affilia-

Another thinly disguised WJR success story



I don't care what WJR says—we haven't got it!

One day an advertiser sent us a commercial announcing a new ingredient in his product.

It went on sale Wednesday. Part of his strategy was that the dealers themselves weren't to know it until Wednesday.

He sponsored an early evening newscast on WJR. Naturally, we put the commercial on his Tuesday show—to give him a headstart on announcement day.

And even we didn't anticipate what would result. Right away, dealers in Cleveland, Toledo, Saginaw, Lansing, Flint and Detroit got on the phone. They barraged the Detroit division manager—even called the New York office. They were being pestered by people for a product they didn't have.

The Detroit division manager is a charming fellow with great respect and admiration for WJR. (He points to his sales to back him up.) When the home office and his dealers called him, he had a very simple lesson for them.

First, he said, this was proof that the best—and *cheapest*—way to *move goods fast* is to advertise with *spot radio on WJR*.

Because, he warned, when WJR goes to work, your product had better be ready to go—right now.

They believed him. Wednesday sales were out of this world. WJR believes him, too. Your Henry I. Christal man can tell you why.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network



WJR's primary coverage area: 16,000,000 people

Advertisement



From where I sit
by Joe Marsh

Sales "Picking Up"

Someday when you're waiting on the corner for a bus, don't be surprised if Slim Miller from the Town Used Car Lot pulls up and offers you a ride.

"I hate to see anyone standing in the cold," Slim says. "One day when I picked up a fellow in my own reconditioned car we got to talking about its smooth-running motor. Next day he came down to buy a used car.

"Now I drive a different car each day, so when I pick someone up I can demonstrate its slick performance. I'm selling more used cars than ever before —making lots of new friends, too!"

From where I sit, Slim's "be nice to your neighbor" campaign is one reason for his being a leading businessman in this town. But it goes further than that because he isn't only nice to potential customers. He's neighborly to everyone—*local folks and tourists, Democrats and Republicans, lemonade-fanciers and those who'd rather enjoy a glass of beer. There's nothing "secondhand" about his community spirit."*

Joe Marsh

Copyright, 1955, United States Brewers Foundation

tion contract with WBAL-TV, Hearst-owned station in Baltimore.

Last January, B•T published this CLOSED CIRCUIT:

"PHILADELPHIA STORY AGAIN. Although talk of NBC-Westinghouse swap of stations had subsided, reports were current again last week that network would like to get KYW-WPTZ (TV) Philadelphia, in exchange for WTAM-AM-FM and WNBK (TV) Cleveland, throwing in a bundle of cash of several million to make up difference. There was no confirmation out of NBC, and Westinghouse denied current conversations. Westinghouse paid $8.5 million to Philco for WPTZ (ch. 3) in May, 1953, and presumably isn't in trading mood after its $9,750,000 purchase of WDTV (to be KDKA-TV) Pittsburgh, closed last week."

Subsequently, consistent inquiries regarding the status of negotiations brought unofficial word from NBC that a deal was imminent but denials from Westinghouse. Ten days ago, on Friday, May 13, reports became current in Cleveland that the transaction had been "closed." Inquiries by B•T of responsible Westinghouse officials brought the response that the situation was *status quo* and that no deal had yet been made. By Monday noon, however, word was received that the contract had been approved by both boards, had been signed and that a simple announcement would be made the following day.

Shouse to Return as Chief Of Crosley Broadcasting Corp.

RETURN of James D. Shouse as head of Crosley Broadcasting Corp. and the election of Chester G. Gifford to the newly-created post of president of the Crosley and Bendix Home Appliances Div. of Avco Mfg. Corp. was announced last week by Victor Emanuel, Avco president and board chairman. Mr. Gifford also was elected a vice president of Avco.

Mr. Emanuel said that following an extended rest Mr. Shouse, vice president of Avco who has been acting general manager of the Crosley and Bendix divisions, will resume his duties as chairman of Crosley Broadcasting, an Avco subsidiary.

Mr. Gifford was president of Schick Inc. until 1954. He had been with that company since 1940 except for a two-year period when he was vice president and director of Swank Inc. During World War II, he served with the U. S. Army Signal Corps in Europe.

B. P. Timothy Resigns Post With Avery-Knodel in Chicago

B. P. (TIM) TIMOTHY has announced his resignation as general sales manager in the Chicago office of Avery-Knodel Inc., national station representative firm, effective June 1. He said he plans to enter the station ownership field in the West or Southwest and also attributed his resignation partly to "family considerations."

Mr. Timothy has been associated with Avery-Knodel since it was founded as the Lewis H. Avery Co. in 1945, and was a director and secretary of the representative firm. Previously he was with Free & Peters, representative firm, for over three years, advertising manager of Griesedieck-Western Brewing Co. for four years and national advertising representative for Oklahoma Pub. Co. Mr. Timothy was Chicago office manager of Avery-Knodel for 13 months until October 1946.

What happened in Amarillo, Texas when KGNC-AM & TV *went to bat for the Cancer Fund*

(Excerpts from the Amarillo Daily News, April 18, 1955)

Telethon Tops Cancer Crusade Goal

The famed creator of the polio vaccine, Dr. Jonas Salk, was given a 1955 Oldsmobile—and the Cancer Crusade gained $22,244.29 as the result of the 6½-hour telethon from KGNC-TV and KGNC-Radio yesterday.

In a triple play—from auto dealer to Cancer Crusade to the famed scientist—the big car, with air conditioning to be added, was paid for by the gifts of enthusiastic West Texans.

To the young scientist who will receive no remuneration for his long work on perfecting the vaccine that may eliminate polio from the world, other givers added a gold key, a license plate, in fact, everything including an expense paid trip to Texas to accept the car.

Late last night Dr. Salk had not yet been reached for a statement at his home near the University of Pittsburgh where he is a staff member of the medical department. Although he has steadfastly refused any gifts from individuals, it was thought by some of his co-workers in Pittsburgh that he would take the car since it was purchased with dollars that will go to search for a cure for another dreaded disease—cancer.

Originally KGNC-TV planned to auction off dozens of items contributed from Amarillo merchants (with one big refrigerator from a Happy merchant and the Happy Lions Club). And until around 4 p.m. the auction went off as scheduled with more than $8,000 raised by the sale of merchandise.

Then a Chevrolet truck was brought on, and a bid came from New Mexico for $1750 on the valued $2064.25. Sam Fenberg called in:

"Let's put up the money and buy that truck for Boy's Ranch. I'll give $300."

The idea caught on. The auction had been going well enough when people were bidding for merchandise for their own use, with the knowledge that all monies would go to the Cancer Crusade. But with the chance to simply give without any hope of having something to show for it, the telephone lines clogged.

Before you could say jackrabbit, the value of the truck had been met—and passed. In fact, a Graham-Hoeme plow was being brought up into the background, with a price tag of $419, and someone yelled "Let's give the plow to the Boy's Ranch, too."

The Oldsmobile had been displayed, as had some other expensive appliances to the televiewers. But no bids had been received on it, yet.

Then came a call. Jim Pearson, 1606 Lipscomb, was making another attempt to give an appreciative gift to Dr. Salk. Earlier he had sent a check for $5 to the Amarillo Daily News, asking that it be given to Salk. His letter had been used in **Letters to the Editor** and the check sent back with a suggestion that it be given to the National Foundation for Infantile Paralysis, which had raised the funds that provided the research teams for polio.

"Why don't we give that automobile to Dr. Salk," he said. "Come and get my $5."

It was like hitting the jackpot. In less than an hour, $6,538.50 had been donated toward the value of that car—and with every cent of it going into the Cancer Crusade funds!

One of the first donors to the fund was Ken Randall, whose firm of Garner-Randall Motors, Inc., had donated the car in the first place. His was one of many $100 gifts. (In fact, a few of the contributions came in addressed to the polio fund, but these would be separated and sent to that organization. The team of auctioneers, headed by Johnnie Linn, and formed of Pappy Watson and Bob Izzard, explained carefully what was going on—but on any triple play, the onlookers are apt to be confused!)

The telethon was a runaway by that time. With a dozen fine appliances awaiting homes, the "gift for Dr. Salk" kept eight telephone lines in constant use. It was after 6 p.m. before Johnnie Linn could get the cameras back on the appliances.

Between times the Amarillo Chamber of Commerce had offered to pay Dr. Salk's expenses to Texas to pick up the car. Several individuals had offered to take the car to him without cost. Mrs. Warren Freeman said she'd buy the license plates, and Hubert Cole, Potter County tax collector, who has worked with the Cancer Crusade for years, said he'd guarantee any license number Dr. Salk wanted. Someone offered a gold key. And the cost of airconditioning the car was added by inspiration of one caller.

Then W. A. Graham called to say he could stand the gift of another plow. "Auction it off so Dr. Salk can have one if he's got a farm," he said. No one knows yet whether Dr. Salk has a farm or not. He's got a plow!

The generosity of the Plains people was truly a Golden Spread yesterday afternoon. Frank Pursley of Miami bought a $500 defense bond for $501. Even after waiting 10 years to get his $500, he'll still be short of what he paid for it.

Other items sold at well over retail price as Plainsmen bid to give the Cancer Crusade assistance. Exhorted by Johnnie Linn to remember what research had done toward stamping out polio, the money came a-bouncing.

"We can give our time and our money to defend our country in war times. Why can't we give both to wipe out the shameful death rate of cancer — one of every seven deaths in the U.S.A. was caused by cancer last year," he said. "At least 265,000 Americans will die from cancer this year. Our dollars can help to fight this battle, too."

Not all of the $22,000 fund raised in the telethon will be credited to the Potter County goal (which already had more than $3,000 in earlier donations). All of the donations made by residents of other counties will be credited to their counties. The breakdown of contribuitons will be given Monday by Calvin Handy, head of the accounting department of KGNC, who kept the books on the telethon yesterday.

To try to give full credit to all the people who made the telethon a success was like trying to sweep up the ocean, said Pappy Watson as he scurried from television studio to radio rooms, keeping the simulcast under way for an extra two hours.

First, there was Tom Kritser, who conceived the idea after watching a similar auction in Cleveland. Kritser personally took on the task of interesting merchants in contributing the items to be auctioned.

There were the staff members of the radio and television station who built the show, staff it through the long afternoon. With no lunch and a long delayed dinner hour, they were fed by hamburgers from Stanley's, and fried chicken from Jones. Dell's Ranch House told the tired, hot crew to come out for a steak dinner.

Armstrong Transfer Co. hauled the heavy auction items to the studios. Dub Trotter offered to deliver to the buyers any items purchased.

And of course there were thousands who bought auctioned items, or made contributions — many of them anonymous. For example, there was the lady who paid $139 for a chair she could buy for $100, or Sam Fenberg, who after giving $300 to the truck for Boys Ranch added another $100 to the Cancer Crusade by contributing $100 to Dr. Salk's car.

"The Only Bargain Here May Be Your Life!"

That sign dominated the camera picture. No one tried to buy any bargains.

And they gave in gratitude to a young man who had saved their children from polio—and to win the battle against cancer which another young scientist, God willing, will do in some not too far off future.

KGNC
AM & TV
Amarillo,
Texas



NBC and DuMont Affiliate

National Reps: The Katz Agency


VARIETY
Wednesday, May 11, 1955
CBS-TV TO 'SPEC
VARIETY

RADIO - VIDEO - TV FILMS 27

T UP,' TOO

Wednesday, May 11, 1955

TV Specs for Britain, Too

London, May 10.

tern of commercial tv in London ... taking shap...
...sociated Br...

EXCITING THINGS ARE HAPPENING ON

NBC TELEVISION

a service of RCA

WE WELCOME BACK AGAIN THIS FALL THESE SPECTACULAR SPONSORS:

Ford Motor Company;

General Motors Corp., Oldsmobile Division;

Sunbeam Corporation;

Radio Corporation of America

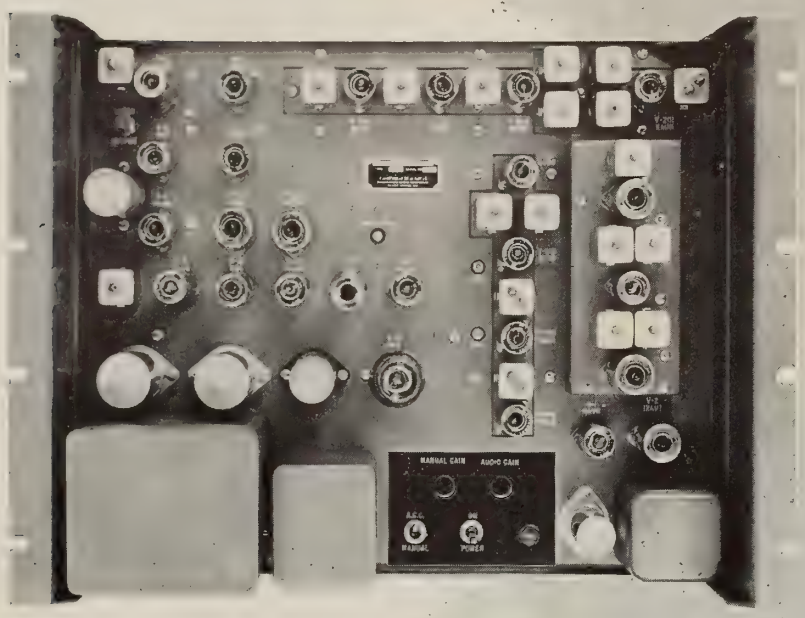
AND WELCOME TO THESE NEW SPECTACULAR SPONSORS:

Hallmark Cards, Inc.

The Maybelline Co.

NEMS — CLARKE INCORPORATED

THE TR-1 TV REBROADCAST RECEIVER



Unattended Operation

Keyed AGC

• THREE OUTPUTS — VIDEO, AUDIO AND SYNC • EXCEPTIONALLY CLEAN SIGNAL • MAXIMUM REDUCTION OF IMPULSE NOISE • SPECIAL CIRCUITS IN RECEIVER CORRECT DISTORTION CAUSED BY SIDE-BAND FILTERS • HIGH DEGREE OF PHASE CORRECTION • SOUND CHANNEL SEPARATE FROM VIDEO CHANNEL TO AVOID LOSS OF SOUND IN CASE OF VIDEO FAILURE • WIDE FREQUENCY RANGE, LOW DISTORTION • BETTER-QUALITY SIGNAL THAN THE USUAL INTERCITY CO-AXIAL CONNECTION • BOTH MANUAL AND AUTOMATIC GAIN CONTROL • 75 OHM CO-AXIAL INPUT • 75 OHM CO-AXIAL OUTPUT ON SYNC • 75 OHM CO-AXIAL OUTPUT ON PICTURE • 600 OHM BALANCED OR UNBALANCED ON AUDIO OUTPUT

These are merely a few of the many reasons why TV station owners with an eye to a bigger share of the listener audience are installing our TR-1 TV Rebroadcast Receiver.

For complete descriptive spec sheet, write or wire Department H at once.

NEMS • CLARKE
Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND

Wood, Schreiber Elected To Top WGN Inc. Posts

ELECTION of J. Howard Wood, business manager of the *Chicago Tribune*, as president and Frank Schreiber as vice president of WGN Inc. (WGN-AM-TV Chicago) was announced Monday following the annual board meeting of the Tribune Co.

Mr. Wood also was elected a vice president of the Tribune Co., holding organization for the *Tribune*, *New York Daily News* and 13 subsidiary firms in the U. S. and Canada. He is also a director and trustee of the McCormick estate. Chesser M. Campbell, former director of MBS who earlier was named president of the company, in addition becomes publisher of the *Tribune*.

Mr. Schreiber continues as manager and business manager of WGN Inc. and was re-elected a director. He relinquishes his post of treasurer to J. A. Cotey. Mr. Schreiber, who also is a director of WPIX (TV) New York, MBS and RAB, has been identified with the



MR. WOOD



MR. SCHREIBER

Chicago Tribune radio-tv-newspaper properties for over 30 years. He has been manager and treasurer of WGN Inc. since 1940 and of WGN-TV since 1948.

New directors elected to the board of WGN Inc. include Mr. Wood; W. D. Maxwell, managing editor of the *Tribune* and vice president of the Tribune Co.; Fred Thrower, vice president of WPIX, and C. E. McKittrick, *Tribune* advertising manager. Re-elected as directors were Mr. Campbell; F. M. Flynn, publisher of the *New York News;* Richard W. Clarke, executive editor of the *News;* Mrs. Garvin McCormick Tankersley; Alfred Cowles, and Henry E. Floyd Jr.

J. J. Jameson was named auditor and controller of WGN Inc. and Fred Byington Jr. continues as secretary. Elections and appointments follow in the wake of the death of Col. Robert R. McCormick, editor and publisher of the *Tribune*, on April 1.

New officers of WPIX Inc. (WPIX [TV] New York, which is owned by the News Syndicate Co., subsidiary of the *Chicago Tribune*) are J. J. Lynch, assistant treasurer, and T. E. Mitchell, auditor and controller.

WWTV (TV) Goes to 104 Kw

REPLACEMENT of its 530-ft. tower with a 1,282-ft. model, which reaches 2,985 ft. above sea level and increases power to 104 kw, has been announced by ch. 13 WWTV (TV) Cadillac, Mich. The new signal is projected into 42 Michigan counties with a population of 1,338,-525 people, WWTV reports. The tower is triangular, has 11-ft. sides and was constructed by the Truscon Steel Div. of Republic Steel Corp., Youngstown, Ohio.



right on time in Chicago...

Time on WMAQ, that is. And it's the right way to run a railroad!

Mr. E. E. Gordon, Passenger Traffic Manager of the Chicago & Eastern Illinois Railroad, recently wrote a letter about how right his company's time-buys are on WMAQ:

"We want to convey our appreciation for the *immediate response that we received from advertising our services over your station.* Mr. Henry Cooke on the morning program, as well as Mr. Howard Miller in the evening, along with Mr. Joe Wilson's sport broadcast, made a very effective story from the announcement that described our new train service to Florida, that was *reflected so successfully in inquiry and ultimately in actual sales.* Considerable interest was created as a result of their personal efforts. We are presently contemplating extending the program . . ."

Messrs. Cooke, Miller and Wilson are three of the many home-grown, top-rated WMAQ personalities ready to make sure for advertisers that

THE PAY-OFF IS AT THE POINT OF SALE!

And they're backed to the hilt by WMAQ's strong promotional and merchandising support.

There's a personality and a time that's just right for *your* product or service. All aboard!

WMAQ NBC **RADIO IN CHICAGO**

50,000 watts Clear Channel

represented by NBC SPOT SALES

a service of RCA

to cover the
NEW YORK
Metropolitan area...
in Spring, an Advertiser's fancy turns to...



N. Y. YANKEES

NEW YORK'S TOP DISC JOCKEYS:
Bob & Ray
Jack Lacy
Alan Freed
Brad Phillips
Peter Roberts
Stan Shaw



ALL DAY TRAFFIC, TOO

New York's most exciting station and one of America's **2** **GREAT** *independents!*

WINS
1010

50,000 watts...
...24 hours a day

SAN FRANCISCO OFFICE:
Chuck Christianson
Hotel Fairmount
DOuglas 2-2536

CHICAGO OFFICE:
George Clark
360 N. Michigan Ave.
RAndolph 6-0712

STATIONS

19 TV STATIONS SIGN WITH NATS

AFFILIATION of 19 tv stations with National Affiliated Television Stations Inc., New York, recently-formed organization which offers member stations management counsel, a sales force, a basic film library and, if necessary, financial assistance [B•T, March 21], was announced last week by Berman Swarttz, NATS vice president and secretary-treasurer. The stations are the first to be accepted as NATS affiliates.

They are WROW-TV Albany, N. Y.; KBMT (TV) Beaumont, Tex.; WBLN (TV) Bloomington, Ill.; WCMB-TV Harrisburg, Pa.; WHTN-TV Huntington, W. Va.; WKNY-TV Poughkeepsie, N. Y.; WTOM-TV Lansing, Mich.; WTVE (TV) Longview, Tex.; KEYD-TV Minneapolis; WJMR-TV New Orleans; WVEC-TV Norfolk, Va.; KTVQ (TV) Oklahoma City; WPFA (TV) Pensacola, Fla.; WEEK-TV Peoria, Ill.; KCCC-TV Sacramento; KSAN-TV San Francisco; KTVI (TV) St. Louis; KVVG (TV) Tulare, Calif., and WORA (TV) Mayaguez, P. R.

NATS is backed by General Electric Co. and National Telefilm Assoc. with the intention of helping both uhf and vhf television stations with their management, sales programming and financial problems. Some 700 hours of film from the National Telefilm Assoc. library have been turned over to NATS in addition to other material which includes exclusive footage.

Financial Assistance Offered

Loans to stations may be obtained, where necessary, on a cash basis from GE and deferred film rentals from NTA. At the request of a member station NATS sales personnel will handle promotions and sales campaigns at the local level.

Officers of the NATS organization are Joseph Justman, president of Motion Picture Center Studios, Hollywood, board chairman; Ely A. Landau, president of NTA, executive vice president; Oliver Unger, executive vice president of NTA, vice president, and Mr. Swarttz, who is a motion picture producer and attorney.

In announcing the affiliation of the 19 stations with NATS, Mr. Swarttz said that of the 19 stations only three had requested financial assistance.

Within the next few days, Mr. Swarttz said he expects to announce additional affiliates. He pointed out that a number of station operators have made arrangements to meet with NATS executives at the NARTB convention this week.

Farm Shows Featured In WREX-TV Lineup

WREX-TV Rockford, Ill., is stressing farm shows on its programming schedule and reports a number of contracts signed by rural advertisers.

Among programs now carried by the station are one sponsored by Murphy Products Co., Burlington, Wis., and devoted to national and local news, market quotations and other statistics; *Town and Country Time*, featuring rural music, and *Waterfront*, syndicated film package just renewed for 26 weeks by 16 area John Deere dealers.

Among other advertisers signed by the station are American Cyanide Co. (Lederle Lab Div. for a cow remedy) and Pfizer Corp. (Terranicyn). Les Davis, WREX-TV farm director, handles local programs.

to cover the
SAN FRANCISCO
Bay area...



... use one of America's **2** **GREAT** *independents!*

KYA

The Personality Station
... 1260 k. c.

NEW YORK OFFICE:
John Barry
28 West 44th St.
BRyant 9-6018-14

CHICAGO OFFICE:
George Clark
316 N. Michigan Ave.
RAndolph 6-0712



each one is different

The staff of life — despite its many origins and types — is a common need around the world. Quality television stations — just as diverse in their personalities and origins — share a common need for individualized representation.

Some of the most outstanding find their answer with Harrington, Righter and Parsons. If your standards are similar to theirs, this is the kind of quality representation worth investigating.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television—the *only* medium we serve

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WSYR-TV	*Syracuse*

FARRIS, NATS SET KTVQ (TV) REVAMP

U. S. District Court approves plan by E. A. Farris, new controlling owner, and National Affiliated Tv Stations Inc. to reorganize Oklahoma City uhf.

PLAN for financial revitalization of uhf KTVQ (TV) Oklahoma City was approved last week by the station's creditors and confirmed by the federal district court. Major backing for the station's reorganization comes from the combined resources of KTVQ's new controlling owner, E. A. Farris, who was one of the major creditors, and the National Affiliated Television Stations Inc., formed two months ago to give aid to ailing stations, uhf or vhf.

The plan for reorganization was formulated by NATS with Mr. Farris, Oklahoma attorney, oilman and rancher. Mr. Farris cancelled all station debts owed him in exchange for all voting common stock [AT DEADLINE, May 16].

NATS was formed by General Electric Co., National Telefilm Assoc. and Hollywood motion picture people because of concern over the increasing number of financially unstable tv stations in seemingly profitable markets. Its part in the rebuilding of ch. 25 KTVQ will be to furnish financial assistance where required, management counsel, an experienced national and regional sales representation and programming. At the time NATS was first announced it offered affiliates a basic film library of over 1,000 hours, mainly the library of National Telefilm Assoc. plus feature films released for tv.



MR. FARRIS MR. LESTER

All present KTVQ stockholders will surrender their voting stock for preferred stock. Mr. Farris then will be issued all the voting common stock, becoming controlling owner, subject to FCC approval.

New personnel and management counsel appointed to put KTVQ back on a financial footing include:

- Richard Doherty, director of NATS management services and president of Radio-Tv Management Corp., Washington, who will work closely with the station in an advisory capacity.
- Robert Purcell, tv consultant and former executive of KTTV (TV) Los Angeles, who at the recommendation of NATS will serve as director of television for 60 to 90 days.
- R. Mack Lester, for the past four years station manager of KTOW Oklahoma City, who will be general manager, assuming complete responsibility for KTVQ when Mr. Purcell's job is done. Mr. Lester has been in broadcasting for nine years, almost all in Oklahoma City. He was sales manager of KOCY there for three years and also served with KBYE there a year and a half. He is a past director of Oklahoma Broadcasters Assn.

In commenting on the reorganization which was filed last December, Judge Edgar S. Vaught of the U. S. District Court for Western Oklahoma, lauded the plan and said he was glad to see both local and national organizations coming to the aid of KTVQ. He said local creditors have been motivated by a "sense of civic pride," recognizing the benefit the community will receive by "preserving the station."

Added cooperation is being received from ABC-TV, which is expected to increase substantially the number of network programs carried by KTVQ.

SESAC

"the best music in America"

THE BEST MUSIC SESAC IN AMERICA

475 FIFTH AVENUE NEW YORK

Francis J. Brott Dies; KOMO Engineering Chief

FRANCIS J. BROTT, 65, director of engineering for KOMO-AM-TV Seattle, Wash., died May 11 following a four-month illness.

Mr. Brott was a radio pioneer, obtaining his first amateur license in 1916. He built five of the original broadcast station transmitters in the Pacific Northwest, as well as KFIY and KGCL, two early broadcast stations which were owned and operated by him in Seattle.



MR. BROTT

He was named chief engineer for KOMO when it was organized in 1926 and in 1952 was named director of engineering for radio-tv. During his tenure at KOMO, four complete studio installations have been made, including the present $1 million six-studio plant which houses the stations.

He was a registered professional engineer, a senior member of the Institute of Radio Engineers and a member of Radio Pioneers.

He is survived by his widow, Florence Reed Brott, and two sons.

Stafford Warner Dies

FUNERAL SERVICES have been held for Stafford Warren Warner, founder, general manager and co-owner of KWBR Oakland, Calif. Mr. Warner, 63, died May 8 at Oakland's Peralta Hospital. Services were held May 12.

In 1919 Mr. Warner established one of the first radio stations. A year later his experimental outlet began operating under the call KLS which was changed to KWBR in 1945. Mr. Warner also is a pioneer in radio retailing; he opened his first store in 1920.

He is survived by his mother, a sister and three brothers, one of whom is Eugene, co-owner of KWBR.

KPTV (TV) Plans 1,000 Kw

INCREASE in power to 1,000 kw, maximum allowed for a uhf station, has been slated for June 11 by KPTV (TV) Portland, Ore., the nation's first commercial uhf outlet. Delivery of a new RCA high-power antenna is expected late this month at which time it will be placed atop a new 535-ft. tower, replacing the present 210-ft. structure. Target date for the power increase is set to coincide with Portland's Rose Parade. KPTV operates on ch. 27 and is owned by Storer Broadcasting Co.

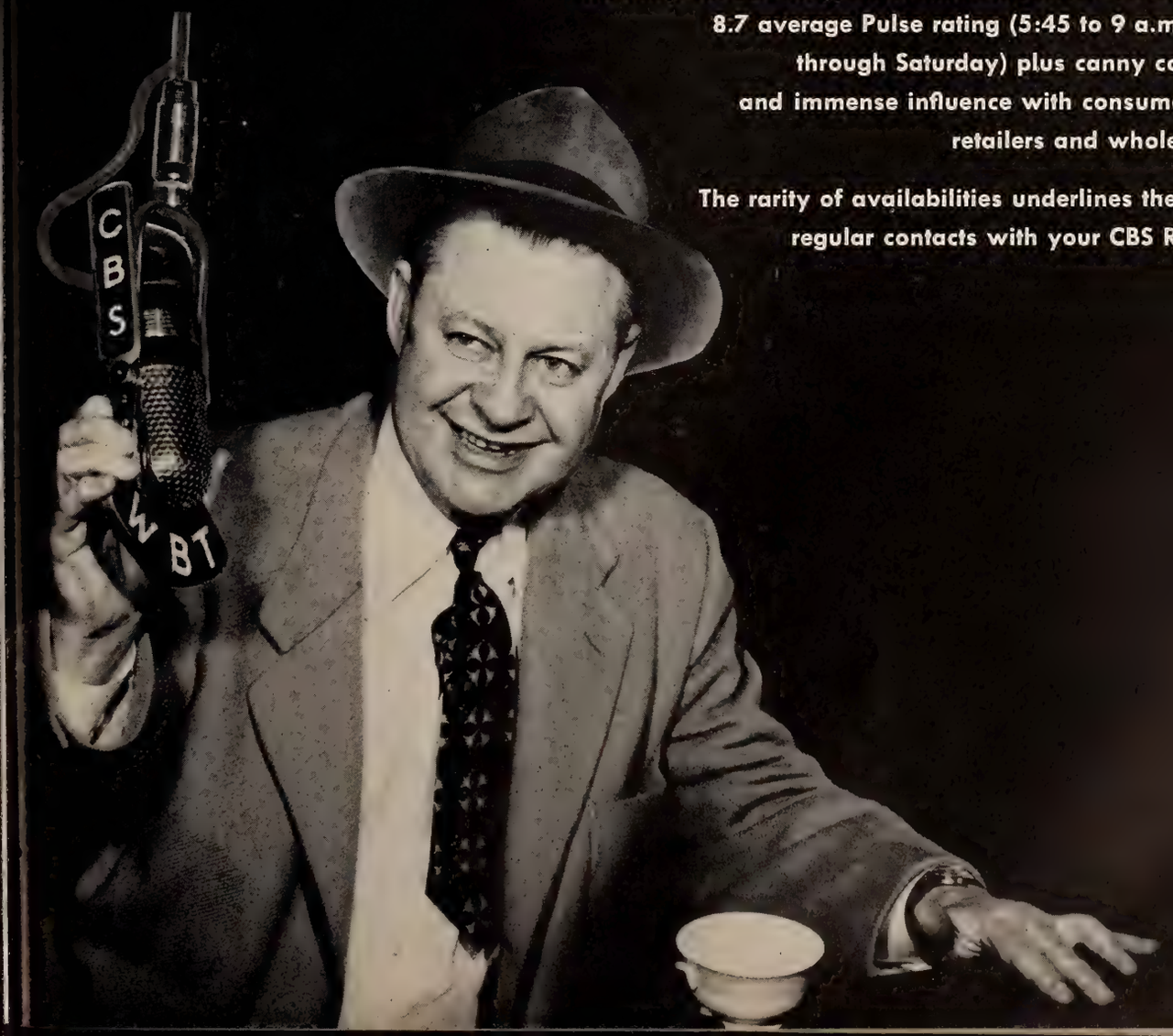
ONLY ON WBT Radio

COLOSSUS OF THE CAROLINAS

Sound-est investment

Only on WBT Radio can you associate for your product the massive, traditional selling power of "Grady Cole Time", now in its twenty-sixth year and stronger than ever. Grady gives each of his forty-six current sponsors individualized benefit of his 8.7 average Pulse rating (5:45 to 9 a.m., Monday through Saturday) plus canny commercializing and immense influence with consumers, retailers and wholesalers.

The rarity of availabilities underlines the prudence of regular contacts with your CBS Radio Sales man.



A Progress Report

(and sincere thank-you)

to all our ABC Affiliates

When we're thrashing out our problems (everybody has 'em), it's pleasant to remember we're in the middle of the most exciting year in ABC's history.

It's a year which has seen the success of many major TV properties . . . like DISNEYLAND, to name an outstanding example. Before it's over, you'll be adding such shows as MICKEY MOUSE CLUB, WARNER BROS. PRESENTS, WYATT EARP, IT'S A GREAT COUNTRY and others to the list.

Since January, ABC Television has signed $43 million worth of new business and renewals. Already, that's a record, topping our TV revenue for the entire year 1954. And these orders are coming from blue-chip advertisers and agencies.

We are pleased that our radio and television networks are now offering such diversified and interesting programs as the WEDNESDAY NIGHT FIGHTS and the VOICE OF FIRESTONE. This combination of radio and television for the same program makes excellent advertising sense. In the fall, Bishop Sheen's unique LIFE IS WORTH LIVING will be an important new addition to the list of ABC Radio *and* ABC Television programs.

Radio presents knotty problems, but we are proud of our success in this medium, and we continue to make gains. In just the past two years, for example, ABC Radio's morning audience has increased 15%. Another outstanding success: our WEEKEND NEWS saturation package. It has been continually sponsored for two years and earns a gross audience rating bigger than that of any other radio show on the air.

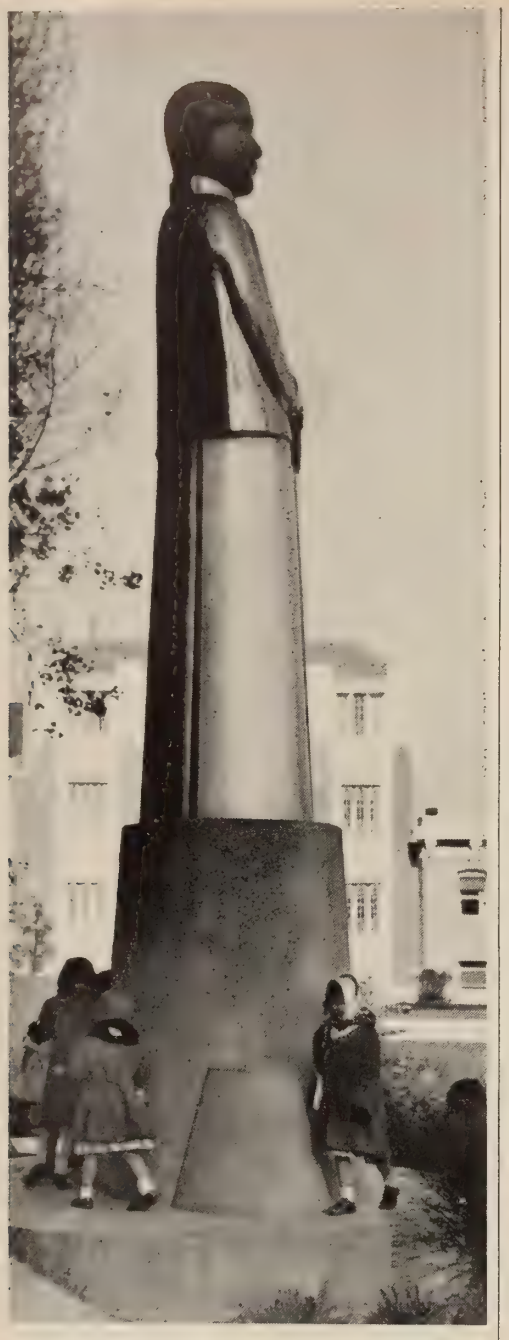
Naturally, these solid achievements don't clear up all our headaches. We are frankly not content with our present progress in such areas as nighttime radio. But you may be sure we are devoting special attention to these items, and developing new plans.

No one can know all the answers in this business of ours. Certainly, *we* don't claim to. But every season we hope to bring solid accomplishments to the industry.

To you, our affiliates, we owe a good share of the credit for all this. Thanks for your loyalty and cooperation.

ABC

Radio and Television Networks



This is San Francisco...

where according to the new Pulse Cumulative Study KCBS reaches 83.4% of the radio families in a week...44.6% in a day. That's more families per week or per day than any other San Francisco radio station!

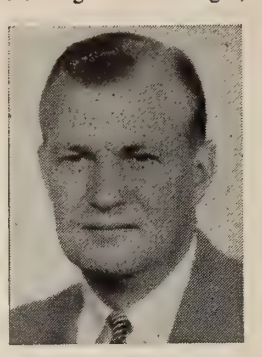
KCBS

50,000 WATTS

Represented by CBS Radio Spot Sales

Walbridge Now Exec. V. P., Manager of KTRK (TV)

WILLARD E. WALBRIDGE, general manager of KTRK (TV) Houston, Tex., has been elected executive vice president and general manager, John T. Jones Jr., president, announced last week following a meeting of the board of directors.



MR. WALBRIDGE

Mr. Walbridge is a pioneer tv executive, having served with WWJ-TV Detroit when it went on the air in 1946. He later became station manager. Before joining KTRK (ch. 13), Mr. Walbridge was executive vice president and general manager of WJIM-AM-TV Lansing, Mich.

WAGC Chattanooga Owners Buy 80% of WAPO There

SWITCH in ownership of two Chattanooga, Tenn., am stations was announced last week, pending FCC approval.

Ramon G. Patterson, owner of ABC-affiliated WAPO (1150 kc, with 5 kw day, 1 kw night), has sold an 80% interest to local businessmen Rice T. Russell, Hubert M. Martin, Gordon Gambill and Humphrey B. Heywood. The transaction involved more than $225,000. Mr. Patterson will remain as president and general manager of the WAPO operation. WAPO-FM, also involved, operates on 99.1 mc with 60 kw.

Messrs. Russell, Martin, Gambill and Heywood, owners of MBS-affiliated WAGC Chattanooga (1450 kc with 250 w), have sold their stock to Prentiss Furlow, N. O. Waites and Cecil Beaver for more than $100,000. Messrs. Furlow, Waites and Beaver own WHHM Memphis (1340 kc with 250 w). Messrs. Furlow and Waites are Chattanooga businessmen; Mr. Waites is from Memphis.

Mr. Patterson also is 50% owner of Mountain City Television Co., which holds an initial decision for Chattanooga's ch. 3.

ABC-TV Names Wettersten WBKB (TV) Sales Manager

HAROLD R. WETTERSTEN, account executive in the sales department of WBKB (TV) Chicago, has been promoted to sales manager of the ABC o&o outlet, it has been announced by James W. Beach, new director of ABC-TV Central Div.

Mr. Wettersten fills a position that had been vacant since the resignation of Gerald Vernon from the division's director post. Mr. Vernon resigned May 16 and was succeeded by Mr. Beach, veteran sales executive and former Hearst newspaperman [AT DEADLINE, May 16]. Mr. Wettersten has been with ABC since 1950 and previously worked in sales and announcing capacities in Chicago, Milwaukee and Green Bay, Wis.

WTVJ (TV) Foils a Racket

NEWS FILM by WTVJ (TV) Miami, said to be actual shots of local police officers taking protection money from a "bookie," has precipitated an upheaval in Dade County circles. So far, the film, telecast May 9 by WTVJ, has resulted in the arrest of two Miami policemen and prompted Miami's city commissioners to threaten the city manager with loss of his position, according to the station.

Prelude to WTVJ's dramatic scoop began four weeks ago when Daniel Sullivan, managing director of the Greater Miami Crime Commission, asked for and was promised the assistance of station news director Ralph Renick in obtaining evidence of bookie payoffs to Miami policemen.

The county solicitor placed an undercover agent, posing as a bookie, in a downtown Miami hotel room. WTVJ then mounted a camera in an adjacent room, aimed through the back of a one-way glass that appeared to be a wall mirror in the "bookie's" room. A clock and marked calendar were placed in camera range to establish time.

Shortly after the bookie began soliciting business, two Miami police officers—Sgt. James King and Officer E. J. Carberry—visited the room and arranged for a $50 weekly "protection" fee, according to WTVJ, which recorded the sight and sound of the conversation.

One week later, an emissary, who identified himself as having been sent by Sgt. King, came to the "bookie's" room and, WTVJ reports, was recorded and filmed as $50 in marked bills for "protection" was counted out.



IN THE SEQUENCE at left, Miami Detective Sgt. James King (l) is caught by the WTVJ (TV) camera as he allegedly discusses "protection" payments with "bookie" Ben Moscovitz. The sequence at right shows cab driver Porter Monroe receiving payoff money from Mr. Moscovitz.

The two officers involved were then arrested and suspension charges filed against both, according to the station. The WTVJ news film shot by cameraman Jay Weand constituted the main evidence.

In the wake of the tv scoop, city commissioners have asked the Dade County delegation to the Florida legislature to introduce a new law empowering the city manager to discharge the police chief without regard to civil service regulations. Within Miami all precinct captains have been switched to new districts and a new chief of detectives installed.

City officials have commended WTVJ for its public service in helping to maintain an efficient, graft-free police operation.



"Ed Murrow's gonna Person-to-Person Gran'pappy this week."

STORER REALIGNS TOP EXECUTIVE DUTIES

George Storer Sr. to serve only at policy level with new duties going to Lee Wailes, Stanton Kettler, George Storer Jr., John E. McCoy and William E. Rine.

REALIGNMENT of functions of the top echelon of Storer Broadcasting Co. was announced last Thursday by George B. Storer Sr., president.

Lee B. Wailes, executive vice president, was given broader executive responsibilities, with Mr. Storer Sr. functioning only at the policy level.

Stanton P. Kettler, heretofore vice president in charge of the southern district, was elevated to vice president in charge of operations of the Storer enterprises, with George B. Storer Jr. succeeding him as southern district vice president. Mr. Storer Jr. formerly served as vice president in charge of finance.

John E. McCoy, secretary of Storer, was elevated to vice president in charge of all non-operating activities of the corporation. He continues as secretary. Mr. McCoy formerly was on the legal staff of the FCC and joined the Storer organization five years ago as staff attorney.

All of these officers headquarter in Miami.

William E. Rine, vice president in charge of the northern district who continues in that post, receives additional responsibility. Mr. Storer noted that as head of the northern district where the largest Storer operations are located, Mr. Rine will "by virtue of the geographical separation from the home office in Miami, act in an increased autonomous basis."

Mr. Storer, in making the announcement, said:

"This realignment of executive duties is in line with increased responsibilities resulting from the growth of our company and the nature of our business.

"All of the top executives in the company have come up through the ranks, have been with the company for years and had a large part in its development. Therefore, with day to day operations in their hands, I hope to be able to spend more of my time on overall company problems and planning."

Mr. Wailes joined Storer in March 1946 after being associated with Westinghouse Broadcasting Co. He was made executive vice president of the company in 1952 and has been an officer and a director since 1948.



MR. WAILES



MR. KETTLER



MR. STORER JR.



MR. McCOY

Mr. Kettler, with Storer since 1937 when he started as a salesman at WWVA Wheeling, W. Va., progressively advanced as manager of Storer stations to the post of vice president in charge of southern district in 1951. Since 1949 he has been an officer and director.

Also a veteran with the Storer organization, Mr. Rine similarly started at WWVA as a salesman in 1932, subsequently becoming sales manager and managing director. He was appointed to the vice presidency for the northern district Jan. 1, 1953, and has been an officer and director since 1949.

Mr. Storer, Jr. was with the company on a full-time basis beginning in 1948, supervising construction and operation of WAGA-TV Atlanta. In November 1951, he moved to San Antonio to manage KGBS-TV and in April 1954 was shifted to the Miami home office as vice president. He has been an officer and a director since 1951.

WMRI-AM Commences

WMRI-AM Marion, Ind., went on the air on 860 kc May 11, making it now a combined am-fm operation, according to the stations. WMRI-FM has been on the air since October 1953 and has been operating with a staff of four people. The staff has been doubled with the addition of WMRI which operates with 250 w daytime only.

OH What a BEAUTIFUL MORNING!



SHARE OF RADIO AUDIENCE:

WHEC 50.9

STATION B	18.7
STATION C	14.9
STATION D	7.6
STATION E	4.2
STATION F	3.1*

*Adjusted to compensate for sign-off at local sunset.



...And what a LOVELY AFTERNOON!



SHARE OF RADIO AUDIENCE:

WHEC 34.4

STATION B	25.4
STATION C	4.2
STATION D	18.0
STATION E	11.3
STATION F	5.4*

*Adjusted to compensate for sign-off at local sunset.



ALL DAY LONG . . .

MONDAYS THRU FRIDAYS—WHEC GETS THE MOST LISTENERS IN ROCHESTER, N. Y.

All figures taken from Hooper Radio Audience Index, November 1954 through February 1955

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION



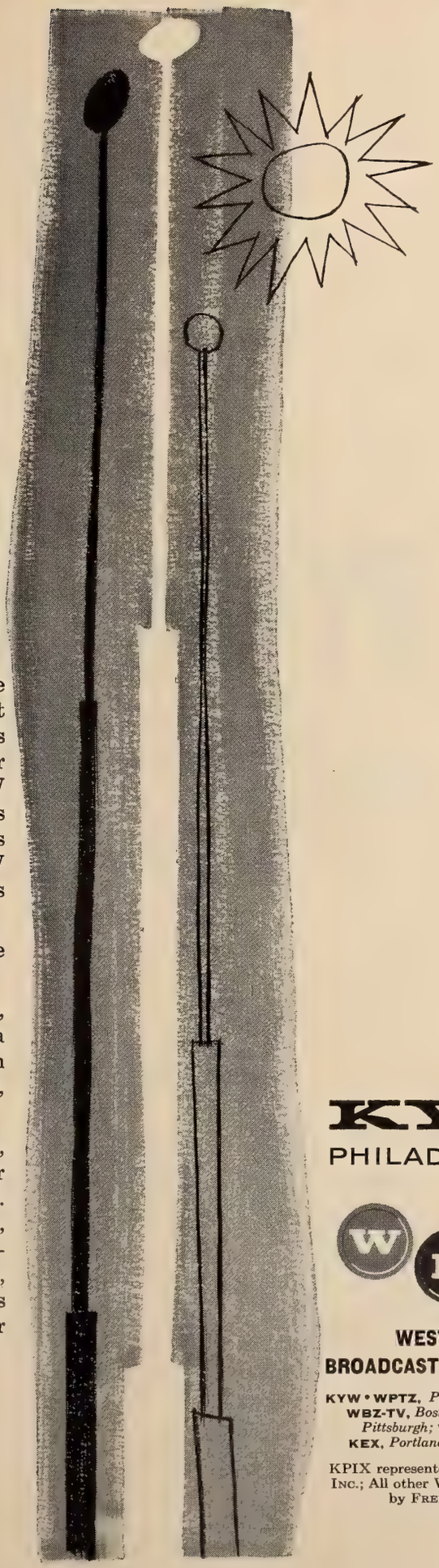
WHEC of Rochester

NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

Summer

BRINGS 10,000,000 MORE LISTENERS TO KYW



10,118,000 out-of-state motorists come into KYW's area June-through-August. Almost 4,000,000 of their cars have radios. What's more, even during summer, KYW's regular listeners rarely leave the signal area. KYW goes along with the vacation crowd, follows them to the mountains, to the shore. Or stays with folks in their own backyards. Yes, KYW entertains a booming summer market. Statistics prove it—

- In the KYW signal area, 91.1% of the families are at home on *any* summer day.
- Of the less than 10% who are on vacation, 54.6% visit vacation spots in Pennsylvania and New Jersey. This means that less than 5% actually go beyond KYW's signal area, even on vacation.

That's IT! Home-bodies, highway-huggers, vacationers alike make up the bonus summer market that gets your message via KYW. More mileage for your advertising money, more push for your product. Get on the band-wagon. See Bob Teter, KYW Sales Manager, or call him at LOcust 4-3700. In New York, it's Eldon Campbell, WBC National Sales Manager at MUrray Hill 7-0808.

KYW
PHILADELPHIA

WESTINGHOUSE BROADCASTING COMPANY, INC.

KYW • **WPTZ**, *Philadelphia;* **WBZ**+**WBZA** **WBZ-TV**, *Boston;* **KDKA** • **KDKA-TV**, *Pittsburgh;* **WOWO**, *Fort Wayne;* **KEX**, *Portland;* **KPIX**, *San Francisco*

KPIX represented by The Katz Agency, Inc.; All other WBC Stations represented by Free & Peters, Inc.

EVERYTHING

for news

for the air!

For whatever news they need, radio and television turn first to United Press.

Because United Press has everything for news for the air — newswire, newspictures, newsfilm.

And because every one of these is the best of its kind.

Take the newswire. U.P. was the first to provide one for broadcasting, 20 years ago. And ever since U.P.'s been making it better and better, improving the form and widening the scope of its shows. In value it's still the pioneer.

In newspictures too U.P. blazed the trail, coming out with facsimiles that an established network could carry — from any point on it to any other point — without relay or recopying — finished, ready-to-use pictures that do away with the need of a darkroom.

United Press Movietone News again showed the way by delivering newsfilm clip by clip, like dispatches to newspapers, and by keeping them as up to date as the tick of a watch with a day-long script wire — still an exclusive feature.

In consequence United Press from the start has run far ahead in all three forms of news. Many more stations — over 1600 in all — take the U.P. newswire than any other. U.P. Movietone News holds a corresponding lead. U.P. newspictures is the fastest-growing service of its kind in the world: Unifax clients are five times as many as a year ago.

On the page to the right are some specifications of the services that are earning this triple supremacy.

United Press

THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS



newswire

Around-the-clock world-news report, ready to broadcast as received. The same news shows that more than 1600 stations and more than 200 kinds of sponsors buy. Comprises over 50 news programs and news features daily. In the course of every week it presents: 196 basic news programs running from one to 15 minutes, plus 60 on sports, one to 15 minutes; 16 five-minute features for women; 34 of general human interest, one to five minutes; 17 five-minute farm programs; 20 of commentary and review, five minutes; eight on business and science, five minutes . . . plus a one-hour Sunday Show. Scores more of extra shows of seasonal or special topical interest throughout the year.



newspictures

By wire: Unifax* pictures on continuous roll—or Telephotos—from some 160 sending points in the U. S., Canada, Mexico, South America, Europe, the Orient. Full service averages from 60 to 70 seven-by-nines a day, with 24 top shots duplicated in three-by-four-inch size. Bulletin service available on big news breaks . . . by airmail, messenger, courier: 10 or more selected matte Telephotos daily, in standard, balop or telop sizes, or 35mm transparencies, individually or in strips . . . Supplementary shows: Weather—facts-at-a-glance maps, cartoons, scripts. Baseball Scoreboard—500 cartoons, action shots, scoreboard charts making lively visual program of results. Sports Show—day's top sports photos.

*REG. U. S. PAT. OFF.



newsfilm

United Press Movietone News, produced jointly by U.P. and 20th Century-Fox. 400 to 900 feet of film daily, 16mm, sound-on-film and silent, ample for building as many as three 15-minute shows five days a week. Processed in New York, Washington, Los Angeles, Paris. Delivered by plane and motorcycle courier, story by story, like news to newspapers. Eight-hour leased wire carries scripts keyed and timed to fit film-clips, keep them abreast of latest developments. Service includes 24-hour, 60,000-word daily world-news report. Hold-for-release film clips present scheduled events as they happen. Clients may use clips for own news library; special background footage serviced from Movietone's 50-million-foot library. Special coverage anywhere in the world on assignment.



Don Potter
Star of
"Matinee in Birmingham"
5:00 to 6:30 p.m., Monday-Friday
"Songs in the Night"
10:30 to Midnight, Monday-Friday

Stars Sell on Alabama's greatest radio station

WAPI

Don is a newcomer to WAPI but is a veteran radio man, having 8½ years experience with leading radio stations in the Midwest. Although he has been in Alabama for only a few weeks, listeners agree that Don's smooth, relaxing music is just what they want to hear on afternoon and late-night disc-jockey shows.

You can SELL
Your Products
to Alabama folks
If you TELL
them on programs
they enjoy hearing

Represented by
John Blair & Co.

Southeastern Representative:
Harry Cummings



BACK on the air after a 44-hour layoff, caused by a $100,000 fire which destroyed all the equipment of WHIS Bluefield, W. Va., Chief Engineer John Byers (with earphones) operates the transmitter from his seat on cinder blocks as workmen proceed with reconstruction.

WHIS Back on Air After $100,000 Fire

RADIO was dead in Bluefield, W. Va., but the mourning period was only 44 hours, according to a report from WHIS there. On Sunday, May 8, a disastrous fire, which caused $100,000 damage, burned down the transmitter building of WHIS and consumed the adjoining domicile of Pat Flanagan, manager of the station. Although damage to the transmitter building was total, alert neighbors and townspeople managed to salvage all of the furniture from Mr. Flanagan's home.

A passing engineer from WELC Welch, W. Va., offered to lend WHIS a transmitter for temporary use and by the following afternoon it was hooked up. With John Byers, WHIS chief engineer, supervising operations, a frequency test was made early Tuesday morning and the transmitter was found to be only three cycles off. With permission from the FCC, WHIS was able to get back on the air just 44 hours after the fire. The station reports that during the blackout many calls were received from concerned citizens, who hoped that the station soon would return to the air.

DuMont Program Division On WABD (TV) Announced

AS AFTERMATH of move in which the DuMont programming department has been divided largely into the Electronicam unit and programming department of WABD (TV) New York, David Lowe, station program director, May 13 announced the make-up of his WABD staff.

It includes Lewis E. Arnold Jr., production supervisor; Hank Humphrey, manager of film dpartment; Walter Wulff, assistant manager of film department; Don Russell, chief announcer; Elizabeth Mears and Joan Thompson, continuity and public service; Wes Kenney, Arnee Nocks, Richard Sanwick, Pat Fay and Barry Shear, directors; Merle Bredwell, Al Kassel, Steve Otis, Jim Saunders and Joel Weisman, associate directors; Frank Cronican and Frank Maguire, program assistants; Dominick Celentano, supervisor of music clearance and library, and Frank Savage and William Kobin, news editors and writers.

WAGE-TV Names Munkhof To Supervise Construction

SOREN H. MUNKHOF, tv consultant and former general manager of WTVW (TV) Milwaukee, has been appointed consultant to handle construction and start of operation of WAGE-TV Marquette, Mich. In making the announcement Jerome Sill, president of licensee Peninsula Television Inc., noted that Mr. Munkhof will turn the management of WAGE-TV (ch. 6) over to Harry Peck after an interim operation period.

Mr. Peck is a one-time business rival of Mr. Munkhof, having served as general manager of WISN Milwaukee when the latter was with WTVW. Previously they were on competing radio stations in Omaha. In addition to his duties as president of WAGE-TV, Mr. Sill is general manager of WMIL Milwaukee.

Clark, Annenberg Complete Purchase of WNBF-AM-TV

PURCHASE of WNBF-AM-TV Binghamton, N. Y., by Walter H. Annenberg's Triangle Publications Inc. for $3 million cash from John C. Clark Sr. and family was completed in Philadelphia Thursday. FCC approval to the sale was announced a fortnight ago [B•T, May 9].

The Binghamton properties, according to Mr. Annenberg, were taken over by Triangle's Radio-Telvision Div., which operates WFIL-AM-FM-TV Philadelphia and holds 50% interest in WHGB Harrisburg, Pa. Triangle also publishes the Philadelphia *Inquirer, Seventeen, Tv Guide* and other national publications.

Mr. Annenberg said the WNBF outlets will continue to be "hometown" stations geared to the needs of the area they serve.

Roger W. Clipp, general manager of Triangle's Radio-Television Div., said George R. Dunham would continue as general manager of WNBF-AM-TV. WNBF-AM is a CBS affiliate while WNBF-TV, only video outlet in that market, carries all four tv networks. Mr. Clipp said a headquarters staff would be named soon to service the Triangle stations in Binghamton, Harrisburg and Philadelphia.

WHBQ-TV Names Lawhead As Sales Service Director

PROMOTION of Gorden Lawhead from program director to sales service director of WHBQ-TV Memphis, Tenn., has been announced by William H. Grumbles, WHBQ-TV operations manager.



MR. LAWHEAD

Mr. Lawhead, who in his new post will serve as liaison between WHBQ-TV and its national representative, Blair-Tv, and the networks, will be succeeded as program director by Wilson Northcross, former production director, who joined WHBQ in 1940 and has been in tv the past seven years.

Succeeding Mr. Northcross is Mark Forrester, former traffic director and creator of WHBQ-TV's *Mars Patrol* program who at one time worked for Disney Studios in Hollywood.



*YOU MIGHT THROW A BASEBALL 443 FEET**—

BUT . . . YOU NEED WJEF RADIO TO PLAY BALL IN GRAND RAPIDS!

GRAND RAPIDS HOOPERS November, 1954—January, 1955					
MONDAY THRU FRIDAY	WJEF	B	C	D	E
7 a.m.—12 noon	26.2	21.7	17.5	15.3	11.3
12 noon—6 p.m.	28.1	17.6	16.4	24.7	10.6
SUNDAY THRU SATURDAY 6 p.m.—11 p.m.	41.7	27.2	17.6		

WJEF gets the biggest share of the Metropolitan Grand Rapids radio audience, *morning, afternoon and night.* Latest Hoopers show that of the area's 116,870 radio homes, WJEF delivers:

20.7% *more morning listeners than the next station—*
13.8% *more afternoon listeners—*
53.3% *more evening listeners!*

What's more, WJEF costs less. On a 52-time basis, you can buy a daytime quarter-hour for less than 25¢ per thousand radio homes!

AM – TV – FM

The Fetzer Stations

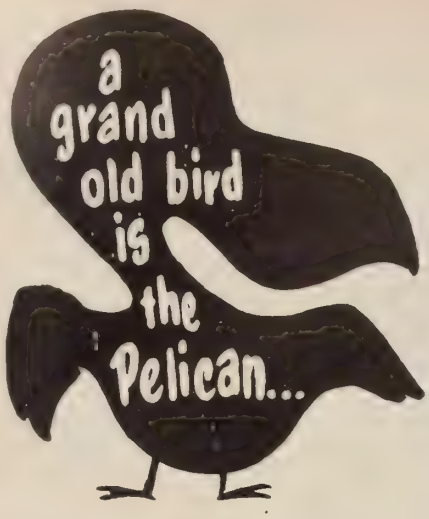
WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY

Avery-Knodel, Inc., Exclusive National Representatives

** Don Grate, an outfielder for Chattanooga in the Southern Association, set this record on August 23, 1953.*



Whose Beak Holds More Than His Belly Can . . .

That's an old Cajun saying round South Louisiana . . . *interpret it any way you wish!* However, we want to reassure you that there's more *people* than *pelicans* in the South Louisiana area that WAFB-TV covers—some 600,000 people.

WAFB-TV has 200,000 watts to beam out your sales message not only to the 9 parishes in the Baton Rouge trade area with an annual buying income of $450,000,000—but also to many outlying South Louisiana cities, including Opelousas, New Iberia and Lafayette.

PROGRAMS?

Top rated shows from ABC, CBS and DuMont along with our own impressive local shows keep folks in this rich market area watching from sign-on to sign-off!



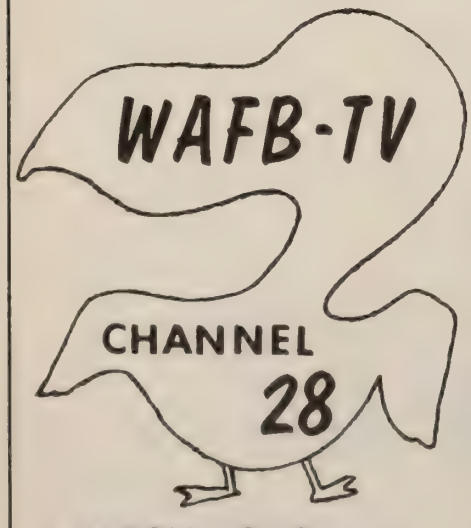


POWER?

200,000 watts. Enough to prompt one of our viewers 150 miles away to write us, and we quote: ". . . reception couldn't be clearer if we were sitting right on top of WAFB-TV!"

To put your sales message across to the non-pelican population of South Louisiana, get the facts you need from:

ADAM J. YOUNG, JR., INC.
National Representative



BATON ROUGE, LA.
Tom E. Gibbens, Vice President & Gen. Mgr.

KHAS-TV Hastings, Neb., Sets Fall Target Date

DEBUT of KHAS-TV Hastings, Neb., is expected by early fall, Fred A. Seaton, president of the Seaton Publishing Co., has announced.

Personnel appointed to key posts are Duane L. Watts, who will be general manager of KHAS-AM-TV, and Duane B. Allison, named chief engineer for both am and tv. Mr. Watts was with KHAS from 1940 to October 1953 when he left to become station manager of KHOL-TV Kearney, Neb. Mr. Allison joined KHAS in 1941 and later was named chief engineer.

KHAS-TV (ch. 5) will operate at full 100 kw from a 767-ft. tower and 12-bay antenna. A one-story building, 58 by 120 ft., will be constructed to house studios, equipment and business offices. Bids for construction will be called within the next few weeks. KHAS-TV will be affiliated with NBC-TV.

Malloy Offers $1,000 Reward For Arrest of KVSM Vandals

LES MALLOY, owner-operator of KVSM San Mateo, Calif., last week offered a $1,000 reward for the arrest or information leading to the arrest of vandals who have twice put the 1 kw (day) station off the air.

On May 8 KVSM was off the air nearly two hours because somebody cut through a protective fence around the station's antenna, removed the antenna tuner and threw it into nearby San Francisco Bay.

A week later vandals entered the transmitter building, an automatic operation, and removed the crystals, thus putting the station off the air again for more than five hours.

San Mateo police, investigating the two acts, said that the person responsible either had access to one of the three keys to the transmitter building, or has been able to have a duplicate made.

Independent KTTV (TV) Profits Near Quarter Million

KTTV (TV) Hollywood made a profit of $225,833 during 1954, according to the annual stockholders' report issued by Norman Chandler, president of the Times-Mirror Co., licensee. The 1954 gross revenue of $5,640,555 is 40% higher than the station's 1953 gross revenue of $4,011,981. Loss during 1953 was $607,699 as compared with the loss during 1952 of $896,940.

Station currently has 243 employes, having added 26 during the past year. Capital expenditures were over $400,000 including items such as new transmitter equipment, and increase in signal power and building alterations, the report continued.

Petry Radio Sales Names Two

APPOINTMENTS of Edwin F. England and Edward A. V. Smith as sales executives of Edward Petry & Co.'s New York staff, both effective May 31, have been announced by William B. Maillefert, radio sales manager.

Mr. England was with ABC in spot and local sales before joining Petry. From 1949-1952, he was a salesman in NBC's spot division and before that, associate director of NBC's research department. Mr. Smith, for two years an account executive with WIP Philadelphia, also has been in sales with WCAU Philadelphia and WIKK Erie, Pa.

Animated 'Bow Ties'

APPARENTLY not affected by any vhf competition, WKBN-TV Youngstown, Ohio, is distributing a promotion piece which asks: "Vhf? What's That?" The brochure, which is being sent to 1,000 local businessmen and 1,600 agency and advertising executives, points out that over 151,000 "bow ties," [uhf antennas] are "marching, marching, marching" in Youngstown with "hardly a ripple of excitement over vhf." WKBN-TV, the brochure says, is running away with "the lion's share" of the uhf conscious audience. Charts and graphs of the "32d U. S. market" show that WKBN-TV leads all other stations there in terms of share of audience for all time periods, with 26 of the top 30 programs being carried by the ch. 27 outlet. WKBN-TV, affiliated with ABC, CBS and DuMont and represented nationally by Paul H. Raymer Co., urges advertisers who wish to cover the Youngstown market to remember that "the big potential is with uhf" and particularly with WKBN-TV.

Simmons Names Blocki V.P.

APPOINTMENT of Gale Blocki Jr., formerly midwestern representative of RAB, as vice president of Simmons Assoc., radio station representatives, is being announced today (Monday) by David N. Simmons, president. The firm recently was formed as an organization representing radio exclusively [B•T, May 16].

Mr. Blocki, who also will serve as Chicago manager of Simmons Assoc., will assume his new post on June 15. He has been with RAB for three years and previously served for several years with John Blair & Co. in Chicago, rising to the post of vice president.

WNEW First Simmons Client

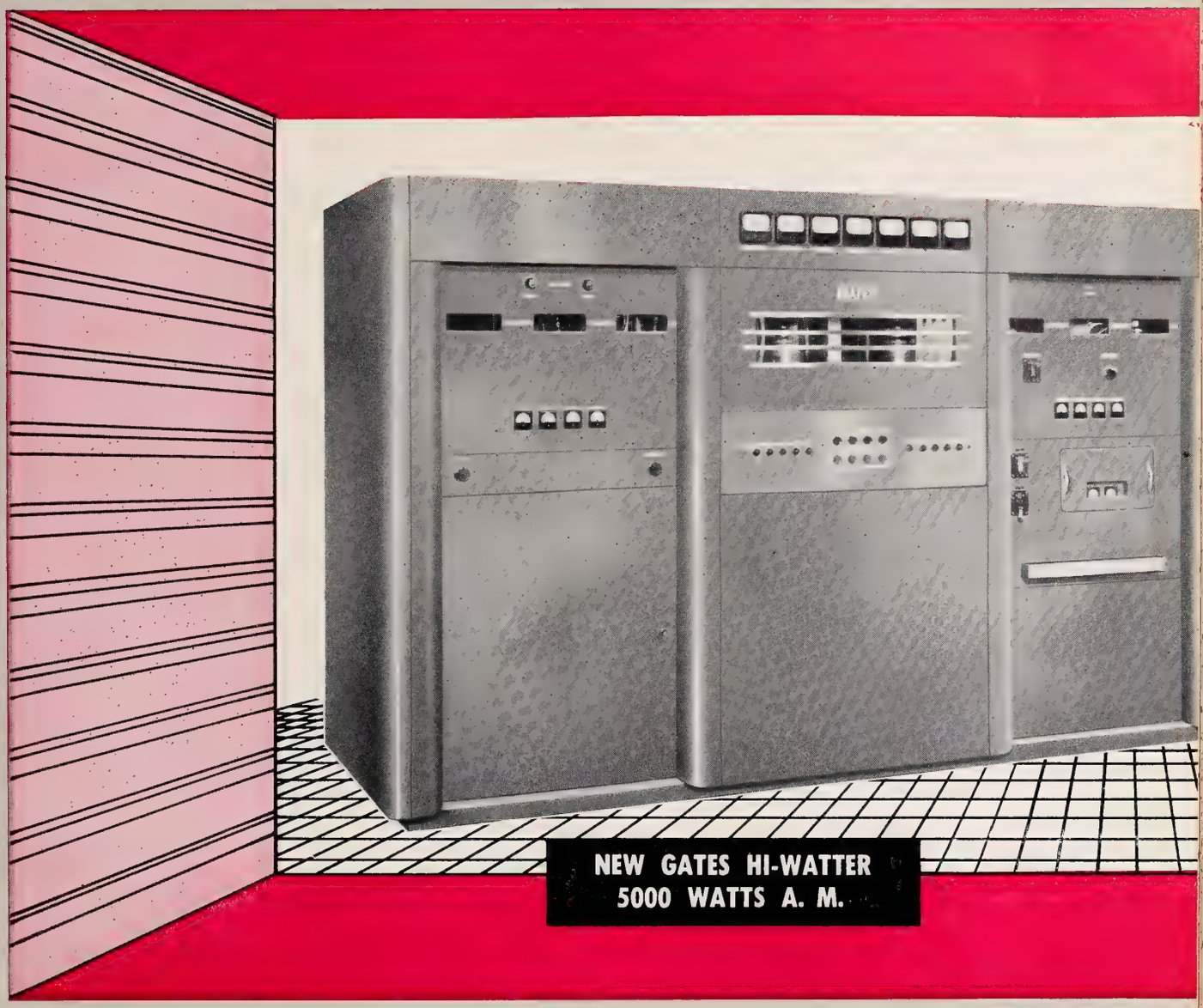
APPOINTMENT of Simmons Assoc., New York, newly-formed station representative firm, by WNEW New York, was announced last Thursday. It is the first station to be represented by Simmons, which will handle radio outlets exclusively [B•T, May 16]. The appointment is effective June 1.

WMBV-TV Goes to 234 Kw

MORE THAN two-fold increase in power along with addition to its tower and opening of new studios has been announced by Joseph D. Mackin, general manager of WMBV-TV Marinette, Wis. The ch. 11 station simultaneously boosted its power from 110 kw to 234 kw and opened studios in Green Bay, offering Packerland improved reception of NBC-TV and local shows. In addition WMBV-TV has added to its 500-ft. tower, which now measures 825 ft. including an 80-ft. antenna.

Baldwin to CBS Radio Spot

APPOINTMENT of Keith Baldwin, sales manager of WAKR Akron, Ohio, to the Sales Development Dept., of CBS Radio Spot Sales was announced last week by Newell T. Schwin, manager of sales development. Mr. Baldwin will service advertisers in Michigan, Ohio, West Virginia and Western Pennsylvania. He will have headquarters in the Fisher Bldg., Detroit.



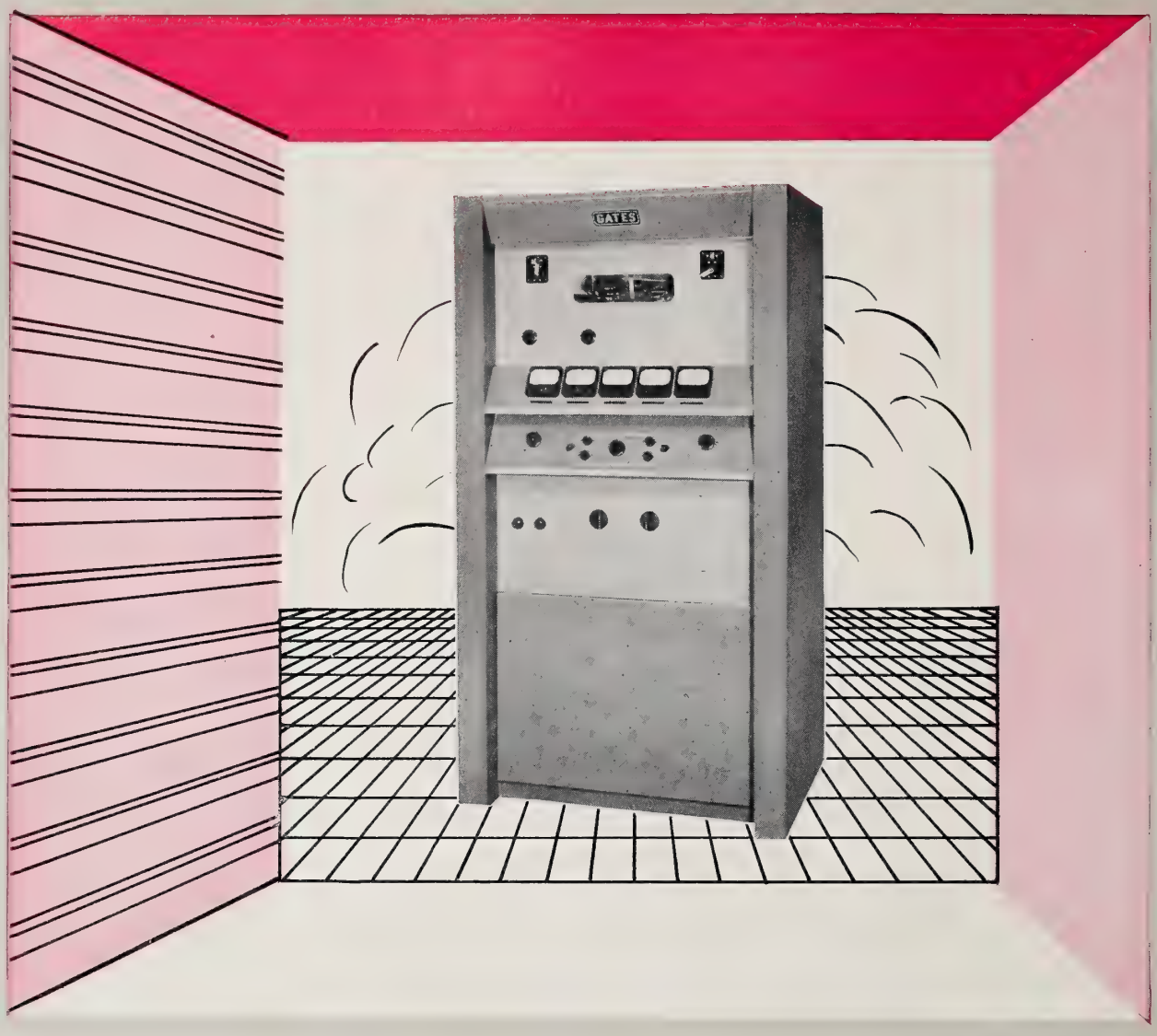
GATES LEADERSHIP IN AM BROADCAST EQUIPMENT IS EXEMPLIFIED IN THIS NEWEST 5000 WATT TRANSMITTING PLANT. — SETTING THE PACE IN QUALITY, PERFORMANCE AND SERVICEABILITY IS A GATES TRADITION — THE LOWER SELLING PRICE IS A GATES EXCLUSIVE!

GATES

ON DISPLAY
AT N. A. R. T. B.

— OUR 33rd YEAR —

QUINCY, ILL. — NEW YORK — WASHINGTON — ATLANTA — HOUSTON — LOS ANGELES



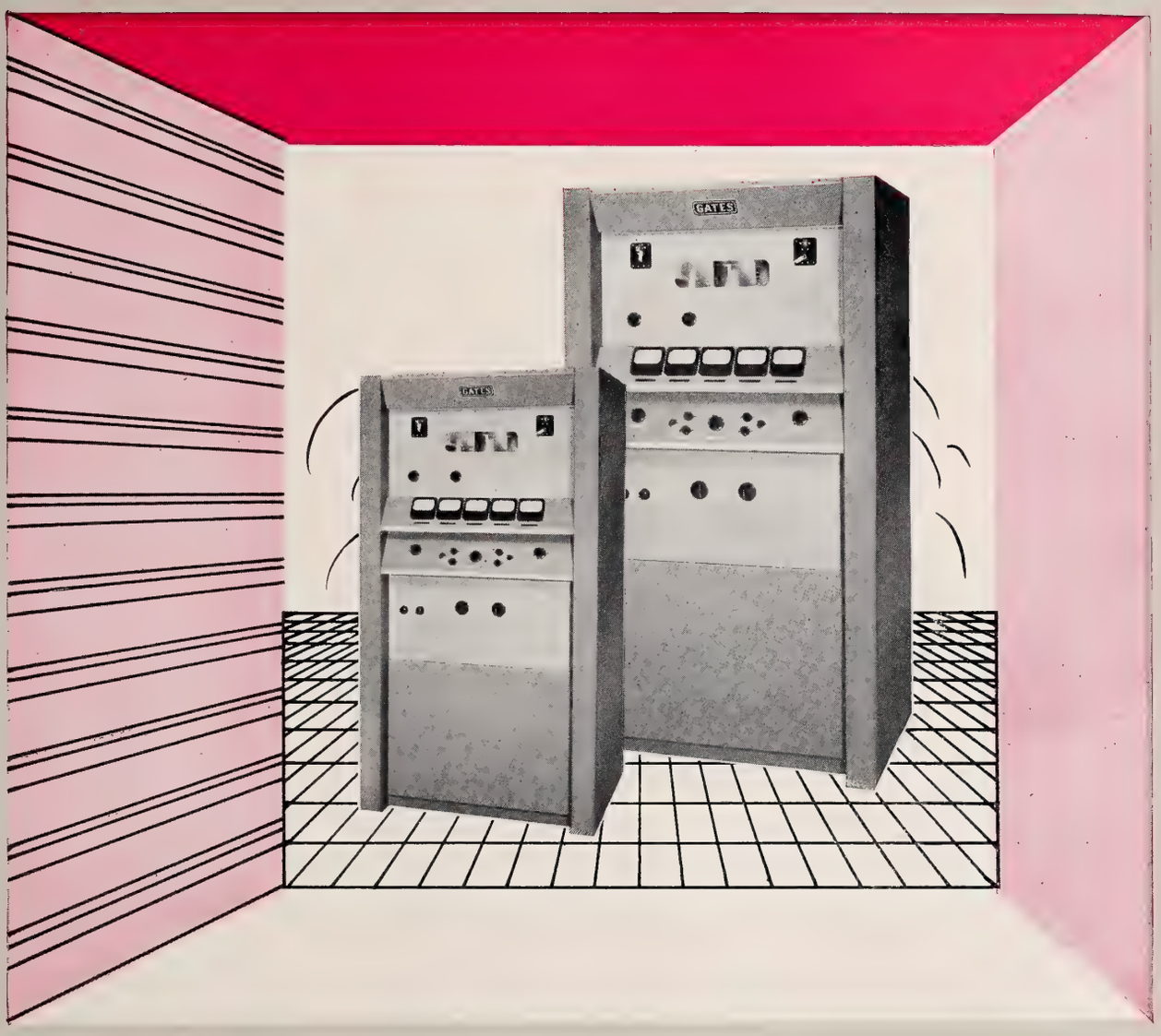
GATES NEW 1 KW AM "HI-WATTER" — "HI-WATTER" MEANS MORE WATTS PER DOLLAR INVESTED. THIS NEW PACE SETTING 1 KW GATES "HI-WATTER" IS WAY AHEAD. FIRST TO PROVIDE COMPLETE INBUILT 540-1600 Kc! FIRST WITH INBUILT CONELRAD. FIRST IN DASHBOARD LEVEL METERING. FIRST WITH "TWIN DRIVE" AUDIO. FIRST TO HAVE ALL TERMINATIONS FOR REMOTE CONTROL. FIRST IN A WAY LOWER SELLING PRICE THAT SAYS, "GATES REALLY DID SOMETHING". ——LEADERSHIP!

ON DISPLAY AT N. A. R. T. B.

GATES

— OUR 33rd YEAR —

OFFICES AND FACTORIES IN QUINCY, ILL., U. S. A.



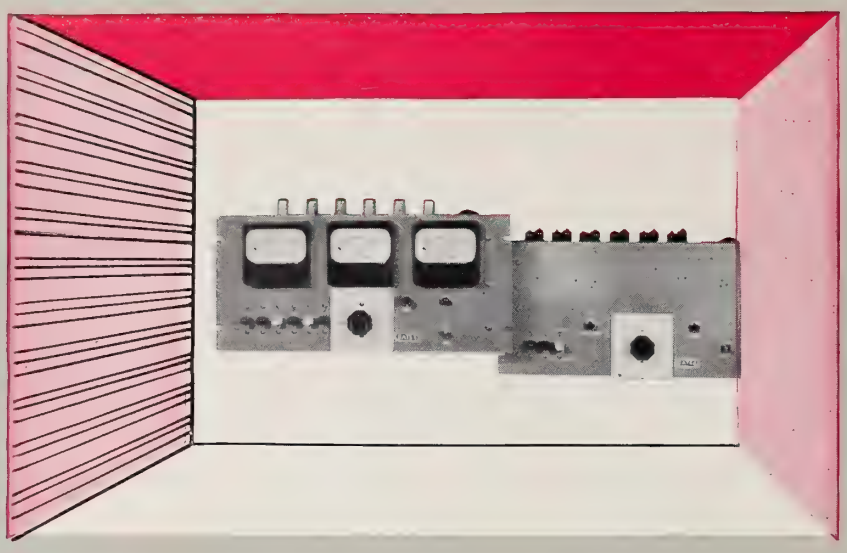
STEP UP WITH GATES—250 WATTS NOW AND 1 KW LATER. — BROADCASTERS ASKED FOR THIS AND IT'S HERE! — THE NEW GATES 250 WATTER THAT MAY BE STEPPED UP TO 1000 WATTS WITHOUT ONE PENNY PREMIUM. BUY 250 WATTS NOW—GO TO 1 KW LATER. THE CONVERSION CAN BE MADE IN 2 HOURS WITHOUT DRILLING AN EXTRA HOLE OR ADDING AN EXTRA WIRE. — THIS PACE SETTING "HI-WATTER" IS A 1 KW TRANSMITTER MODIFIED FOR 250 WATTS, YET THE COST IS NO MORE THAN ORDINARY 250 WATT TRANSMITTERS. —— LEADERSHIP!

ON DISPLAY AT N. A. R. T. B.

GATES

— OUR 33rd YEAR —

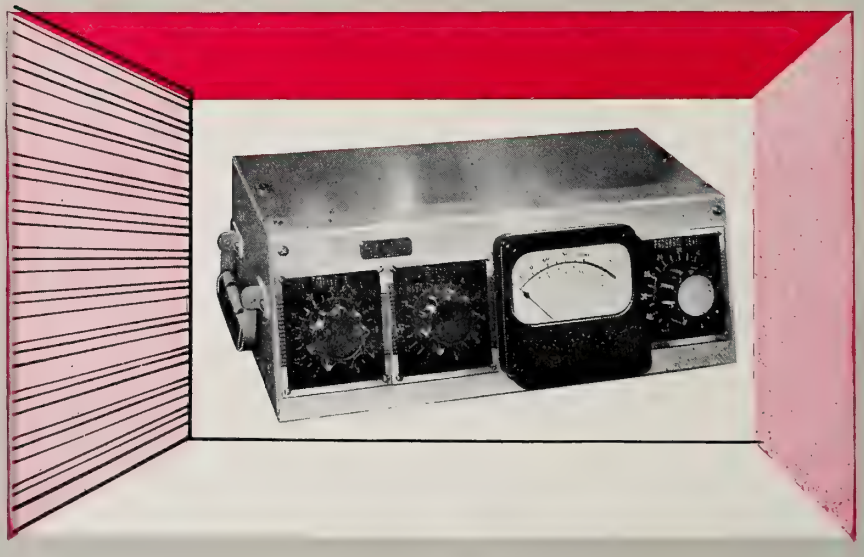
BRANCHES IN NEW YORK, WASHINGTON, ATLANTA, HOUSTON AND LOS ANGELES



ON DISPLAY AT N. A. R. T. B.

For unattended operation, Gates has developed a completely new remote control unit with facilities that have an eye on the future. — Pace setting all the way, the price is as attractive as the host of exclusive features.

Your letters have often said, "What broadcasting needs is a good low priced 2-channel remote amplifier." The Gates "Biamote" is the modern approach to this need. — With performance and quality superb, the very low price is the natural result of leadership!





— OUR 33rd YEAR —

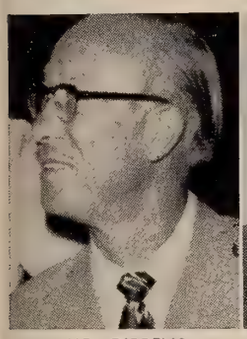
GATES RADIO COMPANY, QUINCY, ILL., U. S. A.

Manufacturing Engineers Since 1922

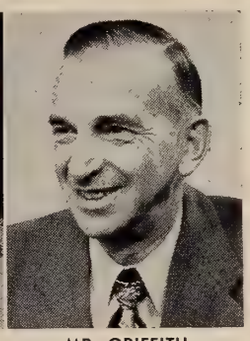
STATION PEOPLE

Arthur D. Stamler, news director, WHIL Medford, Mass., transfers to affiliated WGUY Bangor, Me., as general manager.

Tom E. Gibbens, vice president and general manager, Modern Broadcasting Co. (WAFB-AM-FM-TV Baton Rouge, La.), elected president; **Homer Griffith,** former operator of own radio representative firm, appointed WAFB-AM-FM manager.



MR. GIBBENS

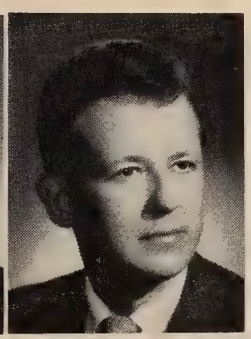


MR. GRIFFITH

Marvin H. Hult, assistant manager of WMBD Peoria, Ill., appointed manager; **Robert O. Runnerstrom,** formerly associated in executive capacity with WLOK-AM-TV Lima, Ohio, to WMBD in executive position [AT DEADLINE, May 16].



MR. HULT



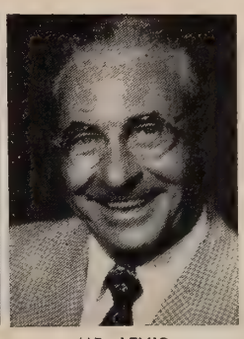
MR. RUNNERSTROM

Amos Baron, local sales manager, KCOP (TV) Hollywood, named sales manager, succeeding **Dave Lundy,** resigned.

John Melton, account executive, Moloney, Regan & Schmitt (newspaper representative), L. A., to KHJ-TV Hollywood as national advertising manager, succeeding **Robert Bowman,** who has been named account executive.



MR. HENNESSY



MR. LEVIS

Edward J. Hennessy appointed general sales manager, WEAT-TV West Palm Beach, Fla.; **C. C. Levis** named local sales manager.

Dave R. Wilson named publicity-promotion director, WCPO-TV Cincinnati, succeeding **Morrie Wattenberg,** who moves to WTAM-WNBK (TV) Cleveland as manager, advertising and promotion departments.

George W. DeBlieux, formerly chief engineer, WTAP-TV Parkersburg, W. Va., named chief engineer, WJNO-TV West Palm Beach, Fla.

W. Edwin Harris to WDBS Durham, N. C., as station manager; **Pete Taylor** to WDBS as production manager; **George C. Beacham Jr.** to station as business manager; **Jonnie Adams** to WDBS as public relations manager.

W. Randall Davidson, general manager, WAKN Aiken, S. C., elected secretary and director, licensee Aiken Electronics Adv. Corp.

Dean Craig, executive director, KRCA (TV) Hollywood, promoted to program director.

Herbert Graham appointed chief engineer, WAIT Chicago.

Meg Kingbay, announcer, WCCO Minneapolis-St. Paul, appointed women's service director.

Milton F. Komito, production manager, WAKR-TV Akron, Ohio, appointed general manager, WTAP - TV Parkersburg, W. Va.



MR. KOMITO

Harry Smith, disc m.c., WSUN-TV St. Petersburg, Fla. named sales representative.

Jim Dugan, former account executive, KOOL Phoenix, Ariz., to KVOO-TV Tulsa, Okla., as account executive.

William S. Oliver, formerly account executive, Curt Freiberger Adv. Agency, Denver, to KIMN there in same capacity.

Willard L. Dougherty, former general manager, WDOK Cleveland, to WJW Cleveland as account executive.

Rod MacLeish, formerly Washington correspondent, Vic Diehm stations, named news director, WBZ-WBZA Boston-Springfield, Mass.



MR. MacLEISH

Michael J. Lutomski, formerly salesman, WCAR Pontiac, Mich., to sales staff, WWJ-AM-FM Detroit; **John S. Logan** to WWJ-TV sales staff.

Frank Lokey, formerly with WRDW-AM-TV Augusta, Ga., to WLWA (TV) Atlanta, Ga., as announcer-program personality; **Frank Ennis,** formerly with WCPO-AM-TV Cincinnati, to WLWA as sales coordinator.

Eddie Herbert, newswriter, CBS-TV Washington, to WCAU-AM-FM-TV Philadelphia in same capacity, effective today (Mon.).

John P. Frankenfield, production manager, WBAL-TV Baltimore, father of boy, Richard Burgess, May 5.

Milton D. Friedland, general manager, WICS (TV) Springfield, Ill., father of boy, Stuart Marvin, May 2.

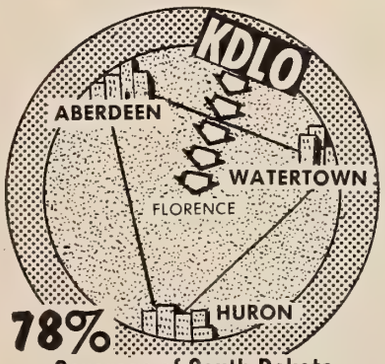
Del Hostetler, director, WPTZ (TV) Philadelphia, father of girl, Lauren Ruth, April 28.

Dick Luetters, merchandising representative, WEEI Boston, father of boy, April 27; **Tom Young,** sales executive, father of boy.

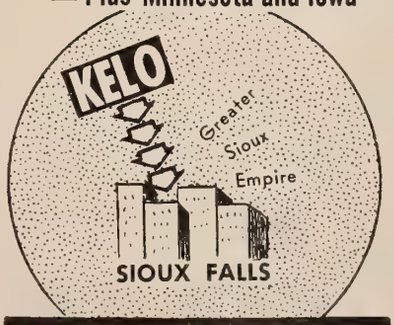
JOE FLOYD'S IN WASHINGTON
On Behalf of His Constituents!



Joe's 78% of the population (see map below) needs shoes, toothpaste, two-toned cars and everything that rolls off your assembly line. The folks back there have the money to spend and want good things to spend it on. They look to Joe's interconnected K E L O - t v and KDLO-tv to tell them what to buy next. Better grab Floyd while he's in Washington and get him to stump for your products too!



Coverage of South Dakota — Plus Minnesota and Iowa



KDLO TV

JOE FLOYD, *President.*

NBC (TV) PRIMARY
CBS • ABC • DuMONT

TWO SMASH SERIES FROM

FIRST-RUN IN OVER 100 MARKETS!



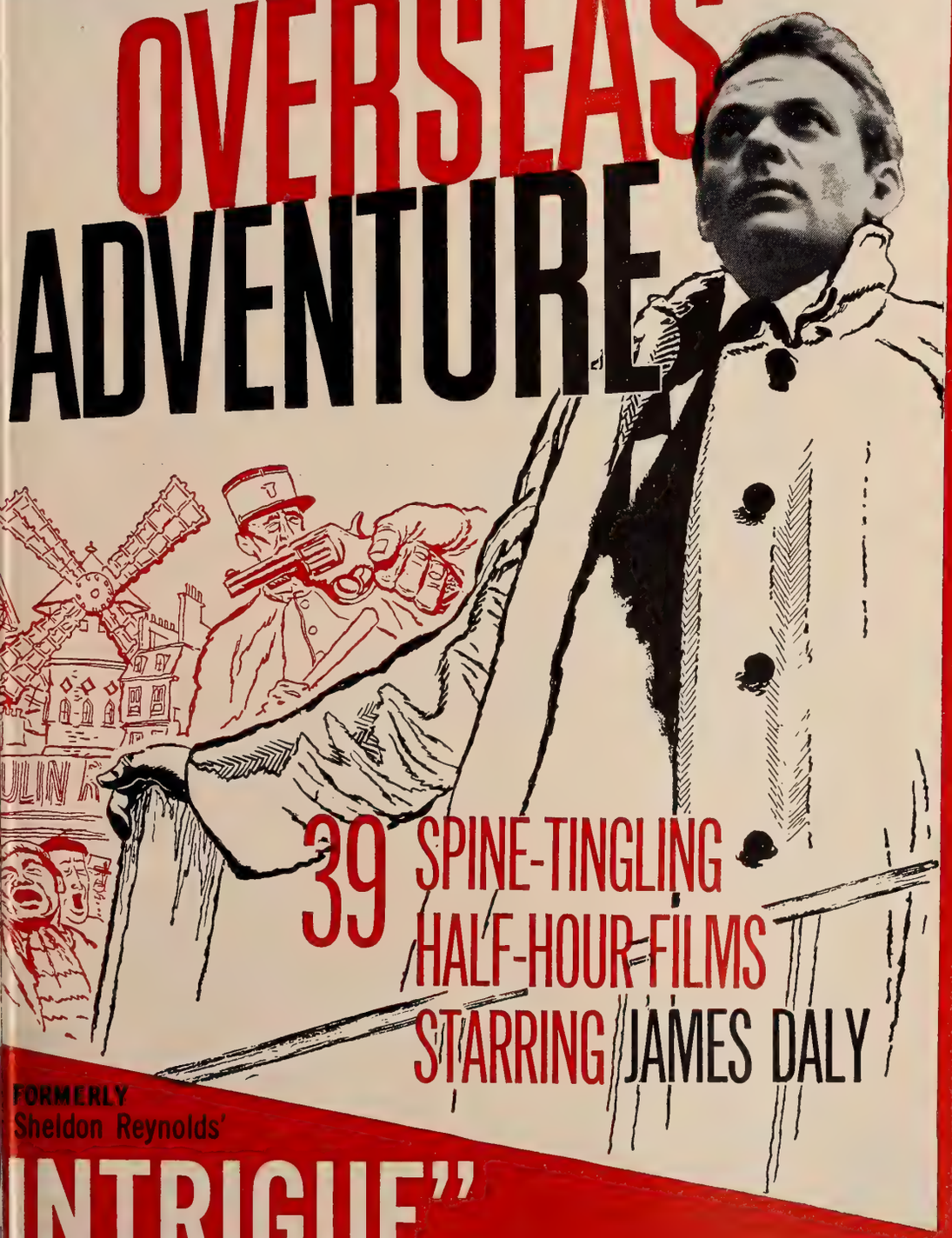
DATELINE EUROPE

*"FOREIGN

78 ACTION-PACKED HALF-HOUR FILMS STARRING JEROME THOR

TV'S GREAT SUCCESS!*

OVERSEAS ADVENTURE



39 SPINE-TINGLING HALF-HOUR FILMS STARRING JAMES DALY

THE TOPS IN
- ★ COMEDY
- ★ DRAMA
- ★ MYSTERY
- ★ VARIETY

They're Here!

- ★ "THE STAR AND THE STORY"
- ★ "MY HERO"
- ★ "THIS IS YOUR MUSIC"
- ★ "SECRET FILE, U.S.A."
- ★ "COLONEL MARCH OF SCOTLAND YARD"
- ★ "TERRY AND THE PIRATES"

FORMERLY
Sheldon Reynolds'
INTRIGUE"

OFFICIAL FILMS, INC.

25 WEST 45th ST., NEW YORK 36, N. Y. PL 7-0100

Beverly Hills—121 S. Lapeer Drive
St. Louis—415 North 12th Blvd.
Philadelphia—1420 Walnut St.
Chicago—360 No. Michigan Ave.
Boston—419 Boylston Street
Atlanta—333 Candler Bldg.
Dallas—Second Unit Santa Fe Bldg.
Baltimore—2301 No. Charles St.
Denver—1535 Hudson St.
Minneapolis—Calhoun Beach Hotel, 2925 Dean Blvd.
Cleveland—2459 Fenwick Road

The Only TV STATION with Grade A COVERAGE in . . .
Shreveport
BOSSIER CITY
AND A
PROVEN
TV AUDIENCE OF
88% DAYTIME (12:00-6:00 p.m.)
87% NIGHTTIME (6:00 p.m.-Midnight)
Shreveport Telepulse
Jan. 23-29, 1955

THERE'S MONEY IN MOTION in Shreveport and Bossier City, Louisiana . . . over $70,000,000 in new construction underway in 1955, for instance . . . and a consumer spendable income 10.6% above the national average.

And, once again Pulse proves that the only SURE way of reaching the responsive Metropolitan Shreveport TV audience is by using the only station that gives it Grade A coverage . . . KSLA.

Your Raymer Man has the complete, convincing details. Why not see him soon and start letting KSLA put money into motion moving your products?

KSLA
Channel 12
Shreveport, Louisiana
PAUL H. RAYMER CO., INC.
National Representatives

KATZ DISCONTINUES STATION FILMS INC.

PLANS for the Katz Agency, representation firm, to discontinue the operation of its subsidiary Station Films Inc. were disclosed last week coincident with the announcement that Robert H. Salk, general manager of SFI, had been named director of sales of Screen Gems Inc.



MR. SALK

Mr. Salk will take over the newly-created post at Screen Gems, tv subsidiary of Columbia Pictures Corp., on Aug. 1. He will report to John H. Mitchell, vice president in charge of sales, and will further develop and integrate all Screen Gems sales operations, officials said.

Station Films was formed in 1953 and has operated as a film-buying organization, essentially for stations represented by Katz. Explaining discontinuance of the operation, officials said that SFI was formed to help stations at a time when film distribution generally was in a "chaotic" state, but that the field has now become stabilized with the result that the original need for SFI no longer exists.

Mr. Salk has been general manager of Station Films since its formation. His association with the Katz Agency dates to 1945, when he joined the company as director of research. He served later as head of Katz' Tv Sales Dept. in Chicago then returned to New York and was put in charge of the Tv Sales Development Dept. In 1948 he created a presentation, "Tv Facts For Advertising," which won wide acclaim.

In 1950 Mr. Salk moved to the CBS Network Sales Dept., returning to Katz the following year as tv program and sales development manager. In this post he worked with stations buying film for spot use until the creation of Station Films as a separate entity.

ABC Film Syndication Acquires 'Bolger' Rights

GEORGE T. SHUPERT, president of ABC Film Syndication, is announcing today (Monday) that the company has acquired distribution rights to the *Ray Bolger Show*, series of 60 half-hour musical comedy films starring comedian-dancer Ray Bolger. The series started on ABC-TV in October 1953 under sponsorship of Pall Mall cigarettes and Sherwin-Williams Co. The current season, which ends June 10, has been sponsored by Lehn & Fink and Dorothy Gray Products.

With the addition of the Bolger series, six programs are now being distributed by ABC Film Syndication. The others are: *Passport to Danger, Racket Squad, Douglas Fairbanks Jr. Presents, The Playhouse* and *John Kieran's Kaleidoscope*. Another, *Sheena, Queen of the Jungle*, will be placed on sale some time in June, Mr. Shupert said.

'Rider' First in Boston

THE *Range Rider* film series distributed by CBS-TV Film Sales ranked first in Boston in American Research Bureau's April ratings. The film, which had an ARB rating of 35.9, was inadvertently omitted from the ARB list published in B•T on May 9, and the list was labeled March instead of April.



PRESENT at a meeting when Official Films acquired exclusive distribution rights to *My Little Margie* and *The Stu Erwin Show* are (l to r): E. H. Goldstein, vice president of Hal Roach Studios; Hal Roach Jr., president of Hal Roach Studios, and Herman Rush, vice president of Official Films.

'Margie,' 'Erwin' Rights Acquired by Official Films

DISTRIBUTION rights to 126 half-hour films of *My Little Margie* and 130 episodes of *The Stu Erwin Show* have been acquired by Official Films, New York. The announcement was made last week by Harold Hackett, Official Films president; Hal Roach Jr., president of Hal Roach Studios, and Roland Reed, president of Roland Reed Productions.

The two series represent approximately $8 million worth of film footage. *My Little Margie* was sponsored on CBS-TV by Philip Morris & Co. Ltd. and Scott Paper Co. L & M Cigarettes and General Mills previously sponsored *The Stu Erwin Show* on ABC-TV.

CBS-TV Film Sales To Syndicate Four More

ACQUISITION of four tv film properties to be syndicated by CBS-TV Film Sales was announced at its national sales meeting last week by Leslie Harris, vice president and general manager. The three-day meeting in New York ended Wednesday.

New programs are *San Francisco Beat*, half-hour films (re-runs of *The Lineup* carried on CBS-TV); *Life with Father*, half-hour series (re-runs of the CBS-TV program); *Eye on the World*, new half-hour dramatic news program; *March or Die*, half-hour adult adventures series starring Errol Flynn.

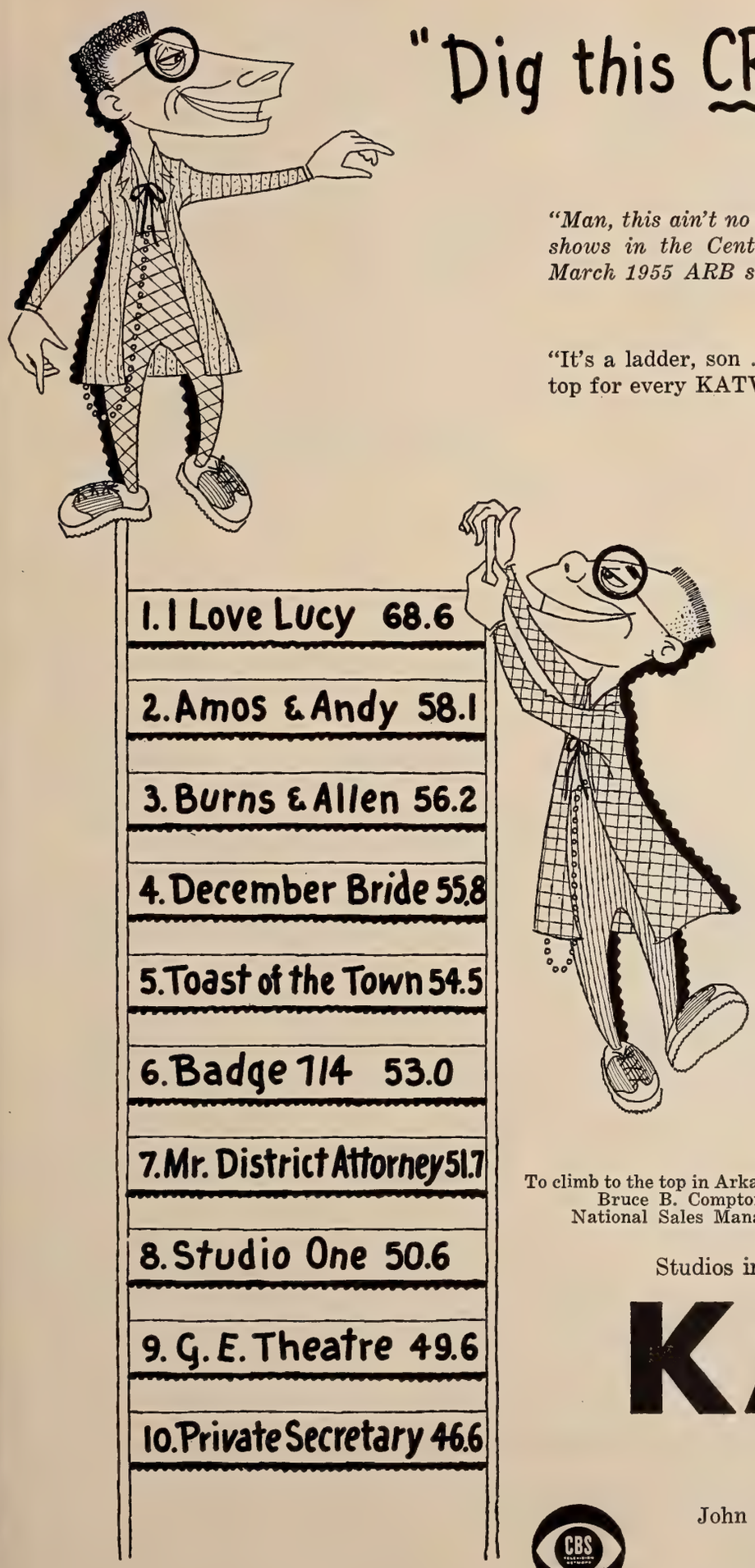
The meeting, which briefed personnel from nine offices on plans in all areas of the operation, including advertising, merchandising, sales policy and new programming, was presided over by Mr. Harris, with various sessions directed by Fred J. Mahlstedt, director of operations and production, and Wilbur S. Edwards, general sales manager.

Among speakers were J. L. Van Volkenburg, CBS-TV president; Merle S. Jones, CBS vice president in charge of owned stations and general services; Sig Mickelson, CBS vice president in charge of news and public affairs; George Abrams, vice president and advertising manager of Block Drug Co., and Richard Pack, national program manager of Westinghouse Broadcasting Co.

Leon Bernard Joins TPA

LEON BERNARD, formerly with Ziv Television Programs Inc., has joined Television Programs of America Inc. (TPA) as its midwest manager, Michael M. Sillerman, TPA executive vice president, announced Friday. Mr.

"Dig this CRAZY Ladder!"



"Man, this ain't no ladder . . . it's a list of the Top Ten TV shows in the Central Arkansas Market according to the March 1955 ARB survey!"

"It's a ladder, son . . . and every rung is a step nearer the top for every KATV advertiser!"

"Sing on, Dad . . . this ladder is beginning to interest me!"

"It should interest you, boy . . . and it should interest any advertiser who wants to climb to the top in Arkansas!"

"Should? Man, it does!!! Not only does KATV have ALL TEN of the Top Ten . . . but this page just isn't long enough to include all of their top programs. Why, Dad, we could go on-and-on-and-on . . ."

"A real cool advertiser's dream-come-true! Complete details on climbing the ladder to success in Arkansas is available from those Hep Reps . . . Avery-Knodel, Inc."

To climb to the top in Arkansas see:
Bruce B. Compton
National Sales Manager

To climb to the top in Arkansas see:
Avery-Knodel, Inc.
National Reps

Studios in Pine Bluff & Little Rock

KATV

Channel 7

CBS

John H. Fugate, Manager
620 Beech Street
LITTLE ROCK, ARKANSAS

TELEVISION for the HEART of ARKANSAS

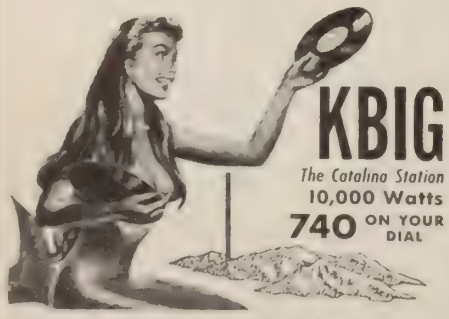


KBIG RADIO IS THE STURDY FOUNDATION OF STURDY SALES

In 1954 the Sturdy Dog Food Company of Burbank, California, changed from multiple media to the one medium which matched its Southern California - wide distribution — RADIO. Through the Mogge-Privett Agency, the Sturdy Co. selected a mid-morning KBIG News Broadcast by Alan Lisser, the Catalina Station's Program Director and award-winning newscaster, as their Advertising Foundation. This gave blanket coverage at low cost. It was supplemented by spot announcement campaigns.

One year later Craig Sandford, Sturdy President, writes KBIG: "We showed a 17½% gain in sales for the year. The last six months and the first two months of this year show a 22¼% increase. Our KBIG newscast was the *only* advertising we ran consistently throughout 1954."

Sturdy contract renewal on KBIG for 1955 is the most eloquent testimonial possible. Whether it's dog food or cement, men's clothes or groceries, floor wax or real estate, your KBIG account executive or Robert Meeker contact can show you case histories which may be helpful in your Southern California advertising problems.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Hollywood 28, California
Telephone: HOllywood 3-3205

Nat. Rep. Robert Meeker & Assoc. Inc.

Bernard's association with TPA was effective immediately. He started his duties at the NARTB convention now underway in Washington. His headquarters will be in Pittsburgh.

Before his four-year Ziv Tv relationship, Mr. Bernard held a number of radio station managerships including that of WKNY Kingston, N. Y.

TPA Plans N. Y. Clinic

A SALES CLINIC will be held by Television Programs of America in New York May 30 through June 3 for the film firm's field account executives. The meeting will be conducted by Mickey Sillerman, executive vice president of TPA.

FILM DISTRIBUTION

Sportsvision Inc., S. F., will handle sales in midwestern and western markets of *Jimmy Demaret,* tv film show of Award Television Corp., N. Y.

Tom J. Corradine & Assoc., Hollywood, has acquired *The Ruggles,* syndicated package of 91 half-hour episodes, for national distribution.

RANDOM SHOTS

Bemiller Productions (tv film commercials), Hollywood, has moved to 2350 Hyperion Ave.; telephone remains Normandy 5-5137.

Atlas Television Corp., N. Y., has appointed Tom Corradine & Assoc., L. A., as west coast sales representative for all properties in 12 western states.

FILM PEOPLE

Don M. Alexander, executive vice president, Alexander Film Co., Colorado Springs, Colo., assumes management of firm, succeeding **J. Don Alexander,** brother, who died May 6 [B•T, May 16].


MR. ALEXANDER

Edward H. Feldman, radio-tv director, Biow - Beirn - Toigo, Beverly Hills, Calif., to Desilu Productions Inc., Hollywood, as vice president in charge of commercial division.

Norton Locke, radio-tv producer, Hollywood, to Camera Vision Productions Inc. there in executive capacity.

Earl Klein, president, Storyboard Inc. (tv film commercials), Hollywood, resigns to form Animation Inc. (tv film commercials), Hollywood, with offices at 843 N. LaCienega Blvd.; telephone: Crestview 5-4925.

Tony Capps, producer-m.c. KCOP (TV) Hollywood *Latin Holiday,* forms Tony Capps Productions, Hollywood, to film that program for future tv syndication. Offices at 8718 W. 3d St.; telephone: Crestview 5-9629.

Bill McLaren, former operations director and program manager, KCEB-TV Tulsa, Okla., to Guild Films Co., Hollywood, working on *Ina Ray Hutton Show.*

Peter Frank, agency producer, BBDO, Hollywood, to Robert Maxwell Productions, same city, as assistant producer.

FOR-RADIO CAMPAIGN DETAILED BY WORLD

A FOR-RADIO merchandising and promotion campaign, including local, regional and national contests run by stations serviced by World Broadcasting System, was announced in New York last week by Pierre Weis, general manager of World. Full release of details is being made at the NARTB convention in Washington [B•T, May 16].

Purpose is to generate "new excitement" for radio by the users who have come to take the medium for granted, Mr. Weis asserted. Involved is use of a new sales caricature to carry the theme of radio's power as a medium. The little, strong man's name is "Radio's Big Little Man."

World, through its radio affiliates, will cooperate in the campaign with local, regional and national advertisers. World estimated it will spend at least $250,000 for merchandising-promotion with stations expected to spend between $500,000 and $750,000 in time, direct mailing, newspaper advertising and card display. Another $500,000 is expected to be spent by the advertisers.

Mr. Weis acknowledged at a news conference Monday that World anticipates the campaign will pay off dividends primarily in giving stations identification with the campaign as those outlets doing an "alert, merchandising job" and only incidentally perhaps adding new stations to World's affiliate list.

In the national contest, from which local winners will participate, prizes include vacation trips to Paris, the Virgin Isles and Bermuda. Stations also are in line for prizes. Through the promotion, run with cooperation of a local advertiser or group of advertisers, people will be invited to tell why they like to listen to their favorite radio station.

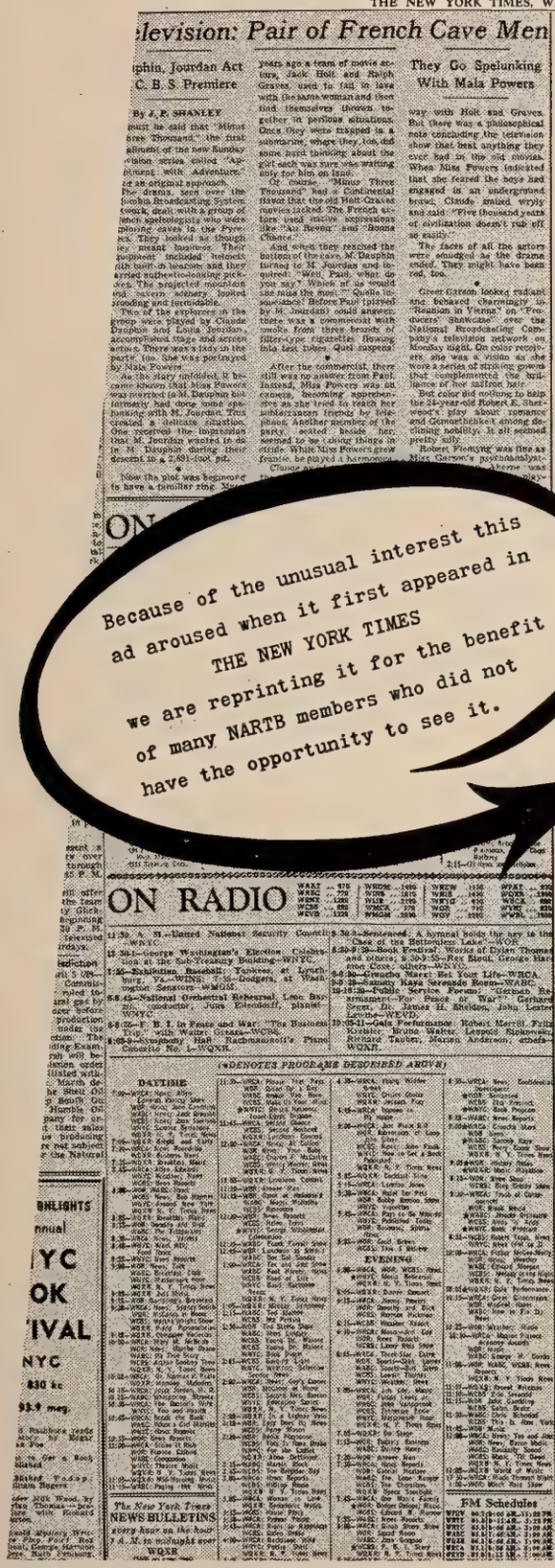
The baby-faced, strong-physique "Little Strong Man" will be reproduced in posters, window streamers, car and truck stickers, mailing pieces, bumper strips, newspaper ads and in other ways both in and out of stores and window displays. Linked will be the station's call letters.

Tv Screen Testing Firm Formed by Raymond Pheelan

PEOPLE who deal with tv talent, selling or buying their services, now have a new service available to them for "screen testing." A firm called Screen Tests to Order Inc., New York, has been formed under the managing directorship of Raymond Pheelan.

Mr. Pheelan also heads the parent company, Stock Shots to Order Inc., New York, which films background scenes and inserts for commercials and programs. The new service will be a division of Stock Shots.

According to Mr. Pheelan, the new division, with the facilities including 16 and 35 mm sound cameras, was formed at the suggestion of agency casting directors who found that auditioning and casting of talent from film clips showing the performer in action are efficient. Mr. Pheelan said that agencies "have begun making inquiries for testing in color and on location." He noted, too, that Screen Tests to Order expects "long-distance" testing assignments from Hollywood, principally to fill available roles in west coast tv film productions from the roster of New York's legitimate stage performers.



THE NEW YORK TIMES, WEDNESDAY, APRIL 6, 1955. 41

levision: Pair of French Cave Men

phin, Jourdan Act
C. B. S. Premiere

By J. P. SHANLEY

They Go Spelunking
With Mala Powers

ON RADIO

DAYTIME

EVENING

The New York Times
NEWS BULLETINS

FM Schedules

Because of the unusual interest this ad aroused when it first appeared in THE NEW YORK TIMES we are reprinting it for the benefit of many NARTB members who did not have the opportunity to see it.

73

MILLION TV VIEWERS*

see these four sponsored first-run tv network programs produced by Screen Gems, Inc., television subsidiary of Columbia Pictures Corp.,

EACH WEEK

Program	Sponsored by
Ford Theater	Ford Motor Co. *J. Walter Thompson*
Adventures of Rin Tin Tin	National Biscuit Co. *Kenyon & Eckhardt*
Captain Midnight	Wander Co. & General Mills *Tatham-Laird*
Father Knows Best	P. Lorillard Co. *Young & Rubicam*

*source: ARB, March 1955

More Millions

will soon be added to this total by

Damon Runyon Theater (spring '55 premiere)	Anheuser-Busch *D'Arcy Advertising*
Celebrity Playhouse (fall '55 premiere)	Falstaff Brewing *Dancer-Fitzgerald-Sample*

Still More Millions

will be added when we premiere

Jungle Jim *and* You Can't Take It With You

And Even More Millions

are part of the weekly audience for our current syndication offerings

Big Playback (15-minute sports show)	All-Star Theater (originally seen as Ford Theater)
Jet Jackson (Captain Midnight alternate)	Top Plays of 1955 (this season's Fireside Theater)

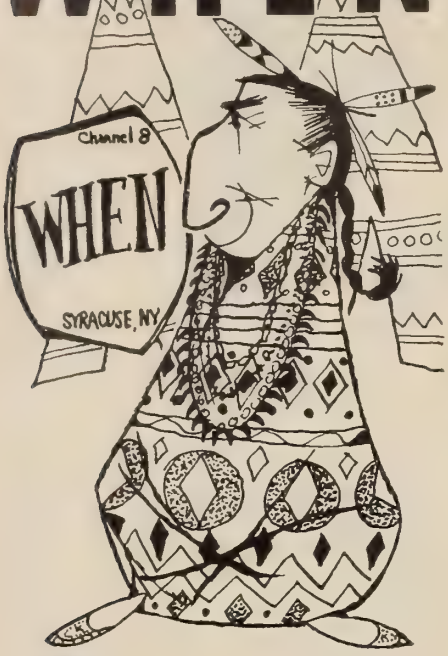
This same inventive talent and production know-how is creating television commercials which are selling products for many of the country's largest advertisers.

SCREEN GEMS Inc.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORPORATION, 233 WEST 49th STREET, NEW YORK 19, N.Y. • CIRCLE 5-5044

NARTB Members: Visit us at the Shoreham Hotel, Rooms D219-221.

EVEN MOHAWK WATCHES
W·H·E·N



No smoke signals from Mohawk any more — folks are too busy watching WHEN to build a fire!



And Mohawk, N. Y., is only one of more than 250 communities covered exclusively by WHEN. Over 2¼ million people in 26 counties look to WHEN for shopping information (and 2¼ million people have a lot of shopping dollars). Don't you be low man on the totem pole in upstate New York — GET COMPLETE COVERAGE OF THIS IMPORTANT MARKET WITH WHEN.

SEE YOUR NEAREST
KATZ AGENCY

Everybody WATCHES
W·H·E·N
CHANNEL 8
SYRACUSE, N.Y.

CBS
ABC
DUMONT

A MEREDITH STATION

WEBB TO SUCCEED FLANAGAN AT SRA

LAWRENCE WEBB, former national sales manager of WLOK-AM-TV Lima, Ohio (now WIMA-AM-TV), will succeed Thomas F. Flanagan as managing director of Station Representatives Assn. on June 1, Adam J. Young Jr., president of SRA, is announcing today (Monday).



MR. WEBB

Mr. Flanagan, who is retiring from the managing directorship, will continue to work with SRA on a long-term, active consulting basis with offices at SRA's New York headquarters [B•T, May 16]. He will carry out special assignments for the association.

Mr. Webb was associated with WLOK for two years, headquartering in New York where he worked with agencies and clients, selling spot radio and spot tv. He similarly aided in obtaining tv network programming for the station. He joined WLOK in April 1953, helping in the establishment of the tv station which made its debut that month.

Film Distributors Group Has Meeting, Plans Another

MEETING of the organization committee of the proposed trade association among tv film distributors [AT DEADLINE, May 16] was held in New York last week under the direction of Dave Savage of Guild Films, committee chairman. No details of the closed-session affair were revealed, but another meeting is scheduled after this week's NARTB convention to develop plans on forming the trade organization.



MR. SAVAGE

The organization committee, in addition to Mr. Savage, consists of Dwight Martin, General Teleradio Film Div.; Ralph Cohn, Screen Gems; Frank Reel, Ziv-Tv, and Herbert Gelbspan, Hal Roach Studios.

RTES to Honor Hagerty

JAMES C. HAGERTY, White House news secretary, will be given the annual achievement award for 1954 by the Radio & Television Executives Society, at the White House this morning (Monday).

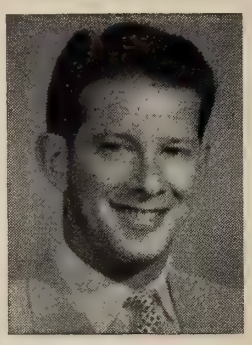
The award to Mr. Hagerty is for "distinguished service to the radio and television broadcasting industry in your accomplishment of coordinating the efforts of President Dwight D. Eisenhower and the broadcasters, thereby resulting in enlightment to listeners and viewers throughout the entire world."

Roger Pryor, vice president in charge of radio and television, Foote, Cone & Belding, retiring president of RTES; Elliott Sanger, executive vice president and general manager of WQXR New York, and Merle S. Jones, vice president in charge of CBS-owned television stations and general services, will present the plaque to Mr. Hagerty.

'Sale of Month' First Prize Goes to KNGS' Offenbach

RADIO ADVERTISING Bureau's first prize in its March contest of "Best Sale of the Month" went to Mel Offenbach, sales manager, KNGS Hanford, Calif., Kevin Sweeney, RAB president, announced Tuesday.

Mr. Offenbach's sale involved 55 five-minute newscasts per week to Sears, Roebuck & Co. in Hanford, which prior to this time had limited its radio advertising to one short saturation campaign supporting storewide sales events.



MR. OFFENBACH

In the contest, C. J. Thornquist, account executive, WONE Dayton, placed second, and Jack de Mello, sales manager, KROW Oakland, Calif., placed third and became the first radio salesman to repeat in the monthly nationwide sales competition conducted by RAB (Mr. de Mello won first place last October).

TvB Names Griffin, Murphy

APPOINTMENT of Lloyd Griffin, vice president in charge of tv for Free & Peters Inc., New York, as chairman of the membership committee for the northeast for Television Bureau of Advertisers, New York, was announced last week by L. H. (Bud) Rogers, vice president and general manager of WSAZ-AM-TV Huntington, W. Va., national membership committee chairman.

A midwest territory for the membership committee has also been created, Mr. Rogers said. It will be headed by John T. Murphy, Crosley vice president in charge of WLWA (TV) Atlanta, WLWC (TV) Columbus, Ohio, WLWD (TV) Dayton, and WLWT (TV) Cincinnati. Mr. Griffin will supervise membership activities in New York, Maine, New Hampshire, Vermont, Pennsylvania, Delaware, Maryland, Connecticut, New Jersey, Massachusetts, and Rhode Island. Mr. Murphy will oversee Ohio, Indiana, Kentucky, West Virginia, Illinois, Wisconsin and the cities of Minneapolis-St. Paul and St. Louis.

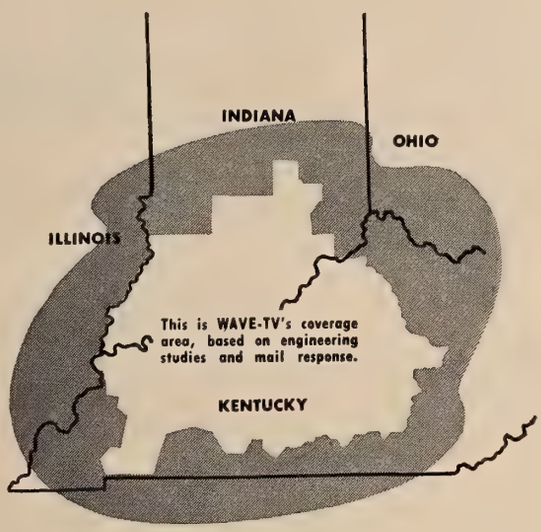
Brett Named to TvB Board

ELECTION of George W. Brett, vice president and director of sales policy, the Katz Agency, New York, to the board of directors of Television Bureau of Advertising, New York, is being announced today (Monday). Mr. Brett was elected by the six station representation firm members of TvB. Representative firms recently received full voting membership. TvB's station representation firm members are Blair-Tv, Meeker-Tv Inc., Hoag-Blair Co., Free & Peters Inc., the Katz Agency and Edward Petry & Co.

NARTB Meeting Shifted

CHANGE of date for NARTB Region 3 meeting next September has been announced. Region 3 sessions will be held Sept. 28-30 at St. Charles Hotel, New Orleans, instead of Sept. 26-28 at Jung Hotel. The change was made because of a religious holiday. Region 3: Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.

LOOKING?





If you're looking for the key to the biggest TV audience in Kentucky and Southern Indiana

CALL YOUR REGIONAL DISTRIBUTORS!

Ask each, "What Louisville TV station do you and your friends prefer?"

Try it. You'll open the door to a clear picture of viewing habits in this area.

WAVE-TV

CHANNEL 3 LOUISVILLE

FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT

NBC SPOT SALES

Exclusive National Representatives

STAKE YOUR CLAIM

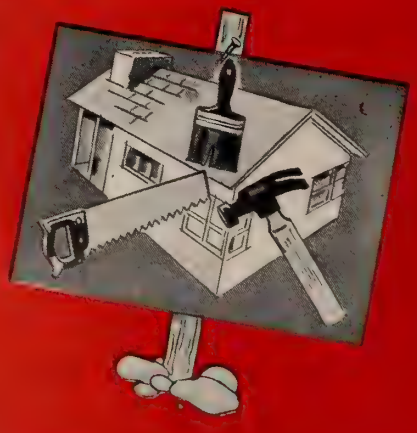
IN NEW

RCA *Thesaurus*

20 PLATINUM YEARS OF 1935 RCA Thesaurus PLATINUM ANNIVERSARY 1955 THESAURUS SERVICE

Platinum Anniversary money-yielding features





THE GRANTLAND RICE STORY—*from The Tumult and The Shouting* . . . 15 minute, once a week broadcast with famous sportscaster Jimmy Powers and big name "sports world" guests such as Bobby Jones, Walter Hagen, Ty Cobb and Gene Tunney. Fully recorded.

DO-IT-YOURSELF. . . Cash in on your local share of the 6 billion dollar do-it-yourself business with this new Thesaurus "Do-it-Yourself" 15 minute show. Three times per week.

RCA **RECORDED PROGRAM SERVICES**

630 Fifth Avenue, New York 20, N. Y.— JUdson 2-5011
1016 N. Sycamore Ave., Hollywood 38, Cal.— HOllywood 4-5171
522 Forsyth Building, Atlanta 3, Ga.— LAmar 7703
445 N. Lake Shore Drive, Chicago 11, Ill.— WHitehall 4-3530
1907 McKinney Avenue, Dallas 1, Tex.— RIverside 1371

TMKS.® ®RCA

RADIO CORPORATION OF AMERICA • RCA VICTOR RECORD DIVISION



THE FRANK LUTHER FUN SHOW . . . Frank Luther, nationally popular entertainer, brings enjoyment to children from 6 to 96 . . . fully recorded with songs—many created specially for this show, plus jokes, limericks, "mail-pulling" ideas and guest stars.



GREAT DAYS WE HONOR . . . 15 minute, fully recorded show for 39 important holidays during the year. 10 Catholic holidays, 10 Jewish, 10 Protestant and 9 Patriotic holidays. Ideal for institutional type advertisers. Ray Middleton, Henry Hull, other well known personalities.

It's our Platinum Anniversary . . . we're 20 years old, and to celebrate we're adding 8 new sponsor-selling, platinum-studded features to our service.

For the past 20 years our Library Service has been growing bigger, better, and more profitable for our subscribers. The broad range of 25 different shows, complete continuity service, sponsor-selling recorded sell-effects, voice tracks, sales clinching brochures, new big local time selling merchandising plan, other *selling* aids, and 52 new releases each and every month . . . all this gives RCA Thesaurus subscribers the most profitable program service in the industry. For example, due to tremendous success of two of our shows, we are increasing the popular Freddy Martin and Sammy Kaye programs from 3 broadcasts a week to 5.

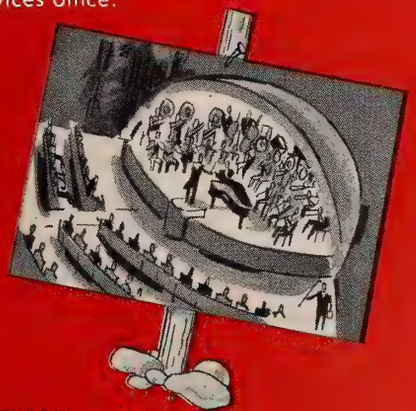
Stake your claim to the lion's share of your local advertisers' dollars by using the one Library Service that's king of them all! Write, wire or call, *today* your nearest Recorded Program Services office.



SHOP AT THE STORE WITH THE MIKE ON THE DOOR . . . a great new local radio time selling merchandising plan. Builds sales and listeners.



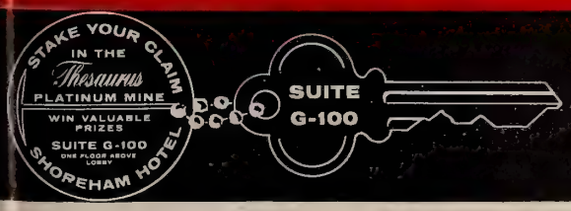
PRESENTING THE STATESMEN QUARTET . . . A popular, talented group brings favorite gospel type singing to your listeners. ½ hour, once a week.



CONCERT ON THE MALL . . . This rich, lush sounding band plays everything . . . from "South Pacific" medleys and traditional marches to symphonic and popular types of music. ½ hour, once a week.



WEEKEND SHOPPERS' SPECIAL . . . This new show was designed to give stations a program with strong appeal to sponsors who want to sell to weekend shoppers. Ideal for participations. Once a week, 30 minutes.



Be sure to see us at the NARTB Convention
Washington, D. C. May 22-26
Shoreham Hotel, Suite G-100
(1 floor above the lobby)

THE DE-INTERMIXTURE COMMENTS ARE IN

Opposition and supporting comments on proposals to de-intermix Evansville, Hartford Madison and Peoria filed with FCC at Tuesday deadline.

OPPOSITIONS to the proposals to de-intermix Evansville, Ind.; Hartford, Conn.; Madison, Wis., and Peoria, Ill. [B•T, April 3], were filed with FCC at its deadline last Tuesday.

Also filed were supporting comments by the original petitioners for the move.

The objectors generally argued that the changes proposed were against the public interest and in the interest only of uhf broadcasters. The adherents of the changes argued that the proposals would serve the public interest and aid in establishing uhf broadcasting as part of the national television system.

In all four instances, the Commission's proposal called for the switch of the educational reservation from a uhf channel to the single vhf frequency allocated to the communities. This would make all four cities all-uhf commercially. In each instance, the vhf channel is the subject of a competitive hearing. In three cities, an initial decision has already been issued.

In Evansville, it was suggested moving the educational reservation to ch. 7 and deleting ch. 9 from Hatfield, Ind., replacing it by ch. 14 from Henderson, Ky.

Opposing this were Evansville Tv Inc. and WGBF Evansville. Evansville Tv Inc. holds an initial decision for ch. 7 there. Also opposing were WVJS and WOMI Owensboro, Ky., both of which have gone through a hearing for Hatfield's ch. 9. Rep. Winfield K. Denton (D-Ind.) also wrote in opposition to the move. In favor of the moves were WFIE (TV) Evansville, WEHT (TV) Henderson, Ky., and WKLO-TV Louisville, Ky.

In Hartford, the only oppositions to the proposal to switch ch. 3 to the educators or to assign it to Westerly, R. I., or Norwich or New London, Conn., came from WTIC Hartford and Hartford Telecasting Co., both applicants for that channel which have completed the hearing. Original group of uhf Connecticut River Valley stations—WGTH-TV Hartford, WKNB-TV New Britain, WHYN-TV and WWLP (TV) Springfield, Mass.—supported the proposal. Asking that ch. 3 be assigned to Norwich, Conn., was WICH there; to New London, Conn., WNLC-TV there, and to Westerly, R. I. (about 35 miles from Providence), was WNET (TV) Providence. Also opposing the Hartford shift was WELI-TV New Haven, which would have to move from ch. 59 to ch. 75.

In Madison, the proposal to move the educational reservation from uhf to ch. 3 there or move it to Beloit, Wis., brought objections from Badger Tv Co. and WISC, the former holding an initial decision for that frequency. Also opposing was WREX-TV Rockford, Ill., ch. 13. One of the proposals would substitute a uhf channel for Rockford's ch. 13. In favor were WKOW-TV and WMTV (TV), both Madison uhf stations, and WTVO (TV) Rockford.

Opposing the Peoria proposal to move the educational reservation from the uhf wavelength to ch. 8 were WIRL Peoria, holding an initial decision for the channel, and WMBD Peoria, the other ch. 8 contestant. Favoring the move were WEEK-TV and WTVH-TV, both uhf stations in Peoria.

$10,000 Last Straw

BADGER Tv Inc., favored in an initial decision for Madison's ch. 3, filed three typewritten pages as its response to the proposal to de-intermix the Wisconsin capital. It said it refused to incur any more expense in connection with its application, which was originally filed in 1948. It said it had already spent $75,000 in prosecuting its application, laid out $10,000 as a deposit for equipment, and estimated that it would cost $10,000 more to compile, assemble and present the data called for by the FCC.

Most of the other respondents to the de-intermixture proposals involving not only Madison, but also Evansville, Ind.; Hartford, Conn., and Peoria, Ill., filed voluminous documents, complete with detailed analysis of their arguments pro and con.

MAYOR LAWRENCE SUPPORTS LAMB

MAYOR David L. Lawrence of Pittsburgh testified before FCC Examiner Herbert Sharfman last week about Edward Lamb's anti-communist stand during organization of the steel workers in 1937.

Also Democratic National Committeeman from Pennsylvania, Mayor Lawrence said that when the FCC's Lamb story "broke," he called Mr. Lamb voluntarily and offered to testify in the license renewal hearing ordered for Mr. Lamb's WICU (TV) Erie, Pa. He did this, he said, "because I knew from my own personal knowledge his attitude on these matters and I felt there was a great injustice being done him."

The WICU case, underway since last September to learn whether Mr. Lamb misrepresented alleged communist ties, was expected to be concluded on Friday as Mr. Lamb returned to the stand for completion of questioning by FCC counsel Joseph M. Kittner.

Appearing on Wednesday, Mayor Lawrence told Examiner Sharfman that Mr. Lamb in 1937 was counsel for the Steel Workers Organizing Committee and was in "entire agreement" with Philip Murray, John L. Lewis and Sidney Hillman in fighting communist efforts to infiltrate the labor movement.

J. Howard McGrath, ex-U. S. Attorney General and now counsel for Mr. Lamb and executive vice president of Lamb Enterprises, testified that he and co-counsel Russell Morton Brown took full responsibility for the averment contained in Mr. Lamb's pleading in U. S. District Court last summer which charged FCC representatives with causing at least one bribe to be offered to secure false testimony against Mr. Lamb.

He said Mr. Lamb acted fully on the advice of counsel in allowing the charge to be included in the court petition seeking to enjoin the FCC from holding the WICU renewal hearing. The court turned down the plea and an appeal now pends in a higher court. FCC subsequently made the bribe charge an issue in the WICU renewal case.

Mr. McGrath testified that he decided the averment should be made after a visit from Emmett Wheaton, who he said related a bribe attempt by William Garfield Cummings, FCC's first witness in the WICU case and part-time paid consultant to the FCC. Mr. McGrath said Mr. Wheaton told him that Mr. Cummings took him (Wheaton) to see three FCC investigators in Toledo and later offered him $1,000 if he would "remember" that Mr. Lamb had been speaker at the dedication of Lincoln House in Toledo in 1944. Mr. Cummings identified Lincoln House as headquarters of the local Communist Party.



WITNESS in behalf of Edward Lamb, Mayor David L. Lawrence of Pittsburgh (r) listens to Lamb counsel J. Howard McGrath explain status of the license renewal hearing now in final stage before FCC examiner.

Mr. McGrath said Mr. Wheaton told him he couldn't recall the Lincoln House dedication and had so informed the FCC representatives. The former Attorney General said Mr. Wheaton then dictated and signed an affidavit concerning the bribe attempt. Mr. McGrath said he still believes the affidavit is true, although Mr. Brown told Examiner Sharfman that the truth of the story was not in issue. Mr. Brown said the explanation was given in order to prove Mr. Lamb's good faith in allowing the averment to be made in the court brief.

Sunne Miller, manager of WTOD Toledo, another Lamb station, testified she was told by Eugene Stoll, before he appeared as FCC witness, that Commission "investigators" told him (Stoll) they were "out to get Lamb" and take his tv station "worth $10 million" away from him. Mrs. Miller said she was present in the hearing room when Mr. Stoll denied that FCC investigators said this to him.

Mr. Brown at one point claimed, "There was a constant stream of reports reaching us about highly improper and irregular conduct on the part of the government's representatives from a wide variety of sources." He said, however, that they "didn't go into them all."

NATVIG GUILTY ON PERJURY COUNTS

TURNABOUT witness Mrs. Marie Natvig was found guilty by a Federal District Court jury last Monday on three counts of perjury involving her testimony before FCC Examiner Herbert Sharfman in the license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa.

The jury, deliberating about 20 minutes, held that Mrs. Natvig testified falsely when she said she did not tell FBI and FCC officials last

PORTRAITS OF WGY-LAND





Hello. I'm Martha Brooks—hostess on the Martha Brooks Show (WGY Monday thru Friday—9:15—10:00 a.m.) Today I'd like to tell you something about the WGY market area.

Schenectady, N. Y. is the second largest city in the New York Capital District market which ranks 32 in national retail sales. (Albany, N. Y. is the first city) Schenectady has a population of more than 98,000. It is the center of heavy industry for eastern New York. Schenectady is the western gateway to the rich farm country of the Mohawk Valley.

Schenectady is just one of 22 cities in WGY-land with a population more than 10,000. The entire WGY market includes 1,004,750 radio homes in 53 counties of New York and New England.

I can help you reach this market during prime morning hours on the Martha Brooks Show.

Just one thing more. Only one radio station can reach this huge market for You.

WGY A GENERAL ELECTRIC STATION

ALBANY—TROY—SCHENECTADY—plus—53 counties in New York and New England

Represented nationally by Henry I. Christal Co., Inc. New York ★ Boston ★ Detroit ★ San Francisco





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It's as easy as this: Just drop in at

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Three drawings daily! Three Stetson winners daily!

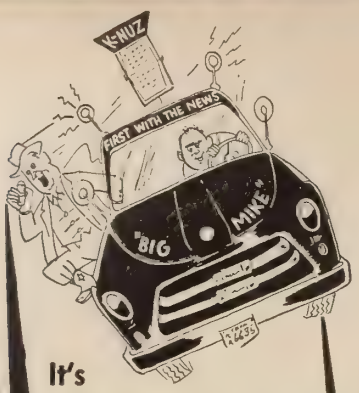
Free Hats For Everybody!

Here's how to use your head: Come up to Suite B202.

Bring your wife . . . bring your secretary . . . bring your mother-in-law.

Get your free souvenir hats. Everybody comes out a winner.

Suite B202-204 Shoreham Hotel, Washington



It's

"BIG MIKE"

Houston's ONLY Radio Station on Wheels

FIRST WITH NEWS LIVE . . . DIRECT!

HERE'S AN ACTUAL COVERAGE REPORT:

FEB. 1, 9:30 A.M. Window washer falls 10 stories to death.

FEB. 4, 11:45 A.M. Runaway steer ties up Freeway traffic. Captured.

FEB. 7, 1:30 P.M. Auto-pedestrian fatality.

FEB. 11, 10:22 A.M. Heights State Bank Robbed.

FEB. 14, 8:15 P.M. Truck overturns on San Jacinto Bridge. Driver pinned in cab.

All Houston is talking about "BIG MIKE", Houston's only Completely Remote Radio Equipped Truck. Let him sell for YOU.

Nat'l Rep. Forjoe & Co. In Houston call: Dave Morris, KE-2581.

K-NUZ RADIO RANCH

K-NUZ Carries Houston's Top Local Accounts

fall that she once was a member of the Communist Party and knew Mr. Lamb in that connection. The truth of her statement about Mr. Lamb was not at issue in the trial, held before Judge Alexander Holtzoff. In dismissing the jury, Judge Holtzoff said he agreed with its verdict.

Mrs. Natvig is free on $2,500 bail pending completion of a report to the court by the probation officer, at which time a date for sentencing will be set. Maximum penalty involved is $6,000 fine and 15 years in jail. John and Jean Dwyer, defense counsel for Mrs. Natvig, said they may appeal the case.

The original indictment listed nine counts of perjury, but two were dismissed by the court before the trial began and four more were dropped during the proceeding, including the government's principal charge that Mrs. Natvig lied when she said she had been coerced in her original testimony by ex-FCC counsel Walter R. Powell Jr. [B•T, May 16]. The government abandonded this count because Mr. Powell, recovering from a heart attack, was excused from testifying. Other FCC witnesses, however, told the court Mrs. Natvig was not coerced by Mr. Powell.

FCC STAFF CONSULTATION URGED BY McCONNAUGHEY

Chairman says Commission should be permitted to have advice of FCC 'experts' working on a case.

STRONG PLEA for the FCC to be permitted to consult with its staff was made last week by FCC Chairman George C. McConnaughey in a speech to the Federal Communications Bar Assn. at a luncheon meeting.

Mr. McConnaughey said that the Commission would ask Congress to revise Sections 5(c) and 409(c) of the Communications Act to permit commissioners to have the "expert" advice of the general counsel, chief engineer, chief accountant and the review staff.

The present provisions, which prohibit commissioners from consulting with any staff member who has anything to do with a case, were added to the Communications Act by the 1952 McFarland amendments.

The FCC chairman said he had made a study of the reasons for the separation of commission and staff and that he could find no "Svengali" from whom the commissioners must be protected.

Mr. McConnaughey also referred to the requested revision of Sec. 309(c)—the protest rule—to permit the Commission more leeway in handling such protests. He said that the present provisions—also added to the Communications Act by the McFarland Act—resulted in delay, competitive advantage and an undue amount of FCC time. He said that the protest provision has become an instrument of "blackmail" in some instances.

The Commission has asked that the protest rule be amended to permit discretion on whether a grant made without a hearing on which a protest is filed must be automatically stayed. It also has asked that it be permitted to dismiss the protest if in its judgment the allegations even if proven do not justify a reversal of the grant. The Commission also has asked for the right to draw the issues for a protest hearing.

The Commission's proposals have won the support of the FCBA executive committee and Communications Law Section, Administrative Law Division of the American Bar Assn. [B•T, May 16]. Both, however, have qualified their support in various instances.

COURT RULES NETWORKS CAN BE SUED ANYWHERE

U. S. judge in Alabama says CBS and Westinghouse can be sued there. If ruling stands it would overturn precedent.

NETWORK attorneys last week were pondering a ruling of a federal court in Alabama that a network may be sued in that state.

The implication of that ruling—handed down by U. S. District Judge C. B. Kennamer May 9 in a libel action against CBS and Westinghouse for a 1954 *Studio One* program—is that any network may be sued in any state of the Union.

Heretofore the networks have insisted, and the courts have upheld, that suit could only be brought in the state in which networks are incorporated, or in the District of Columbia.

The ruling followed a CBS motion to dismiss the suit or quash the "service" on the ground that it did not "do business" in that state.

The Montgomery, Ala., court held that CBS does "do business" in Alabama. It cited the fact that the "airlanes over Alabama are filled day and night with broadcasts from CBS." It also stated that CBS has contracts with radio and tv affiliates in four Alabama cities, to which it paid in 1954 the sum of $656,189.19. (The court also said that CBS collected from advertisers the sum of $1.6 million for having its programs carried by its Alabama affiliates.) The court said CBS had originated programs from Alabama, citing the 1954 Senior Bowl football game from Mobile. The court also pointed to CBS' leasing of AT&T lines to carry its programs to Alabama affiliates.

It is understood that CBS is considering appealing this decision.

The $1 million libel suit was brought last year against CBS and Westinghouse Electric Corp., sponsor of *Studio One*, by Hugh Bentley, former head of the Russell County (Ala.) Betterment Assn. He contended that a *Studio One* program broadcast early in December 1954 implied he was the slayer of A. L. Patterson, Phenix City, Ala., crime figure. On the following week's *Studio One* broadcast, CBS specifically denied that the finger of suspicion had been pointed at Mr. Bentley.

Court Rules Station Is Asset From Time Permit Is Granted

TAX RULING involving the question of whether a station becomes an asset at the time of the FCC's issuance of a construction permit, or later when the station is built and operating was made in favor of the first interpretation by the District of Columbia Tax Court last week.

Case involved the 1950 sale of WOIC (TV) Washington, ch. 9, then owned by General Teleradio Inc. (Bamberger-Macy interests) to WTOP Inc. (then owned 55% by the *Washington Post and Times Herald* and 45% by CBS) for $1.4 million. Suit was for a refund of $37,257 in taxes paid under protest under D. C. law which holds that the gain from selling assets held less than two years comes under an income and franchise tax.

Judge J. V. Morgan ruled that the station's principal asset, the right to broadcast, dated from 1946 when a construction permit for the station was issued by the FCC. This asset was valued at more than $750,000. The D. C. government had claimed that this asset dated from 1949 when the station was built.



Demonstrate the Product, We Always Say

And who can make a better pitch for U. S. Keds than the pooch that delights a half a million kids on Seattle's most popular afternoon TV strip, KING'S CLUBHOUSE with STAN BORESON. The hound's name is "No-Moshun"...as any youngster in Western Washington will tell you. She helps Stan pull down an average 22.3 ARB rating in the 4:30-5:00 P.M. period. Together, they swamp the competition (79% share of audience).

But the KING-TV story doesn't stop with superior ratings. We not only encourage talent tie-ins with client products—we *insist* on it. KING-TV personalities believe in selling. They like to sell and they spend time at the job. Besides, they've had a five-year headstart on the competition. That's why most local advertisers count on KING-TV's *personal plus*, when advertising must pay off.

So, whether you are selling tennis shoes or toothpaste, the place to go is KING-TV. In the Pacific Northwest, that's where your sales begin.

Channel 5—ABC
100,000 Watts
BLAIR TV

FIRST IN SEATTLE

KING-TV



FAIRBANKS HITS 48% SHARE-OF-AUDIENCE IN NEW YORK

Throughout last year, "Douglas Fairbanks Jr. Presents" topped all syndicated shows in the nation's top market: New York. Its average rating was 18.5, share-of-audience over 40%. This year, it's doing even better. In January, almost every other viewing home in New York was watching this show! (ARB)

"DOUGLAS FAIRBANKS JR. PRESENTS"

CONVENTION HDQRS. SUITE C-200 SHOREHAM HOTEL

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APPEALS COURT GETS DIVERSIFICATION ISSUE

THE question of the FCC's right to favor an applicant for a tv station because it does not own newspapers or radio stations over a competitor which does was squarely up to the U. S. Court of Appeals in Washington last week, after a two-hour argument.

At issue is the FCC's 1954 decision granting Sacramento's ch. 10 to Sacramento Telecasters Inc. and denying McClatchy Broadcasting Co. This overturned an examiner's initial decision favoring McClatchy.

The Commission said that the grant to Sacramento Telecasters favored diversification of the media of communications.

Sacramento Telecasters is owned by a group including John H. Schacht, former half-owner of KMOD Modesto, Calif. McClatchy owns KFBK-AM-FM Sacramento. KMJ-AM-FM-TV Fresno, KBEE (FM) Modesto, KERN-AM-FM Bakersfield, all Calif., and KOH Reno, Nev. It also publishes the *Sacramento Bee, Fresno Bee* and *Modesto Bee*. McClatchy's purchase of KBOX Modesto for $75,000 has been set for hearing on the question of overlap.

McClatchy's appeal—in which it was joined by the American Newspaper Publishers Assn. as *amicus curiae*—was on the ground that the Commission discriminated against it solely because of its newspaper ownership. This is illegal, McClatchy held. It claimed it was clearly superior in most respects.

The FCC held that it was in the public interest to diversify control of media in the Central Valley of California. It denied that newspaper ownership was an automatic bar to broadcast licenses. The Commission argued that actually Sacramento Telecasters was superior to McClatchy in several significant factors —local ownership, integration of ownership and management, among others.

Each party held that the appellate court's 1951 Scripps-Howard decision bolstered its case. McClatchy held that in the Sacramento decision the Commission had gone beyond the terms of that decision. FCC held the Sacramento ruling was exactly in line with that decision.

The Scripps-Howard decision was that the Commission could weigh newspaper ownership as a factor in a comparative hearing.

Senator Johnson Praises Sarnoff Plan at Dinner

THE SARNOFF Plan "points the way to a solution of the greatest problem before our people," Senate Majority Leader Lyndon B. Johnson (D-Tex.) said in New York May 15.

Sen Johnson spoke at a dinner honoring Brig. Gen. David Sarnoff, RCA-NBC board chairman, at the Waldorf-Astoria where he was presented the 1955 gold medal achievement award of the Williamsburg Settlement, a social agency serving the Williamsburg section of Brooklyn. The award was presented by Herbert Bayard Swope. Other dignitaries included Bernard M. Baruch and Dr. Ralph Bunche.

Gen. Sarnoff's plan, as presented to the White House [B•T, May 16], calls for a stepped-up "political offensive" as a means of winning the Cold War. Sen. Johnson said the plan may yet prove to be the general's "greatest effort." He noted that the "basic elements" of the Sarnoff blueprint have been endorsed by the President. The senator recommended that the creation of a political strategy board be the first step in carrying through the Sarnoff plan. A board, with a cabinet-level official at its head, was one of the suggestions made by Gen. Sarnoff.

KVOA-AM-TV Sale Submitted to FCC

APPLICATION for FCC approval to the sale of KVOA-AM-TV Tucson, Ariz., for a total consideration of $513,904 was filed last week.

Purchasing groups is headed by Clinton D. McKinnon (20%), 75% owner of *North Shores* (San Diego) *Sentinal*, 51% owner of the *Coronado* (Calif.) *Journal* and former editor-publisher-majority stockholder of the defunct *Los Angeles Daily News*. Mr. McKinnon is a former Congressman from California. Others in the group are Vice President Bernard Weinberg (20%), Milton Weinberg Advertising Co.; Vice President Frank J. Oxarart, commercial manager, KFWB Hollywood, and radio-tv production; Secretary Arthur A. Desser (20%), attorney and real estate development, and Treasurer Harold B. Garfield (20%), drugstore owner and associated with Mr. Desser in a business and property management firm.

Purchasing price includes $288,904 for the stock of the Tucson stations and purchase of obligations totaling $225,000. Majority (76.9%) selling stockholder of KVOA-AM-TV is KTAR Broadcasting Co., operator of KVAR (TV) Mesa and KTAR Phoenix, both in Arizona. KTAR Broadcasting is controlled by John J. Louis, who also controls KYUM Yuma and KYCA Prescott, both in Arizona. Mr. Louis is also president of Needham, Louis & Brorby Inc., Chicago advertising agency and is a principal stockholder of S. C. Johnson & Sons Inc. (wax and polishes).

Recall Hearing on FCC Budget Rescheduled for Wednesday

RECALL hearing on the FCC's budget for fiscal 1956, which had been scheduled for last Thursday by a Senate Appropriations Subcommittee headed by Sen. Warren G. Magnuson (D-Wash.), last week was postponed to 2 p.m. this Wednesday.

The Senate group has held initial hearings on the FCC's proposed 1956 budget of $6,870,000—which includes $170,000 added by the House above Budget Bureau recommendations —but senators want to ask FCC members more about the agency's proposed study of the broadcasting industry and about other FCC policy matters.

In its $170,000 boost for the FCC in the appropriations bill (HR 5240), the House earmarked $80,000 for the proposed FCC study, but FCC Chairman George C. McConnaughey has told the Senate appropriations group that this amount will only initiate the investigation [B•T, May 9]. The FCC also feels the total 1956 budget should be raised to $7,240,930—the amount FCC originally requested.

FCC Approves Merger Of Jackson, Miss., Tvs

FCC last week approved the consolidation of WSLI-AM-TV and WJTV (TV), both of Jackson, Miss.

Under terms of the agreement, Standard Life Insurance Co. relinquishes control of the WSLI stations through sale of 40% interest for $176,000 to Mississippi Publishers Corp. In turn, Standard Life will pay Mississippi Publishers $175,000 for ch. 25 WJTV equipment and facilities. WSLI-TV operates on ch. 12. The FCC approval is subject to the condition that the permit for ch. 25 WJTV be disposed.

Mississippi Publishers Corp. owns the *Jackson Clarion-Ledger* and *News*. Standard Life will retain a 32.4% interest in WSLI-AM-TV.

The DIFFERENCE

between

A PROGRAM SCHEDULE

and

A PROGRAM *SERVICE*



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Represented
Nationally
by

**THE
HENRY I. CHRISTAL
COMPANY**

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A howling blizzard last March 27-28 dropped 20 to 30 inches of snow over the 20-county area served by WSYR. Highways were blocked. Schools closed. It was one of those times when Central New Yorkers realized how much they *depend* upon radio . . . how surely they *rely* on WSYR.

WSYR's local programs poured forth a steady stream of information about conditions in every city, village and hamlet in the area. The voices were those of familiar personalities who have become, over the years, the *trusted* daily companions of a great share of the 428,000 radio families in WSYR's coverage area. . . .

. . . Folks like Farm Editor Deacon Doubleday . . . Timekeeper Elliott Gove . . . Newsmen Fred Hillegas, Bob Nelson, Rod Swift and Carl Zimmerman . . . Jim Deline and His Gang . . . Women's Editor Jennie-Belle Armstrong.

WSYR's superior local program service, performed by people who know — and are known by — the communities they serve, is a powerful reason for WSYR's commanding leadership in a market with $2 billion buying power.

NBC in Central New York

WSYR

5 KW • SYRACUSE • 570 KC



RHEINGOLD SPONSORS "FAIRBANKS" AGAIN . . . 3rd YEAR IN A ROW!

In January, almost every other viewing home in New York was watching "Douglas Fairbanks Jr. Presents", (ARB, January '55)! Rheingold Beer is so impressed, they're sponsoring Fairbanks regionally for the 3rd consecutive year. Many markets available for first run. 'Nuff said!

"DOUGLAS FAIRBANKS JR. PRESENTS"

CONVENTION HDQRS.
SUITE C-200
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One Fm, Four Am Outlets Granted by Commission

FOUR new daytime standard stations at Harlan, Ky., Plymouth, Mass., Clarksdale, Miss., and Spruce Pine, N. C., and an fm station at Providence, R. I., were granted by the FCC last week.

A new 1 kw daytime am station on 1410 kc at Harlan, Ky., was granted to Ky-Va Broadcasting Corp., operator of WTCW Whitesburg, Ky. President and 97.5% stockholder is Kenneth J. Crosthwait.

At Plymouth, Mass., a new 500 w standard daytime station on 1390 kc was granted to Plymouth Rock Broadcasting Co., composed of President-General Manager Joseph M. Corcoran (51%), salesman; Treasurer Robert G. Clark Jr. (39%), attorney, and Eleanor Corcoran (10%), school teacher.

A new 1 kw daytime standard station on 1600 kc at Clarksdale, Miss., was granted to Coahoma Broadcasting Co., a general partnership composed of Anne P. McLendon (60%), retail furniture; Harding Corley (20%), accountant, and Harvey T. Ross (20%), attorney.

The new 1 kw daytime am station at Spruce Pine, N. C., was granted to Toe River Valley Broadcasting Co., headed by Tom N. Cooper, drive-in theatre owner.

The new class B fm station at Providence, R. I., was granted to General Broadcasting Corp. The new station will operate on ch. 268 (101.5 mc) with effective radiated power of 20 kw and antenna height of 500 ft. above average terrain.

Initial Decision Favors WCEM Increase to 250 W

INITIAL decision proposing to grant the application of WCEM Cambridge, Md., to increase power from 100 w to 250 w on 1240 kc fulltime, was issued by FCC Examiner Hugh B. Hutchison last week.

WCEM's application was designated for hearing to determine whether the proposed operation would involve objectionable interference with WSNJ Bridgeton, N. J. The examiner concluded that a grant of the WCEM proposal would be in the public interest in view of the fact that it would provide a first local nighttime primary service and a medium of local self-expression to a portion of the population in the immediate Cambridge area.

Biscayne Tv Takes Issue With Storer De-Intermix Bid

STORER Broadcasting Co.'s proposal to de-intermix Miami by removing chs. 7 and 10 from that Florida city drew the fire of Biscayne Television Corp. last week.

Biscayne, which holds an initial decision for Miami's ch. 7, opposed the de-intermixture proposal on the grounds (1) that it would reduce competition from five stations to two stations; (2) that its original proposal would have left one uhf channel for the competitors seeking chs. 7 and 10; (3) that the rights and interests of the parties in the chs. 7 and 10 hearings had been lost sight of; (4) that Storer contradicted itself by filing an application for Miami's ch. 10; (5) that it amended its Miami de-intermixture petition when its Toledo, Ohio, vhf station (WSPD-TV) was threatened by a de-intermixture petition for that city; (6) that it would cost the Miami public about $8 million to convert their receivers to uhf. Biscayne comprises the Cox and Knight newspaper-radio interests in Miami and Niles Trammell, former NBC president.

In answer to the protest of WKAT Miami Beach to Storer's filing of its application for ch. 10 there [B•T, May 16], Storer averred that WKAT was wrong in stating it does not have the right to file. Even though its appeal was on the multiple ownership rule, the FCC's denial of its then proffered ch. 10 application was a part of that appeal, Storer said. WKAT has the initial decision for Miami's ch. 10.

FCC Orders KOAT Back To 1240 Kc From 860 Kc

FCC last week ordered KOAT Albuquerque, N. M., to cease operation on 860 kc as of May 31 and to resume operation on its regularly licensed facility of 1240 kc with 250 w fulltime on or after June 1.

The Commission's action last week postponed the effective date of its Feb. 4, 1954, grant to KOAT to change from its regular facility to 860 kc, 5 kw day, 1 kw directional night and scheduled a hearing on the grant.

KOA Denver, operating clear channel on 850 kc, had objected to KOAT's move to 860 kc on ground it obliterated its signal from part of New Mexico. The FCC denied the protest and the U. S. Court of Appeals in Washington remanded the case to the Commission for a hearing on the ground that KOA had shown it was likely to be financially injured and thus had standing as a protestant [B•T, April 18].

Kilgore Monopoly Probe Scheduled to Begin June 1

"FULL-SCALE investigation into every significant phase of antitrust and monopoly problems" is promised by Chairman Harley M. Kilgore (D-W.Va.) of the Senate Antimonopoly Subcommittee, which opens two weeks of hearings at 10 a.m. June 1. FTC and Justice Dept. officials are among those scheduled to testify.

— PROFESSIONAL SERVICES —

Kessler Leaves Cohn & Marks, Will Open Own Law Practice

SYLVIA D. KESSLER, former chief of the FCC's Office of Opinions & Reviews, has resigned from the Washington law firm of Cohn & Marks to open her own office. She joined Cohn & Marks in August 1953.



MISS KESSLER

Miss Kessler was born in the District of Columbia and received her law degree in 1936 from Southeastern U. there. After private practice, she joined the FCC in 1943 as legal assistant to the late Comr. Ray C. Wakefield. In February 1952, Miss Kessler became chief of the Office of Opinions & Reviews, the office which writes decisions for the Commission.

Blackburn-Hamilton in S. F.

NEW OFFICE opened in San Francisco by Blackburn-Hamilton Co., media brokers, is located at 111 Sutter St., Suite 340. William T. Stubblefield is in charge of the office. The address is not 235 Montgomery St., as was reported in B•T May 9.

WELCOME – NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

The Sheraton-Park Hotel is at your service

NOW–HOLD SIMULTANEOUS SALES MEETINGS COAST TO COAST



Sheraton Hotels Closed Circuit TV Network

Now — management can talk "face to face" with the entire sales force . . . introduce a new product simultaneously to dealers in all territories . . . get reactions and answer questions from plant personnel scattered all over the country. What's more — all this can be done without pulling a single key man from his district and without paying costly travel expenses!

These are a few of the advantages you gain by using the new Sheraton Closed Circuit Television Network with a two-way audio pick-up — in any Sheraton Hotels in cities from Massachusetts to California (or independent hotels in non-Sheraton cities).

An experienced staff handles production details, assists in all planning, including budgeting and analysis.

LEARN MORE about this newest and most modern way to communicate "in person" at less cost. Write to SHERATON CLOSED CIRCUIT TV, 470 Atlantic Avenue, Boston 10, Mass.

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HOTELS

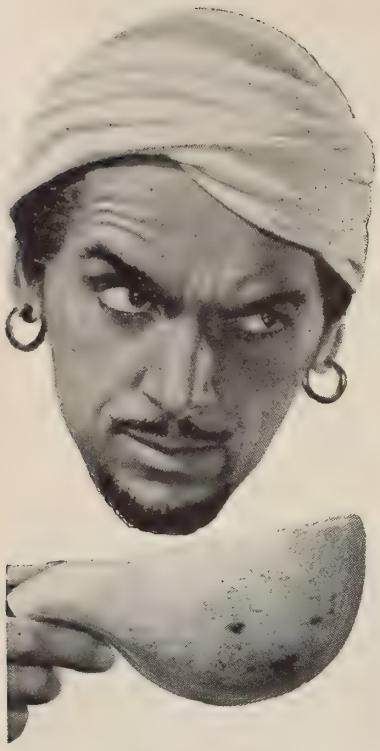
IN THE U. S. A.

AKRON, ALBANY, BALTIMORE, BOSTON, BROOKLINE, Mass., BUFFALO, CHICAGO, CINCINNATI, DETROIT, INDIANAPOLIS, LOS ANGELES, NEW YORK, PASADENA, PROVIDENCE, ROCHESTER, SAN FRANCISCO, SPRINGFIELD, Mass., ST. LOUIS, WASHINGTON

IN CANADA

MONTREAL—Sheraton-Mt. Royal
—The Laurentien
TORONTO—King Edward Sheraton
NIAGARA FALLS—Sheraton-Brock
HAMILTON—Royal Connaught

(Non-Sheraton cities may also be included in the Sheraton TV Network.)



YOUR STAR...

YOUR HOST...

YOUR

SALESMAN:

DOUGLAS

FAIRBANKS JR.

To all moviegoers in the country (and that's just about everybody) "Fairbanks" is a magic name. It promises action... danger... excitement. And "Fairbanks" lives up to that promise as producer-host of every show, star of one out of four in the sponsor-proven TV film series:

"DOUGLAS FAIRBANKS JR. PRESENTS"

CONVENTION HDQRS.
SUITE C-200
SHOREHAM HOTEL

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.

CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

CBS RADIO CHARTS ONE RATE, MAINTAINS IT'S NOT A CUT

Plan would replace and reportedly equal present rates that have complicated discount arrangements. It would not result in lowered charges, affiliates are assured.

A SINGLE rate for all time periods on CBS Radio—week days, week nights and weekends—is being considered by network officials to simplify the current structure which produces virtually the same result for the advertiser via elaborate discount arrangements, it was reported last week.

Members of the excutive committee of the CBS Radio Affiliates Assn.'s board of directors, meeting with network officials in New York last Monday and Tuesday in preparation for a meeting of the association's full board in Washington today (Monday), said they had long been assured by top CBS and CBS Radio authorities that such a simplification would not involve lowered charges to advertisers.

On the other hand, they said, a single rate for all time periods would mean a slight increase for Saturday and Sunday time, which currently is priced somewhat lower than Monday-through-Friday segments. At present, Monday-Friday evening periods carry a higher rate than daytime segments, but the actual cost is equalized through discounts.

If CBS Radio proposes to reduce affiliates' compensation for carrying network programs, affiliates said, the effort will be resisted. They said they knew of no such proposal, however. Both adoption of a single rate and any change in station compensation, should any be made, presumably would be subject to renegotiation of affiliation contracts between the network and the affiliates individually.

Rates are slated to be one of several subjects up for discussion at today's affiliates board meeting, to start this morning with a session of the board alone and followed by a luncheon and perhaps afternoon meeting with top network officials.

Plans for the annual convention of all CBS Radio affiliates, scheduled Sept. 12-13 in Detroit, are expected to rank high on today's board agenda.

Other discussions are expected to range across such subjects as co-op programs, including the charges and arrangements therefor; Daylight Saving Time and its effects and the matter of charges for taping programs for non-DST stations; station clearances, and research activities.

Executive committee members at last week's meeting, held with new President Arthur Hull Hayes and other key officials of the network, included John F. Patt, WJR Detroit, chairman of the affiliates board as well as of the executive committee; Victor A. Sholis, WHAS Louisville; George B. Storer, Storer Broadcasting Co.; Saul Haas, KIRO Seattle, and Kenyon Brown, KWFT Wichita Falls, Tex.

Other members of the affiliates board are Arnold Schoen, WPRO Providence, R. I., secretary-treasurer; George Coleman, WGBI Scranton, Pa.; C. T. Lucy, WRVA Richmond, Va.; John Rivers, WCSC Columbia, S. C.; F. C. Sowell, WLAC Nashville, Tenn.; C. C. Caley, WMBD Peoria, Ill., and Hugh Terry, KLZ Denver.

Three of the nine districts will hold elections this summer. In District 1, Joseph K. Close of WKNE Keene, N. H., and J. Maxim Ryder of WBRY Waterbury, Conn., are running for the board seat now held by Mr. Schoen. In District 2, Mr. Coleman of WGBI, C. Grover DeLaney of WHEC Rochester, N. Y., and Keith W. Horton of WELM Elmira are seeking the seat now held by Mr. Coleman (who is eligible for the contest only because he has not served a full term, having been named to fill out the term of I. E. Lounsberry), and in District 3, John S. Hayes of WTOP Washington and Donald Thornburgh of WCAU Philadelphia are running for the seat now held by Mr. Lucy.

The directors from the nine districts elect three directors-at-large to round out the board membership. These three—who are eligible for re-election but serve only one-year terms as against three-year terms for district directors—currently are chairman Patt and Messrs. Storer and Sholis.

The affiliates association now numbers approximately 175 members, a gain of 10 over the total a year ago. Officials hope to bring the number to around 200 by the time of the Detroit convention. CBS Radio currently has 221 affiliates.

CBS-TV GETS PCC, BIG TEN FOOTBALL

PLANS for telecasting top football games of the Big Ten and the Pacific Coast conferences on a regional basis this fall were revealed to CBS-TV affiliates meeting in New York last week. (See other stories, page 116.)

A joint announcement was made in New York Thursday by Sig Mickelson, CBS vice president in charge of news and public affairs, and K. L. (Tug) Wilson, commissioner of the Big Ten, revealing some of the details of the Big Ten pact.

Included in the Big Ten arrangement is an agreement to telecast for the second straight year CBS-TV's coverage of the conference's basketball games in December.

No details of sponsorship nor price of the games were disclosed, although Mr. Mickelson said that a national sponsor, picking up the tab for the whole Big Ten football package, would be preferred over a game-by-game sale to different advertisers.

Under the agreement, CBS-TV has the right to select the games to be telecast as the season progresses. On an estimate basis, these are the dates and games available for regional telecast:

Sept. 24—Washington vs. Minnesota at Minneapolis; Oct. 8—Wisconsin vs. Purdue at Lafayette, Ind.; Oct. 22—Michigan vs. Minnesota at Minneapolis; Nov. 5—Wisconsin vs. Northwestern at Evanston, Ill., and Nov. 12—Iowa vs. Ohio State at Columbus.

Mr. Mickelson said CBS-TV also expected within "a short time" similar regional agreements with eastern colleges, principally in the New England and middle Atlantic regions.

As of Thursday, CBS-TV had this tentative schedule for Pacific Coast games: Sept. 24—California vs. Illinois and (at Stanford only) Oregon vs. San Francisco; Oct. 8—Washington vs. U. of So. Calif.; Oct. 22—Washington vs. Stanford; Nov. 5—Washington State vs.

Oregon, and Nov. 12—Oregon State vs. California.

Although announcers have not yet been designated, Mr. Mickelson said sportscaster Tom Harmon probably would be assigned to do the west coast telecasts.

It was explained that the decision to telecast conference games was premised on the belief that national games do not hold the strength of interest enjoyed in football-minded areas such as the states supporting the Big Ten.

Mr. Mickelson said the agreements were entered into by CBS-TV because of the network's belief that the game telecasts would "build intensive viewer interest" and bring to the tv screens those games "closest to the viewers."

Mr. Wilson was asked if the Big Ten, on the basis of the experience with the basketball schedule that was telecast, could expect an increase or decline in actual football attendance next season. He said the Big Ten did not know at this time what effect tv had on basketball or what it would have on football but that advance "football ticket sales have exceeded anything we have had to date. We are happy to bring the games back to the people who pay the bills."

Asked to what extent the gate was "hurt" during the last basketball season as compared to previous attendance, Mr. Wilson answered that it was "very small." Proceeds from sale of the games, Mr. Wilson said, would be divided among the member Big Ten schools—and "of course will mean more money for them."

Another sports event to be on CBS-TV nationally, Mr. Mickelson said, is the National Collegiate Athletic Assn.'s track and field meet, to be held in Los Angeles on June 18.

CBS-TV PLANS TEN 90-MINUTE SHOWS, 17 NEW NIGHTTIME SERIES FOR FALL

Network's affiliates meeting in New York hear Network Program Vice President Hubbell Robinson Jr. tell of revamped schedule to meet competition from other tv networks. Color plans and coverage of sporting events were also agenda items.

THE PROGRAM schedule which CBS-TV plans to pit against the lineups of rival networks this fall—including ten 90-minute Saturday night specials, with Noel Coward starring in three and Bing Crosby in two—was outlined to CBS-TV affiliates last Thursday by Network Programs Vice President Hubbell Robinson Jr.

The program plans, which also include 17 new half-hour nighttime series, shared honors at the first general conference of CBS-TV affiliates, held Thursday and Friday at the Waldorf-Astoria in New York, with such diverse agenda subjects as subscription television (see story, page 27) and CBS-TV policy statement opposing pay-tv, (on page 28), plans for color, arrangements for regional telecasts of Big Ten and Pacific Coast Conference collegiate football and other sports events (opposite page), and election of the first permanent CBS-TV Affiliates Advisory Board (page 116).

An estimated 300-plus officials of CBS-TV affiliated stations were on hand for the two-day meeting. First-day speakers included Dr. Frank Stanton, president of CBS Inc.; CBS-TV President J. L. Van Volkenburg; Programs Vice President Robinson, and Sig Mickelson, CBS vice president in charge of news and public affairs. The Friday agenda included an informal luncheon address by FCC Chairman George C. McConnaughey and business session speeches by a number of CBS-TV department heads including William B. Lodge, vice president in charge of engineering; John P. Cowden, operations director, advertising and sales promotion department, and Charles Oppenheim, public relations director.

President Van Volkenburg said color tv plans for fall encompass at least two weekly programs on a regular basis, a "majority" of the ten-hour-and-a-half specials, all of some *Omnibus* programs and segments of others, plus the Chrysler Corp.'s hour-long *Shower of Stars* presentations, which also were carried in color during the past season.

Jack Benny will be starred in six of the *Shower of Stars* programs in addition to his alternate-Sunday series. Three of the six will be written especially for him; the first, now in preparation, is by F. Hugh Herbert, author of "The Moon Is Blue" while the two others will be musicals, one featuring a full symphony orchestra.

Mr. Robinson said that among the Saturday night 90-minute specials—which will run from 9:30 to 11 p.m. EST, every four weeks—the first of Noel Coward's three shows will co-star

ZOOMING TO INSTANT TOP RATING IN EVERY MARKET!

THE LITTLE RASCALS



THE AMAZING RASCALS COMBINE SOLID ENTERTAINMENT WITH FULL FAMILY ACCEPTANCE!

The big talk at the convention is about the big pull of 'THE LITTLE RASCALS.' They grab the big audience instantly, spectacularly! Yes, everybody, everywhere, loves 'THE LITTLE RASCALS' — the youngsters, the adults, and especially the man whose business it is to sell merchandise!

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Mary Martin with the British actor-author and the two others will be Mr. Coward's own "Blithe Spirit" and "Peace In Our Time."

The two Bing Crosby specials will be plays with music, identified by Mr. Robinson as Thornton Wilder's "Our Town" and Maxwell Anderson's "High Tor." Of the five remaining specials, three will be produced by Paul Gregory, who conceived, produced and staged "Don Juan in Hell" and "John Brown's Body" and whose "Three for Tonight" is currently playing on Broadway. The first Gregory special for CBS-TV will be "The Big Banjo," story of American minstrelsy, with a name cast.

Night by night, here are highlights of the fall schedule reported by Mr. Robinson:

The 7:30-8 p.m. block Monday through Friday will be programmed with "wholesome, family entertainment of high quality, with the accent on action and adventure." On Monday night Johnson & Johnson will sponsor *Adventures of Robin Hood* in this spot; Tuesdays, Whitehall Pharmacal Co. will sponsor *Name that Tune*; Wednesday nights will see *Brave Eagle* in that period; Thursday, Quaker Oats will sponsor *Sergeant Preston of the Yukon* and on Friday will have *My Friend Flicka*. The Monday night schedule from 8 p.m. onward will be unchanged.

Tuesday night, however, will be "re-programmed almost in its entirety." The *Phil Silvers' Show* will start off at 8 p.m. followed by the new Marie Wilson series, *Miss Pepperdine*, at 8:30. *Joe and Mabel*, described by Mr. Robinson as expected to be "one of the season's big sleepers," will go in at 9 p.m. and the revamped *Red Skelton Show* will resume at 9:30. *The $64,000 Question*, which looks as though it should be the blockbuster of all giveaway programs, goes into the 10 p.m. segment, and Ed Murrow's *See It Now* is slated to continue at 10:30.

Wednesday night's main change will bring two new occupants into the 10-11 hour: *United States Steel Hour* alternating with General Electric Co.'s *20th Century-Fox* series. Mr. Robinson told the affiliates that in its new time spot *Steel Hour* "should have the chance to reach the rating heights it was unable to achieve before," and that the *20th Century-Fox* series "is being planned to consist of top picture names in top picture properties. They will have the budget and the creative resources to make it outstanding television entertainment."

Approximately 50% of Thursday night's schedule will be new. A new documentary called *Wanted*, with each half-hour dealing factually with people and events leading to the crime for which a criminal is wanted, is slated at 8-8:30. Chrysler's *Climax* (*Shower of Stars* one week in four) will be back from 8:30-9:30, and *Four Star Playhouse* will resume at 9:30. The new *Johnny Carson Show* is slated from 10-10:30 and Mr. Robinson said "we are so confident" about the young comic that "we are currently formulating plans and discussing with advertisers the extension of this show into a full-hour revue."

The Friday night schedule will remain unchanged following the introduction of *My Friend Flicka* at 7:30-8 p.m.

The regular Saturday night lineup will start with *Stage Show*, followed by Jackie Gleason's *The Honeymooners*. Then at 9:30 will come a new comedy, *The Four of Us*, starring Janis Paige, with *Gunsmoke* next at 10 p.m.

On Sunday nights, Ed Sullivan's *Toast of the Town* will continue in the 8-9 period. *General Electric Theatre* will remain at 9-9:30. The new *Alfred Hitchcock Series* goes into the 9:30-10 segment, to be followed by another new show on which "we are working with agency and client now."

ABC'S GOLDENSON SEES BRIGHT FUTURE

Stockholders meeting hears AB-PT president speak out on his confidence in radio and tv. First and second quarter profits for 1955 are ahead of those for the same periods last year.

BRIGHT FUTURE for the ABC Div. of AB-PT during the remainder of 1955 was pictured by Leonard H. Goldenson, president of AB-PT, at the annual stockholders meeting last Tuesday in New York.

Mr. Goldenson reported that the first quarter for ABC "was profitable and substantially ahead of last year," and that earnings in the second quarter are "running well ahead" of the same period of 1954. He enumerated in some detail ABC-TV's fall programming plans, including *Mickey Mouse Club, Warner Bros. Presents* and the new Bishop Sheen program, and added:

"Figures do not tell the entire story but tv network time sales for program renewals and new programs beginning this summer and this coming fall, sold since early February of this year, exceed the total network time sales for the entire year of 1954. We feel that ABC's growth in television will continue."

ABC Radio, Mr. Goldenson said, has been operating at "a profitable level, and we feel that radio will continue to be a profitable and vital medium." He told stockholders that radio listening habits have changed because of television, and that consequently ABC Radio has revamped its programming to place emphasis on drama shows for housewives during the daytime and short news programs in the evening.

In reply to a question, Mr. Goldenson said that consideration is being given to diversifying operations by expanding into the electronics and the phonograph record fields. He said that if AB-PT takes positive action, it may acquire an established electronics firm but it would prefer to establish its own record company.

Since AB-PT's activity is substantially in motion picture exhibition, Mr. Goldenson dwelt at length on the value of using tv to encourage attendance at motion picture theatres by promoting motion pictures on television. He cited the *Disneyland* program as an example, pointing out that after the motion picture *20,000 Leagues Under the Sea* was exposed on that program, theatre attendance was very high. He added that the new Warner Bros. tv program also is expected to accomplish the purpose of promoting motion pictures at the theatres.

Mr. Goldenson told stockholders that the company's theatre operating subsidiaries largely are opposed to subscription tv, and said the ABC Div. will take a stand against pay-see tv in proceedings before the FCC. (See subscription-tv story, page 27.)

Most of the questions and comments from stockholders centered around the resignation of ABC commentator Walter Winchell [B•T, March 14]. Mr. Goldenson replied that it had been the decision of the board of directors to accept the proffered resignation of Mr. Winchell, effective the end of this year. Several stockholders suggested that the board ask Mr. Winchell to reconsider, but others expressed approval of the board's action.

Re-elected to the board of directors of AB-PT for a one-year term were Earl E. Anderson, vice president of ABC; John Balaban, president of Balaban & Katz Corp.; A. H. Blank, president of Tri-States Theatre Corp.; John A. Coleman, senior partner, Adler Coleman & Co.; Charles T. Fisher Jr., president of National Bank of Detroit; E. Chester Gersten, president of the Public National Bank & Trust Co. of New York; Walter W. Gross, vice president and general counsel of the corporation; Robert H. Hinckley, vice president of ABC; Robert L. Huffines Jr., president of Textron American Inc.; William T. Kilborn, president of Flannery Mfg. Co.; Robert E. Kintner, president of ABC; Walter P. Marshall, president of Western Union Telegraph Co.; Edward J. Noble, chairman of the board of directors of Life Savers Corp. and chairman of the finance committee of AB-PT; Robert H. O'Brien, financial vice president of the corporation; Robert B. Wilby, president of Alabama Theatres Inc. and North Carolina Theatres Inc.; Owen D. Young, retired, and Mr. Goldenson. Sidney M. Markley, vice president of AB-PT, was elected a director to fill the vacancy caused by the death of Herbert J. Schwartz.

CBS-TV Affiliates Elect Permanent Advisory Board

THE FIRST permanent CBS-TV Affiliates Advisory Board, an 11-man group representing nine regional districts and two Extended Market Plan divisions, was elected Thursday at the first general conference of CBS-TV affiliates in New York.

Named for two-year terms, the board members are:

District 1, Paul Adanti, WHEN-TV Syracuse; District 2, Richard Borel, WBNS-TV Columbus, Ohio; District 3, Glenn Marshall Jr., WMBR-TV Jacksonville; District 4, T. B. Lanford, WJTV (TV) Jackson, Miss.; District 5, Bruce McConnell, WISH-TV Indianapolis; District 6, William B. Quarton, WMT-TV Cedar Rapids, Iowa; District 7, Clyde Rembert, KRLD-TV Dallas; District 8, James Russell, KKTV (TV) Colorado Springs; District 9, Howard Lane, KOIN-TV Portland, Ore.; EMP for the West, Rex Howell, KFXJ-TV Grand Junction, Colo., and EMP for the East, Frank E. Busby, WTVY (TV) Dothan, Ala.

A group, consisting of Mr. Marshall as chairman, Mr. Rembert, E. K. Jett, WMAR-TV Baltimore, and Philip G. Lasky, KPIX (TV) San Francisco, has been functioning as an interim advisory committee for several years. The four members were given a vote of thanks and presented desk cigarette cases by CBS-TV President J. L. Van Volkenburg in appreciation of their services.

Facts Forum Withdraws From 'State of Nation'

HARDY BURT Productions, New York, announced last week that effective June 16, the *State of the Nation* radio program will be presented by Mutual in cooperation with the Hardy Burt organization. On that date, Facts Forum, non-profit public service organization in Dallas, headed by H. L. Hunt, millionaire Texas oilman, will withdraw its support of the program.

Facts Forum has paid production costs for *State of the Nation*, which is carried on 400 Mutual radio stations, as well as for various other radio-tv programs which are made available free of charge to stations. It could not be ascertained from a spokesman for Hardy Burt whether Facts Forum plans to curtail its other radio-tv activities.

A big step toward a Modern Transportation Policy

***On April 18, the White House** released the report of the Presidential Advisory Committee on Transport Policy and Organization calling for a revised national transportation policy. The railroad industry endorses this report as an important contribution toward working out to the best interest of the public the changes in transportation policy which are made necessary by changed competitive conditions.*

In its report, the Advisory Committee finds...

- That the public interest requires the maintenance of a sound and vigorous common carrier transportation system, adequate for an expanding economy in peace and for the national security in war.
- That, in many respects, present government policy prevents — or severely limits — the most economical use of the nation's transportation plant and imposes large and needless costs upon common carriers and so upon travelers, shippers and the consuming public.
- That common carriers should be permitted greater freedom to utilize their economic capabilities in the competitive pricing of their services, so long as their prices do not exceed reasonable maximum rates or are not less than reasonable minimum rates fixed by the Interstate Commerce Commission.
- That the cornerstone of a modernized regulatory program under a system of dynamic competition is increased reliance on competitive forces in rate making, to enable each form of transport to reflect its abilities by aggressive experimentation in rates and service in order to demonstrate to the full its possibilities for service to the shipping and traveling public.

The report of the Presidential Advisory Committee contains other sound recommendations intended to establish and maintain the "progressive and financially strong system of common carrier transportation" which the committee feels is of "paramount importance to the public interest."

That's why the railroads regard the report of the Presidential Advisory Committee as a distinct step toward greater equality in transportation, with improved service and economy to the public.

Association of American Railroads
WASHINGTON, D. C.

in Virginia use these Selling Personalities

★ Mondays thru Fridays
No Premium Rates

ALDEN AAROE 6 to 7 A.M.
Gets out with the farmers and talks their language.

CARL STUTZ 9 to 10 A.M.
Knows his music. Co-author "Little Things Mean a Lot."

SUNSHINE SUE
5:30 to 5:45 P.M. Sweet talking mistress of ceremonies and selling.

CBS

50,000 Watts
Richmond, Va.
For 29 years a Virginia institution
REPRESENTED BY
CBS RADIO SPOT SALES

WRVA

SESAC

your best

transcription

buy . . .

THE BEST MUSIC SESAC IN AMERICA

475 FIFTH AVENUE NEW YORK

FILM NETWORKING NEAR AT DUMONT

Trend accented as current sponsors put shows on Electronicam film as experiment.

FIRST DuMont moves—audible above a rumbling—toward "film networking" were detected last week with disclosure that all of the network's current sponsors are filming their programs with the Electronicam system on an experimental basis.

DuMont, it was learned, expects the first commercial program filmed by Electronicam (live-film camera) to be on the airwaves "within a few weeks."

As of this week, commercial network time programmed by DuMont has been trimmed to some four hours as compared to the five hours programmed at the time of Electronicam's demonstration in New York [B•T, May 16].

Meanwhile, Ted Bergmann, managing director of the network, said last week that station executives at the NARTB convention this week will "see for themselves the superiority" of Electronicam-filmed programs.

Frequent showings of the system with "typical Electronicam program excerpts" are being held at the network suite, B-200, at the Sheraton-Park Hotel.

Referring to the New York demonstration, Mr. Bergmann said that station managers who saw "what we will shortly be putting on the air are amazed at the quality and agree that the day of the kinescope has ended." He said station executives agree with those concerned with agencies, film producers and program packagers that DuMont has "found a way to offer every station in the country, interconnected or not, programs indistinguishable in quality or effectiveness from the live show as it leaves the studio."

The Electronicam system's use of filming programs at present in New York is in the process of "shakedown," it was said. Although most advertisers reportedly are "in favor" of having their current programs so filmed on the DuMont Network, the majority also are adopting a "wait and see" policy.

DuMont Network officials report they are confident that some advertisers will seek extended station lineups with Electronicam-filmed programs because of the preference for these over kinescope.

Attending the suite will be Mr. Bergmann; John H. Bachem, network general manager; James L. Caddigan, newly-named head of the Electronicam production unit; Rodney D. Chipp, director of engineering; Robert L. Coe, director of station relations, and Edwin G. Koehler, station relations.

Hearst's WISN Milwaukee Joins ABC Radio Network

AFFILIATION of WISN Milwaukee with ABC Radio, effective immediately, was announced Friday by Charles T. Ayres, ABC vice president in charge of the radio network, and D. L. (Tony) Provost, vice president and general manager of the radio and television division of the Hearst Corp., operator of WISN. Station operates with 5 kw on 1150 kc.

Mr. Ayres, noting that ABC was "proud and happy to welcome WISN as the newest member of the ABC family," described the station as one of the oldest in the U. S. and at its debut "a pioneer in an infant industry." He said WISN, a "key station in a key market," would be a strong addition to the ABC Radio lineup.

ANNOUNCING NEW ADVANCED DESIGNS IN REMOTE CONTROL SYSTEMS

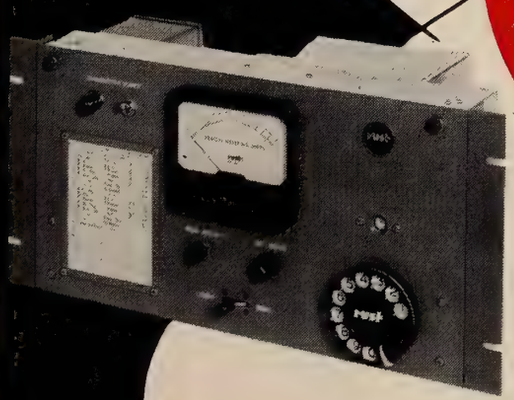
RUST'S TWO NEW MODELS OUTMODE ALL OTHERS ON THE MARKET TODAY!

Inside new modern chassis, lie the most advanced remote control units ever devised. Rust Industrial, pioneers in the field, now announces two new systems that offer performance and dependability never before achieved!

Already proven in actual operation in both full time directional and non-directional stations, where continuous operation is paramount, these systems are *custom-engineered* to each stations requirements . . . and *complete* in every respect. Such features as *simplified design . . . drop-down panel construction . . . no tubes . . . the very finest components,* virtually assure years of trouble-free operation. And Rust facilitates proper installation with complete *interconnecting diagrams* and expert *engineering consulting service.*

Write about these new systems today. Start saving thousands of dollars tomorrow!

RUST
industrial co., inc.
130 SILVER STREET
MANCHESTER, N.H.



NEW!



NEW!

24 FUNCTION SYSTEM

Recommended for use in directional and multi-transmitter installations where up to 24 control and metering functions are required.

10 FUNCTION SYSTEM

Recommended for use in non-directional installations where no more than 10 control and metering functions are required.

See our display at Booth #6, NARTB Show, Washington, D. C. — May 22-27

CALL, WIRE OR WRITE TODAY FOR NEW CATALOGUE

PULSE* PROVES

SAGINAW WNEM-TV HAS 70% AVERAGE SHARE OF AUDIENCE BAY CITY

* All Figures From Pulse Report of Saginaw-Bay-Midland Area January 16, 1955.

MIDLAND

100% YARDSTICK SHARE OF AUDIENCE

STATION	10 A.M. 12 NOON	12-6 P.M.	6-12 P.M.
WNEM-TV	77	72	59
STATION B	20	15	13
STATION C	2	11	26

FLINT

For Complete Details . . . Call Headley Reed, New York, Chicago Mich. Spot Sales-Detroit

312,555 Sets

- $1,986,419,000 SPENDABLE INCOME
- $1,484,325,000 RETAIL SALES
- 1,312,422 POPULATION

FULL POWER • NETWORK COLOR

WNEM-TV

NBC - DUMONT

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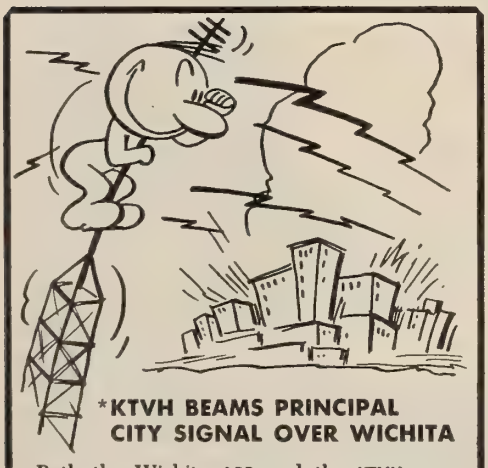
Gerity Broadcasting Co.

WABJ, ADRIAN WPON, PONTIAC

★ ★ ★

JAMES GERITY, JR., President HARRY E. TRAVIS, Gen. Mgr.

WNEM-TV CHANNEL 5 A Gerity STATION



*KTVH BEAMS PRINCIPAL CITY SIGNAL OVER WICHITA

Both the Wichita ARB and the KTVH area PULSE show at least 7 out of 10 leading film and network shows on KTVH. Programming and strength of signal offer you a profitable combination. *Take advantage of it, now!*

*Recent report from the FCC states that KTVH has a principal city signal over Wichita.

KTVH HUTCHINSON

VHF 240,000 WATTS CBS BASIC—DUMONT CHANNEL 12

Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

NBC Radio Teenager Show Planned for Friday Nights

FRIDAY NIGHT will be the only night in the week so far as recording stars' fans are concerned if NBC Radio scores with a new 90-minute show (8:30-10 p.m. EDT) it is starting June 17. Idea of the show, according to John Cleary, director of programs for NBC Radio, is to supply entertainment for youngsters "in keeping with America's Friday night 'party' frame of mind.

Thus, NBC plans for fan clubs of all recording stars to register in a "National Radio Fan Club" to promote the individual star's recordings and to receive certain benefits from club membership, including special discount record purchases and a subscription to a magazine.

A live audience will dance to recordings played on the program in the studio at Radio City, New York. Each half-hour of the program will feature an outstanding record artist who will appear on the program and will speak directly with fans in various parts of the country through special facilities set up with NBC affiliates.

Danzig to Program Post With NBC O&O Stations

APPOINTMENT of Jerry A. Danzig as general executive for programming for NBC o&o stations was announced last Monday by Charles R. Denny, vice president of NBC owned stations and NBC Spot Sales. Mr. Danzig formerly was with CBS-TV, where he served as associate director of network programs, member of program plans board, supervisor of color programs and network producer.



MR. DANZIG

WROW Joins CBS in Fall

AFFILIATION of WROW Albany, N. Y., with CBS Radio, effective Nov. 15, was announced last week by William A. Schudt Jr., vice president in charge of station relations, CBS Radio. The Albany outlet will replace WTRY Troy as the CBS affiliate in the Albany-Schenectady-Troy area.

WROW is owned and operated by the Hudson Valley Bcstg. Co., Albany. General manager of the station is Thomas S. Murphy. CBS Radio affiliates now total 221, Mr. Schudt said.

Hoffer Joins ABC

APPOINTMENT of Jay Hoffer to the promotion and publicity department of ABC as head of advertising and promotion for WABC-AM-TV New York and ABC o&o stations was announced last week by Gene Accas, ABC director of promotion and publicity. Mr. Hoffer was with WJAR-AM-TV Providence as promotion manager.

Martin Heads CBS-TV Talent

PROMOTION of Robert Dale Martin from assistant director to director of CBS-TV's Talent and Casting Dept. was announced last week by Hubbell Robinson Jr., CBS-TV vice president in charge of network programs.



WJRT (TV) Flint, Mich., will affiliate with CBS-TV effective Sept. 1. The contract is approved by (l to r): seated, John F. Patt, president of WJR, The Good Will Station Inc., Detroit; Worth Kramer, vice president-general manager, WJRT; standing, Robert Wood, assistant director, and Ed Shurick, national director, CBS-TV station relations.

NBC Names Bishop

APPOINTMENT of Don Bishop, manager of program publicity in the press department of NBC, as director of publicity for the network's o & o stations, NBC Spot Sales Div. and WRCA-AM-TV New York was announced last week by Charles R. Denny, vice president in charge of NBC o & o stations and NBC Spot Sales, and Hamilton Shea, vice president in charge of WRCA-AM-TV.

Mr. Bishop succeeds Robert F. Blake, who resigned to join CBS-TV [B•T, April 25].

Greaves to New NBC Post

GEORGE GREAVES, general manager of KNBC San Francisco, has been named staff assistant to Thomas C. McCray, general manager, NBC Radio, Pacific Div., and of KRCA (TV) Hollywood. Mr. Greaves will assist Mr. McCray in both radio and tv fields in the newly-created position.

W. K. McDaniels, KNBC sales manager, succeeds Mr. Greaves.

Broadway Show on CBS-TV

A BROADWAY SHOW entitled "Three for Tonight," due to close June 18, will be telecast by CBS-TV June 22, 10-11 p.m. EDT. The musical stars Marge and Gower Champion and Harry Belafonte. The telecast, as yet unsponsored, will originate from Hollywood.

Two Wednesday 10-11 p.m. time periods are open alternating with General Electric Co.'s *Front Row Center,* on CBS-TV before the *United States Steel Hour* moves from ABC-TV to CBS-TV on July 6. One period will be filled by "Three for Tonight." Plans for the June 8 time slot have not been set, a CBS spokesman said.

NETWORK PEOPLE

Ray D. Williams, licensee and general manager, WHIT New Bern, N. C., elected secretary-treasurer, Tobacco Network, succeeding **Lester Gould,** WJNC Jacksonville, N. C. TN is composed of nine eastern N. C. radio stations with offices in Raleigh.

Lloyd Sloop, manager, mimeograph dept., ABC Radio Hollywood, to ABC continuity acceptance dept. there as editor; **Bernie Fullmer,** mimeograph dept. assistant manager, succeeds Mr. Sloop.



ASCAP MUSIC

...salesman of the airways!

In 1920 when Station KDKA first startled listeners with the strains of "Avalon" rendered through a carbon mike, ASCAP was six years old with only a handful of members.

Today the broadcasting industry has expanded from a single commercial station to more than 3,000, and the advent of television has revolutionized the airways. The ASCAP membership has grown to more than 3,000 writers and nearly 800 publishers, and its repertory today is truly "the music of America".

Music is the basic program material used on the airways. We the creators of music — and you the broadcasters and telecasters — are mutually dedicated to provide the American Public with the best in entertainment.

In the future, as in the past, broadcasters and telecasters will find ASCAP music the best salesman of the airways — with the strongest listener and sponsor appeal.

THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 MADISON AVENUE, NEW YORK 22, N. Y.

DUMONT SHOWS 'VITASCAN' COLOR PLAN

The new system uses the flying-spot scanner technique. It will permit local color originations quickly and at little cost.

A NEW color tv development in station equipment is being shown for the first time today (Monday) at the NARTB convention in Washington.

The system being announced today by Allen B. DuMont Labs is for originating live color without use of color tv cameras. The novel system, according to DuMont, will permit the small tv station to originate its own color and get it on the air quickly and at little cost. There is no registration problem involved as in the conventional method of originating live programs with the color camera.

A private showing of the system nearly two weeks before the NARTB convention at a DuMont plant in New Jersey demonstrated that pictures were in good registration and color satisfactory.

Adjunct of Multi-Scanner

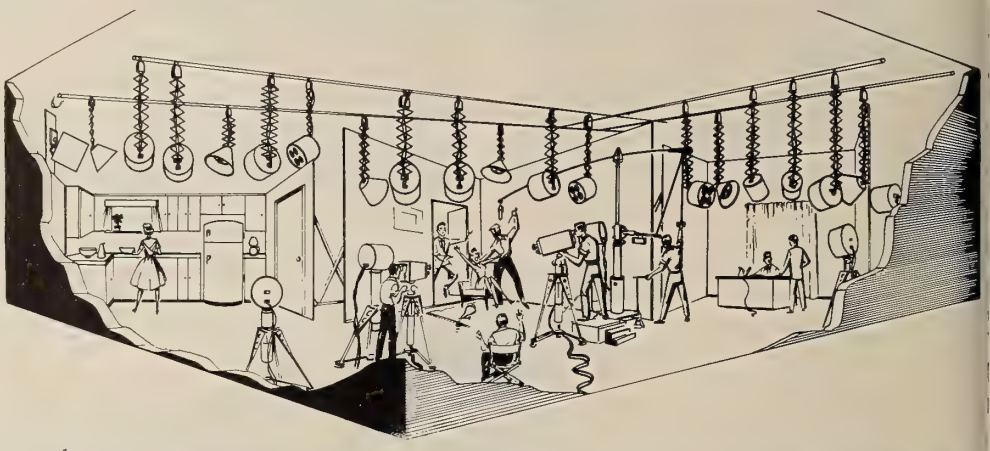
The system is called a "Vitascan" color studio scanner and is an adjunct to the DuMont color Multi-Scanner which has been marketed for some time. Normal delivery of from 30 to 60 days is offered. This is how the color "pickup" works:

A beam of light from a cathode-ray tube "scans" persons or objects being televised—the flying-spot scanner technique. The scanned light that is thus reflected is picked up by multiplier phototubes. These tubes convert the light into an electrical signal that is passed on to a regular standard color transmitter for broadcast.

DuMont points out that the new system will produce live color tv pictures of "highest quality" without the expense of color tv cameras, large studio crews and highly-trained color engineers and without usual problems of color registration.

For the national and local advertiser, DuMont anticipates use of the system to allow quick staging of live commercials of high color quality. It's also designed as "an easy, inexpensive method for producing live closed-circuit commercial telecasts in color.

An advantage of the new system is that it can be installed at a station which already has Multi-Scanner equipment, thus placing the conversion at a very low cost, it is pointed out by DuMont, which estimates it has shipped more than 60 Multi-Scanning units to stations.



SKETCH shows how either mobile or stationary light sources can be used with the "Vitascan" system. The barrel-shaped objects, resembling flood lights, actually are clusters of photo-tubes which pick up the red, green and blue light components used in the color system. These flash on and off 60 times a second to light the studio during the "blanking" intervals when the scanning light is not working. This "fully-lighted dark room" method allows the studio to be lit but prevents the studio lighting from interfering with the scanning light.

It also is estimated that the cost of a color camera is $60-85,000. The DuMont equipment, however, is much lower, it is pointed out, and not only permits "live" color programming but color films and slides as well.

According to DuMont's price listings, stations which already have a monochrome Multi-Scanner can be equipped for live monochrome for $9,207. Stations which already have a color Multi-Scanner can be equipped for live color for $15,692.

Stations which are not equipped with a monochrome Multi-Scanner can be equipped for live monochrome (stationary or mobile) for $18,415. Stations not equipped with a color Multi-Scanner can be equipped for live color (stationary or mobile) for $32,570.

DuMont's monochrome Multi-Scanner provides pickup for 16mm film, transparent slides and glossy or matte opaques. The color Multi-Scanner provides, in general, the same uses. The "Vitascan" unit actually is an addition to permit pick up of local live color. The same light source is used for the scanning process. The studio is illuminated with strobe lighting as compared to floodlighting and the multiplier phototubes (grouped like studio floods) make the pickup.

Thus, in general terms, the "Vitascan" principle could be described as a conventional tv pickup system in reverse. The phototubes are placed in the studio about where the usual floodlights would be in a conventional studio.

According to DuMont, "all that is needed is a light source, a light-tight room, and the necessary clusters of pickup tubes and strobe lights" to operate with the "Vitascan" system.

No "warm up" or "fire up" of color equipment is necessary. The time used to turn on the system corresponds to about the time it takes to turn on a home tv receiver. Only one

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the only Services you can
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The Complete Standard Program Library
• over 5000 musical selections • over 400 commercial aids

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A new addition to the proven KTR series†



The ultimate in simplicity and portability. Only 4 compact units per system.

- Uses stable, dependable one watt Klystron
- Reliable, low cost, powerful operation
- Frequency range—6875-7125 mc
- For STL, Remote, Intercity, Network interconnection
- Monochrome or Compatible Color with Audio Channel

Model KTR-1000E available soon for common carrier band.

† In use by leading TV stations throughout the U.S.A.—names on request.

RAYTHEON

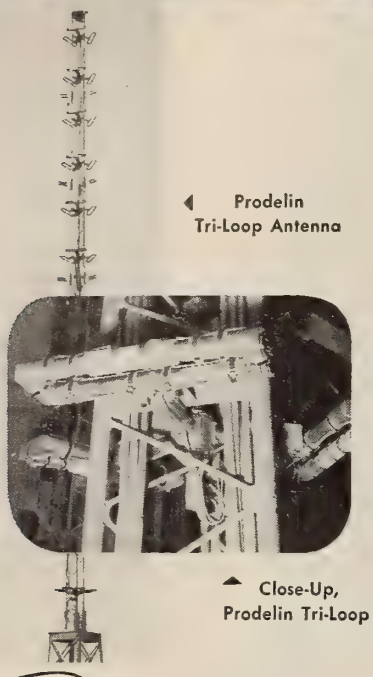
Excellence in Electronics

RAYTHEON MANUFACTURING COMPANY

Equipment Marketing Division, Waltham 54, Mass.

See Raytheon's exhibit at booth 31, NARTB show, May 22-27, Shoreham Hotel, Washington, D. C.

TV BROADCAST ANTENNA SYSTEMS?



◀ Prodelin Tri-Loop Antenna

▲ Close-Up, Prodelin Tri-Loop

Prodelin

"Job Packaging"
is the COMPLETE ANSWER

Supply Prodelin with only your specifications, and Prodelin will deliver a complete antenna system—*systematized* to your particular job, with *matched components* and *installation-ready* at your site, when you need it!

ANTENNA SYSTEMS:
- ANTENNAS — VHF TRI-LOOP

ANTENNA ACCESSORIES:
- DE-ICING KITS

TRANSMISSION LINE AND ACCESSORIES:
- COAXIAL CABLE (AM-FM and TV)
- WAVEGUIDE
- COUPLINGS
- ELBOWS
- BENDS
- TRANSITIONS
- FITTINGS
- HANGERS
- DEHYDRATING EQUIPMENT

RF FILTERS:
- TELEPLEXER
- NOTCH DIPLEXER
- GHOST ELIMINATOR

See us at the NARTB Show. Booth 29

WRITE FOR SPECIFIC INFORMATION

Prodelin Inc

307 Bergen Ave. Kearny, N. J.

man is needed to turn on the system and then operate it.

According to DuMont, it takes hours to warm up regular color cameras before each broadcast and "even then, their operating techniques change and drift, and demand frequent readjustment."

In its present form, the use of "Vitascan" is limited. The system cannot be used where the light source cannot be controlled. Thus, there is no intention for the system to be utilized in daylight or in studios which are lighted from sources other than stroboscopic. DuMont also has mobile "Vitascan" equipment which permits studio dollying and other movement.

Programming adaptable to the system, according to DuMont, would include news commentaries, debates, panel discussions, speeches, commercial showings of products and other programs not requiring extensive movement of studio apparatus.

RCA Reveals Equipment To Color B-&-W Commercials

PRODUCTION of special color-effects equipment that will enable broadcasters to originate tv commercials, program titles and station identification in color from black-and-white slides and artwork was announced last week by A. R. Hopkins, manager of broadcast equipment marketing, Engineering Products Div., RCA.

The new equipment, to be exhibited at the NARTB convention, enables stations without live or film color cameras to obviate a return to monochrome during station breaks in network color programs by originating spot commercials and station IDs in color, it was explained.

Mr. Hopkins said the equipment permits electronic addition of up to 24 different pre-selected colors to the black and to the white portions of a monochrome picture. All the units are standard for colorcasting and can be used by the station when it converts its facilities for origination of local tv programs.

An RCA colorplexer which produces the various color combinations is the essential color-adding element of the color effects equipment. Both the blanking and the signal from the monochrome camera which views the black-and-white slide or artwork are fed into the blue-green-red color channels of the colorplexer. The color combinations produced vary according to the combination of channels into which the blanking and black-and-white signal are fed.

Electronic Components Shown to Distributors

MILLIONS of dollars of component equipment, including newest developments in tape and high fidelity products, were exhibited at the Electronic Parts Distributors Show in Chicago last week.

The show drew over 9,000 distributors from the U. S. and 23 foreign countries to the Conrad Hilton Hotel as parts-makers displayed 15 different major types of wares.

Winston Electronics Inc. showed a new tv test instrument (a circuit analyzer) for color or monochrome application, designed to trouble-shoot horizontal and vertical deflection circuits.

New "Irish brand long playing tape" promising 50% more playing time over standard tapes on the same reel was exhibited by ORRadio Inc. The tape provides up to six hours more time at 1⅞ inches per second speed. Officials felt it would expand the market for pre-recorded tapes, broadcast station application, background music in business and industry and the home recorder field.

BONFIG TO HEAD CBS-COLUMBIA

H. C. BONFIG, vice president and director of sales of Zenith Radio Corp., last week was named president of CBS-Columbia, tv and radio receiver manufacturing division of CBS Inc. He succeeds Seymour Mintz, resigned.



MR. BONFIG

Appointment of Leonard C. Truesdell to succeed Mr. Bonfig effective immediately also was announced last week by E. F. McDonald Jr., Zenith president.

The resignation of Mr. Mintz and appointment of Mr. Bonfig were announced by CBS President Frank Stanton. Mr. Mintz' future plans were not disclosed. A former vice president of Admiral Corp., he had headed CBS-Columbia since March 1, 1954.

Mr. Bonfig has been a vice president of Zenith for 11 years and formerly was commercial vice president of RCA. His home is at Winnetka, Ill. CBS-Columbia's main offices and plant are in Long Island City, N. Y.

Mr. Truesdell has been vice president in charge of radio-tv sales at Zenith since April 1950. He joined the firm a year earlier as sales manager for home instruments.

First Quarter Tv Shipments Up 300,000 Over '54 Figure

TELEVISION set shipments to dealers during the first quarter of 1955 totaled 1,968,347, over 300,000 more than the 1954 figure, according to Radio-Electronics-Tv Mfrs. Assn. March shipments totaled 690,097 compared to 640,771 in February and 582,839 shipped in March 1954.

Following are tv set shipments to dealers by states for the first quarter of 1955:

State	Total	State	Total
Alabama	35,180	New Jersey	60,216
Arizona	10,941	New Mexico	6,320
Arkansas	24,124	New York	187,003
California	144,335	North Carolina	51,752
Colorado	14,339	North Dakota	7,729
Connecticut	26,981	Ohio	100,647
Delaware	3,855	Oklahoma	29,675
District of Columbia	19,628	Oregon	25,787
Florida	61,153	Pennsylvania	125,252
Georgia	40,268	Rhode Island	9,416
Idaho	9,380	South Carolina	29,607
Illinois	108,071	South Dakota	6,211
Indiana	52,994	Tennessee	43,755
Iowa	32,215	Texas	114,675
Kansas	29,057	Utah	7,812
Kentucky	37,014	Vermont	7,729
Louisiana	39,687	Virginia	37,479
Maine	15,502	Washington	34,009
Maryland	26,388	West Virginia	22,025
Massachusetts	55,860	Wisconsin	43,883
Michigan	78,431	Wyoming	1,970
Minnesota	36,326		
Mississippi	18,526	U. S. TOTAL	1,962,726
Missouri	54,829	Alaska	2,360
Montana	6,468	Hawaii	3,261
Nebraska	18,670		
Nevada	2,332	GRAND TOTAL	1,968,347
New Hamphire	7,271		

GE Names Harry Thorson

HARRY L. THORSON, manager of the television camera tube project of General Electric Co., has been appointed manager of transmitting tube product engineering, it was announced last week by Charles M. Young, engineering manager.

In his new post, Mr. Thorson is responsible for all product design of gaseous discharge power control tubes, vacuum rectifiers and power tubes and camera and storage tubes.

ZENITH INVITES MEMBERS AND GUESTS OF THE NARTB

TO A DEMONSTRATION OF

PHONEVISION

ZENITH'S TESTED AND PROVED SYSTEM OF

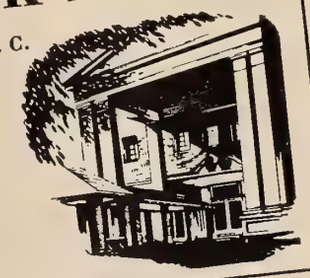
SUBSCRIPTION TV

SUITE 800G

Sheraton Park Hotel

WASHINGTON, D. C.

Tuesday, May 24, through
Friday, May 27, inclusive
Every hour on the hour,
11 A.M. to 8 P.M.



SEE the first industry demonstration of the Phonevision Aircode system and its associated equipment.

SEE a demonstration which duplicates the entire Phonevision operation as it would be established in a community. You will see transmitting equipment, computers, and receiving apparatus installed on many television sets of different brands and models.

Discuss with Zenith officials all operational details of Phonevision, such as revenue and profit potential, business relationships, programming, etc.

BE OUR GUESTS THIS WEEK AT THE SHERATON PARK HOTEL, SUITE 800G.

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25 years of development in subscription television

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For the very Pleasant Association we have enjoyed working with the Advertising Agencies of the Great Pacific Northwest . . . Which find it Profitable for their Clients to Use Our List of Radio and Television Stations ! ! !

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SESAC

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that's lowest in cost

for a complete program service



475 FIFTH AVENUE NEW YORK

Color Will Increase Tv Sales To Over $2 Billion Annually

TELEVISION, now a billion dollar industry, with color "will top two billion annually" in gross sales of receivers, according to Robert A. Seidel, executive vice president of RCA's consumer products. Mr. Seidel spoke to members of the National Appliance & Radio-Television Dealers Assn. in Milwaukee Wednesday.

Mr. Seidel said that while factors are lining up to bring more of color tv to the American public, black-and-white tv continues at a good pace, offering unprecedented values and service. He cited the decision of some manufacturers, including RCA, to offer compatible color receivers (RCA's suggested list price is $795 and $895), which, he said, "in no way changes the great future of black-and-white television." He said retail merchandisers—the dealers—have a greater opportunity "for progress and profit than at any time since the early kick-off days of television."

RCA's color set line, two new 21-inch receivers, will be available in limited quantities beginning in early June, he said.

Tv, Radio Receiver Sales Run Ahead of Last Year

RETAIL sales of tv and radio sets increased during the first quarter compared to 1954, according to Radio-Electronics-Tv Mfrs. Assn. Tv sales totaled 669,794 sets in March compared to 626,613 in February and 505,493 in March 1954. First-quarter tv sales totaled 1,943,992 units compared to 1,773,427 year ago.

Radio set sales (not including auto sets which are sold to factories) totaled 451,049 in March compared to 320,042 in February and 486,034 in March 1954. First-quarter radio sales in retail stores totaled 1,246,038 compared to 1,059,336 in the same 1954 period. Production of auto receivers in the first quarter totaled 1,945,604 sets. March was a five-week reporting period.

Sylvania Expands at Waltham

SYLVANIA ELECTRIC Products Inc. announced last week it is increasing by 50% the size of its new electronics laboratory nearing completion in Waltham, Mass. Henry Lehne, general manager of Sylvania's Electronic System Div., said that because of the company's "continuous expansion" in the electronics industry, the size of the new facility is being enlarged from 80,000 to 120,000 sq. ft.

DuMont Promotes Zusi

APPOINTMENT of Fred C. Zusi as sales engineer for industrial electronics for Allen B. DuMont Labs, Clifton, N. J., was announced last week by Emil G. Nichols, technical sales manager. Mr. Zusi, who has been with DuMont since 1952, has most recently been in charge of applications engineering for the company's technical sales department.

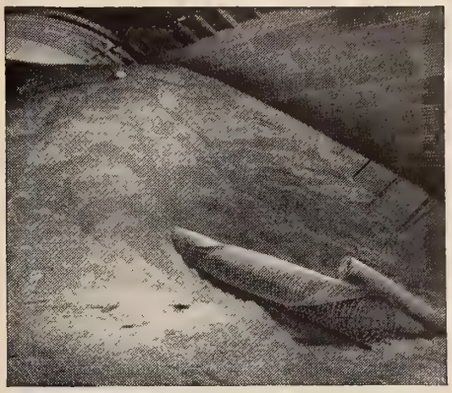
DuMont Sales Realignment

MOVE to strengthen DuMont tv receiver sales at distributor and dealer levels has been made by William C. Scales, division manager, in announcing appointment of four new field sales managers. They are: Richard F. O'Brion, national field sales manager; Robert Cheshire, New England-Mid-Atlantic manager; A. G. Evans, New York State manager; C. J. Molthop, Midwest manager.

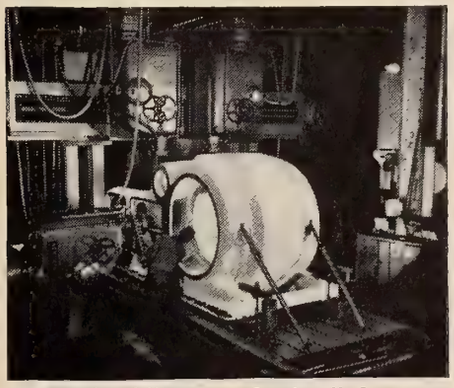
Only STEEL can do so many jobs so well



Steel Diet for Golf Shoes. If you play 18 holes of golf on a normal course, you take about 12,000 steps, so a light shoe is very important. The world's largest golf shoe manufacturer found a way to reduce weight by 1/3 —by *adding* steel construction. The spikes screw into an inner sole plate made from USS Stainless Steel. The resulting shoe is featherlight, flexible as your foot, and you never feel the spikes.



Wheat Suffocation. Stored wheat needs lots of air, or it will mildew and rot. Giant-sized USS American Quality Springs are covered with Cyclone Insect Screening to form tunnels through the wheat piles. Air is pumped through under pressure to ventilate the wheat, and keep it sweet and dry.



Thousands of Horses... Coming Up! It takes gasoline to get the horsepower out of your automobile, but first it takes horsepower to get the gasoline out of the ground. Shown here is the power frame for a gigantic "Oil-well" slush pump that utilizes nearly 1,000 input horsepower to force mud down into an oil well while it is being drilled. United States Steel makes a complete line of oil drilling, production, pipe line and refining equipment.



Hard as Steel, Soft as Rubber. The wheels of most trolley cars have a hard steel rim, but they are fastened to the hub with a band of tough rubber. These Resilient Steel Wheels, supplied by United States Steel, last longer and ride easier than solid steel wheels.

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This trade-mark is your guide to quality steel

UNITED STATES STEEL

SEE THE UNITED STATES STEEL HOUR. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh, Pa.

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UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY



"State of the Union"

"Dragnet"



Philco 16MM CineScanner

PHILCO

FEATURES

- Provides preview—exclusive with Philco.
- Available in 16MM and 35MM models.
- Quiet, continuous film motion—no intermittent mechanism to cause film wear and damage.
- Cold light source—no burning or discoloring of film.
- Instantaneous run-up with provision for quick starts, stop and reversal.
- Highest quality reproduction in monochrome and color.

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San Francisco 4, Calif.
650 Russ Building

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744 Jackson Place, N. W.

Los Angeles 25, Calif.
10589 Santa Monica Boulevard

Dayton 2, Ohio
Talbott Bldg., 1st & Ludlow Sts.



"Lady in the Dark"

"Babes in Toyland"

CineScanner

...film "star" of network color shows!

Over and over, the Philco CineScanner continues to prove itself the star performer on top-notch network shows: Transforming scenes-on-film to bright, crisp, steady pictures in rich full color . . . **with unequaled simplicity and dependability!**

CineScanner employs the simplest film telecasting technique known. There are no problems of shading or color registration. In fact, **color registration insurance is actually built in!**

Here's how CineScanner works:

A dependable cathode ray tube projects bright "cold" light through the film on to low cost, non-synchronous pickup tubes. Simultaneously, these tubes generate signals for the red, green and blue images—**all from a single scanning tube!** Operation is simple and direct. Costly camera tubes are eliminated. Perfect registration is assured.

CineScanner has other exclusive advantages. A continuous-motion film transport mechanism designed by Philco and built by the Mitchell Camera Company eliminates mechanical shutters and noisy film-damaging intermittents. The film can be started, stopped—run forward and backward—instantaneously!

Install the Philco CineScanner and enjoy this simple, **practical** way of film telecasting. You can start today in monochrome . . . convert tomorrow to color with a simple conversion kit.

For complete information write Dept. BT

PHILCO CORPORATION

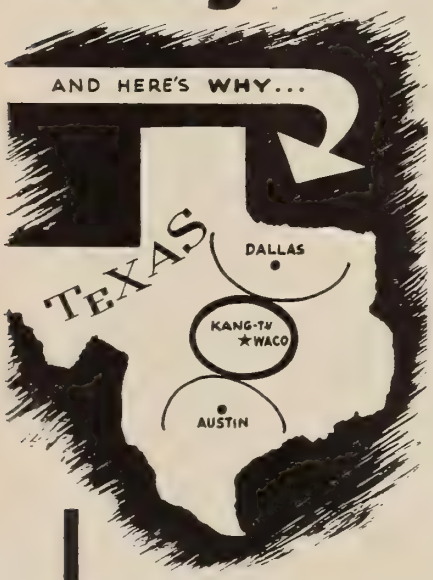
GOVERNMENT AND INDUSTRIAL DIVISION

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QUALITY
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UNDUPLICATED Coverage ON kang-tv



kang-tv
First... in Waco, Texas
Nationally Represented by PAUL H. RAYMER CO., INC.
CBS ★ ABC TV NETWORKS

Best wishes from
W S R S
CLEVELAND
to NARTB and Members
Meeting here is a "Capital" idea
S. R. SAGUE
PRESIDENT
W S R S
CLEVELAND



JOHN WENTWORTH (l), RCA manager of tv terminal equipment engineering, was one of the principal speakers at the State U. of Iowa Color Tv Conference, held last month at Iowa City. Listening as Mr. Wentworth details a new tube are (l to r): John Beeston and Ray Stauffer, WHO-TV Des Moines, and E. B. Kurtz, who is in charge of the university's electrical engineering department.

HALPIN TO SALES POST WITH WESTINGHOUSE

Former DuMont executive appointed assistant general manager in WBC tv-radio division.

DAN D. HALPIN, general sales manager, DuMont television receiver sales division, has been appointed assistant general manager of marketing and general sales of Westinghouse Corp.'s television-radio division, Metuchen, N. J., succeeding Richard L. Sandefur, who has resigned.

Mr. Halpin also has been associated with RCA Victor Division and the Dictograph Products Co.

He is also chairman of the sale managers committee of the Radio-Electronics-Television Mfrs. Assn.

IRE Electron Devices Meet Set for Oct. 24-25 in D. C.

FIRST annual meeting of the professional group on electron devices of the Institute of Radio Engineers will be held Oct. 24-25 at the Shoreham Hotel, Washington, George A. Espersen, Philips Labs Inc. and chairman of the group, has announced. Mr. Espersen said the sessions will "provide an exclusive medium for exchange of engineering information" in the field of electron devices.

Chairman of the Washington meeting will be George D. O'Neill, Sylvania Electric Products Inc. Approximately 1,000 engineers from government and industry are expected to attend the meeting for an exchange of information on advanced developments and applications of both electron tubes and transistors in radio, television, business machines and equipment for the military.

The program will include papers read by scientists and engineers representing various organizations in the United States and foreign countries.

1 + 1 + 1 = 3 Colors

LEE BERRYHILL, chief engineer, KRON-TV San Francisco, and his staff used a little "sleight of camera" to produce color station identifications during a color network show without using color cameras.

They made three color separation title cards and focused a black-and-white camera on each one. Then they fed the signal from each camera into one of the color inputs of the encoder which combined it all into a composite color signal.

GE Portable Tv Line Styled as 'Second Set'

THREE 32-pound portable tv sets, with suggested list prices starting at $99.95, have been added to the General Electric line, it was announced last week by Paul H. Leslie, monochrome tv sales manager for the company's radio and television department in Syracuse, N. Y. Mr. Leslie felt the sets will be GE's answer to a growing demand for a second tv set in the home. The sets have 14-inch picture tubes.

Distribution of the portable is expected to be nationwide by July, Mr. Leslie said. He predicted the new portable will be useful in hotels, for invalids, for children, in game rooms, kitchens, bedrooms, porches or outdoor living areas.

Admiral Sales, Earnings Dip

DROP in sales of 11% and net earnings of 18% for the first quarter of 1955 has been reported for Admiral Corp. by John B. Huarisa, executive vice president and treasurer.

Sales were tabbed at $50,034,396 as against $55,977,563 for the same period last year, with the decrease attributed to "sharply lower sales to the nation's armed forces." Net earnings fell off from $1,504,044 the first three months of 1954 to $1,238,176 this past quarter. Earnings before taxes were roughly $1.8 million compared to $3.8 million last year.



General Traffic Manager Douglas Dawson of Norton Company tells

"How Norton makes the sparks fly!"

"When a plant's grinding operations break down, their production lines may grind to a halt, too. *We* have to make the sparks fly!" says Doug Dawson.

"The abrasive that can meet specifications — and *gets there first* — gets the order.

"We win those races time after time from our one big plant in Worcester, Mass.

"How? With on-the-ball engineering — and Air Express!

To us, Air Express is like a full warehouse in every community; we can deliver anywhere in the U.S. in a few hours.

"Yet, we actually save money when we use Air Express instead of other air carriers. A typical 25-lb. shipment from Worcester to Chicago, for example, costs $8.85. That's $3.55 cheaper than any other direct air service!

"Those savings add up when you ship as much as 1,000 pounds a day by Air Express, as we do!"

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**

WTVD
DURHAM-RALEIGH
now has
232,020
TV SETS (source: Television Magazine)
More Sets than
JACKSONVILLE, Florida
or
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WTVD
DURHAM-RALEIGH
CHANNEL 11
NBC-ABC
Call HEADLEY-REED

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

Electronics Faces Two Years Of Great Expansion—Folsom

THE ELECTRONICS industry is on "the threshold of its greatest period of expansion" and sales will increase at least 35% in the next two years, RCA President Frank M. Folsom predicted in Chicago last Monday.

Mr. Folsom spoke before 500 RCA employes at the opening of its new distribution center on Chicago's south side. He said that industry sales will approach $14 billion by 1957, having passed the $10 billion mark already.

Mr. Folsom stated:

"Knowing of the new products now in our laboratories and the rate at which additional ones are being developed, it is safe to say that by 1962, regardless of the size of the radio, television and electronics industry, more than half of the volume will be in products and services that do not exist today."

Diddler's Delight

RECALLING the havoc created with its color tv demonstrations at the 1954 convention by technicians who tinkered with cameras and controls, RCA Engineering Products Div. has added special "Diddler's Delight" gear to its demonstration. With a complete live color studio and a film studio operating, RCA has labeled cameras and controls which visitors will be encouraged to operate—without affecting the transmitted color pictures on receivers designed to show performance at its best. "Last year we took the rap for fouled-up transmissions," said John P. Taylor, manager of advertising and sales promotion. "This year the diddlers can operate gear without hurting the pictures that visitors see."

MANUFACTURING SHORTS

Bell Sound Systems Inc., Columbus, Ohio, has announced new portable battery-powered dual track tape recorder, Cub-Corder, designed as fully portable, high quality recording device to aid reporters and others in places where it is impossible to use standard recorders. Utilizing rechangeable non-spill wet battery and 67½ volt B battery, unit will record for one hour at 3¾ ips or 30 minutes at 7½ ips on single 5-in. 600-ft. tape reel. Housed in carrying case approximately size of average brief case, Cub-Corder weighs 12⅞ lbs. and may be carried by handle or shoulder strap. Complete details obtainable from firm at 555 Marion Rd., Columbus 7.

Electromec Inc., Burbank, Calif., announces large screen precision oscilloscopes are now available in console type cabinets. Console oscilloscope utilizes 17-in. rectangular tube and is useful for production test set-ups where work can be placed in front of operator during test. Further information available at console oscilloscope dept., Electromec Inc., 3200 N. San Fernando Blvd., Burbank.

RCA Tube Div., Harrison, N. J., has announced production of new 90° deflecting yoke for replacement use in tv receivers using picture tubes up to 27 inches. Yoke, RCA-237D1, supersedes RCA-219D1 and is smaller, lighter and cheaper.

Raytheon Mfg. Co., Waltham, Mass., announces new portable transistor radio with front and back speaker grilles providing full-



R. J. McELROY (seated), general manager of KWWL-TV Waterloo, Iowa, contracts for RCA equipment, including a 50 kw transmitter which will boost the station to maximum 316 kw power by Aug. 1. L to r (standing): W. G. Eberhart, RCA representative; Don E. Inman, KWWL radio and tv sales director; Robert Buckmaster, legal counsel, and T. W. Kirksey, KWWL radio and tv director of engineering. In addition to going to full power, the ch. 7 station will have a 1,055-ft. above-average-terrain tower and expects to increase its coverage to 328,078 tv homes



Another Truscon Thousand-Footer...

now serving WBAP-TV, FT. WORTH

Everything's big in Texas. No exception is this giant Truscon Guyed Tower which climbs 1030 feet into the air. The tower mounts an 83-foot antenna. Tower and antenna together total 1113 feet. And that's tall . . . even for Texas.

Taller towers such as this are a job for experts only.

Truscon knows towers, can offer you the top talent in towers. With Truscon handling your assignment, you are assured of the skill and experience responsible for the design and construction of many hundreds of towers now standing strong and tall in all types of topography . . . in all kinds of wind and weather.

As a matter of fact, to the best of our knowledge, not one Truscon Guyed Tower has ever failed in any kind of storm.

Truscon builds them for you tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section . . . for AM, FM, TV, and Microwave transmission.

Turn your tower problems over to experts. Your phone call or letter to any Truscon District Office—or to "tower headquarters" in Youngstown—will get your program started without delay.

TRUSCON®

TRUSCON MARK OF MERIT PRODUCTS

TRUSCON STEEL DIVISION
REPUBLIC STEEL

REPUBLIC STEEL

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EXPORT DEPT.: CHRYSLER BLDG., NEW YORK 17, N. Y.

A NAME YOU CAN BUILD ON



NEW **BOLEX** ZOOMING LENS GIVES

through-the-lens viewing •
four-to-one ratio •
finer optical quality •

Two completely new zooming lenses by Som Berthiot: Pan Cinor-70 and Pan Cinor-100. These 14-element lenses offer crystal-clear, corner-to-corner sharp images. Both have through-the-lens viewing, giving sharp, brilliant field of view — regardless of aperture!

Ideal for news shots, grab shots of any subject, and for sports filming. Both lenses are optically sharp at F:2.4.

No parallax problems; focusing is from 7′ to infinity; from 32″ using close-up attachments.

Pan Cinor-70 zooms from 17.5 mm to 70 mm — wide angle to telephoto. Pan Cinor-100 zooms from 25 mm to 100 mm — standard to extreme telephoto. Price including leather case is $449.50. For full details, write address below or see your Bolex dealer.



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PAILLARD PRODUCTS, INC., Dept. BT-5
100 Sixth Avenue, New York 13, N. Y.
Fine Swiss mechanisms since 1814

B-169

THE BUFFALO EVENING NEWS STATION

CBS BASIC
WBEN-TV
CHANNEL 4

WBEN-TV LEADS THE WAY

1st on the air . . . 1st in know how . . . 1st in experience. WBEN-TV, Buffalo's favorite station, is also 1st in Niagara Falls, Olean, Jamestown, Lockport and other Western New York communities. WBEN-TV has high penetration in Toronto and Southern Ontario. Trained and experienced personnel of Buffalo's 1st station are equipped to interpret and handle your advertising needs. . . .

Get the WBEN-TV Story from HARRINGTON, RIGHTER & PARSONS, INC.



PURCHASE of a 50 kw transmitter, antenna and complete terminal facilities from Allen B. DuMont Labs is agreed to by WDBJ-TV Roanoke, Va., ch. 7 station slated to go on the air next fall. L to r: seated, Lewis Radford, DuMont; M. W. Armstead III, president of the Times-World Corp., owner of WDBJ-AM-TV; standing, Ray Jordan, general manager of WDBJ, and Edward J. Newman, WDBJ chief engineer.

directional sound, claiming development is first of its kind in industry.

Gotham Audio Development Corp., N. Y., has announced development of new 150 w power amplifier specifically designed for disc recording, accommodating every cutterhead made for disc recording, including BBC Grampian feedback cutterhead for which feedback circuit connections have been provided, according to company. Firm claims four-position equalizer switch provides correct RIAA recording characteristics as well as level changes for 33 1/3, 45 and 78 rpm records from 30-15,000 cycles.

MANUFACTURING PEOPLE

Leonard F. Cramer, formerly vice president, Avco Mfg. Corp., N. Y., and general manager, Crosley radio-tv div. of Avco, appointed vice president and general manager, tv-radio-phonograph div., Magnavox Co., Ft. Wayne, Ind.

Arthur H. Bolt, sales director, Bell & Howell (motion picture equipment), Chicago, appointed assistant to vice president of western operations, headquartering in Hollywood.

Richard P. Axten, public relations director, Alexander Smith Inc. (soft surface floor coverings), N. Y., appointed public relations director, Raytheon Mfg. Co., Waltham, Mass., effective June 1.

Robert E. Steele appointed New York area public relations manager, General Dynamics Corp., N. Y.

Bernard B. Cohen to General Transistor Corp., N. Y., as works manager.

Sam F. Arn Jr., engineering sales manager, Packard-Bell Co. (radio-tv-electronics), L. A., named sales manager, civilian and military technical electronic products.

Ray McCadam, General Electric Co., Syracuse, N. Y., appointed western region district sales manager, equipment sales organization, tube dept., headquartering in Los Angeles.

Fred C. Zusi, in charge of applications engineering, technical sales dept., Allen B. DuMont Labs, Clifton, N. J., appointed industrial electronics sales engineer.

This message is the twelfth of a series

How do Boeing methods help achieve "More Air Force per dollar"?

Living in the atomic age, we find that each year makes certain facts stand out in sharper relief.

The first such fact, now grasped by all thinking Americans, is that the power to inflict terrible destruction on an enemy is no longer ours alone. We know that nuclear weapons have been produced by the Soviets. We know, too, that the U. S. S. R. has aircraft capable of delivering them. Therefore, the major deterrent to war is now, and must continue to be, the superiority of our own air arm.

At the same time it is clear that a free nation cannot afford to cripple its economy by *wasting* any of the billions of dollars being spent to maintain air superiority.

A double responsibility

The Boeing Airplane Company, as a principal supplier of Strategic Air Command planes, has a double responsibility to the public.

Our first duty is to build the world's most potent bombers and refueling tankers. In doing so we are making weapons for the defense of our country. The consequences of producing aircraft that would place second in the event of international conflict would be unthinkable.

That is why the Boeing tradition of achieving the utmost in quality is more important today than ever before. Not only our management but all of our nearly 65,000 employees are imbued with the idea of building the best that can be built. Research, design and engineering all contribute to that objective.

The company's second and equally vital responsibility is to deliver its product to the Air Force at the lowest possible cost.

"More Air Force per dollar"

That meaningful phrase is a slogan of the Air Materiel Command. And helping to make it a fact is one of Boeing's permanent objectives.

Efficient production is as deeply ingrained in this organization as the urge to build well. It was demonstrated during World War II, in the steadily lowered costs of the B-17 Flying Fortress and the B-29 Superfortress.

More recently, the constant drive for efficiency has broken records in reducing the number of man-hours needed to produce the B-47 Stratojet bomber and the KC-97 tanker. As a result, many millions of dollars have been returned to the U. S. Treasury.

Saving dollars for the taxpayer starts with the design of the aircraft itself. It follows through the planning and setting up of tools and jigs for fast, smooth-flowing production. It is inherent in Boeing's constant emphasis on manufacturing efficiency throughout the production life of the airplane. It is supplemented by workers' suggestions for process improvement—for which scores of cash awards are made each month. Finally, it is highlighted by an extreme cost consciousness throughout the ranks of Boeing management.

Management training pays off

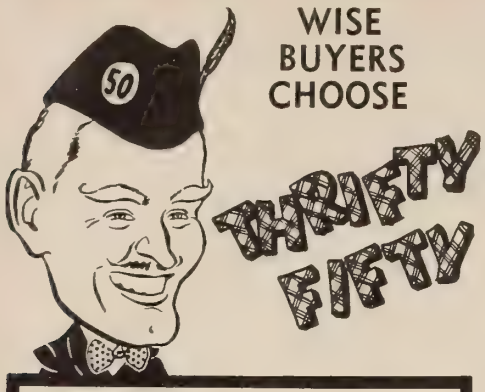
Primary among Boeing's policies is the building of an ever-stronger management team. In an industry producing mechanisms of growing complexity, the manager's role of channeling skills for maximum effectiveness takes on more and more importance. For that reason, thorough training is a must for every man at the management level. Boeing has established programs ranging from a forty-hour course for supervisors to six-week university courses for men in higher positions.

These training programs, along with Boeing's continuing emphasis on efficiency and effective long-range planning, are paying off every day. They are playing a large part in giving America more and better airplanes at lower cost—helping to reach the goal of "More Air Force per dollar."

BOEING AIRPLANE COMPANY

SEATTLE, WASHINGTON; WICHITA, KANSAS

IN EVANSVILLE INDIANA
WISE BUYERS CHOOSE



SALES WITH SHOWMANSHIP
Nancy Thompson
Homemaker Supreme

Every survey for 18 months shows WEHT's NANCY THOMPSON "tops" as the Evansville, Indiana Tri-State's NUMBER 1 Homemaker.

PARTICIPATIONS AVAILABLE

Represented by MEEKER TV and ADAM YOUNG—St. Louis

WEHT
CHANNEL 50



IN PUBLIC INTEREST

McCray Elected '55-56 Head Of R-T-R-A Charities Inc.

THOMAS C. McCRAY, general manager of KRCA (TV) Hollywood, has been elected 1955-56 president of Radio-Television-Recording-Advertising Charities Inc. Other officers are M. J. Rockford, vice president, Music Corp. of America, vice president; James V. Melick, director of production administration, CBS-TV, vice president; Robert P. Myers, attorney, re-elected secretary, and Liz Gould, executive secretary, Radio-Tv Directors Guild, treasurer.

Elected to the board of directors, in addition to the five officers, were C. Burt Oliver, vice president and general manager, Hollywood office, Foote, Cone & Belding Inc.; Ben Alexander, co-star of NBC-AM-TV *Dragnet;* Harold R. Maag, vice preseident and western div. manager, Radio Corp. of America; Hildred Sanders, vice president in charge of radio-tv, Dan B. Miner Co.; Robert L. Redd, vice president in charge of radio-tv, Erwin, Wasey & Co.; Richard A. Moore, vice president and general manager, KTTV (TV) Hollywood, and Walter Tibbals, vice president in charge of west coast production, BBDO.

Fire Film

TEN-MINUTE film depicting its activities was presented to St. Louis Fire Dept. Training School by KWK-TV there and shown publicly in connection with the school's graduation exercises. A film clip was shown on KWK-TV.

KFSD-AM-TV Hits MS

OVER $50,000 in cash and pledged donations to the San Diego Multiple Sclerosis Society was reported after a two-day simulcast on KFSD-AM-TV San Diego. Jack Rourke emceed and produced the program.

'Life in a Radio Station'

CFBC St. John, N.B., used a minstrel show theme for its "Life in a Radio Station" which played four nights in the local YMCA. The show played before 1,100 spectators per performance with funds going to the aid of the YMCA. Publicity for the program was all on CFBC. The production was also put on in nearby Moncton.

Home, Safe Home

A SPECIAL half-minute tv spot has been produced by Lucille Ball and Desi Arnaz, stars of *I Love Lucy,* for use by the National Safety Council. The spot depicts the hazards which have made falls the nation's No. 2 accidental killer. Theme of the campaign is "Don't let home be where the hurt is."

$500 for Education

WDRC Hartford, Conn., has participated in a campaign which netted $500 for two scholarships to be donated by the alumni association of a local high school. The scholarship drive is an annual affair.

$30,000 CP Telethon

CONTRIBUTIONS from the 1955 Cerebral Palsy Telethon conducted by WICS (TV) Springfield, Ill., are expected to exceed $30,000 —$10,000 more than the amount received last year. It was the second annual telethon staged by the station and attracted a grand total of about 18,000 people to a local hotel ballroom for the 18½-hour telecast which featured 47 acts, 11 bands and nine emcees.

Modern Medicine Highlighted

WOAI-TV San Antonio, Tex., is presenting a series on modern medical practice, in cooperation with the Bexar County Medical Society. Two Bexar County physicians appear on the weekly programs to discuss diagnosis and treatment of disease and explain the proper use of new medical discoveries.

Tv Outlines Cancer Cures

WNBK (TV) Cleveland has presented an hour-long special feature dramatizing the possibilities for cure of cancer by means of radioactive isotope treatment. The program was coordinated with the local drive for funds to support the cancer crusade.

Interstate Conclave

A SPECIAL 14 station network carried the initial broadcast of a once-a-month series in which the governors of Pennsylvania, New Jersey and Delaware discussed problems of common interest. The series is originated by WFIL-AM-TV Philadelphia for the tri-state network.

UCP Material Available

UNITED CEREBRAL PALSY has announced that it has color tv slides available for use by stations equipped with color transmitting facilities. The public service organization also has black-and-white slides, telops and semi-animated cartoons for tv stations and has prepared transcriptions, starring name Hollywood actors, for radio use.

Welfare Agencies Given Aid

WTVJ (TV) Miami, Fla., held a "Television Workshop" for representatives of greater Miami's welfare agencies so that the groups could better utilize their public service time in presenting their stories to the viewing public.

Telecast Saves Life

NEW SURGICAL techniques used in treating certain heart conditions were being demonstrated on a WEWS (TV) Cleveland public service program when a viewer recognized the symptoms described by the surgeon as those experienced by his sister. Because of the telecast the operation was performed and the girl can look forward to a normal life instead of the prospect of death in less than two years as had been previously predicted by medical authorities.

'No Second Chance'

A PROGRAM prepared and produced by WJR Detroit to explain the meaning and operation of Conelrad is being distributed to all radio stations in the U. S. and territories by the Federal Civil Defense Administration.

No Second Chance was originally broadcast as a public service over WJR every day for two weeks during different time segments so as to reach all the station's different listening audiences.

WJR produced the show after civil defense surveys and a B•T editorial (Nov. 29, 1954) indicated an urgent need for further public education on Conelrad. The program simulates a Conelrad alert and an enemy air raid complete with sound effects.

Initial program expenses were defrayed by WJR. FCDA is pressing the 3,000 records necessary for distribution.

CAPITAL STOCK COMPANY INSURANCE
Standard protection

PROTECTING YOU IN MORE WAYS THAN YOU KNOW



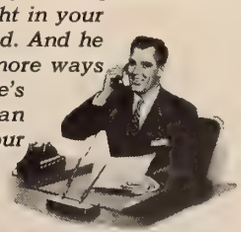
This ad is appearing nationally. To encourage supplementary home town advertising, the National Board, through State insurance agents' associations, provides mats and suggested copy for local insurance boards. These, with other artwork and suggested copy, radio and TV spots, are available to your advertising department.

Putting a new roof over your head . . . fast

DISASTERS OCCUR ALL TOO FREQUENTLY—without warning—from fire, explosion or windstorm. No one knows where or when they will strike. The next one may hit your home. Then you will need help—fast. The capital stock fire insurance companies are ready for just these emergencies. Adjusters are rushed to the disaster to speed up claim payments. Through this "Catastrophe Plan," your capital stock fire insurance company gives you immediate aid so you can quickly rebuild your home, start up business anew and be back on your feet—fast.

Protecting you is our business. Don't take chances—make sure you're protected against loss by fire, explosion and windstorm. You safeguard your health by seeing your doctor and dentist. You can be equally sure you're adequately protected against fire and other disasters by seeing another specialist regularly—your insurance agent or broker. This protection, too, is necessary for your sense of security.

Capital Stock Fire Insurance Companies *are represented by independent local agents or brokers. It's the insurance service that gives you the personal advice of a man right in your own neighborhood. And he protects you in more ways than you know; he's the man who can take care of* ALL *your insurance needs!*



NATIONAL BOARD OF FIRE UNDERWRITERS
85 John Street New York 38, N. Y.
222 West Adams Street, Chicago 6, Illinois
465 California Street, San Francisco 4, Cal.

Now it costs less to sell

MINNEAPOLIS ST. PAUL

Maximum power at minimum cost. Ask your H-R representative about choice availabilities.

ASK H-R

316,000 watts on Channel 9



Offices, Studios, Transmitter
FOSHAY TOWER
Minneapolis
Represented Nationally by H-R TELEVISION, INC.

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WILK-TV
Wilkes-Barre
Scranton
Call Avery-Knodel, Inc.

WBAW Aids Salk Inoculations

WBAW Barnwell, S. C., staged a spot campaign to have local parents give consent for their children to be inoculated with Salk antipolio vaccine. When the announcements started, about 40% of the eligible children had the necessary consent, but after the campaign had been underway for a few days the percentage was near the 100% mark.

Fund Benefits From Store's Loss

CANCER CRUSADERS, during a telethon staged by KGNC-TV Amarillo, Tex., not only auctioned off a load of merchandise intended for fund raising purposes, but got carried away and sold to the highest bidders a 10-foot freezer, a 17-inch tv set and an air conditioner which were part of a commercial of a local furniture and appliance store.

KFAB Starts Ordinance Probe

KFAB Omaha, Neb., claims credit for throwing the spotlight on a "breakdown" in record-keeping at the understaffed city clerk's office there which has resulted in the journal record of general city ordinances falling some five years behind. After KFAB reporter Glenn Desmond probed the logjam, the station aired a broadcast calling attention to the situation.

Funeral Expenses Defrayed

OVER $600 was raised by WAIN Columbia, Ky., to help a destitute local family pay the funeral bills contracted when the family's six-year-old girl drowned in a creek.

WPTR Kicks Off Drive

WPTR Albany, N. Y., was selected by the local committee of the Arthritis & Rheumatism Fund to open its drive for contributions. The station, airing an hour-long broadcast from one of Albany's busiest streets, featured entertainment personalities, an orchestra and a fur fashion show.

Thirty-five Second Record

KVEN Ventura, Calif., aired a missing person bulletin which produced results in record time, the station reports. Thirty-five seconds after the report was broadcast that the whereabouts of a nine-year-old girl were unknown, a KVEN listener called the station and said the girl was seen sleeping in a parked car.

GOC Gains 2,300

CENTRAL IOWA's Ground Observer Corps increased by 2,300 volunteers during the three-week period that WOI-TV Ames, Iowa, conducted a drive in behalf of the group. A special half-hour program, spot announcements, and a running tabulation of new volunteers highlighted the campaign.

WPEN Aids Cancer Fund

WPEN Philadelphia personalities "Pancho" and Larry Brown, co-m.c.'s of the *Mambo Dancing Party*, raised funds for the fight against cancer by getting donations from members of the show's studio audience who had their pictures taken with the stars during the show.

Child Problems Analyzed

KRNT Des Moines, Iowa, has aired a special panel program on "Why Children Blow Off Steam." The program, put on with the cooperation of the local Parent-Teachers Assn. and Drake U., was listened to by 80 individual parent-teacher groups which held discussions on the matter after the radio panel was closed.

WFMY-TV Aids Blood Drive

WFMY-TV Greensboro, N. C., studios and offices were turned into a blood donor center when the North Carolina bloodmobile made its visit in that area. Fifty pints more than the quota were collected.

$260,000 Donation

TIME WORTH $260,000 was donated for public service programming on WHLI Hempstead, N. Y., during 1954, George Ball, station's director of public affairs, has announced. During the year, the station aired 1,174 public service programs and 11,202 public service announcements.

'You and the Law'

WERE Cleveland is presenting a 13-week series of programs, *You and the Law*, which is designed to familiarize the public with common legal problems and methods. The broadcasts are being produced in cooperation with the Cleveland Bar Assn.

City Budgets Discussed

WKNE Keene, N. H., has aired a series of panel programs dealing with the city's budget. It has met with such success, the station feels, that a series on the school budget is planned. The station also is using a saturation campaign of spot announcements urging greater participation in civic affairs on the part of its listeners.

$50,000 for UCP

KGEO-TV Enid, Okla., enriched the United Cerebral Palsy Assn. by $50,000 by broadcasting a 17-hour telethon on its behalf. National and local personalities contributed to the show's success. The station estimated that approximately 17,000 people filed through KGEO-TV studios during the course of the program.

WSTC Urges Fire Caution

WSTC Stamford, Conn., is airing forest fire warnings on all its daily weather reports.

4-H Club Week Marked

DEMONSTRATIONS and explanations of 4-H Club projects were telecast by WICS (TV) Springfield, Ill., during observance of National 4-H Club Week. Besides the daily series WICS also set aside time for several other programs featuring club members and their activities.

WFMY-TV Studies Education

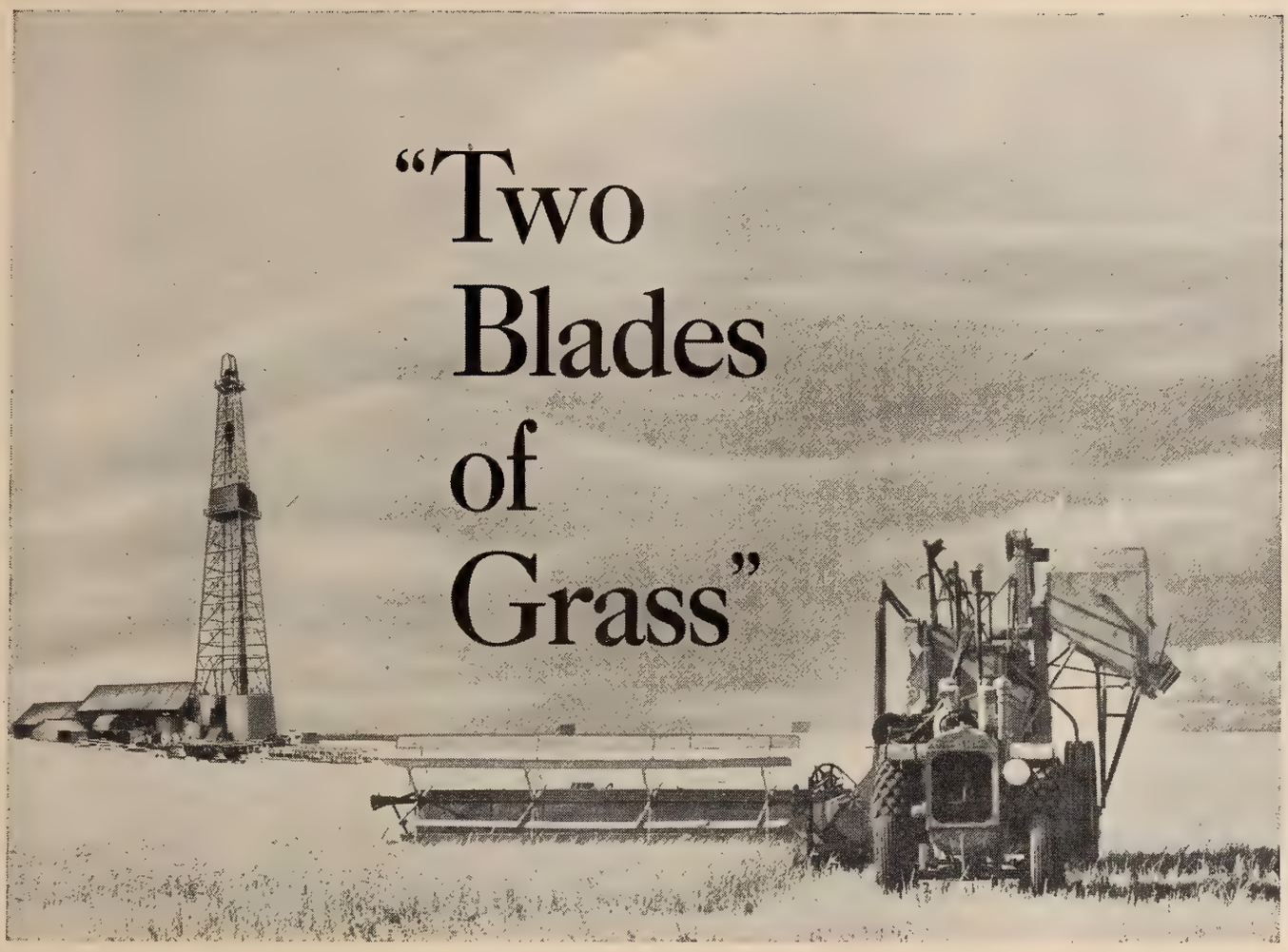
WFMY-TV Greensboro, N. C., is presenting a series, *Your Child at School*, in which various facets of public education are being discussed. The 15-minute-a-week 18-week series is being aired with the cooperation of the North Carolina Education Assn.

Safety Patrols Honored

WGN-TV Chicago honored the nation's school safety patrols and the Chicago Motor Club, which conceived of the patrol idea 32 years ago, by airing a special program in which club, municipal and school officials were presented.

Health Facilities Described

A 13-WEEK series, *Public Health is People*, describing the work being done by the Minnesota Dept. of Public Health to safeguard the health of Minnesotans, is being presented by KSTP-TV Minneapolis-St. Paul. The show, produced by the department, will present both physicians and municipal executives during the programs.



TWO CENTURIES ago Voltaire said, "He who makes two blades of grass grow in place of one renders a service to the State." The job of Standard Oil Company (New Jersey) and its affiliates is something like that – to produce oil where none was produced before and, by so doing, to create wealth for everybody.

How well have we been doing this job? Our Annual Report for 1954, which has just been sent to the 300,000 shareholders who own Jersey Standard, tells about it.

It tells how wealth was created by extending known oil fields . . . And by discovery of new ones . . . By converting crude oil, itself of little value, into hundreds of useful products . . . By moving petroleum products from where they were made to where they were needed.

All these things helped the people and strengthened the nations where we do business.

Some highlights of these activities, drawn from the Annual Report, are set forth here as a matter of public information.

1. During 1954, the free world used more oil than ever before. And oil is energy, which is basic to the world's progress.

2. To meet these needs, our affiliates produced and refined more oil than ever before in the Company's history. But additions to oil reserves were greater than the oil used.

3. We had vigorous competition everywhere. There is nothing like competition to bring you better products and service.

4. 1954 was our top year in sales, earnings, and dividends paid to owners.

5. During the year, we spent 764 million dollars for new equipment and for exploration. Since World War II, we have spent 5 billion dollars for the means to meet your future oil needs.

6. Research was productive. Our research affiliate obtained more patents on products and processes than any other oil company. In Linden, N. J., the first atomic laboratory in the oil industry is being built to study the uses of radiation in oil refining.

7. Current developments in atomic energy will mean greater availability of electric power: increased mechanization, expanded industry, and greater use of petroleum products. The oil business will gain, and you will have the benefits of both kinds of energy.

8. We played an important part in arranging to return Iran's oil to world markets.

9. A world's safety record for major refineries was set by Esso employees at Baton Rouge, La....7,911,769 man-hours with no disabling injury. This passed the previous record by more than a million man-hours.

10. We have long supported education through our taxes. We have also felt an obligation to aid privately supported colleges and universities, which are an important source of new employees and of informed citizens. During 1954, we contributed about a million dollars to such institutions.

If you wish a copy of the full Report for 1954, write to Standard Oil Company (New Jersey), Room 1626, 30 Rockefeller Plaza, New York 20, N.Y.

STANDARD OIL COMPANY (NEW JERSEY)
AND AFFILIATED COMPANIES

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can forewarn you of
LIBEL • SLANDER
PIRACY
COPYRIGHT VIOLATION
BUT our specialized
INSURANCE
covers these daily hazards
ADEQUATELY • INEXPENSIVELY
DON'T RISK
possible embarrassing loss while
protection is readily available—but
DO RISK 5 minutes and 3c
to write for details and a
rate built for you.
WRITE FOR DETAILS AND RATES
Employers Reinsurance Corporation
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

CONSTANT SERVICE
OF HIGHEST TYPE
WILL NET SPONSORS
INCREASED SALES IN
HALIFAX • NOVA SCOTIA
Joseph Weed & Company
579 Fifth Ave., New York
Representative
5000 WATTS

A GOOD SPOT
WEAV
PLATTSBURG, N. Y.
Ask GILL-PERNA Inc.

IN PUBLIC INTEREST

CKCO-TV Silent Promotion

CKCO-TV Kitchener, Ont., had all its announcers who appeared on camera wear Red Cross buttons on their lapels during the local drive for funds by the public service organization. No verbal attention was called to the pins, but their presence was eye-catching and self-explanatory, the station reports.

'Louisville: Target 21'

WAVE Louisville, Ky., has presented a three-week series (six 15-minute shows), *Louisville: Target 21,* detailing the civilian defense measures necessary to prevent chaos in case of an enemy attack. Purpose of the series is to acquaint the public with the dangers of such an attack and to recruit personnel for the armed forces and for Civil Defense work.

Delinquency Problems Detailed

WTAG Worcester, Mass., has aired a five-broadcast panel series *Juvenile D,* in which the psychological and social factors underlying delinquency were analyzed. The series was put on with the cooperation of the Worcester Area Mental Health Assn. and the local PTA.

Jazz Aids Blind

JAZZ and variety concert was staged May 6 at Carnegie Hall by WCBS New York to help celebrate the 50th anniversary of the Lighthouse, supported by the New York Assn. for the Blind. Leading stars from radio, television and the recording industry participated in the show. Part of the proceeds are to be used to expand the facilities of the Lighthouse Music School, which now has 235 blind students.

Orchestra Fund Aided

WWLP (TV) Springfield, Mass., presented executives and a performer of the local Springfield Orchestra Assn. during the organization's drive for funds to sustain its musical programs.

Public Service Time Tallied

WNHC-TV New Haven, Conn., provided free air time for 49 different campaigns with a total of 611 public service spot announcements during March, the station has reported. During that month the station donated 34 hours of tv program time to public service organizations, including religious groups, industrial groups, service organizations, Red Cross and educational institutions.

WFBC-TV Aids UCP

PLEDGES to United Cerebral Palsy amounting to $69,057 were received through a telethon on WFBC-TV Greenville, N. C. Of the total amount pledged, $32,518 was in cash donated at the auditorium where the telethon originated. A major portion of the funds will be used to assist palsy victims in Greenville and Spartanburg counties.

UCP Trailer

DANNY THOMAS, star of ABC-TV's *Make Room for Daddy,* has made a three-minute trailer for the sixth annual United Cerebral Palsy campaign. Lou Edelman and Sheldon Leonard, producer and director, respectively, of *Make Room for Daddy,* acted in like capacities for the trailer, with Earl J. Hudson, vice president of the ABC western division and the UCP fund, supervising production for UCP.

AWARDS

SLOAN SAFETY AWARDS PRESENTED

Winners include WCPO-TV, NBC Radio, WOWL, KOY and WUOT. Four radio-tv advertisers also get awards. Rural Radio Network receives honorable mention.

ONE TV station, three radio stations and one radio network were among the recipients of the Alfred P. Sloan radio-tv awards for outstanding public service in traffic safety.

Plaques were presented last Tuesday in New York by Alfred P. Sloan Jr., board chairman of General Motors Corp. and president of the Sloan Foundation, to WCPO-TV Cincinnati, NBC Radio, three radio outlets—WOWL Florence, Ala., KOY Phoenix and WUOT Knoxville (non-commercial, educational station)—and four advertisers. Rural Radio Network, Ithaca, N. Y., was given an honorable mention.

Presentations were made at the annual awards dinner in the Waldorf-Astoria Hotel, drawing over 200 business and industry executives, government officials and civic leaders. Mr. Sloan lauded broadcasters for their role in helping the nation to achieve its lowest motor vehicle death rate last year. Harold E. Fellows, NARTB president, also spoke briefly.

Expresses Industry's Thanks

Mr. Fellows expressed the gratitude of the broadcasting industry to the Sloan Foundation for making the awards possible. He said stations and advertisers considered it "a privilege" to participate in the campaign, and paid tribute to the personnel of stations for contributing to the project.

WCPO-TV was cited "for resourceful programming of safety features for young people of all school levels." NBC Radio won in the national or regional network sustaining category "for highlighting traffic safety on many excellent programs" and for "repeated emphasis by spot announcements and mentions through all seasons."

WOWL emerged victorious in the 1 kw or less sustaining category, KOY in the 1 kw or over group and WUOT in the educational station field. Advertisers cited were DeSoto-Plymouth Dealers of America (national or regional radio network commercial category), Esso Standard Oil (tv network commercial), Twin City Federal Savings & Loan Assn. (over 1 kw radio station commercial group) and Plymouth Dealers of Greater Detroit (tv station commercial category).

Rural Radio Network won honorable mention for "its contribution to highway safety in rural areas . . . through its helpful daily road reports over 13 fm stations."

Citations follow:

NBC Radio Network (winner in the national or regional network sustaining category).

For highlighting traffic safety, particularly *Road Show* and *Heart of the News,* and for repeated emphasis by spot announcements and mentions through all seasons. . . . A stand-out feature [of *Road Show*] was the awarding of prizes to Drivers of the Day selected in various parts of the U. S. in cooperation with local representatives of the American Automobile Assn.

WOWL Florence, Ala. (winner in the 1 kw or less sustaining category).

For its strong promotion of safe driving

among teenagers. . . . Through a highly successful contest for young drivers, intensively publicized on the air, WOWL was able to unite the support of influential community groups, both civic and official, in a common effort.

KOY Phoenix, Ariz. (winner in the over 1 kw radio station sustaining category).

For its balanced and consistent coverage of traffic safety throughout the year. KOY did a notable job in integrating accident prevention into several types of programs, including its disc jockey shows, newscasts and other features. Its additional activities ranged from recorded messages from the Governor's Highway Safety Committee, safety roundtables, regular road condition bulletins and safety tips to special campaigns on back-to-school safety and Safe-Driving Day observance.

WUOT Knoxville, Tenn. (winner in the noncommercial educational radio station category).

For its comprehensive schedule of traffic safety broadcasts, as well as for the enterprise shown in spreading the safety gospel among other stations in its region. Tapes of 130 15-minute programs aired by WUOT were made available to 15 other Tennessee outlets, one in Kentucky and one in Virginia. The fine effort of this U. of Tennessee educational station earned it two previous Sloan Awards.

WCPO-TV Cincinnati, Ohio (winner in the television station sustaining category).

For resourceful programming of safety features for young people of all school levels. Convinced that instilling a "do-it-yourself" attitude is the first step in developing a real sense of personal responsibility in traffic, WCPO-TV has created a series of popular and distinctive participation programs for the various age groups. Typical are *Fun 'n Facts,* conducted for teenage drivers in conjunction with the Cincinnati Junior Safety Council; *Big Wheels,* a program for the bicycle set, and *Play It Safe,* a quiz-type program for elementary school children.

Marx Show Listed

De Soto-Plymouth Dealers of America (winner in the national or regional radio network commercial category).

For potent support of highway safety on the high-rated Groucho Marx *You Bet Your Life* show, with safety reminders on 44 weekly programs over 207 NBC Radio network stations. . . . The De Soto-Plymouth dealer program, a three-time winner of the Sloan Award, regularly reached nearly 80% of all radio and television homes in the U. S.

Esso Standard Oil Co. (winner in the television network commercial category).

For effective, year-round safety promotion on *Your Esso Reporter* over 18 television stations. The flexible schedule of *Your Esso Reporter* made it possible to time special messages in advance of and during holiday weekends and other critical traffic periods. . . . Esso's unswerving dedication to highway safety is exemplified in this, its third, Sloan Award.

Twin City Federal Savings & Loan Assn., Minneapolis, Minn. (winner in the over 1 kw radio station commercial category).

For its series of 75 half-hour shows entitled *As We Journey, Let Us Live,* devoted to varied traffic safety appeals and services to motorists, interlaced with top musical selections. . . . The program boasts the most complete road condition report in the Twin City area, with local truck firms relaying special information on hazardous locations.

Plymouth Dealers of Greater Detroit (winner in the television station commercial category).

For their instructive and provocative traffic series, *The Plymouth Safety Eye,* beamed on 36 half-hour programs over WJBK-TV [Detroit]. Incidents involving both motorists and pedestrians were photographed in candid-camera fashion, providing a basis for commentary emphasizing proper driving and walking practices. Related educational topics included development of expressways, weekend driving problems, traffic ordinances and school safety patrols.

Rural Radio Network, Ithaca, N. Y. (honorable mention).

For its contribution to highway safety in rural areas, specifically in New York State and northern Pennsylvania, through its helpful daily road reports over 13 fm stations.

There was no award in the 1 kw or less radio station commercial category.

Holmes Awards Luncheon Set

NINTH ANNUAL Frances Holmes Awards Competition, open to all women in advertising or allied fields in the 11 western states and British Columbia, will hold its "Lulu" presentation luncheon June 5 at the Ambassador Hotel, Los Angeles. Classifications are copy, layout, advertising illustration, research project, direct mail, radio commercial, tv commercial, commercial film, publicity, public relations and sale promotion-merchandising. Deadline was yesterday (Sunday).

AWARD SHORTS

Beverly Brown, Beverly Brown Productions, New Orleans, and director, *Hilites,* WNOE New Orleans, and writer-producer, *Teene-Towne,* WSMB there, presented fourth annual New Orleans Community Theatre award for contributions to New Orleans theatre through years of developing young talent.

WMAL-AM-TV Washington presented certificate of merit from Washington Board of Trade's architectural awards committee for erection of workshop building on American U. there as one of eight outstanding structures built in Washington area during past two years. Structure is gift from stations to school to house radio-tv course classes.

Judith Waller, education and public affairs director, NBC Central Div., Chicago, cited by Chicago Council on Foreign Relations with "Pioneer World Understanding" Award [B•T, May 16].

Jack Bailey, host-m.c., Mutual-Don Lee and KHJ-TV Hollywood *Queen for a Day,* received special award from United Cerebral Palsy Foundation for wishing-well project, in which wells are installed across country to keynote annual UCP fund drive.

Dr. Herman Harvey, host-lecturer, KNXT (TV) Hollywood *Child Psychology on Tv,* and associate psychology professor, U. of Southern California, received special award from national women's committee of Brandeis U., Waltham, Mass., at Beverly Hills, Calif., luncheon meeting, for "special contribution to American culture and education through . . . his college credit courses presented on KNXT."

WIS-TV Columbia, S. C., presented special certificate from Veterans of Foreign Wars, South Carolina dept., for "promotion and perpetuation of the true spirit of Americanism."

WSB-TV Atlanta, Ga., *News of the World* program, sponsored by Atlanta Gas Light Co., winner of first award for tv shows in 1955 Better Copy Contest of Public Utilities Adv. Assn.

Audio Productions, N. Y., "Before They Happen," film, produced for National Bureau of Fire Underwriters, awarded bronze plaque from national committee on films for safety. Documentary film, describing work of municipal fire prevention bureau, is available to tv stations for black-and-white showings.

Wilson R. Thornley, creative writing instructor, Ogden (Utah) High School, presented engraved plaque from KLO Ogden in appreciation of contributions to Utah's life and letters by fostering his students to win nine awards in annual *Scholastic* magazine and Sheaffer Pen Co. high school literary competition.

KIMA-AM-TV Yakima, Wash., and satellite **KEPR-TV** Pasco, Wash., presented Junior Activities Service Award from Veterans of Foreign Wars, Washington dept., for time and facilities donated to VFW.

Burke Ormsby, production director, KTNT-TV Tacoma, Wash., presented state flag of Washington from Veterans of Foreign Wars for aiding VFW in search for outstanding high school and college musical talent through *Talent Contest* program.

Maynard Speece, farm service director, WCCO Minneapolis-St. Paul, named honorary state farmer by Minnesota Assn. of Future Farmers of America in recognition of outstanding service to FFA and agriculture.

KVWO Cheyenne, Wyo., presented award from White King Soap Co., L. A., for promotion of Big Boy Barbeque Contest on MBS *Queen for a Day* program in western states; **KCAP** Helena, Mont., and **KIFI** Idaho Falls, Idaho, presented plaques for best merchandising and promotion jobs among 250 w and 1 kw and above stations.

WPEN Philadelphia presented silver mike award from Better Business Bureau of Philadelphia for "20 years of consistent cooperation in presenting *Look . . . Before You Weep*" program.

Russ Graeff, host, *Platter Party,* WGLV (TV) Easton, Pa., presented award from Easton Area Junior Chamber of Commerce for service to teenagers of Lehigh Valley and fight against juvenile delinquency.

WTRF-TV Wheeling, W. Va., presented 21-in. RCA color tv set as winner of *"Lux Video Theatre's* Festival of Academy Award Winners" contest to promote program, conducted by Lever Bros. Co., N. Y.

Ampex Corp. (magnetic tape recording equipment), Redwood City, Calif., presented certificate of outstanding achievement in industrial accident prevention from Argonaut Insurance Group, S. F., for record of one million man hours of labor in 1954 without lost time from accidents due to industrial causes.

John Scott, disc m.c., WEEI Boston, cited by *Musician's Guide* as "one of the top disc jockeys in the U. S." and appointed to its editorial advisory board.

Claude M. Bolser, coordinator, cooperative training program of advertising, Baruch School Chapter, Alpha Delta Sigma, presented distinguished service key from fraternity.

Ed Sullivan, host, CBS-TV *Toast of the Town,* presented annual American of the Year award from U. of Detroit students for "outstanding devotion to his country and his fellow citizens . . ."

Eric Sevareid, chief Washington correspondent, CBS, presented first Edgar J. Kassan Award last Tuesday in recognition of role "in public enlightenment through his responsible coverage of the news of the day." Award will be made annually by Edgar J. Kassan Memorial Fund, set up in honor of late Mr. Kassan, vice president, Joseph Katz Co., Baltimore, who died last year.

WTIC Hartford, Conn., cited by Hartford Court of Common Council for aid in polio fight.

Robert R. Tincher, general manager, WNAX Yankton, S. D., and vice president, Cowles Broadcasting Co., presented 1955 distinguished award from school of business, U. of South Dakota.

Normaglen Field and **George J. Fox,** Indiana U. radio-tv dept. postgraduates, and **Marvin Goodman,** undergraduate, presented annual scholarships of Sarkes and Mary Tarzian, who own and operate WTTS-WTTV (TV) Bloomington, Ind.

Robert F. Browning, newsman, WKNY-AM-TV Kingston, N. Y., presented annual citizenship award of Veterans of Foreign Wars' Joyce-Schirick Post.

CBS-TV *Mama* presented citation from American Mothers Committee in recognition of "inspiration given to families throughout six years of continuous presentation" on tv.

Helen Thomas, vice president and radio time-buyer, Street & Finney, N. Y., presented top award of $100 for winning estimate in WDSM Duluth, Minn., contest to guess day and time first freighter would break through Lake Superior ice and enter Duluth harbor this season.

Jack Benny, CBS Radio and CBS-TV comedian, presented citation at May 4 brotherhood dinner of Massachusetts Committee of Catholics, Protestants & Jews.

RADIO & TV STATIONS!







Up to $20,000 in Revenue...

A Large Percentage of Which is Paid to You Before Any Service is Rendered on Your Part!





1. PICK A WINNER contest secures local merchants who act as co-sponsors — creates many new accounts.

2. PICK A WINNER contest gives you up to $3,000 in prize merchandise.

3. PICK A WINNER contest provides publicity for your station. Each co-sponsor receives a display and entry blank that carries your call letters and kilocycles.

Pick a Winner

ALL YOU DO:

Provide each co-sponsor with a sixty (60) word weekly announcement at a time left to your discretion, and aid in the distribution of your entry blanks by announcing daily where they may be obtained.

ATTENTION CONVENTIONEERS

See Richard Duglin
at the
Statler Hotel
or
Telephone EXecutive 3-5037



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ADVERTISERS LTD.

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DUNTON CITES CBC LONG-TERM EXPENSE

Chairman of CBC board of governors tells Parliamentary Broadcasting Committee that CBC will continue to need more money from the government to complete its program.

THE EXPECTATION that capital expenses of the Canadian Broadcasting Corp. "will be extensive for many years" was voiced May 13 to the Canadian Parliamentary Broadcasting Committee at Ottawa by A. D. Dunton, chairman of the board of governors of the CBC. Mr. Dunton said that it would take CBC four or five years to complete its capital program which includes new studios at Vancouver, new quarters at Toronto to centralize operations now in a number of buildings, and construction of new stations.

Mr. Dunton told the committee that at present, CBC is confined to six major city areas for its tv operations, but ultimately the CBC planned to service rural areas which would not be serviced by independent tv stations. CBC would continue to need more money from the government because the yield from excise taxes on radio and tv sets, now earmarked for the CBC, would decline.

CBC has two sources of revenue, Mr. Dunton said, commercial and public. The latter included an annual grant of $6,250,000 and the 15% excise tax on tv and radio sets and components. He estimated that in the current fiscal year there would be an operating deficit of $560,000 for sound broadcasting, and a surplus of $3,500,000 for tv. Net commercial revenue last year was $3,800,000, he reported.

Mr. Dunton told the committee he did not expect any color tv or pay-as-you-see tv in Canada as operations of the CBC, the former as being too expensive at present, and the latter as being impractical for the CBC.

He told committee member Tom Goode, Liberal member for Burnaby-Richmond (a Vancouver area) that decision to have more than one tv station in any one market was up to government policy, but CBC felt that the effect would be to weaken the economy of the CBC. Competitive tv stations would weaken commercial support for Canadian programs. Mr. Goode had pointed out that U. S. stations near Vancouver were obtaining a large volume of Canadian advertising directed at Vancouver audiences from advertisers who could not get time on CBC station CBUT (TV) Vancouver. Mr. Dunton said CBC could operate at a profit without assistance from the government if CBC would import programs and drop the development of Canadian talent.

He pointed out that CBC planned more tv programs like the recent two-hour showing of *Hamlet* with all-Canadian talent, which cost $30,000 to produce. Several such shows are planned for next year and sponsors have been approached on using these cultural programs.

Tv Gets First Political Use In June 9 Canadian Election

THE FIRST provincial election in Canada since the advent of television takes place in Ontario on June 9. Under Canadian broadcasting regulations time is made available to candidates on a free as well as paid basis, with free time allotted on a basis of party standing. All elec-

The Song Hit BOX SCORE

BMI *presents a four month accounting of the outstanding current song hits in the BMI repertoire as determined by two of the music trade barometers.*

The "HIT PARADE"

	January					February				March				April				
	1	8	15	22	29	5	12	19	26	5	12	19	26	2	9	16	23	30
LET ME GO LOVER (Rumbalero)	2	1	3	2	1	2	3	4										
HEARTS OF STONE (Granite-Regent)				6	5	6	6	2	2	4	5							
THAT'S ALL I WANT FROM YOU (Weiss & Barry)						7	7	7	3	5	6	6	7	7	7			
SINCERELY (Arc)							4	5	6	2	3	4	2	5	4	6	5	
TWEEDLEE DEE (Progressive)								6	7	3	4	1	4	2	2	4	4	4
KO KO MO (Meridian)									5	7	2	5	6	6	5			
OPEN UP YOUR HEART (Hamblen)											7							
BALLAD OF DAVY CROCKETT (Wonderland)												3	3	1	1	1	1	1
DANCE WITH ME, HENRY (Modern)																	6	7

The "HONOR ROLL OF HITS"

	January					February				March				April				
	1	8	15	22	29	5	12	19	26	5	12	19	26	2	9	16	23	30
LET ME GO LOVER (Rumbalero)	2	2	1	1	1	1	2	4	5	8								
THIS OLE HOUSE (Hamblen)	7	8	8	9														
HEARTS OF STONE (Granite-Regent)	8	6	4	4	3	4	3	2	3	3	5	7	8	10				
THAT'S ALL I WANT FROM YOU (Weiss & Barry)					9	7	7	8	9	7	9	9	10	9	9			
NO MORE (Maple Leaf)					10	10			10									
SINCERELY (Arc)					6	6	5	3	2	2	2	2	2	3	3	3	4	8
EARTH ANGEL (Dootsie Williams)							9	6	6	5	6	6	7	8	10			
OPEN UP YOUR HEART (Hamblen)											10	10	9	7	7	8	9	9
TWEEDLEE DEE (Progressive)								10	8	6	4	4	4	4	4	4	3	7
KO KO MO (Meridian)							8	7	4	4	3	5	5	6	6	10		
BALLAD OF DAVY CROCKETT (Wonderland)											7	3	3	1	1	1	1	1
DANCE WITH ME, HENRY (Modern)																7	7	5

The numbers in the above tabulation indicate the week-to-week positions of BMI-licensed song hits among the seven on the "Hit Parade" and the top ten selections of the Billboard "Honor Roll of Hits."

These songs have achieved success because the writers, composers, publishers and performers have pleased the public taste. BMI salutes their joint achievements.

If You Attend
the NARTB Convention
Visit BMI's Exhibit
"The Music of the Presidents"
Suite 557-661
Sheraton-Park Hotel

BROADCAST MUSIC, INC. 589 FIFTH AVENUE NEW YORK 17, N.Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

BMI 15TH Anniversary 1940 ♫ 1955

tion broadcasts come under the Canadian Broadcasting Corp., even those on independent stations.

The three major Ontario parties, Progressive-Conservative, Liberal and Cooperative Commonwealth Federation, will share without charge four and one-fourth hours on 11 Ontario tv stations and five hours on radio stations. The tv time consists of three half-hour, three 15-minute and three 10-minute periods, with three local 15-minute periods on CBC stations CBOT Ottawa and CBLT Toronto. Free-time telecasts will be on eight tv stations on microwave network from May 19 to June 6, with kinescope on three stations not yet connected with the network.

On radio, 15 Ontario stations will be on the network in 18 quarter-hour periods and three 10-minute periods from May 12 to June 6.

Rehearsal time up to three hours for a half-hour free-time political telecast is provided, and programs can take the form of a straight talk, discussion involving two or more speakers or question-and-answer presentation, with only bona fide party representatives participating.

CBS Newsfilm to Cover For England's New ITN

CBS NEWSFILM will supply filmed news coverage of North and South America and the Far East to Independent Television News Ltd. of England under a contract signed in New York last week.

The agreement was signed by Aidan Crawley, edtior of ITN, and Sig Mickelson, CBS vice president in charge of news and public affairs. Also present at the negotiations were Philip Dorte, director of operations of ITN, and Howard Kany, CBS Newsfilm manager.

ITN is the news programming company set up by the new Independent Television Authority that was created upon authorization of commercial tv in Great Britain.

Under the contract, ITN will receive full syndicated film coverage of the news by more than 250 Newsfilm cameramen, soundmen and correspondents located in world capitals and news centers in more than 50 countries. CBS Newsfilm also draws upon a library of more than 5 million feet of film of past news events and color and background material. Commentaries and news shows are distributed in addition to "spot" news coverage.

The ITN contract adds Great Britain to the list of Newsfilm customers which, in addition to stations in U. S., include tv stations in Japan, Italy, Sweden, Denmark, Mexico, Cuba, Puerto Rico, Venezuela, Alaska and Hawaii.

To the Salt Mines

A NEW "voice of America" may have been heard behind the Russian Iron Curtain and it may have been the first of its kind not sponsored by the U. S. Information Agency's Voice of America program. On April 22, KBYR Anchorage, Alaska, directed a message to Siberia at the start of its regular noon newscast. It was broadcast by Jack Wandell, KBYR news editor, after he was advised that the KBYR music and news programs were being received in the Bering Sea and Nunivak. The station believes it was the first time a privately-owned longwave radio station has attempted to reach people behind the "Iron Curtain." Mr. Wandell, in his message, described the freedom that the American press and radio stations enjoy and he told those people who were receiving KBYR's programs: "Keep listening and you will hear the truth."

Canada's April Radio Poll

TOP eight evening programs reported for April by the Radio Panel of International Surveys Ltd., Montreal, were (in percentage of homes reached): *Our Miss Brooks* 15%, *CBC News* (Canadian) 14, *Lux Radio Theatre* 13, *Take a Chance* (Canadian) 6, *CBC News Roundup* (Canadian) 6, *Toronto Symphony Concert* (Canadian) 4, *Championship Fights* 4 and *Byng's Choice* (Canadian) 3.

Daytime leading programs reported by the Radio Panel of Canada were *Ma Perkins* 32, *Pepper Young's Family* 29, *Right to Happiness* 29, *Guiding Light* 28 and *The Happy Gang* (Canadian) 25.

CARTB to Urge Control Shift

CANADIAN INDEPENDENT broadcasters are slated to appear before the Parliamentary Broadcasting Committee at Ottawa on May 24 when the full board of the Canadian Assn. of Radio & Television Broadcasters is expected to present further reasons for the appointment of an independent regulatory body to control both independent and Canadian Broadcasting Corp. stations. The CARTB also is expected to urge the committee to recommend a change in government policy in regard to licensing second tv stations in cities.

Elliott-Haynes Releases Radio Ratings for April

APRIL national ratings of Elliott-Haynes Ltd., Toronto, list six Canadian evening radio network shows, led by *Our Miss Brooks* with a rating of 15.2, and *Wayne & Shuster* (Canadian) 9.9, *Army Show* (Canadian) 9.8, *Singing Stars of Tomorrow* (Canadian) 9, *Championship Fights* 8.6 and *Toronto Symphony Concert* (Canadian) 5.5.

National ratings on transcribed evening shows placed these four on top: *People Are Funny* 16.5, *Denny Vaughan Show* (Canadian) 11.8, *Fun Parade* (Canadian) 10.3 and *Take a Chance* (Canadian) 8.7.

Daytime network shows numbered 12, with leading five being *Ma Perkins* 14.4, *Guiding Light* 13.6, *Pepper Young's Family* 13, *Right to Happiness* 12.5 and *Road of Life* 11.7.

Leading five French-language evening network shows were *Un Homme et Son Peche* 37.3, *Le Survenant* 27.6, *La Famille Plouffe* 26.9, *La Voik du CARC* 18.9 and *Tambour Battant* 16.5.

Leading French-language daytime network programs were *Vies de Femmes* 31.5, *Je Vous ai Tant Aime* 28.2, *Jeunesse Doree* 27.2, *Rue Principale* 27 and *Les Joyeux Troubadours* 26.9.

Canada Considers Troop Tvs

TV STATIONS with limited range for use in entertaining troops at defense bases in Canada, used by both U. S. and Canadian troops, are now under consideration by the Canadian government. The Canadian Army is understood to have negotiated for establishment of a non-commercial tv station at Churchill, Man., on the west shore of Hudson Bay, along the lines of the army radio station CHFC Churchill. Funds for the tv station would come from the regimental institutes. United States forces have also requested tv stations at bases they are using in northern Canada.

Two Canada Tvs Set Debut

CKVR-TV Barrie, Ont. (ch. 3), expects to be on the air by Sept. 15, according to owner Ralph Snelgrove, who also owns CKBB Barrie.

CKNX-TV Wingham, Ont., plans to be on the air early in October, in time for the World Series baseball games. The ch. 8 station was recently recommended for a tv license by the board of governors of the Canadian Broadcasting Corp.

Three Ams Merge for Tv

THREE British Columbia radio stations—CKOK Penticton, CKOV Kelowna and CJIB Vernon—have formed Okanagan Valley Television Co. and plan to apply for a tv station license, with transmitter to be located at Westbank, near Kelowna. Jim Brown, CKOV, is president of the company, which expects to invest $500,000 in the tv station.

1,376,101 Tv Sets in Canada

CANADA had 1,376,101 television receivers in use at the end of March, according to tabulations of the Canadian Radio & Television Manufacturers Assn. and All-Canada Television, Toronto. Of these, 724,103 were in the province of Ontario, 401,794 in the province of Quebec, 104,403 sets in the three prairie provinces, 100,339 in British Columbia, and 45,462 in the four Atlantic Coast provinces.

THE LATEST WCKY STORY

What in Radio Can You Buy for 6¢?

Here's What!
1,000 Listening Homes
Here's Where!
823,500 Homes in 10 Southern States*
Here's How!
WCKY Open 1 minute rate $50.00
823 | 50.00 | .06.
* WCKY Audience, according to Nielsen Coverage Service.

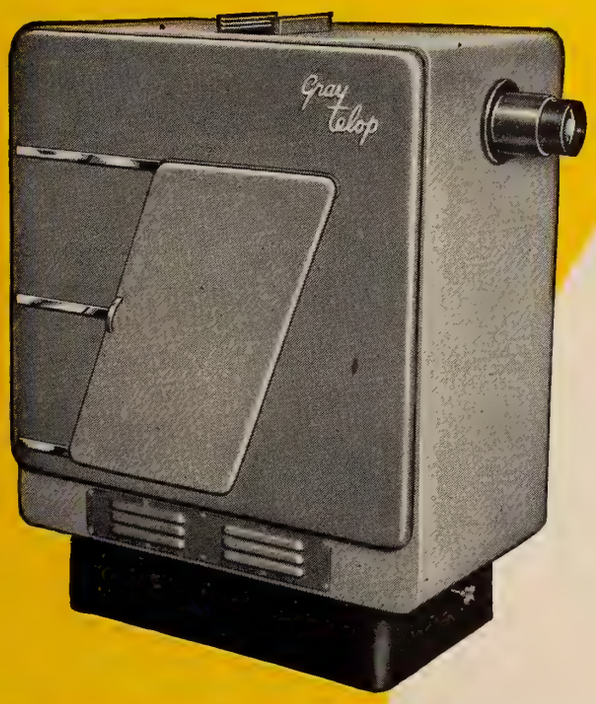
L.B. Wilson Inc. WCKY CINCINNATI

Where in Radio Can You Buy More for 6¢?

NOW! the new Gray telop III

Eliminates extra manpower requirements

opaque and transparency projector



REMOTE OR LOCAL CONTROL CHECK THESE NEW FEATURES

- Completely automatic . . . utilizing features contained in the now famous Telop and Telojector . . . Slides change by push button control.
- Sequence of up to 50 slides can be handled at one loading . . . additional pre-loaded slide holders easily inserted in unit.
- Remote control of lap dissolves . . . superposition of two slides . . . and slide changes.
- Shutter type dimming permits fades without variation of color temperature . . . opaque copy cooled by heat filters and adequate blowers . . . assembly movable on base which permits easy focus of image.



Telop III . . . interior view of automatic slide holder which accommodates 4" x 5" opaque slides . . . One lens . . . no registration problem . . . no keystoning.

SCREEN OUT HIGH PRODUCTION COSTS FOR LOCAL SPONSORS

Telop III by the elimination of extra manpower assures the production and projection of low-cost commercials that local sponsors can afford. It can be used with any TV camera including the new Vidicon camera. Telop III projects on single optical axis opaque cards, photographs, art work, transparent 3¼" x 4" glass slides, strip material, and 2" x 2" transparencies when Telojector is used with optical channel provided. Telop III eliminates costly film strips and expensive live talent.

WRITE FOR: Illustrated bulletin describing Telop III specifications. Your request will receive prompt response.

YOU ARE CORDIALLY INVITED . . . to see Gray's complete line of TV-Broadcasting Equipment at the NARTB Exposition . . . May 22-26 . . . Room F-114, Shoreham Hotel, Wash., D.C.

GRAY RESEARCH

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.

29 of the Best Independent Radio Stations!

ALWAYS BEST in the MARKET - **the AIMS station!**

Boston	WCOP	New Orleans	WTIX
Cleveland	WDOK	New York	WINS
Dallas	KLIF	Omaha	KOWH
Denver	KMYR	Portland,Ore.	KXL
Des Moines	KCBC	San Antonio	KITE
Evanston, Ill.	WNMP	San Francisco	KYA
Evansville, Ind.	WIKY	Seattle	KOL
Houston	KNUZ	Springfield,Mass.	WTXL
Indianapolis	WXLW	Stockton,Cal.	KSTN
Jackson, Miss.	WJXN	Syracuse	WOLF
Kansas City	WHB	Tulsa	KFMJ
Huntington, L.I.	WGSM	Wichita,Kan.	KWBB
Louisville	WKYW	Worcester,Mass.	WNEB
Milwaukee	WMIL		

Canada
Calgary, Alberta, Canada — CKXL
New Westminister, B.C. — CKNW

Only one in each market

Membership by invitation only

RADIO GROUP



"Since KRIZ Phoenix has been advertising Dydee Service, business has soared."

TAPE DUPLICATION

Unrivalled capacity, fast complete service—Multiple destination mailings. Experienced engineers—Ampex installations assure quality.

RECORDED PUBLICATIONS LABS.
1558-70 Pierce Avenue — Camden, N.J.
Cam.: WO 3-3000 • Phila.: WA 2-4649

INTERNATIONAL

Economic Development Aided By Advertising, Gamble Says

ADVERTISING on an international scale can hasten the economic development of the world's nations, Frederic R. Gamble, president of the American Assn. of Advertising Agencies, told the 15th Congress of the International Chamber of Commerce meeting Wednesday in Tokyo.

Briefly, these are the main benefits that a nation's economy and its people can derive from advertising, according to Mr. Gamble:

1. Successful advertising enables sellers to find customers for their goods and services and thus to succeed in business.

2. Advertising, which stimulates new wants and desires (for cultural services as well as commodities), is one of the most powerful agents in raising the standard of living.

3. It also raises the living standard by selling new models, new designs and improved features, thus permitting older models to spread throughout the population.

4. Advertising supports mass media, helps to keep a nation informed and entertained and brings a national way of living to the country.

Ziv's Stern Off to Europe

EDWARD STERN, head of international activities, Ziv Television Programs Inc., left May 13 for a six-week European trip to meet with tv executives and producers in Germany, France, Holland and England. Mr. Stern will demonstrate the first German language version of *Favorite Story*, starring Adolph Menjou, and the French language version of *Mr. District Attorney*, starring David Brian.

Mr. Stern recently returned from Havana, Cuba, where he completed arrangements for CMBF-TV Havana to acquire a Ziv package of six tv shows: *Boston Blackie, Cisco Kid, The Unexpected, Mr. District Attorney, I Led Three Lives* and *Science Fiction Theatre.*

INTERNATIONAL SHORTS

A. C. Nielsen S. A., Alpenstrasse 1, Lucerne, Switzerland, established by A. C. Nielsen Co., Chicago, as affiliated marketing research company, is eighth Nielsen associate company to be organized out of the U. S. Dr. Rudi Zingg, with experience in Nielsen operations in U. S., Great Britain and Netherlands, will head organization.

CFPL-TV London, Ont., has published rate card 3, effective July 1, with new class A time rates starting at $370 per hour and one minute spot announcements class A time at $85.

CHSJ-TV St. John, N. B., has ordered 35 kw amplifier from Canadian General Electric Ltd., Toronto, to increase power to 100 kw video.

INTERNATIONAL PEOPLE

Louis Jose Arreaza Almenar, owner of eight Venezuelan radio stations and of Eastern Venezuelan Radio Network and part owner of Caracas tv interest, visiting U. S. to study possibilities of introducing tv into eastern Venezuela.

Phil MacKellar, disc jockey, CKLW Windsor, Ont., to CKFH Toronto in similar capacity.

John Boates, promotion dept., CKWX Vancouver, B. C., to promotion staff, CJAT Trail, B. C.

EDUCATION

WLWT (TV) Joins Campaign To Aid Distressed WCET (TV)

FACILITIES and talent of Crosley Broadcasting Corp.'s WLWT (TV) Cincinnati have been contributed in the campaign to raise a needed $150,000 to keep on the air WCET (TV), the educational outlet there. Ch. 48 WCET needs the money to continue its operations for the remainder of 1955.

On May 6, WLWT conducted a special one-hour show featuring nearly 30 staff members. Additionally the station is making numerous air promotions explaining the importance and value of WCET, and asking viewers to support the educational station during its critical period.

According to WLWT, proposed legislation promises relief in 1956 for WCET. Under a new bill passed by the Ohio General Assembly (Substitute Senate Bill 42), the Cincinnati and Hamilton County schools, through a tax evaluation contribution, will provide the funds necessary for operation of the educational station.

U. of Chicago's Redfield Heads New BFA Officer Slate

OFFICERS of the recently established Broadcasting Foundation of America were elected at an organizational meeting in New York last week. The Foundation has been set up to provide world exchange of educational radio and television programs.

Officers elected are Robert Redfield, head of the anthropology department of the U. of Chicago, chairman of the board of trustees; Frank N. Freeman, *emeritus* chairman of the Dept. of Education, U. of California, president; Seymour N. Siegel, director of radio communications for the City of New York (WNYC-AM-FM New York), executive vice president and treasurer.

The group headquarters in New York at 165 Broadway.

CBS Increases Grants For Educational Use

THE NUMBER of key CBS employes included this year in educational grants to universities and colleges from which the executives graduated has been increased from 16 to 20, CBS Foundation Inc., the agency that makes charitable and educational grants for CBS Inc. and its divisions, has announced.

The Foundation instituted the plan last year as a method of assisting privately supported colleges and universities through unrestricted grants. Aggregate of the foundation's grants was increased this year to $40,000 from the $32,000 announced last year. Each grant was set at $2,000 as it had been last year.

Dr. Frank Stanton, CBS Inc. president and member of the Foundation's board, noted that last year's grants were so well received both in educational and industrial quarters that the board decided upon an expansion this year.

"The principle which CBS Foundation has adopted in this plan is one which affirms the obligation of our business and professional life to the institutions in all parts of the country which depend on private support," Dr. Stanton observed.

Institutions receiving grants were named under a formula that automatically selects both junior and senior executives. The formula includes minimum service of 30 months on a continuous basis, and promotion to or beyond a specified level of responsibility, as well as graduation from an accredited privately-supported educational institution.

The list of universities and alumni in this

year's grants follows: Augustana College (Sioux Falls, S. D.)—Sig Mickelson, vice president, CBS Inc., in charge of news and public affairs; Brown U.—Don I. Ball, director of editing, CBS Radio; Columbia U.—Jules Dundes, general manager, KCBS San Francisco; Benjamin F. Feiner, executive producer, CBS-TV Hollywood; Cornell College (Mt. Vernon, Iowa)—Earl H. Gammons, vice president, CBS Inc., Washington office; Cornell U.—Julius F. Brauner, general attorney and secretary, CBS Inc.; Charles J. Oppenheim, director of information services, CBS-TV; Creighton U. (Omaha, Neb.)—William Dozier, director of network programs, CBS-TV, Hollywood; Dartmouth College—Robert E. Kalaidjain, director of personnel relations, CBS Inc.; Harvard U.—Sidney S. Alexander, economic adviser, CBS Inc., and John J. Karol, vice president, CBS Radio, in charge of network sales.

Also: Edward L. Saxe, vice president and assistant to the president, CBS-TV; Massachusetts Institute of Technology—William B. Lodge, vice president, CBS Television, in charge of general engineering; Stanford U.—Richard W. Jencks, resident attorney, CBS-TV Hollywood, and assistant secretary, CBS Inc.; U. of Chattanooga—Eugene B. Wilkey, general manager, KMOX St. Louis; U. of Detroit—Arthur Hull Hayes, president, CBS Radio; U. of Pennsylvania—Guy G. Della Cioppa, vice president, CBS Radio, Hollywood, in charge of network programs; U. of Southern California—Henry R. Flynn, general sales manager, CBS Radio Spot Sales; Wesleyan U.—Edward G. Reeve, sales and promotion research manager, CBS Radio; Yale U.—William H. Hylan, vice president in charge of network sales, CBS-TV.

Award-Winner Hugh Terry Addresses Journalism School

THE "virtually unlimited" opportunities in radio and television bring with them a "siamese twin-responsibility," Hugh B. Terry, president and general manager of KLZ-AM-TV Denver, emphasized in an address to the Missouri U. School of Journalism May 5. Mr. Terry participated in the university's annual Journalism Week during which he received its 26th annual Honor Award for Distinguished Service in Journalism [B•T, May 2].

Mr. Terry traced the history of the electronic media up to the present, pointing out that they are "big, healthy and growing," and "begging for new ideas, fresh, different techniques." But he cautioned the students that as no method of communication reaches as many people as fast and as frequently as radio-tv, the responsibility is great, and "those who utilize these tools of journalism should be well educated, thoroughly trained, mature of thought and action, and willing and able to accept responsibility."

"We in electronic journalism," he said, "must all fight to be accepted for what we are—a vital part of freedom of the press." "It will be one of your responsibilities," he stressed, "to guard against arbitrary curtains of silence whenever and wherever they may threaten these new and modern tools of journalism."

Six-Course Program Set For NBC Summer Institute

PROGRAM of six courses has been set up for the fifth annual Summer Institute of Radio & Television, which will be presented June 27-Aug. 5 by Barnard College and NBC from the NBC studios in New York.

The schedule of courses and teachers are: "An Introduction to Television Production and Direction," by NBC-TV producer-director Caroline Burke (special session on color tv to be given by Barry Wood, NBC color coordinator and director of special events); "Technical Operations Orientation," by Paul L. Gerhart, assistant to the president of RCA Institutes; "Techniques of Announcing on Radio & Television," by Steve White, program manager of WRCA-AM-TV New York; "Your Television Career," by Michael Dann, director of program sales for NBC-TV; "Film Production for Television," by Stanton Osgood, manager of film production and theatre television for NBC, and "Writing," by Ross Donaldson, director of NBC's writing services.

The institute is open to 40 men and women college graduates and non-degree holders who have paid experience in radio and tv. Students successfully completing the course will receive a certificate from Barnard College and NBC. Application should be made before June 1 on forms obtainable from Dorothy Kemble, 112 Millbank Hall, Barnard College, New York 27.

$25,000 for Educ. Tv Granted to META

GRANT of $25,000 from the New York Foundation has been received by the Metropolitan Educational Television Assn., it was announced last Wednesday by Arthur Hungerford Jr., executive director of the association, which plans to establish a non-commercial television station to serve New York City and Westchester and Nassau counties.

David M. Heyman, president of the foundation, said the grant was made to "aid in the work of developing educational television in the New York City area." The association was chartered last year by the New York State Board of Regents.

EDUCATION SHORTS

RCA Institutes, N. Y., awarded three $1,600 scholarships to high school seniors selected from 41 contestants representing metropolitan N. Y. area schools. Winners, who will study advanced radio-tv technology course at school, are Mary Anne Fitzmaurice, Jackson Heights, N. Y.; Frank Heinrich, N. Y., and John C. Sanford, Gaylordsville, Conn.

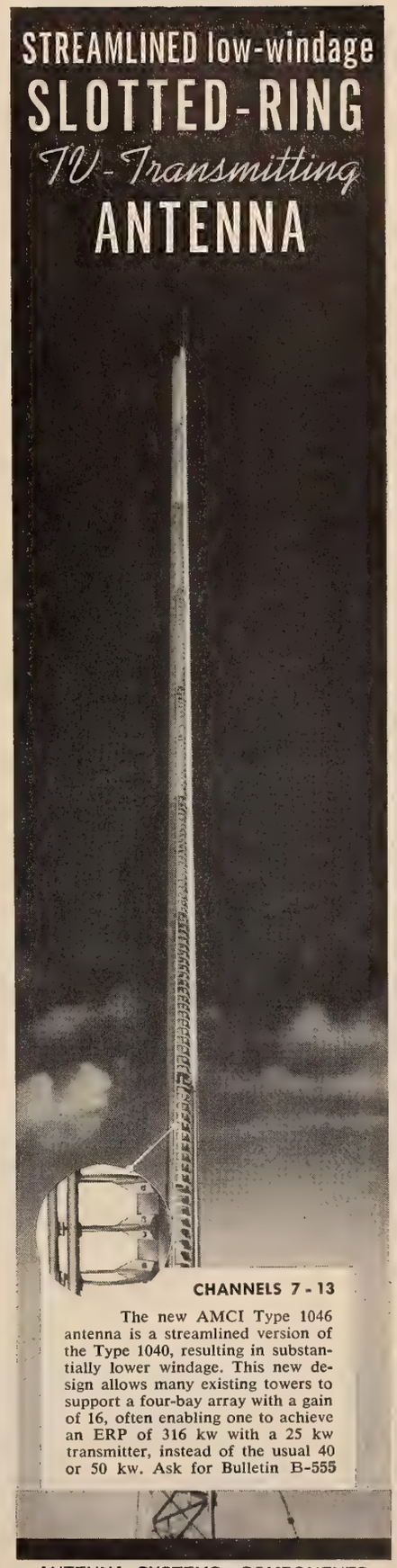
Pennsylvania State U., University Park, Pa., establishes School of Journalism, effective July 1, replacing journalism dept. and composed of news and editorial journalism dept., headed by Dr. James W. Markham, and advertising dept., headed by Donald W. Davis. George J. Palmer, telegraph desk editor, *New York Daily News,* will head overall school.

National Academy of Broadcasting, Washington, held commencement exercises May 13.

EDUCATION PEOPLE

Stephen F. Temmer signed by School of Dramatic Arts, Columbia U., N. Y., to conduct 15-week course, "Motion Pictures," covering recording for films, tv, radio and phonograph, beginning in fall.

D. Brandon Bernstein, Beverly Hills, Calif., attorney, appointed western regional counsel, National Audience Board.



NBC COVERING BRITISH VOTE

NBC NEWS is staging radio-tv shows May 21-27 as coverage of the British elections, scheduled to be held May 26. Foreign correspondents Romney Wheeler, Ed Newman and Frank Bourgholtzer are covering the event for the network. Camera work is being handled by Guy Blanchard and Alan Blowey. During this week, special election programs are being carried and election news is featured on regularly scheduled NBC radio and television news shows.

MBS ADDS MARKET SERIES

AS A REFLECTION of current interest in stock market investment, Mutual last Friday launched a 15-minute weekly program of business analysis, called *Forbes Reports* (Fri., 10:15-10:30 p.m. EDT). The program is being presented in cooperation with *Forbes* magazine. Three months ago Mutual started a spot news program of business and finance, *America's Business* (Mon.-Fri., 5:45-5:50 p.m. EDT).

'TOWN MEETING' CAVALCADE

SPECIAL anniversary program, "Town Meeting: A 20-Year Cavalcade," highlighting programs of 20-year history of *America's Town Meeting of the Air,* will be on ABC Radio May 29 (8-9 p.m. EDT). John Daly will narrate the program, which will feature recorded excerpts of prominent people of past and present. The first *Town Hall* broadcast was May 30, 1935.

NOTRE DAME GAME LISTED

GAME between Notre Dame and Southern Methodist Sept. 24 at South Bend will be one of five football contests to be covered by NBC-TV on a regional basis as part of its NCAA football coverage next fall, the network has announced. The game will be seen only on stations in NCAA District 4: Ohio, Mich., Ind., Wis., Minn., Ill., Iowa. Regional telecasts are in addition to eight games which will be carried nationally by NBC-TV.

DAVY CROCKETT ON NBC

NEW five-minute strip entitled *Stories of Davy Crockett* will start on NBC Radio May 30 as five-day-a-week program, 5:55-6 p.m. EDT. New verse to now-popular Crockett theme song will be introduced each evening. Plans for the series were announced by John Cleary, director of NBC Radio network programs.

COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV

June 9 (8:30-9:30 p.m.): *Shower of Stars,* "Musical Review," Chrysler Corp. through McCann-Erickson.

NBC-TV

May 30 (8-9:30 p.m.): *Producers' Showcase,* "Petrified Forest," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey Adv. Agency.

June 4 (9-10:30 p.m.): *Max Liebman Presents,* "Chocolate Soldier," Oldsmobile Div. of General Motors through D. P. Brother & Co.

June 27 (8-9:30 p.m.): *Producers' Showcase,* Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey Adv. Agency.

[Note: This schedule will be corrected to press time of each issue of B•T.]

WOR-TV GETS 11 FEATURE FILMS

IN A transaction said to involve more than $102,000, WOR-TV New York last week acquired from National Telefilm Assoc., New York, the television rights in the metropolitan area to 11 feature films. The pictures will be used on the station's *Million Dollar Movie* series starting in the fall. Seven of the films are Alexander Korda Productions which were released in theatres in 1952, 1953, and 1954.

KIERNAN TO JOIN 'MONITOR'

WALTER KIERNAN, radio-tv personality, last week was selected to preside over a four-hour block of entertainment and information segment of NBC Radio's *Monitor* weekend service. Program will be launched with a one-hour simulcast on June 12 (4-5 p.m. EDT) and thereafter will be heard each weekend from 8 a.m. Saturday until Sunday midnight EDT on NBC Radio.

WABD (TV) AIRS AT THE PARK

SPECIAL advertising, promotion and merchandising tie-up has been arranged between WABD (TV) New York and the Rockaways' Playland amusement park on Long Island, whereby the station will be able to reach through a public address system and other means persons who visit the park. Under the plan, the station's programs and commercial announcements will be broadcast over the public address system; station personalities will make personal appearances; WABD and the park will cooperate in staging a series of contests and Playland will share time on the station's giant "spectacular" sign in Times Square.

WHOD-'COURIER' TIE-UP

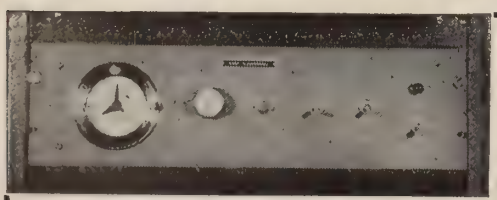
AGREEMENT has been signed between two competitive media, WHOD Pittsburgh and the *Pittsburgh Courier,* and is "without precedent in the Negro radio field." The *Courier* is claimed to be the largest Negro paper in the world, with circulation in all 48 states and WHOD is claimed to be one of the first radio stations in the country to program to the Negro audience. WHOD will feature the paper's writers in its news and homemaking programs and the two media will combine facilities for promotion and merchandising.

PRESIDENTS ON THE AIR

FEATURE ARTICLE in the May 21 *Saturday Evening Post* describes how networks have stage-managed Presidents on the air, from President Harding's broadcasts on primitive facilities to the classy tv show of President Eisenhower. Woodrow Wilson, the article said, would have been the first chief executive to broadcast had not his physician declared it was "beneath the dignity of a President" to speak into a mike. President Roosevelt made extensive use of radio with his "fireside chats." Now the value of tv is so realized that performer Robert Montgomery holds "kitchen-cabinet" status on the White House staff.



A NEW children's quiz show, *Watch the Birdie,* produced by Richard H. Ullman Inc., is purchased by KPIX (TV) San Francisco for 52 weeks. William Dempsey (seated r), KPIX general manager, signs the sales agreement with Richard B. Ullman, Ullman Inc. account executive. Standing (l to r): Sandy Spillman, KPIX, and Peter Abenheim, KPIX's Captain Fortune, whose program *Watch the Birdie* will be incorporated into the Ullman production.



DEFENSE ALERTS
YOU DON'T HAVE MAXIMUM PROTECTION FOR A DEFENSE ALERT UNLESS YOU HAVE A "WARE" CONELRAD SYSTEM

Designed to be triggered by carrier break of key station.

Clock stops to indicate time of break, bull's eye pilot light glows, and alarm sounds if desired when carrier goes off. Push button to reset.

Adjustable time delay to prevent false indication. Will operate reliably on less than 1 volt A.V.C. from ordinary receiver. Ready for rack mounting. F.O.B. Ware $85.00

Other items available from Ware Electronics:

Remote Control Unit (Custom Built—For Directionals, too)
Automatic Transmitter Restart
Radio Frequency Amplifier for Modulation and Frequency Monitors
Audautrol (Automatic Audio Gain Control and Limiter)

Write for further particulars

WARE ELECTRONICS

Ware Coupling & Nipple Co.—Ware, Mass.

D. W. HOWE, JR.,—ENGINEER

MAURICE EVANS PROGRAM

CURTAIN raiser on the new series, *Maurice Evans Presents the Hallmark Hall of Fame,* starting Oct. 23 on NBC-TV, will be "Alice in Wonderland." The announcement was made last week by Mr. Evans who has just returned from a six-week trip to England where he lined up dramatic material and screened acting talent to star in some of the telecasts. The version to be televised was prepared by Florida Friebus and Eva Le Gallienne. Miss Le Gallienne will appear in the show. The new programs will be hour-and-a-half dramatic presentations. Mr. Evans will produce and be host on all the shows, also starring in two during the season.

'KATHY GODFREY SHOW'

RADIO program stressing the good news of the day will start on CBS Radio May 29 with Kathy Godfrey, sister of Arthur Godfrey, as its star. *The Kathy Godfrey Show,* scheduled for Sundays, 2:05-2:30 pm. EDT, will be produced and directed by Ira Ashley. Miss Godfrey will interview people from the entertainment world and others who make good news, the network announced. The show also will feature the music of Norman Leyden and his orchestra.

FOURTH 'VICTORY' RERUN

OVER 10,000 requests from station viewers resulted in KTTV (TV) Hollywood renewing the 26-week syndicated film *Victory at Sea* series for a fourth run in the Los Angeles market. At the conclusion of the third run May 9, the station had the program announcer suggest that viewers call or write if they wished to see the series again. With the resultant response, the award-winning film history of World War II naval operations, originally produced by NBC-TV and since syndicated, started its fourth run the following week. Bill Murphy Buick, Los Angeles car dealer, renewed sponsorship.

FOR ASPIRING DISC M.C.'S

ASPIRANTS to platter spinning on radio will serve as disc jockeys at WVNJ Newark every Monday morning as part of the course at Broadcasting Coaching Assoc., New York, according to Fred Darwin, staff announcer at WPAT Paterson, N. J., and director of the school. Students will work in teams, introducing new records and interviewing personalities.

MURROW-OPPENHEIMER FILM

FUND for the Republic Inc., New York, has announced that approximately 400 showings of the tv film interview between J. Robert Oppenheimer, scientist, and Edward R. Murrow, CBS news commentator, have taken place since February, when the organization began distribution of the film. A steady circulation of 78 prints with a total audience through March of 36,297 people also was reported. An additional 25 prints, owned by universities and foundations have accounted for another 400 showings in addition to those reported by the fund. The films are available only to non-profit groups. Most showings have been sponsored by colleges, high schools, scientific groups and civic organizations.

1,000 BASEBALL GAMES

ADVERTISING and agency executives turned out in numbers May 11 for a special luncheon hosted by WGN-TV Chicago in connection with the station's celebration of the 1,000th play-by-play baseball telecast in that city, with sportscaster Jack Brickhouse the honored guest. In addition, team executives from the Chicago Cubs and sportswriters were represented. The *Chicago Tribune* station exclusively has covered every daytime home game of the Cubs and the Chicago White Sox since April 20, 1948. WGN-TV claims Mr. Brickhouse is the nation's only sportscaster to handle the tv games of two major league clubs.

100 Horseless Carriages Commemorate WOOD's 30 Years

APPROXIMATELY 100 antique automobiles were assembled last Saturday in the parking lot of WOOD-AM-TV Grand Rapids, Mich., to participate in the first annual WOODland Tour, a 90-mile excursion commemorating WOOD's 30 years of broadcasting. The trip was staged in conjunction with the Grand Rapids chapter of the Veteran Motor Car Club of America. Col. Alexis de Sakhnoffsky, internationally known automotive stylist, was a guest of honor. He aided Bob Runyon, WOOD-TV news director, in providing radio-tv coverage of the event.

With the drivers and guests attired in goggle and duster outfits of the touring car era, the procession got underway with a live tv show from the parking lot. Then, complete with police escort, the caravan traveled to Holland, Mich., and Poll's Antique Car Museum where they were guests of Henry Poll for lunch and a tour of his museum. The group continued on to Grand Haven, Mich. WOOD-AM-TV held a dinner-dance for the motorists at the Bil-Mar Hotel there, where the group spent the night. Sunday morning the procession traveled back to Grand Rapids and arrived at WOOD-TV studios for an hour-long show.

On the program drivers were interviewed and a 21-inch Westinghouse tv set was awarded to the one with the most popular car. Other prizes were given for the auto traveling the longest distance, the oldest car on the tour, the best costumes and the driver who ran into the most hard luck.

Two radio remotes were staged en route, one from the Poll Museum and the other from the Bil-Mar.



WOOD-AM-TV General Manager Willard Schroeder (r) discusses this 1921 Dodge with Bob Maurer (l), president, Grand Rapids chapter of the Veteran Motor Car Club of America, and Bob Ethridge, chapter member.

WNAC-TV AIRS HORSE RACE

WNAC-TV Boston featured the 19th running of the $10,000 Commonwealth Handicap, for three-year-olds and up, directly from the Suffolk Downs grass course May 21. Turfcaster Babe Rubenstein called the race and Les Smith aired color commentary for the sports event, sponsored by Carling Brewing Co. The race is run over a mile and one-sixteenth course.

KMPC BREAKFAST

"SELL the salesmen and you can sell the customer" was the theme behind a breakfast which KMPC Los Angeles hosted to the entire sales staff of the Felix Chevrolet Co. of that city which co-sponsors the Los Angeles Angels baseball broadcasts on the station. The program for the breakfast was arranged by Ed Stodel Adv., agency for Felix Chevrolet, and consisted of pep talks by Felix and KMPC executives, entertainment by KMPC disc jockeys and a simulated baseball re-creation by Bob Kelley, station sports director. "We wanted the 40 salesmen of the Felix Chevrolet Co. to realize what their management . . . is doing to bring customers into their showrooms," Loyd Sigmon, KMPC vice president and assistant general manager, said. "We think of KMPC as part of the sales staff of every advertiser represented on the station."

WKNB-AM-TV OPEN HOUSE

WKNB-AM-TV West Hartford, Conn., threw open its doors to visitors for nine hours during its show-and-sales open house. Thirteen merchants bought participations in two hour-long

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.
I've checked service desired.

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Agency Personnel See and Hear the Story of the Quint-City Area



MANAGEMENT of WOC-AM-TV Davenport, Iowa, feted timebuyers from the Chicago offices of major advertising agencies to a tour of the "Quint-City" area to give them an on-the-spot story of the rapidly growing market of Davenport and Bettendorf, Iowa, and Rock Island, Moline and East Moline, Ill.

Agency people were taken on a bus tour of the five cities, with nearly 250,000 population, and a special boat trip gave the visitors a view of the area from the Mississippi River. A highlight of the tour was a conducted tour of the U. S. Rock Island Arsenal, located on an island between Davenport and Rock Island. Market data and the programming stories of WOC-AM-TV rounded out the session.

Present on the tour were (l to r):

Ralph Evans, executive vice president, Tri-City (WOC) and Central Broadcasting (WOC-TV) companies; Mark Wodlinger, sales manager, WOC-AM-TV; W. F. Helms, WOC-TV sales department; Beverly Hicks, MacFarland, Aveyard & Co.; Pat Kral, Weiss & Geller Co. (rear); Ed Kasser, Ruthrauff & Ryan Inc.; Jack Severson, Mathisson Advertising Co.; Bud Trude, MacFarland, Aveyard & Co.; Gwen Dargell, Foote, Cone & Belding Inc.; Charles Fairall, WOC sales department; Virginia Russett, Russel M. Seeds Co.; Art Bagge, radio sales manager, Free & Peters Inc.; William Tynan, television sales manager, Free & Peters Inc.; Marilyn Bielefeldt, Earle Ludgin & Co.; John Cole, McCann-Erickson Inc.; Marian Reuter, Young & Rubicam Inc.; Bob Frank, WOC-AM-TV news director; Ruth Babick, Earle Ludgin & Co.; Esther Anderson, McCann-Erickson Inc.; Don Grass, Tatham-Laird Inc. (rear); Betty Armstrong, Grant, Schwenck & Baker; Helen Davis, Clinton E. Frank Inc.; Janice Wardman, WOC-AM-TV traffic manager; Roy Kirtland, Gordon Best Co.; Helen Stanley, Leo Burnett Co.; David S. Williams, Geoffrey Wade Adv. (rear); Paul Schlesinger, Tatham-Laird Inc. (rear); Ruth Leach, Young & Rubicam Inc.; Jack Ragel, Tatham-Laird Inc.; Bill Kennedy, J. Walter Thompson Co. (rear); Nic Wolf, Leo Burnett Co.; Tee Watson, J. Walter Thompson Co.; Fred Norman, Grant Advertising Inc.; Paul Arvidson, WOC-AM-TV technical director; Ernest C. Sanders, WOC-AM-TV resident manager; Irene Hess, Ruthrauff & Ryan Inc.; Wayne Blick, WOC-AM-TV comptroller; Kay Knight, Gordon Best Co.; Fred Reed, WOC-AM-TV assistant manager; Ray Guth, WOC-TV program director; Paul Ives, WOC-AM-TV promotion director, and Walter Fry, Rogers & Smith Co.

programs presented during the event and received booth space in the studios as well. The event, promoted only by the stations, drew 12,000 persons, they report.

EIGHT-WEEK NEWSCAST

AN EIGHT-week-long newscast was staged by Don Greene, news director of WSVS Crewe, Va., when he began reading the text of the Yalta Papers on March 21 and concluded May 13. Mr. Greene read a portion of the text as written in the *New York Times* each day on a 15-minute program. The purpose of the airings was to inform the public about the papers' content because so many people were giving their own version as to what was contained. The programs received nationwide publicity, according to WSVS, with Mr. Greene receiving mail from 31 states. Mr. Greene was afraid many persons would find the material dry, the station says, but that this wasn't the case. Not one adverse comment was received.

WPTZ (TV) PREVIEWS ELECTION

TV NEWSCAST on WPTZ (TV) Philadelphia served as the first sounding board for the local mayoralty race, with newspapers assigning reporters for complete coverage. Particular interest in the election is focused on Republican candidate Thacher Longstreth, vice president of Geare-Marston Inc., who is the first advertising agency executive to run for the office. At 1 a.m. last Thursday Mr. Longstreth met with his Democratic number, Richardson Dilworth, on WPTZ. The session was given full treatment along with pictures of the telecast by two of the city's dailies. Mr. Longstreth made his first victory statement as Republican candidate over Taylor Grant's news show at 11 p.m. the night before. Mr. Grant at that time set up the early morning meeting, inviting Mr. Dilworth and local newspapers.

MAN OF THE WORLD

COMMENTATOR with a cloak-and-dagger background is now airing news for KDKA Pittsburgh. He is Col. Jaroslav Sustar, former Czechoslovakian career soldier, diplomat and resistance leader, whose analyses of world events, based on personal knowledge of the people and leaders of many countries, are featured on the daily, 15-minute *The News in Depth* program. Born in the old Austro-Hungarian Empire, Col. Sustar served in the Czech Army until the German invasion in 1939 when he joined the underground. Arrested by the Nazis in 1940, he escaped to Yugoslavia and later went to Palestine and organized part of the Czech forces in exile. In 1941 he was in England working with Czech government leaders where his work included BBC broadcasts to the Czech underground. He also organized a paratrooper group which carried out sabotage and intelligence behind German lines in Czechoslovakia. This phase included the assassination of SS Reichsprotektor Reinhard Heydrich, "The Hangman," whose death brought the Nazi execution of the Colonel's entire family. Col. Sustar subsequently went to China as military attache to Chiang Kai-shek, where he met Chou-En-Lai. In 1946 he was sent to Berlin as military representative of the Czech government on the Allied Control Commission but when the Reds took over his country later he "walked off the job" and eventually came to the U. S. with his wife and child. Since then he has worked for WTVU (TV) and WARM-TV Scranton, Pa.

'VITAPIX AND GUILD'

BROCHURE, *Vitapix and Guild,* "a new idea in television," has been released by the two associated companies. The booklet answers such questions as "What does Vitapix Corp. do?", "What does Guild Films Co. do?", "What are the Guild Films programs?" and "What is this new idea in television?" A gallery of the executives of both firms is contained, as is a list of the subscribing stations. A section describing how to join the group is included.

CPRN AT THE RACES

HOLLYWOOD Park Saturday feature races during the present 11-week season is being offered by Columbia Pacific Radio Network from the Inglewood, Calif., racetrack, starting May 14. Announcer Hal Moore calls the actual

running, while sportscaster Tom Hanlon handles before-and-after race color features. Gene Webster directs.

'EDUCATIONAL INSTITUTE'

NEW YORK-owned WNYC presented its second annual "Educational Institute" last week, with more than 25 hours of special programming devoted to such topics as teacher shortage, overcrowded classrooms and desegregation. A feature dealing with mass media was presented Friday and consisted of a panel discussion by Judith Waller, director of public affairs for NBC's Central Div.; Charles F. Murphy, administrator of the Code Authority of the Comic Magazine Assn. of America; Paul C. Smith, president of Crowell-Collier Pub. Co.; Josette Frank, Child Study Assn. of America, and Theodore Waller, vice president of the Grolier Society and Encyclopedia Americana.

WHITE KING CONTEST

A 1,650 sq.-ft. four-bedroom home already constructed in Costa Mesa, Calif., and fully equipped with various appliances, is the first prize in a contest started by White King Soap Co., Los Angeles, on two Don Lee-Intermountain Network radio programs. Additionally, White King will give away 120 Rheem-Wedgewood gas ranges and clothes dryers during the six-week contest. Listeners to *Queen for a Day* and *Frank Hemingway and the News,* both sponsored by White King, are required to name the house and tell in a maximum of 20 words the reason for their choice.

L. A. CHURCH PROGRAMS

SOME 90 radio and television programs will be presented over Los Angeles area stations under the auspices of the Presbyterian Church in the U. S. A. during the period of its 167th General Assembly in Los Angeles May 15-29. The schedule was arranged by the Los Angeles Broadcasting Committee, under the chairmanship of the Rev. Clifton E. Moore, in cooperation with Clayton T. Griswold, executive director of the radio and tv department of the Presbyterian Church in the U. S. A.

REP. BOLTON OFFERS TAPE

A TAPED "handout" of a talk she made on WHK Cleveland about juvenile delinquency has been furnished to Capitol Hill radio correspondents by Rep. Frances P. Bolton (R-Ohio). With the tape, Rep. Bolton sent a letter saying radio stations "might find some use for the program in whole or in part."

Tv for Builder

IN its first use of television on a regular program basis, Levitt & Sons Inc., builders, inaugurated sponsorship of a 13-week, 15-minute tv series, *The Miracle City,* over WFIL-TV Philadelphia. The series consists of a 9½-minute color film about Levittown, Pa., the housing development built by Levitt, plus live interviews with company officials and community leaders. A spokesman for Al Paul Lefton Co., agency for Levitt, said the company has taken the step "in order to find out how effective tv is as an advertising medium for its particular product—housing." He added that the sponsorship may have far-reaching implications for tv, pointing out that the building industry, with an annual volume of more than $10 billion, ranks behind only the automobile and steel industries.

Station Authorizations, Applications

(As Compiled by B•T)

May 12 through May 18

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of April 30, 1955 *

	AM	FM	TV
Licensed (all on air)	2,704	522	134
CPs on air	13	17	†319
CPs not on air	98	13	121
Total on air	2,717	539	453
Total authorized	2,815	552	574
Applications in hearing	127	3	180
New station requests	201	8	18
New station bids in hearing	69	0	127
Facilities change requests	142	9	38
Total applications pending	823	80	196
Licenses deleted in April	0	1	0
CPs deleted in April	1	0	4

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary through May 18

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,725	2,704	118	214	67
Fm	539	522	30	3	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	281	322	605[1]
Noncom. Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	310	106	416
Noncom. Educ. on Air	9	3	12

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	963	337	743	539	1,283[2]
Noncom. Educ.	58		30	28	58[3]
Total	1,020	337	773	567	1,341[4]

[1] One hundred-forty-one CPs (29 vhf, 112 uhf) have been deleted.

[2] One applicant did not specify channel.

[3] Includes 35 already granted.

[4] Includes 638 already granted.

ACTIONS BY FCC

New Tv Stations . . .

APPLICATION

Owensboro, Ky.—Aircast Inc., uhf ch. 14 (470-476 mc); ERP 20.9 kw visual, 11.3 kw aural; antenna height above average terrain 275 ft., above ground 303 ft. Estimated construction cost $77,450, first year operating cost $84,000, revenue $96,000. Post office address 3015 Radiance Rd., Louisville, Ky. Studio and transmitter location 214 Frederica St., Owensboro. Geographic coordinates 37° 46' 27" N. Lat., 87° 06' 49" W. Long. Transmitter and antenna RCA. Consulting engineer Fred O. Grimwood & Co., St. Louis. Principals include Pres. **Stephen P. Bellinger** (30%), 25% owner of WVMC Mt. Carmel, Ill., 22.5% owner of WIZZ Streator, Ill., and 25% owner of WINL-FM Lebanon, Ind.; Vice Pres. **Ben H. Townsend** (20%), 18.7% owner of WVMC, 6.2% owner of WINL-FM and 6% owner of WIZZ; Sec. **Joel W. Townsend** (20%), 18.7% owner of WVMC, 6.2% owner of WINL-FM and 6% owner of WIZZ, and Treas. **Morris E. Kemper** (30%), 37.5% owner of WVMC, 12.5% owner of WINL-FM and 11.5% owner of WIZZ. Filed May 13.

Existing Tv Stations . . .

ACTIONS BY FCC

KFMB-TV San Diego, Calif.—Wrather-Alvarez Bcstg. Inc. granted mod. of CP for ch. 8 to change ERP to 240 kw visual, 120 kw aural; change antenna system from nondirectional to directional; antenna height above average terrain 760 ft. Granted May 12; announced May 17.

KTIV (TV) Sioux City, Iowa—KTIV Tv Co. granted mod. of CP for ch. 4 to change ERP to

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100 kw visual and 50 kw aural. Granted May 12; announced May 17.

CALL LETTERS ASSIGNED

WPFR (TV) Wilmington, Del.—WDEL Inc., ch. 12. Changed from WDEL-TV.

WOKA (TV) Macon, Ga.—Macon Television Co., ch. 47. Changed from WNEX-TV.

KWGB-TV Goodland, Kan.—Goodland Bcstg. Co., ch. 10.

KTVR (TV) Hastings, Neb.—The Seaton Publishing Co., ch. 5.

KRSM (TV) Yakima, Wash.—Chinook Television Co., ch. 23.

WFOX-TV Milwaukee, Wis.—Business Management Inc., ch. 31.

New Am Stations . . .

APPLICATIONS

Hobbs, N. M.—Permian Basin Radio Corp., 1050 kc, 250 w daytime. Post office address % Charles R. Scott, Box 914, Hobbs. Estimated construction cost $12,673, first year operating cost $36,000, revenue $45,000. Principals include Pres. **Charles R. Scott** (20%), employe of KHOB Hobbs; Vice Pres. **Helen F. Orr** (20%), employe of KHOB; Sec.-Treas. **Quenton K. Crandall** (30%), and **Earl Stafford** (20%), bank cashier. Filed May 5.

Kingston, N. Y.—McGillvra Bcstg. Corp., 1300 kc, 1 kw daytime. Post office address % Agnes McGillvra, Spring Valley Rd., Ossining, N. Y. Estimated construction cost $22,543, first year operating cost $50,000, revenue $65,000. Sole owner is **Agnes McGillvra**, wife of Joseph H. McGillvra, station representative. Mrs. McGillvra owns minority interest in WOKO Albany, N. Y., and KXL Spokane, Wash. Filed May 9.

Milton, Pa.—Williamsport Radio Bcstg. Associates Inc. (WMPA Williamsport, Pa.), 1380 kc, 1 kw daytime. Post office address 330 Government Place, Williamsport. Estimated construction cost $21,655, first year operating cost $46,500, revenue $52,000. Principals include Pres. **Harry J. W. Kiessling** (32%); Vice Pres.-Treas. **William P. Wilson** (25.4%); Vice Pres. **George R. Lamade** (10.7%); Sec. **Woodrow Ott** (8%), and 5 others. Filed May 5.

Fairfax, Va.—Arthur Kellar & George E. Oleson d/b as O. K. Bcstg. Co., 1310 kc, 500 w daytime. Post office address 984 Radcliffe Drive, Alexandria, Va. Estimated construction cost $12,660, first year operating cost $32,000, revenue $48,000. Principals include **George E. Oleson** (50%), general manager WEAM Arlington, Va., and **Arthur Kellar** (50%), sales manager and assistant manager WPIK Alexandria, Va. Filed May 9.

Existing Am Stations . . .

ACTION BY FCC

WAYE Dundalk, Md. — Erway Bcstg. Corp. granted mod. of CP to change transmitter location to along bank of NE Creek and Edgewater Ave., near Dundalk; specify studio location as 230 Dunkirk Bldg., Shipping Place, Dundalk. Granted May 11; announced May 17.

Existing Fm Stations . . .

ACTIONS BY FCC

KIND-FM Independence, Kan.—Central Bcstg. Inc. granted mod. of CP to change studio and transmitter locations to 1513 W. Maple; ERP to 720 w; antenna height above average terrain 165 ft. Granted May 11; announced May 17.

WTJS-FM Jackson, Tenn.—The Sun Pub. Co. granted CP to change to ch. 281 (104.1 mc). Granted May 13; announced May 17.

STATION DELETED

WKBZ-FM Muskegon, Mich.—Ashbacker Radio Corp. FCC granted request to cancel license for fm station on ch. 226 (98.9 mc). Deleted May 10; announced May 17.

Ownership Changes . . .

ACTIONS BY FCC

KROY Sacramento, Calif.—KROY Inc. granted voluntary transfer of control to Robert W. Dumm through purchase of 80% interest for $97,500 which includes $40,000 obligations owed selling stockholders. Mr. Dumm is vice president of Sacramento Bcstrs. Inc., operator of KXOA Sacramento. Granted May 18.

KSON-FM San Diego, Calif.—KSON Bcstrs. granted assignment to Music Unlimited. No consideration involved. Granted May 10; announced May 17.

WSWN Belle Glade, Fla.—Seminole Bcstg. Co. granted voluntary transfer of control to E. D. Rivers Jr. through sale of all stock for $60,000. Mr. Rivers is owner WEAS Decatur, WJIV Savannah, WGOV-AM-TV Valdosta, all in Georgia, and KWEM Memphis, Tenn. Granted May 18.

WKTG Thomasville, Ga.—Southern Bcstg. System Inc. granted assignment to John H. Phipps for $62,000. Mr. Phipps is owner of WTAL Tallahassee, WTYS Marianna, Fla., and WCTV (TV) Thomasville, Ga. Granted May 11.

WCTV (TV) Thomasville, Ga.—E. D. Rivers Sr. granted voluntary assignment of CP to John H. Phipps for $887,000 for tv expenses and equipment, and $331,464 for GE equipment obligations. Mr. Phipps also pays $38,000 for Mr. Rivers' contract to purchase WKTG there for $62,000. Mr. Phipps is owner of WTAL Tallahassee, WTYS Marianna, Fla., and WKTG Thomasville, Ga. Granted May 11.

WLBJ-AM-FM Bowling Green, Ky.—The Bowling Green Bcstg. Co. granted involuntary transfer of control to Mrs. Mary Tapp Jenkins, executrix of the estate of L. B. Jenkins (57.3%), deceased. Granted May 13; announced May 17.

WFTG London, Ky.—States Bcstg. System Inc. granted voluntary assignment of CP to London Bcstg. Co. for $4,500. Principals include Pres. **Elmo Mills** (50%), 16.2% owner WWKO Ashland, Ky.; Sec.-Treas. **John P. Mills** (40%), purchasing agent for coal company; **Betty O. Mills** (5%), 7% owner WWKO, and **Frances S. Mills** (5%). Granted May 18.

WHIR Danville, Ky.—Commonwealth Bcstg. Corp. seeks voluntary transfer of control to W. T. Isaac and David B. Highbaugh through purchase by corporation of 38.2% interest of James D. Russell for $15,340. Granted May 13; announced May 17.

WMIS Natchez, Miss.—Natchez Bcstg. Co. granted involuntary transfer of control (91%) to Mrs. P. K. Ewing, executrix of the estate of P. K. Ewing, deceased. Mrs. Ewing will now own 94%. Granted May 10; announced May 17.

WSLI-AM-TV Jackson, Miss.—Standard Life Bcstg. Co. granted voluntary relinquishment of control by Standard Life Insurance Co. through sale of 40% interest to Miss. Publishers Corp., owner of WJTV (TV) Jackson and publisher of *Jackson Clarion Ledger and News*. Miss. Publishers pays $176,000 for its interest and Standard Life Bcstg. will pay Miss. Publishers $175,000 for WJTV equipment and facilities. Standard Life Ins. Co., former owners of 52.8% interest, will now own 32.4%. Permit for WJTV will be surrendered. Granted May 18.

KDRO-AM-TV Sedalia, Mo.—Milton J. Hinlein granted voluntary assignment of license to corporation KDRO-TV and Radio Inc. Mr. Hinlein will then sell ½ interest. Granted May 10; announced May 17.

KOLN Lincoln, Neb.—Cornhusker Radio & Tv Corp. granted assignment to Frudeger Bcstg. Co. for $120,000. Sole owner is Robert W. Frudeger, vice pres.-general manager WGIL Galesburg, Ill., and executive advertising director of *Daily Register Mail*, Galesburg. Granted May 18.

WNBF-AM-TV Binghamton, N. Y.—Clark Associates Inc. granted voluntary assignment to parent corporation Triangle Publications Inc. (Radio & Tv). Granted May 10; announced May 17.

WDXB Chattanooga, Tenn.—WDXB Inc. granted voluntary transfer of control from Joseph Bloom and David Cohen to Joseph Bloom and David Cohen as trustees. Granted May 13; announced May 17.

WOAI-AM-TV San Antonio, Tex.—Southland Industries Inc. granted transfer of control from executor of the estate of G. A. C. Halff, deceased, to Hugh A. L. Halff, individually and as trustee for Hugh A. L. Halff Jr. and others. Granted May 12; announced May 17.

WDBJ-AM-FM-TV Roanoke, Va.—Times-World Corp. granted transfer of control from J. B. Fishburn, deceased, to The First National Exchange Bank of Roanoke, executor. Granted May 12; announced May 17.

WLSD Big Stone Gap, Va.—William H. Wren Sr., William H. Wren Jr., and Jean B. Wren d/b as Gap Bcstg. Co. granted involuntary assignment to W. H. Wren Jr., Jean B. Wren and Bradley G. Wren & L. McCarthy Downs, executors of the estate of William H. Wren Sr. (20%), deceased. Granted May 12; announced May 17.

WTKM Hartford, Wis.—The Kettle-Moraine Bcstg. Co. granted voluntary acquisition of control by Walter G. Zastrow through purchase by corporation of 22½% interest of Leo M. Durnil for $1,000. Mr. Zastrow, former 45% owner, will now own 58%. Granted May 13, announced May 17.

APPLICATIONS

KRLW Walnut Ridge, Ark.—Southern Baptist College seeks voluntary assignment to Lawrence County Bcstg. Co., composed of **Dr. R. O. Norris** (25%), physician; **Nora M. Norris** (25%); **William H. Cate** (25%), manager KRLW, and **Carma N. Cate** (25%). Filed May 10.

KSON San Diego, Calif.—C. Frederick Rabell and Dorothy H. Rabell seek voluntary assignment to Rabell Enterprises. No consideration involved as principals retain identical interests. Filed May 12.

KKTV (TV) Colorado Springs, Colo.—Tv Colorado Inc. seeks transfer of control from Voice of the Rockies Inc. to James D. and Betty Russell. No consideration involved. Filed May 10.

KVOR Colorado Springs, Colo.—Voice of the Rockies Inc. seeks voluntary transfer of control to Riggs & Green Inc. through sale of all stock for $110,000 plus amount equal to net quick assets. Principals include **F. Robert Greene** (50%), vice pres.-½ owner WAIR-AM-FM Winston-Salem, N. C., and **John S. Riggs** (50%), pres.-26.6% owner WELM Elmira, N. Y., and pres.-½ owner WAIR. Filed May 10.

WRUS Russellville, Ky.—Roth E. Hook seeks voluntary assignment to Roth E. Hook and Woodrow Sosh d/b as South Ky. Bcstrs. Mr. Sosh, manager of local department store, purchases ¼ interest for $11,250. Mr. Hook retains ¾ interest. Filed May 11.

KREH Oakdale, La.—Cyril W. Reddoch, individually and as executor of estate of Klien Evans, deceased, d/b as Louisiana Bcstg. Service seek voluntary assignment to Cyril W. Reddoch and Ralph L. Hooks d/b as Louisiana Bcstg. Service. Mr. Hooks, ⅓ owner of WFPR Hammond, La., purchases ⅓ interest in station for $4,815. Mr. Reddoch will now own ⅔ interest. Filed May 11.

WCSH-AM-TV Portland, Me.—Congress Square Hotel seeks voluntary assignment to wholly owned company Maine Radio & Tv Co. Filed May 12.

Killeen, Tex.—W. A. Lee, A. W. Stewart & Franklin T. Wilson d/b as Highlite Bcstg. Co. seeks voluntary assignment of CP to corporation Highlite Bcstg. Co. Mr. Lee sells his ⅓ interest for $300. One-third interest will now be held by Ladelle M. Drake. Filed May 10.

KACT Andrews, Tex.—Joseph E. Young and Archie W. Holman d/b as Andrews Bcstrs. seek voluntary assignment to Joseph E. Young through purchase of 50% interest from Mr. Holman for $9,000. Filed May 9.

WARL-AM-FM Arlington, Va.—Northern Va. Bcstrs. Inc. seeks voluntary transfer of control to Cy Blumenthal. Consideration is exchange of Mr. Blumenthal's ⅓ interest in WCAN-TV Mil-

(Continued on page 153)

Radio Station and Newspaper

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Help Wanted

Managerial

Sales manager: This 50 kw clear channel, major network affiliate wants an aggressive young sales manager. Major market experience desirable. Salary plus override. All replies confidential. Excellent future with group-owned stations. Send complete details; salary requirements and complete resume to Box 515A, B•T.

Successful sales manager. Excellent opportunity. National company. Salary, commission and travel expenses. Box 520A, B•T.

Sales manager, New Mexico. Need imagination, versatility and aggressiveness. Future station manager. Good salary. All details first letter. Box 540A, B•T.

Eastern Shore—new well equipped daytime station with excellent coverage needs manager by June 15. Good salary and commission, Must be progressive, energetic, versatile, and civic minded with emphasis on sales ability. Prefer family man with experience in small markets. Box 570A, B•T.

Salesmen

Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B•T.

Major market southeast network top power and Hooper rated station seeks a salesman or local sales manager of proven quality, ability and experience. I'll substantiate with bonafide figures an income potential of $15,000 a year upward if you substantiate your high calibre and experience rating to deserve consideration for this amazing opportunity. It's a once in a life time opening. Contact me through Box 423A, Broadcasting • Telecasting headquarters, Shoreham Hotel, during the NARTB convention. I'll then contact you and we'll exchange mutual confidences.

Proven salesman. Excellent opportunity. Nationwide organization. Salary, commission and travel expenses. Box 521A, B•T.

Radio salesman—for a man who wants a future, here it is—major market—salary plus highest commission deal. We're particular. Write all. Box 527A, B•T.

Immediate opening radio time salesman with or without first phone ticket. Guarantee $380.00 monthly and commission. Send experience and photo. KCHJ, P. O. Box 262, Delano, California.

IN AMARILLO . . .

Just like many, many other areas, wise TV broadcasters, interested in well-screened and highly trained personnel, have turned to Northwest Radio & TV School graduates. Why don't YOU start using our FREE Radio-TV personnel service? Save TIME and MONEY! Our graduates are well qualified and professionally trained in our studios using standard commercial equipment. We screen them . . . train them . . . refer them to you with complete details, as they fit your specific needs. Let us help you with your personnel needs. We assure you of prompt, personal attention. Write or call COLLECT, John Birrel, Placement Director . . .

NORTHWEST RADIO & TELEVISION SCHOOL

1221 N. W. 21st Ave., Portland 9, Oregon

with schools in

HOLLYWOOD ☆ CHICAGO ☆ WASHINGTON, D. C. ☆ PORTLAND

RADIO

Help Wanted—(Cont'd)

Salesman competent, experienced sell radio in highly competitive market. Compensation based on guarantee plus commission depending upon ability. Pleasant college town, 5 kw CBS affiliate. Picture, complete business and personal history first letter to Manager, WCAX, Burlington, Vermont.

Managers—salesmen. Our men earn from $6,000 to $12,000 yearly selling special features for radio and tv station from coast-to-coast since 1931. We prefer married couples (wives can earn $60-$80 weekly) who can travel continuously. Write Merle V. Watson, Inc., First National Bank Bldg., Peoria, Ill.

Announcers

3 experienced announcers, network station in large city near New Orleans. Permanent to right persons. Box 475A, B•T.

2 experienced announcers with first phone. Must be good. Network station, large city, south Louisiana. Box 476A, B•T.

Experienced announcer. Must have above average delivery, voice and intelligence. West Pennsylvania indie. $75 up. Send tape, photo and resume. Box 526A, B•T.

One of America's great independent stations will hire top-flight disc jockey. Don't answer unless you are capable of hard sell and strong in audience building. This is a major job in a major market. Box 555A, B•T.

Eastern Shore—need versatile dependable announcers for new well equipped completely air-conditioned daytime station. Box 571A, B•T.

Top-flight DJ needed immediately for major metropolitan market. $200 per week. Send qualifying letter only with photo and background. No tapes until notified. Box 577A, B•T.

Combo—first ticket for Long Island independent. Contact Program Director, WALK Patchogue, New York.

WCRB needs combination announcer-engineer with first class ticket. Familiarity with concert music desirable. Experience secondary to ability. Contact Program Director, Waltham 5-7080, Waltham, Mass.

Experienced announcer, first ticket desirable, not essential. North Florida independent. Contact Fred Temple, Manager, WDSR, Lake City.

Attention—hillbilly morning men! Need immediately. Character hillybilly DJ that can capture early morning audience and sell commercial! Write: Rex Osborne, Manager, Radio Station WPRT, Prestonburg, Ky.

Need man to gather local news, but capable all phases mike work. Give experience with top references. Bob Bradbury, Box 30, Lamesa, Texas.

Technical

Wanted: Engineer with first class license; 1 kw network affiliate, New York State. Box 443A, B•T.

Individuals have experimented with multiplex equipment for fm broadcast band and obtained patents, contact Box 535A, B•T.

Radio operator for control board, some maintenance. Midwest's most modern am and tv station. Chance to break into tv. Box 549A, B•T.

Combo man. Excellent equipment and working conditions. Must have passable voice and be good on equipment. New station in small town on Atlantic seaboard. Box 572A, B•T.

Engineer-announcer for southern California independent; must have good voice but emphasis on technical. Ours is a pleasant community, centrally situated, one hour's drive from beaches, mountains, desert, metropolis (Los Angeles). Station is well equipped, stable, affiliated with daily newspaper. Write of experience, availability, salary requirements. Robert Walker, KOCS, P. O. Box 593, Ontario, California.

RADIO

Help Wanted—(Cont'd)

Combo-man, first phone, must be capable maintenance man and have experience announcing. Progressive daytime station, nice community, favorable working conditions. Contact WAAG, Adel, Georgia.

WUSJ, Lockport, N. Y., has immediate opening for first ticket engineer. Transmitter, console, no announcing. $55 start with overtime. Contact Joseph Pinna, Manager.

Production-Programming, Others

Learn news—assistant to news director wanted. Make calls, rewrite, staff. Qualifications: Good voice; command of English; confidence you could learn to edit and write. Midwest. $60 to start. Box 990G, B•T.

Reporter-newscaster—send complete information. KVOR, Colorado Springs.

Top-flight newsman for Cleveland. Must be thoroughly experienced. Send tape, resume, and photograph to WSRS, Cleveland 18, Ohio.

Situations Wanted

Managerial

Producer-director with 9 years major N. Y. networks experience, desires management production position with tv station located western U. S. Available July 1st. Box 529A, B•T.

General manager—radio or tv—26 years experience every phase radio. Last five years managing consultant. Know agency business. Wish to settle where there is a good potential. Best references. Box 539A, B•T.

Manager—sales manager—radio and/or tv. Over 20 years experience radio-tv, including sales—management—ownership. Presently vhf-tv. 46, young family, church and civic leader. Welcome close investigation. Consider all, prefer south. Offer must be sound with future. Box 556A, B•T.

Manager-salesman available on two-week notice. Thoroughly experienced, can build sales and operate economically. Best record, references, clean habits, family. Prefer good commission arrangement to straight salary. Prefer Virginia, Tennessee, Carolinas, consider other states. Now employed. Box 569A, B•T.

Sales manager—available June 15—twenty-two years experience—will assume complete responsibility for local, regional and national sales. Large and small market experience. Last eighteen years with major network stations in one of the nation's first thirteen markets. Advanced from salesman to local, national and general sales manager. Well aquainted with natonal agencies, accounts and reps. Excellent references. Box 574A, B•T.

Manager or sales manager with 10 years experience, seeks position with progressive station. Young family man with fine sales record and top industry references. Active state association, community leader. Present station has been sold. Will be available at NARTB Convention. Write Box 576A, B•T.

General manager—family man—32—strong, programming-sales-personnel. Presently successful sales manager medium midwest market. Past general manager experience. Want general management medium to large market. Prefer midwest-east-southeast-Florida. Box 578A, B•T.

Salesmen

Commercial manager—assistant manager: Ten years sales-programming. Medium market preferred. Box 531A, B•T.

Announcers

Can do an excellent job for a radio station in broadcasting and public relations. 12 years experience as woman commentator in radio and television. Also worked as free-lance fashionist conducting fashion shows and lectures. Transcriptions and references upon request. Box 243A, B•T.

Superior, experienced announcer available. Good salary, working conditions required. Family. Box 326A, B•T.

Excellent announcer . . . nine years experience. First phone . . . employed. Wants Florida. Box 376A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Deejay, go anywhere, aim to please, coached by top New York announcers, Sober, dependable, tape and resume on request. Box 516A, B•T.

Announcer—7 years experience. Prefer Georgia or Florida. Consider all. Must offer incentive benefits. Box 518A, B•T.

Experienced Tarheel announcer in Jersey wants to return to southeast. Box 522A, B•T.

Some guys read commercials—news like they were all lies. I read them like they were the Gospel. Skeptical? Penny for your thoughts—via postcard—you'll be convinced via my tape. No screwball, just weary of conventional ads. Box 525A, B•T.

Announcer, disc jockey, veteran, 25, single. Versatile, earnest worker, seeking experience, radio-tv training, broad musical knowledge, pleasing personality, photo, tape, resume. Box 528A, B•T.

Young announcer—DJ, vet, single, board operator. 3rd ticket. Available immediately. Tape-resume on request. Box 530A, B•T.

Announcer—four years experience in all phases of small town radio. Would like larger market within three or four hours traveling time to New York. Thank you for your interest. Box 538A, B•T.

DJ—one of top men in S.E. desires relocate immediately with aggressive station in professional market. Teen following, vet, grad, tv experience. $200 weekly minimum. Box 542A, B•T.

Married, 30, disabled vet, college graduate, B.A. degree, broadcasting major, desire start in broadcasting. Tape and picture available upon request. Personal interview desired. Available mid-June. Box 545A, B•T.

Married announcer seeks permanent position as PD, DJ or sports announcer. Box 553A, B•T.

Announcer—DJ, strong news, excellent commercials, college graduate, veteran—tape and resume. Box 554A, B•A.

Experienced announcer available. Gospel and pop, classical, hillbilly. Fine delivery. Third phone. Tape upon request. Box 557A, B•T.

Ambitious young DJ with fine voice, excellent recommendation but limited experience. Will work hard. Hours or salary no object. Will consider parttime or summer replacement. Box 558A, B•T.

Married vet, 25, 5 years radio and 1 year on camera news, desires move to larger market. Can do news, sports, and special events, prefer news on camera. Presently employed. Details on request. Box 559A, B•T.

Young staff announcer who does good job on play-by-play. Light professional experience but good recommendations. Box 562A, B•T.

Negro disc jockey, rhythm and blues, with commercial, Good spiritual. Box 563A, B•T.

Staff, sports, good commercial, married, reliable, draft exempt. Box 564A, B•T.

Hardworking all around staff announcer. Can handle any type DJ. 1 year experience. Box 565A, B•T.

Staff, singer. Strong on news, commercials. Write copy, do DJ, 3rd class ticket. Married, will travel. Box 566A, B•T.

Loaded (with ability) staff announcer, fine DJ, light experience, but man you're looking for. 23, tape, travel. Box 567A, B•T.

Announcer. Third phone. Sharp on news, DJ, ad-lib. Will travel. Box 580A, B•T.

June-Sept. Experienced; versatile; fine voice. Bill Brand, 246 E. Tremont Ave., Bronx 57, N. Y.

Radio-television staff announcer. 8 years radio, 20 months tv. No floater—last station 7 years. Seek new opportunity in larger market. Single, veteran, 31, car. Available immediately. Write Ken Bryant, Box 132, RR 3, Mound, Minnesota, or call Mound, Minnesota, 905-J.

Announcer: Negro DJ. Good rhythm and blues man. Funny. Good selling voice, 5 years experience. No hot shot, dependable. Go anywhere. Tape available. Contact Mr. "B," 3207 Ellis St., Berkeley, California.

All around staff and sports announcer, including play-by-play. Strong on news, commercials, friendly DJ style, third class ticket, tapes available, married, will travel. Raymond Damgen, 111 North Walnut Street., East Orange, New Jersey. Orange 6-8872—call after 6 p.m.

RADIO

Situations Wanted—(Cont'd)

DJ, live voice, versatile, sports, play-by-play, 28, married, vet, two years experience, reliable. Pete Franklin, 73 Propp Avenue, Franklin Square, L. I., New York. Floral Park 2-6268.

Experienced announcer with 3rd class license. Tops in music and news. Prefer California or midwest. Contact Robert Goss, KPPC, Pasadena.

Announcer—staff, news, DJ. Sincere, friendly delivery. 2½ years all-around experience in college fm station. Degree, married, 23. Available June 8th. Tape on request. David Harold, 1635-C Division Street, Evansville, Indiana.

Announcer: Recent radio school graduate. Strong on news and commercials. Married, college, vet. Michael Lepre, 760 William Street, Harrison, New Jersey.

Reliable, qualified announcer, light experience, strong news, pleasing personality, college, sales background, seek permanent staff. Relocate short notice. Tape, resume, references. William Pappas, 565 West 192nd Street, New York, N. Y.

Announcer, recent graduate, extensive course, all phases, light experience, strong news, excellent commercials, good deejay. 21, single, draft deferred, willing to travel, tape, resume. Robert Rower, 42-15 Layton Street, Elmhurst 3, New York.

Staff announcer. Superior, friendly, mature voice. Strong news, commercials. Some copywrite. Recent grad. Reliable family man. New England to midwest. Matt Watson, 24 Wappanocca Avenue, Rye, New York.

Technical

First phone, 4 years am, 27, single, car, prefer midwest. Will consider interim summer employment. Box 442A, B•T.

Chief engineer—salesman, 7 years experience, good billing, family man, desire change, prefer midwest remote control. Box 517A, B•T.

New England—N. Y. First phone, am-tv experience, car, available immediately. Box 532A, B•T.

Chief engineer-program director. First class ticket. Thoroughly experienced both. Can do sports and copy. Southern stations only. Box 546A, B•T.

First phone, radio-tv service experience, two years experience, control board operator. Diploma from two radio schools. Attended Port Arthur College. Amateur, married, one child. Transportation. Non-drinker, some experience hillbilly record shows. Remotes, very best personal financial references. Seeking permanent position, will invest in good (am) station, Missouri or Arkansas. Box 550A, B•T.

Engineer wants permanent position south, southeast, no announcing. 8 years experience, ham, 25 years. Capable of chief. Box 551A, B•T.

Engineer-announcer now employed as chief, desire change. Three years experience. Prefer Texas, Tennessee, Kentucky. Will consider all. Box 579A, B•T.

College engineering student desires summer employment. Experienced. Vet. First phone, anywhere. Will combo. Bernard Budenbender, 1020 Poyntz, Manhattan, Kansas.

1st phone, no experience, radio-tv school grad, vet, 31, can travel—Peter Cap, 233 Cook Ave., Yonkers, N. Y.

RADIO

Situations Wanted—(Cont'd)

Engineer, 33 1st phone and radar, available now, will relocate, anxious for start. Langlois, RFD 1, Pascoag, R. I.

Chief—39—married, two children—8 years experience—some announcing. Want to settle. Available immediately. Box M, Double Springs, Alabama.

Production-Programming, Others

Program director—accustomed to delivering audience-building programs on limited budget. Seven years experience, all phases radio. West Coast. Box 449A, B•T.

First class news specialist. Top grade copywriter, heavy sales, theatrical, writing, college background. All commercials—special delivery. Tape, photo available. Box 524A, B•T.

Production manager. Desires hard work to advance future. Experienced. Family. Young. Employed. Box 544A, B•T.

SRT graduate seeking first break—vet—single—will travel. Sincere and willing to work. Box 552A, B•T.

TELEVISION

Help Wanted

Salesmen

Sales—outstanding opportunity for salesmen and sales manager KSAN-TV, growing station, ideal market, San Francisco. Send complete experience and qualifications first letter to Norwood J. Patterson.

Announcers

Need young men with or without radio experience. Send complete information to Smullin tv, Box 1189, Medford, Oregon or Box 1021, Eureka, California.

Technical

Wanted: A man who is now doing a good job in tv maintenance who would like to advance to management as assistant chief engineer of a midwest tv station. Station will be at maximum power soon and is affiliated with NBC. Write Box 537A, B•T, giving previous training and experience and salary expected.

Top tv engineer—thoroughly experienced man capable of taking charge and assuming full responsibility for technical operation of full power vhf station with GE equipment. Write in full, stating salary requirements to Walter M. Windsor, General Manager, KCMC-TV, Texarkana, Texas, or contact at NARTB Convention in Washington May 22-26.

Tv engineer with strong maintenance and operating background on studio, kinescope and/or transmitter gear. Reply Chief Engineer, WTTW, 38 S. Dearborn St., Chicago, Illinois.

(*Continued on next page*)

RADIO STATION IN THE OZARK WONDERLAND

Nationally famous market. Fishing, outdoor sports. Heavy retail. Detailed study of city and market invited.

RADIO STATION FULLTIME-TEXAS-COUNTY SEAT

Single-Station market. Thriving agricultural, retail center. City population 12,500 plus large rural market.

Details to qualified principals

RALPH J. ERWIN

Box 811 Broker Tulsa

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Outstanding vhf station in southeast needs a smart promotion director. Must have experience in broadcast field, writing ability, knowledge of research, merchandising, preparation of newspaper ads. This job entails sales, market and program promotion. Write giving full details on training and experience and send small photo. Box 412A, B•T.

Experienced film cutter for large metropolitan station, east. Top pay for top man to fill in as summer replacement. Send references, salary requirements and experience to Box 575A, B•T.

Outstanding opportunity for experienced director both station and sports, strong emphasis on baseball. KSAN-TV, San Francisco, California.

WABI-TV, Bangor, Maine, wants for expanding production department, tv commercial copywriter. Must be currently working in profession or will consider trained college graduate. Send complete resume and sample copy to Dick Bronson, Production Manager.

WLWD-TV, Dayton, requires traffic manager.

Situations Wanted

Managerial

Experienced general manager or sales manager available immediately. Strong in sales, budgeting and management. Now situated in middle west. Will submit resume, photo, excellent network, national and local references. Box 494A, B•T.

Sales manager: offer three-demensional experience as sales manager major tv station; radio-tv timebuyer major N. Y. agencies and station representative. This background built impressive sales record at tv station. It can work for you in general or sales management position. Experienced in creating and giving station sales presentations to large groups. Youthful family man will relocate for opportunity to inspire and direct your sales department. Top industry references. Box 560A, B•T.

Announcers

Highly professional DJ, news, special events announcer available to quality operation. Tape, picture on assurance of proper handling and return—$150 per week minimum guarantee. Professional; family man for professional operation only. Box 192A, B•T.

Announcer—presently employed with almost two years radio experience. News-commercials—DJ-man in the street. Desires opportunity in television. Single, vet, 24. Capable-confident-sincere. Box 573A, B•T.

Production-Programming, Others

Experienced program director—economy-minded executive with proven record in competitive tv market. 12-year background radio, tv. Efficient, practical, respected individual who knows tv from long experience. Available immediately. Prefer midwest. Box 468A, B•T.

Producer-director, 3 years major market experience. Excellent references. Prefer east. Box 503A, B•T.

Tv producer-director with network experience desires change. Presently employed by a leading net-originating station. Radio and N. Y. ad agency background. Box 519A, B•T.

News editor, tv-radio. Emphasizing local, regional coverage w/film, stills; highest ratings, references. Box 523A, B•T.

Program director—television degree, chief director, production manager, university teacher of tv, strong on local live programming. Vet, married, 28. Box 533A, B•T.

Experienced film man. Can purchase, edit, make film and slides. Will organize film department. References. Box 534A, B•T.

Cameraman—2 years experience, all studio operations, excellent references, relocate. Box 561A, B•T.

Tv-radio promotion director, photographer, former newspaper editor-publisher with sales promotion background available. Wally Blake, 221 South Main, Charles City, Iowa.

FOR SALE

Stations

Mid-south single station markets: Half interest in profitable daytimer, $23,500 (includes work opportunity); 100% stock with steady earnings $55,000—$15,000 down, balance over 10 years; full-time local break-even, $40,000, half cash. Paul H. Chapman, 84 Peachtree, Atlanta.

Southwestern city over 25,000 population. Close inspection of market and property invited. Principals only. Ralph Erwin, Broker, Box 811, Tulsa.

Arkansas. Established station. Good market. Combination operation optional. Available to qualified principals only. Ralph Erwin, Broker, Box 811, Tulsa.

Vhf, $800,000 CBS exclusive area. Uhf $190,000 cash; financing available. No conversion problem, ABC. Exclusive listings. Write Hugh R. Norman, Davenport, Iowa.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment

Western Electric coils 154C—$15; 119C—$8.00. New—23A—$10.00; 26A—$7.00; Jack Panels—$17.00; 12 volt relay supply—$18.00. Box 497A, B•T.

For sale: DuMont series 8000, 5 kw high-band transmitter; color corrected, GE TF-4-A 20 kw amplifier; 500 foot Stainless tower; tower lighting and photoelectric control; 1,000' 3⅛" Andrew steatite transmission line; transmission line hangers for 500' dual run; RCA TF 6A1, antenna, modified to handle 19 kw input; sleet melting equipment, and 5 kw RCA diplexer. All equipment now operating on channel 7. Bids on all or part of equipment considered. Write Box 536A, B•T.

For sale: One Blaw-Knox CFN 275-foot self-supporting tower, now standing. Contact Roy Giles, Box 702, Roanoke, Virginia.

For sale: one flexible completely airconditioned coach, excellent condition driven 44,000 miles priced at bargain. Albany Hardware Company, Albany Georgia.

WANTED TO BUY

Stations

Miss.—Ark.—La.—W. Tenn.—Stations or CPs—Towns 5000 plus or cities. Box 947G, B•T.

Radio. Texas, Oklahoma, Arkansas, Missouri, Kansas. Professionally licensed service. Ralph Erwin, Broker, Box 811, Tulsa.

Wanted to buy RCA-76-B audio console or equivalent. Please state price, condition and availability. KSBW-TV, P. O. Box 1651, Salinas, California.

Wanted: Good condition fm used antenna for side mounting. Four-bay Andrews multi-V, or Collins. Also 1⅝ in. 451 Andrews cable or equivalent. WMVA, Martinsville, Virginia.

Limiting amplifier, GE type BA-5-A, in good working condition. Also consider RCA, Raytheon, Collins. Barry Trading Company, Lebanon, Tennessee.

Instruction

Get your FCC first phone license in 8 weeks. Intensive, personalized instruction in residence or by correspondence. For details, write Grantham School, Dept. 1-K. Address either 6064 Hollywood Blvd., Hollywood, Calif., or 737 11th Street N.W., Washington, D. C.

Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesmen will call). Get the best—it costs no more! Northwest Radio & Television School, 1221 N. W. 21st Avenue, Portland 9, Oregon.

RADIO

Help Wanted

TOP-FLIGHT DISC JOCKEY NEEDED IMMEDIATELY

For Major Metropolitan Market. $200 Per Week. Send Qualifying Letter Only With Photo And Background. No Tapes Until Notified.

Box 577A, B•T.

Programming-Production, Others

TOP-FLIGHT NEWSMAN for CLEVELAND

Must be thoroughly experienced. Send tape, resume, and photograph to WSRS, Cleveland 18, Ohio.

Situations Wanted

Managerial

MANAGEMENT—PRODUCTION EXECUTIVE

Recently completed 2½ years as Mgr., Radio-Recording-Transcriptions for top TV, Radio & Recording Musical Personality.

Account Executive 3½ years with leading NYC Recording Company.
Desires position, preferably away from Metropolitan Areas, where enthusiasm and new ideas are welcomed and will be used.

Available after June 1st.

Box 547A, B•T

Manager or Sales Manager

With 10 years experience seeks position with progressive station. Young family man with fine sales record and top industry references. Active state association and community leader. Present station has been sold. Will be available at NARTB Convention. Write

Box 576A, B•T.

TELEVISION

HELP WANTED

Salesman

TV SALESMAN WANTED

KCRG-TV, Channel 9, Cedar Rapids, Iowa, has excellent opportunity for experienced salesman. Station owned by newspaper. Full power, 1,085 foot tower gives station greatest TV coverage in state. Guarantee plus commission. Contact Manager Pat Patterson with full particulars or Joseph F. Hladky at Willard Hotel during NARTB Convention. Application confidential.

New and expanding VHF TV station and affiliated Radio station located in medium market in lower Midwest making staff additions. Want experienced permanent people in the following catagories:

Announcer strong on News and "On Camera selling"
Continuity Writer TV Copy Production
Traffic Manager
Salesman
Operating Engineer

Want people who are interested in permanent Community living. Send full information first letter including your present salary scale.

Box 543A, B•T

Situations Wanted

Programming-Production, Others

DO YOU NEED A VHF OPERATIONS MANAGER OR PROGRAM MANAGER?

8 yrs. experience in all phases of VHF-TV operations
Current Program Manager but must relocate due to Corporation merge.
Top industry references. Available June 5th.

Box 541A, B•T

FOR SALE

Stations

STATIONS

Outstanding Carolinas network—fulltime, grossing above $100,000 annually—nets one-third. Priced realistically at $120,000—Good financing. Also Carolinas small market. Excellent operation fulltime exclusive. Good annual net—$47,500 with $15,000 down. Qualified clients only.

J. T. Snowden, Jr.
Box 129, Augusta, Georgia
Hotel Statler—Convention Week

Equipment, Etc.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

FOR SALE—(Cont'd)

Equipment

FOR SALE
TV PLANT
GE-5KW TRANSMITTER, CHs 7-13 INC, DIPLEXER, FILTERS & DUMMY LOAD
GE—BAY ANTENNA
GE-FREQUENCY MONITORS, SPARES PRICED RIGHT
KFMB-TV SAN DIEGO, CALIF.

NEW RCA SURPLUS TV CAMERA
only $197.50!



A spare camera for a fraction of the usual price! Excellent for closed circuit, factories, swim pools, prisons, medicine, etc. 1846 Iconoscope, 6-stage video amplifier and clipper.

Write for complete technical data.

FREE CATALOGUE ON REQUEST

SURPLUS EMPORIUM, Dept. B•T
503 N. Victory Blvd. Burbank, Calif.

WANTED TO BUY

Stations

RADIO STATION WANTED

Experienced manager-owner wishes to lease or manage station with option to purchase. Medium or large market. Will be at convention. Box 502A, B•T.

Box 502A, B•T

RADIO STATION WANTED
MINNESOTA-WISCONSIN-IOWA
OR SURROUNDING AREA
ADEQUATE FINANCING AVAILABLE
FOR ANY OFFER
BOX 436A, B•T

INSTRUCTION

NATIONAL ACADEMY of BROADCASTING



3338 16th St., N.W.
Washington, D. C.

Job Getting Courses in Announcing, Writing, Producing for Radio & TV

Call Decatur 2-5580
New Term Starts June 2

FOR THE RECORD

(Continued from page 148)

waukee, for Lou Poller's 56.6% interest in WARL. Mr. Blumenthal is sole owner of WCMS and now will be sole owner of WARL. Filed May 10.

Hearing Cases . . .

FINAL DECISION

Latrobe, Pa.—New am, 1480 kc. FCC by order made effective immediately an initial decision and granted application of Latrobe Bcstrs. for new am station in Latrobe, Pa., on 1480 kc, 500 w, daytime only, conditioned upon applicant filing, within 60 days, an application for mod. of CP specifying a transmitter site and antenna system conforming to Commission rules and standards. Action May 11.

INITIAL DECISION

WCEM Cambridge, Md.—FCC Hearing Examiner Hugh B. Hutchison issued initial decision looking toward grant of the application of The Shore Bcstg. Co. for CP to increase power of WCEM Cambridge, Md., from 100 w to 250 w, operating unlimited time on 1240 kc. Action May 17.

OTHER ACTIONS

Miami, Fla.—Ch. 7 proceeding. FCC announced its decision which concludes that public interest, convenience and necessity will be served by permitting Storer Bcstg. Co. to operate a tv station on ch. 23 in Miami, Fla. Comr. Hennock dissented. Grant without hearing on Dec. 16 last of assignment of license of WMIE-TV (now WGBS-TV) from WMIE-TV Inc., to Storer Bcstg. Co., followed by mod. of CP and STA, were protested by Hollywood Bcstg. Co. (WINZ), Miami-Hollywood, and Miami-Biscayne Television Corp. (WMFL [TV], ch. 33), Miami, and oral argument was held on Feb. 28. Action May 11.

Evansville, Ind.—Ch. 7 proceeding. FCC scheduled oral argument on June 6 in ch. 7 proceeding involving Evansville Tv Inc. and WEOA and WGBF, both Evansville. Action May 11.

KHTV (TV) Hibbing, Minn.—FCC by order on petition filed Dec. 13, 1954, by North Star Televising Co., granted without hearing latter's application for 6-month extension of time to complete construction of station KHTV (TV) (ch. 10), Hibbing, Minn. Comrs. Webster and Bartley dissented. Action May 11.

Albany, N. Y.—FCC by order denied petition filed March 31 by Van Curler Bcstg. Corp., WTRI (TV), ch. 35, Albany, N. Y., for review of an examiner's ruling of March 29 and clarification of issues involved in protest proceedings instituted by Van Curler as a result of Commission grant on Nov. 3, 1954, of transfer of control of Hudson Valley Bcstg. Co., WROW-AM-TV (ch. 41), Albany, N. Y., to Lowell J. Thomas, et al. Comr. Hennock dissented. Action May 11.

Bay Shore, N. Y.—FCC scheduled oral argu-

INSTRUCTION

FCC 1st PHONE LICENSE IN 5 to 6 WEEKS

***THE* ORIGINAL INTENSIVE 'DOOR OPENING COURSE'**
RADIO-TELEVISION
OUR INTEGRITY PROVEN

Check the school that others try to copy.

WILLIAM B. OGDEN
1150 W. Olive Avenue
Burbank, California

BE TAUGHT—NOT TOLD
UNDERSTAND—NOT MEMORIZE
Over 1600 successful students in NINE years

ment on June 6 in case involving bid by Key Bcstg. System Inc. for new am station on 1300 kc and WAVZ New Haven, Conn., requesting change of facilities from 1250 kc. Action May 11.

WWBZ Vineland, N. J.—FCC scheduled oral argument on June 6 involving application for renewal of license. Action May 11.

Hermiston, Ore.—FCC Examiner William G. Butts granted petition of Carl F. and Sarah Knierim to amend bid for new am station to specify 1570 kc instead of 800 kc and amended bid was removed from hearing docket. Action May 11.

Bridgeport, Wash.—FCC by order denied a request of April 21 by C. J. Community Services Inc., operator of an unlicensed booster tv station in Bridgeport, Wash., for a copy of field reports pertaining to illegal booster operations in current proceedings. Action May 11.

Routine Roundup . . .

May 18 Decisions

BROADCAST ACTIONS

By the Commission en banc

STA

WMAL-TV Washington, D. C., The Evening Star Bcstg. Co.—Granted STA for experimental operation (ch. 7) between 8 a.m. and 12:30 p.m. during period May 25 to June 24 to transmit nonstandard tv signals in order to demonstrate coding and decoding apparatus of Zenith Radio Corp. "phonevision" system to persons attending NARTB convention at Sheraton Park Hotel, Washington, and to members of Congress and FCC on special receivers for the purpose. The signals can not be received on regular receivers. These tests (before WMAL-TV's regular program hours) shall avoid any action which may create public impression that FCC has or will approve any system of subscription tv. Comr. Webster dissented.

Renewal of License

The following stations were granted renewal of licenses for the regular period: WHTB-FM Talladega, Ala.; WAKU Latrobe, Pa.; WOZK Ozark, Ala.; WJBF (TV) Augusta, Ga.; WBHB Fitzgerald, Ga.; KDBS Alexandria, La.; KREH Oakdale, La.; KRLW Walnut Ridge, Ark.; KRMD-AM-FM Shreveport, La.; KRUS Ruston, La.; KSIG Crowley, La.; KSLO Opelousas, La.; KSYL Alexandria, La.; KTBS-AM-FM Shreveport, La.; KTHS Little Rock, Ark.; KTLO Mountain Home, Ark.; KUOA-AM-FM Siloam Springs, Ark.; KVOK Honolulu; KVOL-AM-FM Lafayette, La.; KVOM Morrilton, Ark.; KVPI Ville Platte, La.; KWAK Stuttgart, Ark.; KWCB Searcy, Ark.; KWCJ Natchitoches, La.; KWHN Ft. Smith, Ark.; KWKH-AM-FM Shreveport, La.; KXAR Hope, Ark.; KXJK Forrest City, Ark.; WBKH Hattiesburg, Miss.

May 18 Applications

ACCEPTED FOR FILING

Remote Control

WSGN Birmingham, Ala., Jemison Bcstg. Co.—(BRC-725).

WHEP Foley, Ala., Alabama-Gulf Radio Inc.—(BRC-724).

Renewal of License

WHTS Murfreesboro, Tenn., Murfreesboro Bcstg. Co.—(BR-2890).

WBBS (FM) Crawfordsville, Ind., First Baptist Church—(BRH-749).

WIKY-FM Evansville, Ind., South Central Bcstg. Corp.—(BRH-251).

WRSW-FM Warsaw, Ind., Reub Williams & Sons Inc.—(BRH-404).

WSON-FM Henderson, Ky., Henderson Bcstg. Co.—(BRH-212).

WFMW-FM Madisonville, Ky., Messenger Bcstg. Co.—(BRH-475).

WJHL-FM Johnson City, Tenn., WJHL Inc.—(BRH-770).

WKPT-FM Kingsport, Tenn., Kingsport Bcstg. Co.—(BRH-149).

WLAP-FM Lexington, Ky., American Bcstg. Corp.—(BRH-597).

Applications Returned

WCNB-FM Connorsville, Ind., News-Examiner Co.—Renewal of license. Incorrectly signed.

License for CP

KXJK Forrest City, Ark., Forrest City Bcstg. Co.—License to cover CP (BP-9516) which authorized installation of new antenna and transmitter at National Bank Bldg., 109 North Washington Street, Forrest City, to be operated on 950 kc, 250 w, for auxiliary purposes only. Amended to change name to W. W. Campbell, W. M. Campbell, Jack Bridgeforth, William B. Fogg and E. J. Butler, d/b as Forrest City Bcstg. Co. (BL-5692).

KBAB El Cajon, Calif., Babcock Bcstg. Corp.—License to cover CP (BP-9321) which authorized new standard broadcast station (BL-5721).

KPTL Carson City, Nev., Edwin L. Bullis and Alma F. Bullis—License to cover CP (BP-9384) which authorized new standard broadcast station (BL-5722).

Modification of CP

WBRV Boonville, N. Y., Black River Radio Inc.—Mod. of CP (BP-8985) which authorized new standard broadcast station for extension of completion date (BMP-6843).

License for CP

WNBT Wellsboro, Pa., Farm and Home Bcstg. Co.—License to cover CP (BP-9230) as mod. which authorized new standard broadcast station (BL-5720).

KAMQ Amarillo, Tex., Top of Texas Bcstg. Co.—License to cover CP (BP-9139) as mod. which authorized increase daytime power; install new transmitter and change from employing directional antenna night only to DA both day and night (DA-2) (BL-5719).

Renewal of License

WTRC Elkhart, Ind., The Truth Pub. Co.—(BR-495).

WJCD Seymour, Ind., Dr. Azra C. Baker—(BR-2368).

WAEW Crossville, Tenn., WAEW Inc.—(BR-2799).

WLIL Lenoir City, Tenn., WLIL Inc.—(BR-2473).

Remote Control

WSAC Radcliff, Ky., Fort Knox Bcstg. Co.—(BRC-726).

Renewal of License Returned

KVMA Magnolia, Ark., Magnolia Bcstg. Co.
WVLK Lexington, Ky., Bluegrass Bcstg. Co.

Applications Returned

Holbrook, Ariz., Donald Edward Jacobs Sr. and Irene N. Tabor d/b as Northeastern Ariz. Bcstrs. (PO Box 31, & Irene N. Tabor)—CP for new standard station on 1270 kc, 1 kw, daytime hours only. (VA & VG; Exhibits 8 & 9 dated after Section I.)

May 17 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of May 13

STA

KAYE Puyallup, Wash., Puyallup Valley Bcstg. Co.—Granted permission to operate the following schedule during June, July and August: 6:30 a.m. to 6:30 p.m. (with additional hours as required to cover special events); 12 a.m. to 2 a.m. (optional as conditions may warrant).

Remote Control

The following stations were granted authority to operate transmitters by remote control: WDEC Americus, Ga.; WTIX New Orleans; WMIK Middlesboro, Ky.; WSTV Steubenville, Ohio.

Actions of May 12

Modification of CP

The following were granted mod. of CPs for extension of completion dates as shown: KGNC-TV Amarillo, Tex., to 12-8-55; KYTV (TV) Springfield, Mo., to 11-15-55; WAGE-TV Marquette, Mich., to 12-7-55; KTLA (TV) Los Angeles, to 12-2-55; WGR-TV Buffalo, N. Y., to 11-7-55.

Actions of May 9

Modification of License

WRAP Norfolk, Va., Cavalier Bcstg. Corp.—Granted mod. of license to change name to Rollins Bcstg. of Virginia Inc.; condition (BML-1626).

Modification of CP

KRWC Forest Grove, Ore., Irving V. Schmidtke—Granted extension of completion date to 9-1-55 (BMP-6831).

WIMA-TV Lima, Ohio, WLOK Inc.—Granted mod. of CP for extension of completion date to 12-6-55 (BMPCT-3088).

ACTIONS ON MOTIONS

The Commission, on petition of RETMA, extended from May 20 to July 21 the time for filing comments in re Docket 11331, and reply comments thereto 20 days thereafter, in the matter re operation of co-channel amplifying transmitters in conjunction with the main transmitter of tv stations (Action May 13).

On petition of The Jacksonville Journal Co., the Commission extended from May 13 to May 27 the time for filing comments in re Docket 11361 the matter of assigning Channel 10 to Bunnell, Fla., with replies thereto 10 days thereafter (Action May 12).

By Comr. Robert E. Lee on May 13

Broadcast Bureau—Granted petition for an extension of time to and including May 23, in which to file exceptions to initial decision in re applications of City of Jacksonville, et al. for ch. 12 in Jacksonville, Fla. (Dockets 10833 et al).

Broadcast Bureau—Granted petition for an extension of time to and including May 30 in which to file exceptions to initial decision in re applications of Queen City Bcstg. Co., et al. for ch. 7 in Seattle, Wash. (Dockets 9030 et al).

Chief Broadcast Bureau—Granted petition for an extension of time to and including May 18 within which to file exceptions to initial decision in re applications of KFAB Bcstg. Co., and Herald Corp. for ch. 7 in Omaha, Neb. Dockets 9009, 10909).

Chief Broadcast Bureau—Granted petition for an extension of time to and including May 18 in which to file exceptions to initial decision in re am applications of Dorsey Eugene Newman, Hartsell, Ala. et al (Dockets 10638 et al).

By Examiner Annie Neal Huntting

Issued a Third Statement concerning pre-hearing conferences and order in re application of Theodore Feinstein for new am station in Newburyport, Mass. (Docket 11141) (Action of 5/16).

WAPF McComb, Miss., Southwestern Bcstg. Co of Miss.—Granted motion for a ten-day extension of time for filing proposed findings in re its am application (Docket 11251). (Action of 5/11).

By Examiner Elizabeth C. Smith on May 13

On joint request by counsel for protestant and for assignor and assignee for KPLN Camden, Ark., ordered that the subpoenas directed to D. Randolph James, Sr., are amended with respect to time and place for his appearance and production of documents, and said D. Randolph James, Sr. is released from appearance on May 16; in other respects the subpoenas shall remain in full force and effect until subsequent order. (Docket 11363).

By Examiner Basil P. Cooper on May 13

Indianapolis, Ind., WIBC Inc.; Indianapolis Bcstg. Inc.—Granted motions for certain specified corrections to be made in the transcript in re applications for ch. 13 (Dockets 8906 et al).

By Examiner Hugh B. Hutchinson on May 10

Broadcast Bureau—Granted petition for an extension of time to and including May 18 within which to file its proposed findings in re application of KSWS-TV Roswell, N. M. (Docket 11303). Also announced that no requests by any of the parties to this proceeding for additional time in which to file proposed findings beyond May 18 will be accorded favorable consideration.

May 17 Applications

ACCEPTED FOR FILING

License for CP

WPCT Putnam, Conn., The Israel Putnam Bcstg. Co.—License to cover CP (BP-9652) which



22 years' experience in network, large- and small-market management, sales, programming, promotion, merchandising

UHF CONSULTANT
FOR
PROFITABLE OPERATION

LAMBERT B. BEEUWKES
LITTLE BLDG. BOSTON, MASS.

AT NARTB CONVENTION
HOTEL STATLER EX 3-1000

authorized increase in power (BL-5713).

Modification of CP

WABJ Adrian, Mich., Gerity Bcstg. Co.—Mod. of CP (BP-6251) as modified, which authorized change frequency, change hours of operation; transmitter equipment and type transmitter for extension of completion date (BMP-6838).

Remote Control

WMIK Middlesboro, Ky., Cumberland Gap Bcstg. Co.—(BRC-721).
WSTV Steubenville, Ohio, WSTV Inc.—(BRC-720).
KXA Seattle, Wash., KXA Inc.—(BRC-719).

Renewal of License

KENA Mena, Ark., R. B. Bell—(BR-2495).
WHBU Anderson, Ind., Anderson Bcstg. Corp.—(BR-342).
WCBL Benton, Ky., Purchase Bcstg. Co.—(BR-3058).
WAIN Columbia, Ky., Tri-County Radio Bcstg. Corp.—(BR-2635).
WMTC Lawson, Ky., The Kentucky Mountain Holiness Assn.—(BR-2090).
WMIK Middlesboro, Ky., Cumberland Gap Bcstg. Co.—(BR-2293).
WLAR Athens, Tenn., Athens Bcstg Co.—(BR-1250).
WDKN Dickson, Tenn., Dickson County Bcstg. Co.—(BR-3068).
WDSG Dyersburg, Tenn., State Gazette Bcstg. Co.—(BR-1272).
WCRK Morristown, Tenn., Cherokee Bcstg. Corp.—(BR-1651).
WSM Nashville, Tenn., WSM Inc.—(BR-483).
WOWO Fort Wayne, Ind., Westinghouse Bcstg. Co.—(BR-492).
WJPS Evansville, Ind., WJPS Inc.—(BR-2150).
WTCJ Tell City, Ind., Tell City Bcstg Co.—(BR-1890).
WIEL Elizabethtown, Ky., Elizabethtown Bcstg. Co.—(BR-2520).
WFKY Frankfort, Ky., Frankfort Bcstg. Co.—(BR-1249).
WHLN Harlan, Ky., Blanfox Radio Co.—(BR-1129).
WKOA Hopkinsville, Ky., Pennyrile Bcstg. Co.—(BR-2985).
WLBN Lebanon, Ky., Lebanon-Springfield Bcstg. Co.—(BR-2900).
WGRC Louisville, Ky., Northside Bcstg. Corp.—(BR-900).
WSIP Paintsville, Ky., Big Sandy Bcstg. Co.—(BR-2437).
WPRT Prestonsburg, Ky., Kentucky Mountain Bcstg. Co.—(BR-2759).
WGRM Greenwood, Miss., Mrs. P. K. Ewing, executrix of the estate of P. K. Ewing, deceased—(BR-847).
WMIS Natchez, Miss., Natchez Bcstg. Co.—(BR-1127).
WNAT Natchez, Miss., Old South Bcstg. Co.—(BR-2387).
WHIN Gallatin, Tenn., Sumner County Bcstg. Co.—(BR-2157).
WIRJ Humboldt, Tenn., Gibson County Bcstg. Co.—(BR-2380).
WHDM McKenzie, Tenn., The Tri-County Bcstg. Co.—(BR-2925).
WMMT McMinnville, Tenn., McMinnville Bcstg. Co.—(BR-1713).
WDBL Springfield, Tenn., Springfield Bcstg. Co.—(BR-2494).

Renewal of Lincese Returned

WTCO Campbellsville, Ky., South Central Kentucky Bcstg. Co.

License for CP

WKBJ Milan, Tenn., West Tenn. Bcstg. Co.—License to cover CP (BP-9211) as modified which authorized new standard broadcast station (BL-5714).

Applications Returned

Golden State Broadcasters Nr. Auburn, California (PO % Charles E. Halstead, Jr. P. O. Box 992, Auburn, Calif.)—CP for new standard station on 770 kc 1 kw daytime hours only (incomplete and incorrect).
David M. Segal, Clarksdale, Miss., (PO 1012 Baltimore Bldg., Kansas City, Mo.)—CP for new standard station on 900 kc 250 w daytime hours of operation (Request of attorney).
Macomb, Illinois, Western Illinois State College—CP incorrectly filled out.

Renewal Application Returned

KWGS (FM) Tulsa, Okla., U. of Tulsa—CP to make changes in licensed station. Filed on wrong form.

Renewal of License

WETB Johnson City, Tenn., Press Inc.—(Name incorrect application incomplete).
WITZ-FM Jasper, Ind., Jasper on the Air Inc.—(BRH-773).
WCTW (FM) New Castle, Ind., Courier-Times Inc.—Improperly signed.
WFBM-TV Indianapolis, Ind., WFBM Inc.—(BRCT-86).
WAVE-TV Louisville, Ky., WAVE Inc.—(BRCT-74).
WMCT (TV) Memphis, Tenn., Memphis Pub. Co.—(BRCT-24).
WSM-TV Nashville, Tenn., WSM Inc.—(BRCT-34).

UPCOMING

MAY

May 22-26: NARTB Convention, Shoreham and Sheraton-Park hotels, Washington.
May 23: Community Broadcasters Assn., Shoreham Hotel, Washington.
May 25: Senate Appropriations Subcommittee recall hearing on FCC budget for fiscal 1956, G-16, Capitol Bldg., 2 p.m.
May 31: Deadline, Fund for the Republic Television Awards (script contest), New York.
May 31: RAB Clinic, St. Louis.

JUNE

June 1: Deadline, Nominations for Outstanding Young Advertising Man, Assn. of Adv. Men & Women of New York.
June 1: RAB Clinic, Wichita, Kan.
June 2: RAB Clinic, Denver.
June 3: RAB Clinic, Salt Lake City.
June 5-8: Adv. Federation of America golden anniversary convention, Palmer House, Chicago.
June 5-8: Alpha Delta Sigma convention (adv. fraternity), Palmer House, Chicago.
June 6-8: National Community Tv Assn. convention, Park Sheraton Hotel, New York.
June 12-14: Iowa Broadcasters Assn., Crescent Beach Lodge, Lake Okaboji.
June 13: BMI Clinic, Turf Club, Twin Falls, Idaho.
June 13: RAB Clinic, New York.
June 14: BMI Clinic, Rainbow Hotel, Great Falls, Mont.
June 14: RAB Clinic, Hartford, Conn.
June 15: BMI Clinic, Hotel Utah, Salt Lake City.
June 15: RAB Clinic, Boston.
June 16: RAB Clinic, Manchester, N. H.
June 16-18: Maryland-D. C. Radio & Television Broadcasters, Stephen Decatur Hotel, Ocean City, Md.
June 17: BMI Clinic, Hotel Denver, Glenwood Springs, Colo.
June 17: BMI Clinic, Edgewater Beach Hotel, Detroit Lakes, Minn.
June 17: RAB Clinic, Bangor, Me.
June 17-18: Colorado Broadcasters Assn. meeting, Denver Hotel, Glenwood Spring.
June 19-22: National Assn. of Television-Radio Farm Directors, Washington.
June 20-July 1: WSM-Peabody College Radio-Tv Workshop, Nashville, Tenn.
June 21: Television News Institute, Northwestern U., Evanston, Ill.
June 23-25: NARTB combined boards of directors, The Homestead, Hot Springs, Va.
June 24-25: Virginia Assn. of Broadcasters, Engleside Hotel, Staunton.
June 26-29: Adv. Assn. of the West convention, Portland, Ore.
June 27-30: Western Assn. of Broadcasters (Canadian) convention, Jasper Park Lodge, Jasper, Alberta.
June 28: Presentation, Outstanding Young Advertising Man, Assn. of Adv. Men & Women of New York.

JULY

July 1: RAB Clinic, Cedar Rapids, Iowa.
July 11-31: Institute in Live & Filmed Tv, U. of Miami, Coral Gables, Fla.
July 18-29: WSM-Peabody Tv Workshop, Peabody College, Nashville, Tenn.

AUGUST

Aug. 1-9: Educational Television Workshop, Michigan State College, East Lansing.
Aug. 8: RAB Clinic, Atlanta.
Aug. 9: RAB Clinic, Charleston, S. C.
Aug. 10: RAB Clinic, Winston-Salem, N. C.
Aug. 11: RAB Clinic, Norfolk, Va.
Aug. 12: RAB Clinic, Philadelphia.
Aug. 14:-Sept. 3: National Assn. of Educational Broadcasters television production workshop, State U. of Iowa, Iowa City.
Aug. 22: RAB Clinic, Tampa, Fla.
Aug. 23: RAB Clinic, Birmingham, Ala.
Aug. 24: RAB Clinic, Baton Rouge, La.
Aug. 25: RAB Clinic, Ft. Worth, Tex.
Aug. 26: RAB Clinic, San Antonio, Tex.

SEPTEMBER

Sept. 6: RAB Clinic, Los Angeles.
Sept. 7: RAB Clinic, Bakersfield, Calif.
Sept. 8: RAB Clinic, San Francisco.
Sept. 9: RAB Clinic, Ogden, Utah.
Sept. 12-14: CBS Radio Affiliates meeting, Detroit.
Sept. 12-16: National Assn. of Educational Broadcasters engineering workshop, Michigan State College, East Lansing.
Sept. 19: RAB Clinic, Seattle, Wash.
Sept. 20: RAB Clinic, Portland, Ore.
Sept. 21: RAB Clinic, Colorado Springs, Colo.
Sept. 22: RAB Clinic, Cheyenne, Wyo.
Sept. 23: RAB Clinic, Albuquerque, N. M.

OCTOBER

Oct. 3: RAB Clinic, Washington.
Oct. 3-5: National Electronics Conference, Sherman Hotel, Chicago.
Oct. 4: RAB Clinic, Pittsburgh.
Oct. 5: RAB Clinic, Rochester, N. Y.
Oct. 6: RAB Clinic, Burlington, Vt.
Oct. 7: RAB Clinic, Boston.
Oct. 8: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.
Oct: 17: RAB Clinic, Milwaukee.
Oct. 18: RAB Clinic, Chicago.
Oct. 19: RAB Clinic, Detroit.
Oct. 20: RAB Clinic, Cleveland.
Oct. 21: RAB Clinic, New York.
Oct. 24-25: Electron devices group of IRE, Shoreham Hotel, Washington.
Oct. 31: RAB Clinic, Indianapolis.

NOVEMBER

Nov. 1: RAB Clinic, Louisville, Ky.
Nov. 2: RAB Clinic, St. Louis.
Nov. 3: RAB Clinic, Memphis, Tenn.
Nov. 4: RAB Clinic, Knoxville, Tenn.
Nov. 14: RAB Clinic, Minneapolis.
Nov. 15: RAB Clinic, Omaha, Neb.
Nov. 16: RAB Clinic, Des Moines, Iowa.
Nov. 17: RAB Clinic, Kansas City.
Nov. 18: RAB Clinic, Wichita, Kan.

TRANSIT RADIO, INC.

(R. C. CRISLER & CO.)

CONVENTION HEADQUARTERS

THE SHOREHAM

(Suite F-707)

Where we shall be happy to see our friends.

RICHARD C. CRISLER LINTON WELLS

Presidential Precedent

TOMORROW (Tuesday) President Eisenhower addresses the opening session of the NARTB Convention in Washington. It is programmed as an "informal" talk. It is our guess that it will be something more than that, because the President speaks only when he has something to say.

The President talks well off-the-cuff. He has demonstrated this at his news conferences, now thrown open to broadcast coverage. He knows broadcasting not only as the chief of state. He knew how broadcasting was used by the sinister Hitler police state during his tenure as Supreme Allied Commander. He knows about domestic broadcasting through his younger brother, Dr. Milton S. Eisenhower, who has been a student of radio since his days as information director of the Dept. of Agriculture in the 20's.

Tomorrow a precedent will be set. It will mark the first personal appearance by a President of the United States before a broadcasters' convention in the 33 years of organized broadcasting. Every future convention, it is to be hoped, will be addressed by the nation's chief executive, just as the President each year addresses a meeting of one of the national newspaper conventions.

A Word to the Wise

THE spectacular success of a number of the larger entities in broadcasting whose capital stock is available for public subscription has attracted the attention of security underwriters to the point where trouble may be in the offing. The magic of television and the popularity of radio make an attractive package for the average investor, with the result that virtually all of the offerings thus far made have been snapped up and oversubscribed.

Some stock brokers see in this a chance for free-wheeling sales to smaller investors. They are encouraging station licensees (usually with both radio and tv) to package a minority of their holdings, offer it for public subscription, and still retain legal control and management. They argue that such public participation actually strengthens the lot of the broadcaster individually and of the field as a whole, by broadening the investment base. For the investor they point to earnings and expansion prospects.

On the surface, it would appear that the brokers are right on all counts. Certainly most of the companies whose stock is available are successful. RCA (NBC), CBS, Westinghouse, Storer, Meredith, to mention a few, have excellent earning and expansion records. All, however, are long-established and are diversified, in that they are either in other non-licensed pursuits, or have a multiplicity of markets in which they operate stations.

The danger lies in overselling the public, without adequate explanation of the vagaries of licensed operation in the broadcast field. A company having a television station in an existing single or dual-station market may have a most attractive current earning statement. But entry of another station in the market, or loss of a major network affiliation, could swiftly alter that financial picture.

The ordinary stock-selling prospectus would not divulge these negative possibilities. Nor could one expect the Securities & Exchange Commission to be familiar with them. The FCC presumably has no present responsibility in such situations, but members of the Commission are not unaware of the danger, fearing that the zeal to make a profit and pay a dividend might result in a deterioration of station service.

FCC Comr. Robert T. Bartley has repeatedly warned stations, both in his dissenting opinions and in his speeches, that broadcasting "is not a strictly business proposition." He has said its basic asset "does not belong to it. Without the frequency on which it operates, it is a rag, a bone and a hank of hair; a breathless and lifeless thing."

A couple of weeks ago Mr. Bartley dissented from an FCC transfer action involving a public offering by a company operating an am-tv combination in a single market. He wanted a hearing "lest the rights of unknown minority stockholders interfere with the prime responsibility of the licensee to render a public service, as contrasted with the officers' responsibility to public stockholders unfamiliar with the obligations of a broadcast licensee."

Without reference to what goes on in broadcasting, J. Sinclair Armstrong, newly-designated chairman of the SEC, the other day cautioned that neither government regulation nor industry self-regulation in securities advertising is proving adequate to protect investors. He warned that prompt steps would have to be taken.

Sale of stock in broadcast enterprises is perfectly legal and proper. The important point, at this stage when owners are being solicited, is to make certain that the stock prospectus clearly sets forth the true and full facts, so that the public will know precisely what it is being offered. Otherwise, all broadcasting could be stigmatized, once unsuspecting speculative investors find themselves losers. Because stations are licensed, any serious public complaint could bring legislative restrictions that could impede the broadcasters' future freedom of action.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"When Chester doesn't like a show, he insists on getting his money back!"

Squirrels and Grease Paint

SEN. Richard L. Neuberger (D-Ore.) has been in the Senate a relatively short time, but already he has taken two firm stands on the side of the oppressed.

First, it will be recalled, he took up a defense of squirrels that were being heartlessly evicted from their ancestral homes on the White House putting green.

Second, and more recently, he has come out on behalf of the gullible television audience which he says is being duped by theatrical devices which forgetful and unattractive politicians use to enhance their memories and appearances before the tv camera. Sen. Neuberger has introduced a proposed amendment to the Communications Act to require it to be announced when a politician uses a TelePrompTer or makeup. That way, he believes, the viewer will find it easier to spot the ornamented phonies.

We are certainly in sympathy with anyone who sympathizes with the put-upon, whether squirrels or voters with television sets. But we suspect the senator has a greater cause in his first effort. Squirrels really cannot defend themselves effectively. A nut hurled by even the most powerful squirrel is not apt to create extensive damage.

But the voter—well, he's got a vote, the weapon most feared by the politician. He also has sense enough to spot a phony through the greasepaint, without having to be told that Max Factor may have been among the advisors of a candidate.

The 'American Plan' Prevails

NEXT September an international paradox evaporates. Commercial television debuts in Great Britain. The significance of the event extends much farther than that tight little island.

From the beginning of broadcasting on an international basis in the 1920s, it has always been "The British Plan" of tax-supported operation, versus the "American Plan" of free competitive enterprise. Initially, all of Europe followed the British Plan, because Britannia then ruled Europe's air waves, too.

Today the story is different. In almost every nation, except those under the heel of the Communists, there either is commercial broadcasting in some form, or plans to embark upon it. Thus, the "American Plan" has prevailed in all democratic nations.

Henceforth, the lexicon will change. It will be the "American Plan" versus the "Totalitarian Plan" until the latter collapses.



. . . COMPLETE NEWS COVERAGE . . . BY FULLTIME NEWSCASTERS . . . COMPLETE NEWS . . .

What makes a great radio newscast? WWJ has the answer: matchless newsgathering facilities, complete coverage, and real "pros" behind the mike.

That's why Detroit's number one news station is *The Detroit News* station. That's why WWJ's popular 15-minute newscasts offer so much extra value to advertising agencies and their clients.

Before you buy *any* radio in Detroit, check into WWJ's newscasts. Hollingbery will gladly give you a complete rundown on newscasters, ratings, and availabilities.

WWJ AM FM

Associate Television Station WWJ-TV
Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

WORLD'S FIRST RADIO STATION • *Owned and Operated by* THE DETROIT NEWS • *National Representatives: THE GEORGE P. HOLLINGBERY CO.*

Here's how Lee Little of KTUC in Tucson adds to his station's revenue with *Muzak*®

I thought you would be interested in learning how very pleased we are with the way our new Muzak franchise is working out.

You will recall that when you and I initially went over the projection of the development possibilities of Muzak in Tucson, I estimated that it would take us from 9 months to a year to reach the "break even point".

I am delighted to tell you that after only 4 months of operation we have been able to sign up a sufficient number of Muzak subscribers to get our franchise operation into the clear.

One of the contributing reasons for our success has been the facility with which we have been able to combine our radio and Muzak business. Our salesmen who sell radio time also sell Muzak. Our transmitter and studio engineers do double duty, they have complete charge of the tapes and do what little maintenance is necessary on the tape machines, and our KTUC bookkeeping department also handles billing on our Muzak accounts.

We have found a ready acceptance for Muzak in Tucson due to the general reputation of Muzak and your national advertising campaign.

If you should ever want to use my name as a reference to any broadcaster potentially interested in a Muzak franchise as a strong source of supplemental income, please feel perfectly free to do so.

Best regards.

Most sincerely,

Lee Little



As Lee Little's letter points out, MUZAK affords a most unusual opportunity to profitably supplement your station income.

There are many MUZAK functional background music prospects in your station's coverage area—prospects like offices, banks, factories, restaurants, hotels, super markets, department stores and specialty shops—just to mention a few with whom your salesmen probably are already acquainted and are now calling on.

Of course, there is only one MUZAK—and only one exclusive MUZAK franchise available for each market. We'd be pleased to furnish you further details and discuss the availability of a MUZAK franchise in your city.

*MUZAK—Reg. U. S. Pat. Off.

As a convenience to broadcasters interested in finding out more about MUZAK affiliations, MUZAK has arranged for Hospitality Suite B411-415 at the Sheraton-Park Hotel during the N.A.R.T.B. Convention in Washington. We'd be pleased to see you there. An advance appointment is suggested.

MUZAK Corporation—221 Fourth Ave.—New York 3, N. Y. • ORchard 4-7400

AY 30, 1955 35c PER COPY

BROADCASTING TELECASTING

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24TH year

THE NEWSWEEKLY OF RADIO AND TV



"RADIO-ACTIVE" SELLING

Shrewd advertisers use Spot Radio around the clock day after day.

The cost is low. The impact is great . . . because Radio listening is high mornings, afternoons, and evenings:

	Number of Homes That Tune in Each Week
Mornings	36,748,000
Afternoons	37,819,000
Evenings	35,253,000

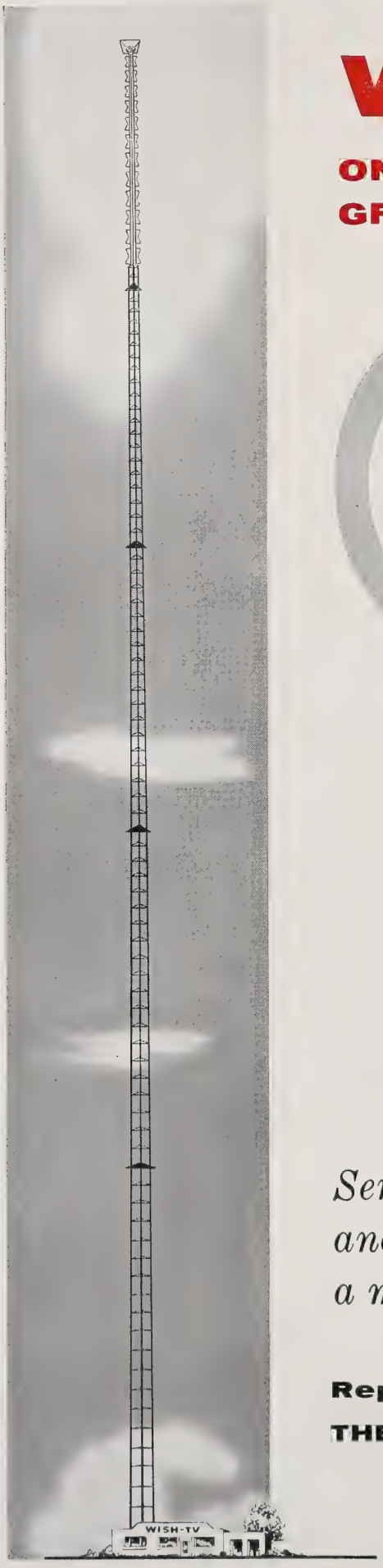
And . . . Spot Radio turns "Radio-Active" listeners into customers for advertisers.

WSB	Atlanta	NBC
WFAA*	Dallas, Ft. Worth	NBC, ABC
KOA	Denver	NBC
WIKK	Erie	NBC
KPRC*	Houston	NBC
WJIM	Lansing	NBC, ABC
KARK	Little Rock	NBC
KABC	Los Angeles	ABC
KSTP	Minneapolis, St. Paul	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
WRNL	Richmond	ABC
WOAI*	San Antonio	NBC
KFMB	San Diego	CBS
KGO	San Francisco	ABC
KMA	Shenandoah (Iowa)	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC
ABC	Pacific Radio Regional Network	

*Also represented as key stations of the TEXAS QUALITY NETWORK

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • ATLANTA



WISH-TV

ONE OF THE NATIONS GREATEST TELEVISION STATIONS

CHANNEL 8

- ✔ NEW 1,000 FOOT TOWER
- ✔ 316,000 WATTS OF POWER
- ✔ EXPANDED SERVICE TO THOUSANDS OF NEW VIEWERS

CBS TELEVISION

WISH-TV
A BASIC
CBS
AFFILIATE

*Serving the great **Indianapolis** and **Indiana** trading area with a more powerful signal*

Represented by
THE BOLLING COMPANY

channel 8
WISH
INDIANAPOLIS

W J I M

BAY CITY

T V

FLINT

LANSING

JACKSON

GRAND RAPIDS

BATTLE CREEK

SAGINAW



Coverage that Counts!

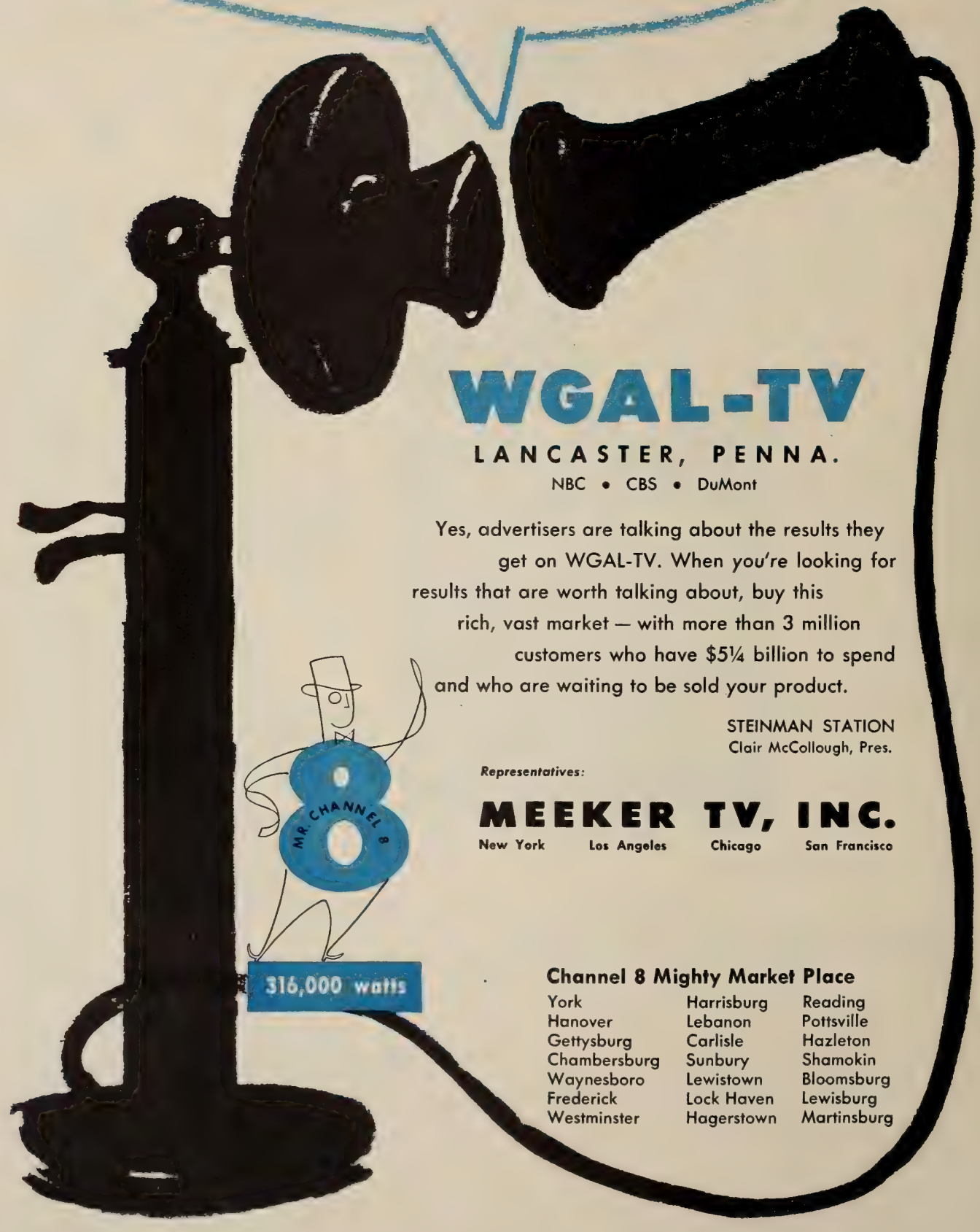
7 major ***Michigan*** *markets*
for NBC, CBS and ABC

Now 100,000 watts!

PETRY & CO.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

have you seen the sales results we're getting in the channel 8 mighty market place?



WGAL-TV

LANCASTER, PENNA.

NBC • CBS • DuMont

Yes, advertisers are talking about the results they get on WGAL-TV. When you're looking for results that are worth talking about, buy this rich, vast market — with more than 3 million customers who have $5¼ billion to spend and who are waiting to be sold your product.

STEINMAN STATION
Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.

New York Los Angeles Chicago San Francisco

Channel 8 Mighty Market Place

York	Harrisburg	Reading
Hanover	Lebanon	Pottsville
Gettysburg	Carlisle	Hazleton
Chambersburg	Sunbury	Shamokin
Waynesboro	Lewistown	Bloomsburg
Frederick	Lock Haven	Lewisburg
Westminster	Hagerstown	Martinsburg

closed circuit.

RENEGOTIATION • Substantially improved contract was discussed by special committee with NARTB Chairman-President Harold E. Fellows last Friday, following annual convention in Washington. Mr. Fellows' present contract has one year to run from June 1 and his base salary is $50,000 per year. Decision presumably will be reached prior to NARTB Hot Springs board meeting, June 23-25. Committee members who met with Mr. Fellows: Tv Board Chairman Clair McCollough, WGAL-AM-TV Lancaster; Radio Board Chairman Henry B. Clay, KWKH Shreveport; Tv Vice Chairman Campbell Arnoux, WTAR-AM-TV Norfolk; Radio Vice Chairman E. K. Hartenbower, KCMO-AM-TV Kansas City, and Finance Committee Chairman William D. Pabst, KFRC San Francisco.

B•T

ALMOST everybody is second-guessing FCC on what it will do on subscription tv issue when point is reached some months hence and preliminary judgment will have to be made. Preponderant guess was FCC would authorize experimental operations in nation's only two seven-station markets—New York and Los Angeles—but would be almost certain to leave policy decision to Congress, since present Act does not envision or encompass this type of operation.

B•T

CBS-TV IN ST. LOUIS • Another major market network affiliation was nailed down during NARTB convention. KWK-TV St. Louis (ch. 4) signed regular two-year affiliation contract with CBS from June 1, but with clause providing for 60-day cancellation if CBS wins in comparative hearing for ch. 11 in that city. Transaction evolved by Robert T. Convey, president of KWK Inc., and Herbert V. Akerberg, CBS Tv station relations vice president.

B•T

ANOTHER meeting within two weeks of board of directors of CBS Radio Affiliates Assn. with network executives is being sought on proposal to cut compensation to affiliates by 25% to help defray network operating costs.

B•T

UHF SUPER-POWER • Uhf power boost to five megawatts (five million w), which FCC Chairman McConnaughey told NARTB conventioneers is in works at staff level, should be ready for Commission action within fortnight. It will be proposed rule-making case with industry comments invited. Question: Can many uhfs afford initial installation, let alone power costs, even if equipment for such power is available?

B•T

GRADUAL decline in number of Chicago-originated network tv programs has cast gloom over city's advertising row, but hasn't dimmed enthusiasm of Sterling C. (Red) Quinlan, vice president in charge of ABC-TV's o&o WBKB (TV) there. At his urging New York network executives are weighing possibility of putting WLS National Barn Dance *on ABC-TV, either live or film, providing cost problem can be licked. Mr. Quinlan also is pushing Tom Duggan, provocative Chicago commentator, for network berth in 9-10 p.m. Saturday spot with variety-type carbon of his daytime show.*

B•T

FILM FOR TIME • In-shop letter recently sent by top representation firm to its tv stations warning against stations bartering time segments for sponsored film for which stations obtain second run and residual rights [CLOSED CIRCUIT, May 23] understood to have been circulated also to other station representative firms. Letter asked whether it is "wise to abdicate control of station time and rates to film suppliers in a manner which infringes upon contracts for exclusive representation and which is likely otherwise to complicate established procedures?" Also noted: "dependable" supply of film for tv stations is increasing in quality and quantity "through normal trade channels." Letter warns that time in barter deal could be resold by film supplier to spot advertisers "at rates that could depart from the station's rate card."

B•T

FILM syndication exhibitors were among most vocal complainants about Washington locale and arrangements for NARTB convention. Principal complaint was that association had failed to give film syndication place on official agenda with consequence that only session held, under outside auspices, was poorly attended.

B•T

CUBAN NETWORK • Watch for upcoming announcement from DuMont and Barletta interests (CMA-TV Havana) of new Cuban tv network which will use on-channel, off-air pickups to cover island.

B•T

HELP for Gene O'Fallon in his battle to put broadcasters on side of pay-tv has come from several sources. Zenith attorney furnished him with copies of attack on Harold Fellows, NARTB president, entitled "Was Our Uncle Hal Scoopgoofed?" [B•T, May 23]. International Telemeter paid his way to Washington where he initiated petition seeking to repudiate NARTB stand on pay-tv. Mr. O'Fallon admitted his non-affiliated ch. 2 KFEL-TV Denver lost $250,000 in 1954 and was on way to losing as much again this year.

B•T

MILITARY THREAT • KUAM Guam isn't only commercial broadcaster facing competition from military "morale" tv stations (story page 96). There are rumblings in Puerto Rico that Armed Forces Radio Service may install low power tv (using network kinescopes with commercials intact) despite regular commercial tv signals in area. Since local tv involves Spanish-language programming, military apparently feels servicemen are entitled to entertainment they can understand.

B•T

NETWORKS may come to defense of KUAM Guam in fight to retain sponsors who would quit if free ride was available on local military station. There were indications kinescopes might be refused showing there if station is built. KUAM is CBS and NBC affiliate. Compromise to fight might be willingness of KUAM to three-year grace period to recoup $100,000 investment before facing AFRS tv competition.

B•T

BIG HANDS • If there had been applause meter at NARTB convention last week, it would have registered maximum for demonstration given President Eisenhower following his precedent-making speech Tuesday. Runner-up would have been Rev. Norman Vincent Peale in spontaneous response to his comment: "I would rather listen to commercials 'til doomsday than to have our radio and television system conducted by the government."

B•T

INSTEAD of reducing rates, WIND Chicago is effecting 25% increase in spot announcement rate and 15% in time rates, effective Aug. 1. Class A time runs from 6:30 a.m. to 7 p.m. and Class B from 7 p.m. to 11 p.m. under new structure, according to John Carey, general manager.

B•T

NO SALE • RCA had intriguing exhibit on exhibition floor showing how station could get two-color IDs or commercial spots from monochrome camera and black-and-white line cut cards. Idea was to sell equipment package. But, as soon as hep tv station engineers saw how it was done (through colorplexer at transmitter, capable of performing 24 color combinations), they snapped their fingers and exclaimed: "Hell, we can do that with the gear we've already got at the station." RCA now considers this special effects exhibit service to broadcasters.

B•T

WHETHER they were for or against subscription tv, majority of broadcasters at NARTB convention in Washington last week deprecated volume and weight of "propaganda" released, first by proponents and in recent days by organized opponents. They don't minimize importance of question but felt that publicity barrages clouded and confused issues.



KTHS (LITTLE ROCK)

BARRELS AWAY AT *Staves*, TOO!

KTHS, Little Rock, is 50,000 watts—Basic CBS. It is listened to regularly by hundreds of thousands of people in towns and villages *far beyond the Little Rock Trading Area!*

Consider *Staves* (Ark.) for example. With only 167 persons, it's not much of a market in itself. But as one of *many* towns, villages and farms reached by KTHS, it *is* important. Actually, it would take about 21,000 Staves to equal the population in the KTHS interference-free daytime coverage area!

Let your Branham man give you all the big KTHS facts.



The Station KTHS daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

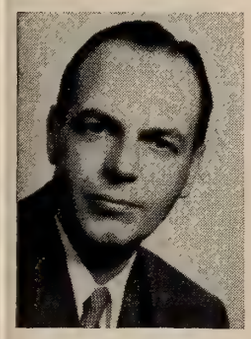
Henry Clay, Executive Vice President
B. G. Robertson, General Manager

at deadline

PRESIDENT NOMINATES RICHARD MACK TO REPLACE FRIEDA HENNOCK ON FCC

(*See editorial, page 29*)

PRESIDENT Eisenhower Friday nominated Richard A. Mack, Florida public utilities commissioner, for seven-year term on FCC to begin July 1, when Comr. Frieda B. Hennock leaves office to return to law practice, probably in Washington and New York.



MR. MACK

Mr. Mack, 45, had endorsement of entire Florida Democratic delegation, as well as of FCC Chairman George C. McConnaughey who has known him intimately as co-officer in National Assn. of Railroad & Utility Commissioners, of which Mr. Mack currently is second vice president.

Nomination, predicted for several weeks [B•T, May 9], initially was transmitted to Senate Thursday but was called back presumably because of amenities on prior notice to congressional leadership. Committee had been notified Monday that nomination would be forthcoming.

Chairman Magnuson (D-Wash.) of Senate Commerce Committee told B•T Friday earliest possible date committee could call Mr. Mack for confirmation hearing is Wednesday June 8, when next executive session is held. Mr. Mack told B•T by phone Friday he stood ready to appear but had to complete hearings pending before Florida commission in Tallahassee which resume June 3 and should wind up by June 20. So far as known, there is no opposition to his appointment and Senate confirmation should be forthcoming before July 1. Sen. Smathers (D-Fla.), committeeman, said he thought hearing would be held within week and approved quickly. He lauded nominee as "an able, clean, efficient young man" and "a loyal and faithful Democrat."

Mr. Mack is businessman, with no experience in broadcasting but with background as utilities commissioner since 1947, having twice served as chairman on rotating basis. He is third Eisenhower appointee from public utilities field, others being Chairman McConnaughey, former chairman of Ohio commission, and John C. Doerfer, former chairman of Wisconsin commission. He holds degree in business administration.

Vital statistics: Richard Albert Mack was born in Miami, Oct. 2, 1909. Attended Miami public schools and Northwestern Military Academy, in Wisconsin. Graduated from U. of Florida school of business administration in 1932. Went into insurance business in Tampa in 1932. Returned to Miami in 1935 to join General Motors Acceptance Corp. In 1940 became credit manager of Hector Supply Co., Miami, which he left to become second lieutenant in infantry, being promoted to lieutenant colonel after having served in European Theatre. Later offered regular Army Commission, but declined in order to enter business.

After serving in Army until 1946, including tenure in Washington, he became secretary and general manager of Port Everglades Rock Co., Fort Lauderdale. In 1947 named member of Railroad & Utilities Commission by Gov. Caldwell; elected to same commission in 1948 and again in 1952. His present term would expire Dec. 31, 1956 (it pays $10,000 per year; FCC pays $15,000).

He is Protestant, member of Sigma Nu and of Blue Key honorary society. His wife is daughter of Col. W. F. Stovall, Tampa pioneer who founded *Tampa Tribune*. They have eight-year-old daughter, Susan.

John Patt in Hospital

JOHN F. PATT, president of WJR Detroit and WJRT (TV) Flint, Mich., was in Washington's Georgetown Hospital at weekend after heart attack Wednesday during NARTB convention. Mr. Patt had been attending NARTB meetings in connection with his new post as Radio Board member for large stations when he was stricken Wednesday afternoon. Following turn for worse in early morning hours Thursday, he was taken to hospital where he was placed on serious list.

Goodyear, Bernard Elected

WGR Inc., Buffalo, Friday elected George F. Goodyear chairman of board and member of executive committee. He is also president. J. J. (Joe) Bernard was elected vice president of WGR Inc. and also continues as general manager at both radio and television stations. Karl B. Hoffman was elected vice president in charge of engineering of both stations.

REPEATS POPULAR

REPEAT tv shows, live or film, can do as well or better than originals, A. C. Nielsen Co. claims in May issue of *Nielsen Newscast*. Cited is audience of 8,725,000 homes for first showing of "Patterns" (*Kraft Theatre*, NBC-TV) and 8,755,000 homes for second showing four weeks later; also "Alice in Wonderland" (*Disneyland*, ABC-TV) hit higher average audience rating and share on repeat than original. Nielsen also finds more tv homes still being reached by radio than by tv in hours up to 11 a.m. Mon.-Fri.; and that average evening once-a-week tv shows reached some 7 million homes through most of this season, about million more than year ago.

• BUSINESS BRIEFLY

MAINE SARDINE SPOTS • State of Maine Sardines, through BBDO, New York, placing 10-week radio spot announcement campaign, using minutes and station breaks, effective July 11 in about 75 markets.

ESKIMO PIE PLACING • Eskimo Pie Corp., New York (ice cream), breaking radio spot announcement campaign using 20 seconds and minutes, effective June 1 in 45 markets. Buchanan & Co., New York, is agency.

'LIFE' ON RADIO • *Life* magazine, New York, through Young & Rubicam, same city, breaking radio spot schedule effective June 1 in seven markets for 17 weeks and June 8 in 19 markets for 13 weeks, all in major cities.

PUREX RETURNS • Purex Corp. Ltd., Southgate, Calif., which had cancelled its radio-tv campaign effective mid-June because of budgetary problems, has reinstated campaign, effective July 4 for 13 weeks using most of stations carrying present schedules plus some additions. McCann - Erickson, New York, is agency.

LIPTON IN NORTH • Lipton's Ice Tea, New York, moving its television-radio spot campaign into northern markets effective June 13 for four weeks. Entire schedule, including northern and southern markets using minutes, station breaks and participating shows, will run on about 50 radio and 50 tv stations. Young & Rubicam, New York, is agency.

COLGATE NAMES BROWN • Colgate-Palmolive Co., for Halo shampoo, has named Carl S. Brown Co., New York, to handle advertising. New radio-tv campaign scheduled to break end of June and first week in July.

Butler Raps McConnaughey

DEMOCRATIC National Chairman Paul M. Butler Thursday night charged FCC Chairman George C. McConnaughey with "partisan political bias" in "traditionally bipartisan and quasi-judicial regulatory agencies of government," in referring to latter's ad lib comment during NARTB convention hinting he hopes President Eisenhower seeks renomination and wins 1956 election (see story page 27). Addressing Young Democrats of D. C. in Washington, Mr. Butler said federal regulatory commissions "are fast coming under the dominant influence of business and financial interests."

Mr. Butler charged that in two recent tv application cases FCC "bypassed the recommendations of its own examiners and denied new tv licenses" where applicants involved "prominent people who supported Adlai Stevenson."

New Britain Hearing Set

HEARING on NBC's $600,000 purchase of WKNB-AM-TV New Britain, Conn., from Julian Gross and associates designated by FCC Friday to consist of oral argument before Commission *en banc* June 20. Also involved is bid to move ch. 30 WKNB-TV to new site. FCC made ch. 8 WNHC-TV New Haven and ch. 53 WATR-TV Waterbury, Conn., parties to proceeding. Comrs. E. M. Webster and Robert T. Bartley dissented and voted for evidentiary hearings. Comr. Frieda B. Hennock dissented.

Put your brand on 1,553,200 TV Homes



SAGEBRUSH SHORTY corrals the kids completely from 5:00 to 6:15 p.m., Mondays through Fridays on WJBK-TV . . . and they love it! Love every action-packed minute of his Porky Pig and Daffy Duck cartoons, full-length westerns, and his magic tricks and ventriloquist pow-wows with Broncho Billy Buttons. A dozen youngsters a day appear with him . . . 1500 more have written in, asking to be on the show.



Want to round up more sales than you ever dreamed possible in this rich Midwest area? Let Shorty rope and tie 'em for you as he has done so successfully for Kelloggs, Bordens, Dr. Pepper, Keds, Hostess ice cream and many others, with his master handling of commercials on Detroit's CBS station with the 1,057-foot tower and all the far-reaching power of 100,000 watts on Channel 2.

WJBK-TV

DETROIT CHANNEL 2

A STORER STATION

Represented Nationally by THE KATZ AGEN

National Sales Director, TOM HARKER,

118 E. 57th, New York 22, ELDORADO 5-7

at deadline

Trade Association Considered For Tv Film Distributors

NEW trade association for film distributors may develop soon, members of National Assn. of Tv Film Directors, Eastern Seaboard Conference, were told Friday evening in welcoming address by NARTB President Harold E. Fellows. Film distribution problems being considered by NARTB committee, which has faced lack of organizational machinery among distributors.

Directors were told by Mr. Fellows that 30-40% of station air time is film material, with average weekly cost of station film programming running $2,575 weekly according to NARTB survey.

Maintain television's integrity as "a guest in the living room," Mr. Fellows urged. He suggested careful reading of NARTB's Television Code. Film industry is developing with such rapidity it lacks standard practices in such matters as trans-shipment, film-room activities and equipment, he said.

Baker Sees Personnel Needs

SOLUTION to problems caused by shortage of trained scientific and engineering personnel must be found if progress in electronic industry is to be made in future, Dr. W. R. G. Baker, General Electric vice president and general manager of GE's Electronics Div., Syracuse, said Friday at dedication of GE's microwave laboratory at Stanford Industrial Park (Palo Alto, Calif.). Other obstacles, Dr. Baker said, are labor's outlook on new industrial methods, federal taxation and control and continued threat of Marxist world conquest.

JWT Manila Project

ROBERT GUILBERT, assistant manager of J. Walter Thompson Co.'s radio-tv dept., moves to Manila June 7 on loan basis with Philippine Adv. Assoc. as top executive. He has been with agency five years in Midwest and previously was with NBC Chicago. JWT plans to buy Manila firm, once Philippine authorities clear red tape. William Weddell, vice president in charge of broadcasting, Leo Burnett Co., slated for west coast berth with JWT, it was reported.

Storecast to 25 N. Y. Cities

STORECAST CORP. of America, New York, will transmit programs of Rural Radio Network, New York State fm system, to supermarkets in 25 cities. Five fm stations are taking part: WRRA (FM) Ithaca; WRRC (FM) Cherry Valley; WRRD (FM) De Ruyter; WRRE (FM) South Bristol, and WWRL (FM) Wethersfield. Programs will consist of music, news, weather and market information.

KSO Des Moines Sold

SALE of KSO Des Moines, Iowa, for $125,000 by Kingsley Murphy Jr. and family to Lyman S. Ayers, Frederic M. Ayers, Robert D. Enoch and associates, operators WXLW Indianapolis, Ind., announced Friday, subject to FCC approval. Blackburn-Hamilton Co., station broker, negotiated sale. Murphy group has option for 30% interest in Cowles' ch. 8 KRNT-TV Des Moines, now under construction, and associated KRNT radio. KSO transfer bid is to be filed with FCC this week.

WEAVER FACES YOUTH

NBC President Sylvester L. Weaver Jr. will answer teen-age queries on NBC-TV's *Youth Wants to Know* program June 5 (NBC simulcast, 2:30-3 p.m. EDT, except for delayed broadcast on WRCA New York at 6:30 p.m. EDT). Also on program: Sen. Warren G. Magnuson (D-Wash.), Chairman of Senate Interstate & Foreign Commerce Committee, who, according to NBC, will make "a public service address" after youngsters finish questioning Mr. Weaver.

Patent Report Procedure To Be Reviewed by FCC

REVISED notice of proposed rule making was issued by FCC Friday in its proceeding looking toward new rule to require filing of annual patent reports by communication carriers and other licensees who own or control patents used in services regulated by Commission. Revision is watered-down version of proposal issued last December and which met opposition as excessive and burdensome [B•T, Feb. 7; Dec. 13, 1954].

Calling for comments June 30, FCC said revision eliminates reports of patents not directly connected with transmission or reception of messages or programs as well as reporting by party of licensee-use of patents he owns or sublets. In addition, modified proposal would not require reports by persons who own or control less than 10 communication patents. Parts of original rule proposal which require furnishing of patent agreements and statements on licensing policy by parties concerned have not been changed, FCC said. Comrs. Rosel H. Hyde and John C. Doerfer dissented.

Albuquerque Case Reopened

HISTORIC radio case involving application of KOB Albuquerque for regular license on 770 kc with 50 kw fulltime reopened by FCC to bring record up to date and obtain new evidence. Order issued Friday noted case in conflict since 1941 when KOB was assigned 1030 kc under NARBA channel shuffle, but upon protest of WBZ Boston, KOB was given special authorization to use 770 kc on "temporary" basis. FCC made WBZ party to renewed proceeding. WABC New York, clear channel on 770 kc, already is participant. Case already has been before Court of Appeals, remanded to FCC in 1950. Commission ordered hearing before examiner to be "expedited."

MORGAN TO 'MONITOR'

UNIQUE job of "reviewing" tv for NBC Radio's *Monitor* will fall to Henry Morgan, radio-tv personality, NBC said Friday. On each weekend night, starting with new service's debut June 12, Mr. Morgan "will monitor television for *Monitor* and report his observations to radio listeners."

PEOPLE

GEORGE W. SWEARINGEN JR. appointed manager of CBS Radio Spot Sales' Atlanta office, effective June 13, Henry R. Flynn, general sales manager, announced Friday. Mr. Swearingen, for six years Atlanta manager for Weed & Co., station representatives, succeeds David Kittrell, resigned.

GEORGE W. GOODMAN, director of community news and special events, WLIB New York, appointed supervisor of program operations and member of program planning board.

F. P. RICE, director of manufacturing and purchasing for Allen B. DuMont Labs, named to newly-created post of director of consumer operations for company.

MICHAEL KORY, Emerson Radio & Phonograph Co. director of sales, elected vice president in charge of sales, and **LESTER KRUGMAN,** formerly advertising director of Bulova Watch Co., elected Emerson vice president in charge of marketing.

NATS Signs Contracts With 16 More Tv Stations

NATIONAL Affiliated Television Stations Inc. signed contracts with 16 more stations during NARTB convention week, Berman Swarttz, NATS secretary-treasurer, announced Friday. NATS, combination of General Electric Co. and National Telefilm Assoc., was established last March to provide outlets with national sales force, programming, financial aid and management counsel.

Stations which signed are: WFIL-TV Philadelphia, ch. 6; KMBC-TV Kansas City, ch. 9; WWLP (TV) Springfield, Mass., ch. 22; KCJB-TV Minot, N. D., ch. 13; KMBM-TV Bismarck, N. D., ch. 12; KHOL-TV Kearney, Neb., ch. 13; KIEM-TV Eureka, Calif., ch. 3; KBES-TV Medford, Ore., ch. 5; WSIX-TV Nashville, ch. 8; WDBO-TV Orlando, ch. 6; WRBL-TV Columbus, Ga., ch. 4; WOAY-TV Oak Hill, W. Va., ch. 4; WTWV (TV) Tupelo, Miss., ch. 9; WINT (TV) Fort Wayne, ch. 15; WNEM-TV Bay City, Mich., ch. 5, and WSBA-TV York, Pa., ch. 43.

McConnell Joins Reynolds

JOSEPH H. McCONNELL, former NBC president and resigning as Colgate-Palmolive Co. president July 1, elected director and appointed general counsel of Reynolds Metals Co., R. S. Reynolds Jr., firm's president, has announced. Mr. McConnell, whose offices will be in New York, assumes Reynolds post July 5, succeeding late Judge Robert B. Patterson. Mr. McConnell was NBC president before joining C-P two years ago. His resignation from latter firm was announced several weeks ago [B•T, May 9].

Sacramento Uhf Surrenders

BECAUSE of multiple tv services already available in market, John H. Poole Friday surrendered to FCC his permit for ch. 46 KBIE-TV Sacramento, Calif. Total post-thaw tv deletions are 142, including 29 vhf and 113 uhf.

Lever Promotion for Lux

WHAT was hailed by NBC-TV as first closed-circuit telecast in soap industry was sent Friday from Burbank, Calif., to 20 key markets in U.S., where executives and salesmen of Lever Bros. learned about Lever's plans for its new "Gold-Wrapped" Lux soap.

the week in brief

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*Reg. U. S. Patent Office

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In Live Programming

KTLA

CHANNEL 5

Towers over the rich Southern California Television Market!



. . . AND **SALES** FROM LIVE PROGRAMS TOWER ABOVE ALL OTHER TELEVISION ADVERTISING

•

62% of All Local, Live television programming which rates 5 or better —ARB—is on KTLA

IN **KTLA's** SIGNAL AREA:

POPULATION 7,004,800 • RETAIL SALES $8,244,000,000 • TV SETS 2,200,000

7% of the nation's television homes can be reached by KTLA

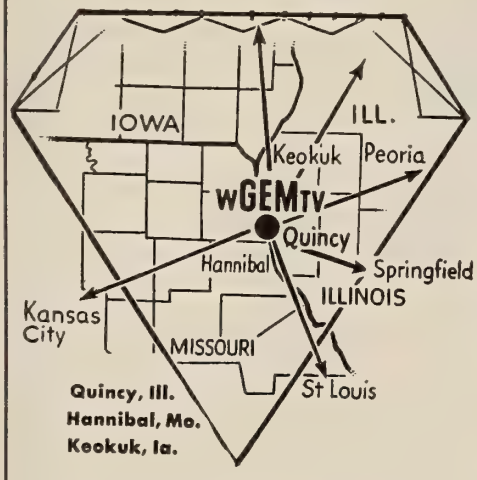
Represented Nationally by PAUL H. RAYMER COMPANY

PULSE *proves*

WGEM-TV

the

PLACE TO BUY



WGEM-TV IS DELIVERING THE MOST VIEWERS DURING THE PRIME EVENING HOURS WHEN MAXIMUM SETS ARE IN USE. GET THE FIGURES AND AVAILABILITIES FROM AVERY-KNODEL, INC.

THE BILLBOARD proves WGEM-TV tops for merchandising promotion for TV Film Programs in 1954 in the 200,000 area markets . . . and WGEM-TV was the only station in Illinois outside of Chicago mentioned in the survey, the other station being WGN-TV.

Quincy's TV outlet blankets the rich Tri-State market, serving and selling over 500,000 people with over $712,000,000 spendable income.

Represented by

Avery-Knodel, INC.

Joe Bonansinga, General Manager

Newspaper affiliate

The Quincy Herald Whig

WGEM-TV QUINCY, ILLINOIS — CHANNEL 10 — NBC • ABC

OPEN MIKE

Superimposition Successful

EDITOR:

The story in B•T's May 9th issue about superimposing call letters deals with what we know is a serious problem for some advertisers. But the story is merely a beginning for which we can supply the end. Mr. Best's idea is sound, practical and workable. We know because we have been using this exact system for some time and with excellent results. In fact, our setup is no different from that shown in the diagram.

Actually, we had been using optical superimposition for a variety of different purposes ever since some time in 1950. Later our station manager, Harold P. See, began to think of applying this system to commercial IDs. . . . Our national sales representatives, Free & Peters, was enthusiastic about the idea at which point Lee Berryhill, our chief engineer, and his department went to work on a practical application.

The result was that optical superimposition has been offered to all advertisers as a matter of routine since October 1954. The result is not only a technical success but has attracted numbers of new advertisers.

As a postscript to this success story, the recent installation of color telecasting equipment makes optical superimposition impracticable. However, we continue superimposition on an electronic basis which produces similar results.

R. D. Irving, Prom. Mgr.
KRON-FM-TV San Francisco, Calif.

Word Is Heard

EDITOR:

I AM SENDING THIS BY WIRE SIMPLY TO EMPHASIZE MY APPRECIATION OF YOUR EDITORIAL "A WORD TO THE WISE." YOU ARE EVERLASTINGLY RIGHT AND AN EDITORIAL OF THIS CHARACTER STAMPS YOUR PUBLICATION AS BEING OF TOP VALUE TO THE BROADCASTING FIELD.

ALLEN KANDER
STATION BROKER
WASHINGTON, D. C.

Radio News in Air

EDITOR:

I was much interested by your lead story [B•T, May 16], so I had one of the boys bat out a story based upon it for use on one of our WMAQ (Chicago) radio news programs.

William Ray, Mgr.
News & Special Events
NBC Chicago, Ill.

[EDITOR'S NOTE: Story Mr. Ray refers to dealt with Politz three-area survey confirming earlier finding that even in places of deep tv saturation almost everybody listens to the radio. WMAQ's news item stressed the Politz finding that more than half the people would turn to radio to verify a rumor of war.]

Bon Voyage

EDITOR:

I do not know whether this item constitutes news in which your fine magazine would be interested or not. On June 1 I am leaving my position as assistant to Mr. Warren E. Baker, general counsel of the FCC.

I am planning to take a motor trip to California with my wife this summer and after a very long, pleasant vacation will then probably enter the private practice of law in Rochester, N. Y., where my father practiced for more than 40 years.

I have very much enjoyed my work at the Commission and particularly my association with Mr. Baker, but, as I told Chairman McConnaughey earlier this week, it is my feeling that after nearly 11 years overall in military and government service, I now want to try my hand on the non-government side.

May I take this opportunity of saying how much I have enjoyed BROADCASTING • TELECASTING. It does an excellent job of covering a lively and very fascinating field.

Brendan McInerney, Asst. to the General Counsel
FCC
Washington, D. C.

Radio in 1955

EDITOR:

I can't tell you how pleased I am with the "Radio in 1955" feature in the April 18 issue of B•T. Of course, I do have a somewhat personal interest. However, I think the article will be of great help to everybody in radio.

Ernie Tannen, V. P. & Gen. Mgr.
WILY Pittsburgh

EDITOR:

Thanks a lot for the nice things you had to say about WGSM in your April 18 "Radio in 1955: Grass Roots Giant." . . .

Edward J. Fitzgerald, Gen. Mgr.
WGSM Huntington, N. Y.

EDITOR:

Congratulations on putting together an excellent article, "Radio in 1955: Grass Roots Giant."

In the KMAN portion of the piece there was an error. Our sister station KHAS was founded in 1940 instead of 1954 as the article reads.

Lowell E. Jack, Gen. Mgr.
KMAN Manhattan, Kan.

A Hit

EDITOR:

. . . May we take this opportunity to express our appreciation for the fine articles which appear in the B•T weekly issues. Although this newsweekly is perhaps designed primarily for the professional people in the radio and television field, we have found many articles to be of interest and assistance to us in our work for the boys of America and Canada . . .

Joseph W. Cookson, Adm. Sec.
Babe Ruth League Inc.
Trenton, N. J.

Now There Are 13

EDITOR:

Your quote on page 139 of B•T's May 16 issue—"Watch us hatch into Washington's most independent station"—is evidently an error, because the sticker referred to read as follows: "Watch us hatch into Washington's most *powerful* independent station—10,000 watts."

Harry Hayman, President
WPGC Morningside, Md.

[EDITOR'S NOTE: B•T's inadvertent omission adds another egg to the dozen in the package to which the sticker was affixed when it was distributed as a promotion piece by WPGC, whose call identifies its location in Prince Georges County, adjacent to Washington, D. C.].

High Tower

EDITOR:

The cartoon on the editorial page of the May 16 issue was of particular interest to me because KOB-TV's transmitter is higher than



MAYHEM IN THE A.M.

This week **ERNIE KOVACS** brings his antics

(and his friends) to **WABC Radio**

From 6 to 9 in the morning (Sundays excepted) Ernie Kovacs will be turned loose at WABC. Result: a wild, wacky combination of nonsense, music and news that will attract more people than we ever thought got up that early.

And Ernie will keep his early-bird sponsors smiling because they got there before the competition. Be an Ernie bird, too. It pays!

WABC · Radio · 770 · New York

Represented nationally by Edward Petry & Co., Inc.
New York, Chicago, Detroit, St. Louis, San Francisco, Los Angeles.



Channel 13 WHBQ-TV

Memphis, Tenn.

A General Teleradio Owned Station

The Mid-South's Most Powerful Station Leads Competition In These Six Verified Market Measurements:

✓ 1st in nighttime competitively rated quarter hours from 6:00 P.M. to sign off. A.R.B. Report of March, 1955. Telepulse Report February 1-7, 1955.

✓ 1st in daytime audience. A.R.B. Report of March, 1955. Telepulse Report February 1-7, 1955.

✓ 1st in national spot advertising. Rorabaugh Report, 1st quarter, 1955, released April 25, 1955.

✓ 1st in local spot advertising. Local Air Survey conducted week of April 3, 1955.

✓ 1st in merchandising promotion. Billboard Survey published April 9, 1955.

✓ 1st in servicing film commercials. Billboard Survey published February 19, 1955.

Choose your rating service . . . check . . . measure and compare, and you will recognize the certified leadership WHBQ-TV has attained in less than two years of operation.

Channel 13 WHBQ-TV

Memphis, Tennessee
CBS and ABC Programs

Represented by Blair TV, Inc.



She's his new favorite
— only because she told him about . . .

Northern Indiana's
SUPER station
. . . 250,000
watts plus . . . with a
SUPER audience
. . . more than 208,000 UHF sets

covering the South Bend,
Elkhart, Southern Michigan
BILLION DOLLAR MARKET*

WSJV-TV
ABC NBC DUMONT
Elkhart, Indiana
Channel 52

JOHN F. DILLE, Jr., President
JOHN J. KEENAN, Commercial Manager

NORTHERN
INDIANA'S
Most Powerful
STATION

For availabilities see your
H-R TELEVISION MAN
National Representatives
*See Sales Management Survey of Buying Power

OPEN MIKE

any other television station in the country. I would like, very much, to have the original of this cartoon to frame and hang in our lobby.

Wayne Coy, President
KOB-AM-TV Albuquerque, N. M.

RFE Formats

EDITOR:

Just a note to let you know that we are all very pleased with the article about Radio Free Europe in the April 18 B•T.

You will be interested to know that Bill Raefael, our program director who is mentioned in the article, has received a number of phone calls from people who want to peddle their radio formats to Radio Free Europe!

Libby Ogren, Asst. Public Relations Dir.
Radio Free Europe, New York

Gladly Granted

EDITOR:

On page 63 of the April 11 issue of B•T you ran an article entitled: "'You Are There' Evolves to Film." Since Prudential is one of the sponsors of this program, we have a particular interest in the article and would like to know if we have your permission to reproduce it. We have in mind sending a copy to each of our field offices and possibly reprinting it in some of our house organs.

W. F. Hedden, Asst. Adv. Mgr.
The Prudential Co. of America
Newark, N. J.

Radio for Banks

EDITOR:

In the March 28 issue of B•T, there appeared an article on radio advertising for banks, written by Mr. James Furniss, vice president of the C & S Bank.

We of WMLT are most anxious to obtain reprints of this article . . .

W. Newton Morris, Mgr.
WMLT Dublin, Ga.

[EDITOR'S NOTE: A limited supply of reprints of "A Georgia Bank Banks on Radio" is still available at five cents apiece.]

Up-to-Date

EDITOR:

. . . I am happy to hear that the suggestion which I made with respect to updating the list of tv stations which appear on your tv map has been accepted. I believe that you will find a favorable reaction to the idea throughout the industry . . .

Arthur S. Paroll, Dir. of Broadcast Media
Foote, Cone & Belding, New York

EDITOR:

Thanks for sending the revised station listings for the tv map. You will be pleased to know that your map is prominently and permanently fastened to the wall by my desk. I am continually amazed by the vast amount of news and informative articles that weekly cram the covers of your fine publication . . .

Peter M. Bardach
Foote, Cone & Belding, New York

EDITOR:

. . . The panel bringing the TELECASTING map up to date was certainly a fine idea . . .

C. Joseph Gavin
Cunningham & Walsh Inc., New York

IN REVIEW

THE CATERED AFFAIR

WHAT was billed as "The Catered Affair" on the Goodyear *Television Playhouse* on NBC-TV May 22 might have been more aptly titled "The Cluttered Affair."

This latest offering by Paddy Chayefsky, who has made distinguished contributions to television drama with "Marty" and other teleplays dealing with ordinary people grappling with human problems, shot wide of its mark. In an attempt to give depth to his story, Mr. Chayefsky had his characters involved in an almost endless series of current crises and old recriminations. The net result was a humorless, grim mishmash of melodramatic episodes.

It is conceivable that some grim moments can emerge when a mother insists on a catered affair for her daughter's wedding when the young lady and her fiance have decided on a quiet wedding with no reception. Here are some of the conflicts that developed in the hour-long telecast:

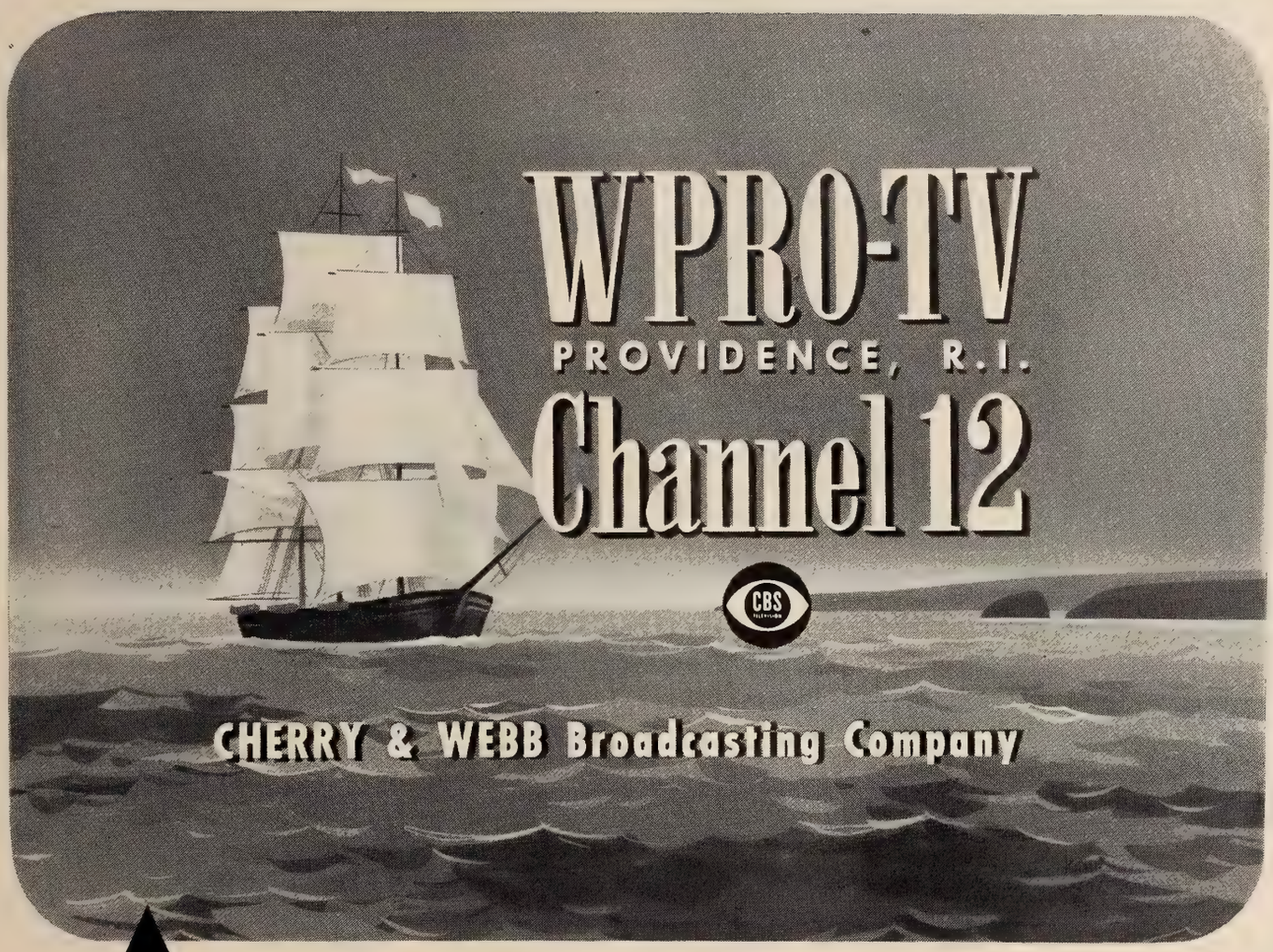
The proposed matron of honor, who is married to a man who is going to lose his job, breaks down and sobs uncontrollably because she cannot afford to buy a gown and a new suit for her husband. The father of the bride, who has been pictured as a penny-pincher, becomes embroiled in endless spats with his wife because he will have spent funds for the catered affair, which he had earmarked for his "dream"—a taxicab of his own. The future bride and groom will have to forego a honeymoon trip to California because the catered affair requires more preparation, and a free auto ride to the West Coast will no longer be available. The bachelor uncle, who makes his home with the intended bride and parents, decides to board out because he cannot invite two old friends to the wedding reception. The mother is driven to the point of telling both her daughter and her husband that her marriage was arranged by her father and that she never had been loved. She also confesses that she always has favored her son, killed in Korea, over the daughter and wanted a catered affair to make up for this deficiency.

It is apparent from this brief recital of old antagonisms—and there were many more—that Mr. Chayefsky was attempting to paint a portrait of an extremely harassed family. He could have accomplished this objective with less talk, less histrionics, and certainly, less hysteria.

The cast was uniformly excellent, particularly Thelma Ritter as the mother; Pat Henning as the father, and Billy Greene as the boorish father of the groom.

Sponsored by Goodyear Tire & Rubber Co., through Young & Rubicam, on NBC-TV on Sun., 9-10 p.m. EDT on alternate weeks. "The Catered Affair" was telecast on May 22.

Production Costs—Approximately $35,000
Writer—Paddy Chayefsky
Producer—Gordon Duff
Director—Robert Mulligan
Assoc. Producer—Robert Alan Aurthur
Assoc. Director—Dean Whitmore
Cast:
mother—Thelma Ritter
father—Pat Henning
uncle Jack—J. Pat O'Malley
bride—Kathleen Maguire
kid brother—Andy Mulligan
Alice, bride's friend—Nancy Marchand
groom—Michael Higgins
Mr. & Mrs. Halloran—Billy Greene and Katherine Hynes



The symbol of TOP TELEVISION in New England's BIG THREE Market

Two months ago, WPRO-TV made its debut on Channel 12 in the nation's 14th market—the "Big Three" market comprised of Providence, Fall River and New Bedford. Public acclaim for this new television service has been overwhelming. *(Ask BLAIR-TV for the proof!)*

In this market where the familiar call letters WPRO have long stood for the best in radio, WPRO-TV now offers the best in television—a continuation of Cherry & Webb Broadcasting Company's more than twenty-three years of community service.

Basic CBS Television

WPRO-TV CBS TELEVISION NETWORK

CHANNEL 12 • 316,000 WATTS

Represented exclusively by BLAIR-TV



When today's Horatio grabs his Hooper or Platonius peruses his Pulse he's obviously looking for facts . . . and when he studies either of those studies (ARB too) he's going to rediscover what he already knows; i.e., there's no station like WTRF-TV in the Wheeling-Steubenville Two Billion Dollar Market. By every accepted standard of measurement WTRF-TV dominates by a wide margin, indicating that the 397,000 families in the WTRF-TV coverage area, owning 304,778 television receivers prefer this unusually popular, watchable station. The upper Ohio Valley, known as "the rich Ruhr Valley of America", covered by WTRF-TV, is continuing to attract major industry because of its abundance of natural resources and fuel and a plentiful supply of manpower. So, when making up a schedule, or adding to one, don't be carried away by magnified coverage figures; get the facts; check the ratings; find out who's viewing what. When you do you will realize WTRF-TV is dominating an important market—worth your consideration.

A phone call will cause any Hollingbery man to grab his toga and laurel crown and come a-running to your office to show you the latest Hooper, Telepulse, ARB figures, or the NBC schedule. If you insist on the facts direct from the inner sanctum, call Wheeling 1177 and let Caesar Bob Ferguson tell you how *"Omnia Gallia est divisa en tres partes"* and how WTRF-TV's part is better than 2 to 1 of the tuned in audience between noon and midnight.
Pax Vobiscum.

NBC-ABC. Equipped for network color.

WTRF-TV, CHANNEL 7 316,000 WATTS WHEELING, WEST VIRGINIA

MILESTONES

► JOHN CAMPION, control room operator, WDRC Hartford, Conn., is marking his 13th year with the station.

► MEL GOLDBECK, production manager, Gardner Adv. Co., St. Louis, has marked his 35th anniversary with the agency.

► KFH Wichita, Kan., is observing its 33d anniversary of broadcasting.

► FRANK HEMINGWAY, newscaster, Don Lee Broadcasting System, Hollywood, is celebrating his 11th year with the network.

► WMAQ-AM-FM Chicago has begun the third year of its *NEW DIMENSIONS* stereophonic sound series described by the station as "3-D radio."

► CBS-TV's *BEAT THE CLOCK* is celebrating its sixth year on the air.

► JOHN F. DELISA, personality-music librarian, WTIC Hartford, Conn., has observed his 25th year with the station.

► JOHN HARRISON, transmitter engineer, WIP Philadelphia, is celebrating his 23d year with the station.

► HOWIE LEONARD, announcer-disc m.c., WPOR Portland, Me., is marking his seventh year in radio.

► KUDL Kansas City, Mo., has commemorated its second birthday.

► MILTON CROSS, commentator, ABC Radio *Metropolitan Opera* series, has celebrated his 15th anniversary with the program.

► ARTHUR E. RICHARDES, local sales manager, WSBT-AM-TV South Bend, Ind., has celebrated his 25th year as a member of the station's staff.

► HARRY BRODERICK, chief engineer, WDRC-WFMQ (FM) Hartford, Conn., is observing his 14th year with the stations.

► SID FULLER, newscaster, KHJ Hollywood, has marked his 12th year in broadcasting.



WDBJ Roanoke, Va., found it fitting to present a cake to a baker. Ray P. Jordan (l), WDBJ general manager, pays tribute to Frank Welch, president and manager of Rainbo Bread Co., as Rainbo celebrated its 20th anniversary as sponsor of WDBJ's *The Musical Clock* (7 a.m. weekdays).



"I got it straight from a timebuyer.."

"Sure . . *you* know who! Old Ivorytower from Mumblethrush, Supersell & Erudite—the big agency that's got all the radio-TV billing. He was sitting right there . . where the lady is . . and he says to this young fellow with him . ."

(Know who's talking? That's Sam, master barman at Radio City's English Grill — precise as a Heidelberg chemist in the art of blending. What's more, he probably knows more top timebuyers than you do. So listen . .)

"This fellow — he's watching the skaters in the short skirts, see? But he sure jumps when Ivorytower asks: 'How'd you like to find another job for yourself?' 'Huh?' says the guy, sort of strangling-like.

"Well, sir, old Ivorytower gives him a three-decimal-point look and then says: 'I checked that new schedule you made up yesterday. So when did Maine secede from the Union? Half a billion annual retail sales in seven counties . . a couple of powerhouses like WABI and WABI-TV to cover it . . audience loyalty like a Dodger fan's — and *you* ignore all this? I should give you back to the mailroom!'

"That fellow didn't even wait for his London broil. Hightailed it right out of here to get latest availabilities on WABI and WABI-TV. Even *I* could've told him he pulled a rhubarb. You folks got anything to sell up Maine-way . . .?"

wabi AM TV

Represented by: George P. Hollingbery — Nationally
Kettell-Carter — New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.



Turnip greens or sirloin steaks—it's all the same to Uncle Ned; he tells our audience how good they are and they go right out and buy.

He's an equally good salesman on Radio or TV.

Scott's Super Market writes Uncle Ned:

"You have been on radio and television for us for about three years . . . today our business is more than double that of 1951, and 3½ times larger than in 1948, and we hope 1955 will be even larger than 1954 which was by far our best year . . . we want to express to you and your entire band our many, many thanks for a job well done—the very best."

As to turnips green, here's an unsolicited letter from the White Packing Company, Vienna, Ga.

"You have been advertising our Georgia Brand turnip greens for about a year and I would like to try to thank you for the wonderful job you have done in promoting and assisting us in the sales of this product. Our relations with Uncle Ned and His Hayloft Jamboree have been fulfilling and we are looking forward to continuing these favorable relations."

Lots more like those, but you get the idea. We've got the boy to sell and get aboard our Hayloft Jamboree. your product, so choose your partner See Avery-Knodel for TV; Katz for the radio session.

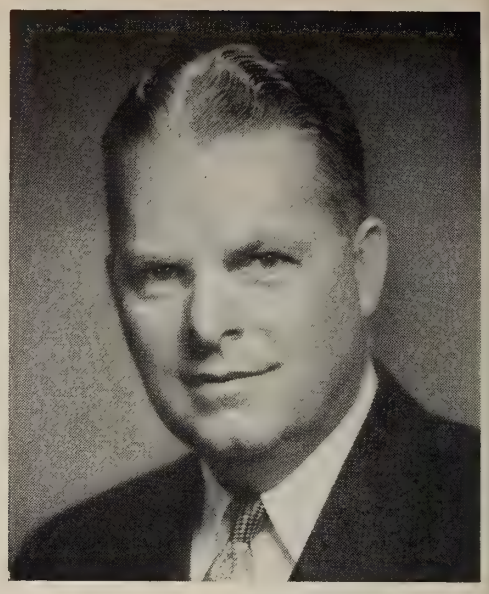
Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to VINCENT RICHARD BLISS



WHEN the American Assn. of Advertising Agencies elected Vincent Bliss a director, representing the central region, it once again recognized the niche carved by a leading Chicago executive in the halls of the AAAA and Earle Ludgin & Co.

At the national level, Mr. Bliss has been active in AAAA work for some years, particularly in the trade association's agency-educator program. Among Chicago agency colleagues he has won acclaim as a foremost creative specialist grounded in the intricacies of merchandising.

A veteran of 23 years with the same agency, Mr. Bliss was elevated to the presidency of Earle Ludgin & Co. last January, in a top-level realignment that brought Earle Ludgin to the post of board chairman. The promotion of Mr. Bliss and others was attributed to the "recent rapid growth" of the agency, which bills about $10 million annually, perhaps half of which derives from radio and television.

As for himself, friends are still mildly surprised that Vincent Bliss, a product of Chicago, was the author of the All Purpose Rit radio jingles and was one of the first instrumental in bringing the symphony orchestra to commercial television.

Mr. Bliss spent 14 years in the mercantile world before deciding to get into a wider field and joining his lifelong friend, Earle Ludgin. The association has proved a fruitful one for the agency.

Vincent Richard Bliss, born on Nov. 30, 1897, was attending Wendell Phillips High School when a fortuitous thing took place: the advertising director of Albert Pick-Barth Co., merchandising-manufacturing firm, chose him along with five other boys to serve as apprentices at $7 per week in an organization handling about $30 million in business each year. The firm and its subsidiaries specialized in hotel equipment and furnishings.

At that time, in the early 1900's, Albert Pick-Barth Co. included such groups as the John Van Range Co., White Door Bed Co. and Clinton Carpet Co. (marketers of Ozite rug cushions).

Young Mr. Bliss started as a cub in the parent firm's catalog department and was appointed advertising manager when only 21. He immediately became interested in creative labors, working in sales promotion, and finally was made special sales director.

When the Pick organization was sold to other interests in 1927, Mr. Bliss became a partner in Taylor, Rogers & Bliss, a sales and marketing consultant for advertisers, agencies and others.

In 1932, the time for decision arose and Mr. Bliss joined Mr. Ludgin, an alumnus of Albert Pick-Barth Co. as vice president. Like most principals of the Ludgin agency, Mr. Bliss was both creative man and account executive. For many years he was responsible for numerous broadcast accounts, including the writing of radio commercials and other phases.

One of "the earliest and most interesting campaigns," Mr. Bliss recalls, was the catchy jingle series for Rit Products Corp. (now in television exclusively). Another series which he nurtured was the Chicago Symphony Orchestra, a veteran on radio for many years and now on television for the past few seasons under sponsorship of the Chicago Title & Trust Co.

Today Mr. Bliss is head of an agency which numbers among its radio and/or tv accounts such clients as Helene Curtis (Spray Net, Lanolin Discovery), Jules Montenier Inc. (Stopette, Poof, Finesse), Best Foods Inc. (Shinola), Rath Packing Co., W. F. McLaughlin Co. (Manor House coffee), Bendix laundry appliances, Crosley kitchen appliances. Mr. Bliss had moved up from vice president to executive vice president of the Ludgin agency in 1946.

In his position as head of one of Chicago's fastest growing agencies and a prominent figure in the AAAA, Mr. Bliss feels the broadcast industry is "nearing the end of a transition period of the past three or four years" with respect to the roles played by radio and television. He also is concerned with the "position in which the television industry finds itself as to what I consider dangerous commercial abuses." He says:

"There is a very serious problem with respect to commercials and a murderous problem with respect to costs." He adds that "we may be forced closer to the magazine concept" in programming.

On radio he says

"We have been trying, where it will fit, to employ radio, but there is no use pretending that radio is not being overshadowed by tv. Radio activity is much less strong for us than tv now."

The agency-educator project was motivated in the AAAA central region, with Mr. Bliss taking an active hand on its task forces. He feels there should be a greater understanding by school faculty members of advertising's role in the nation's economy.

Mr. Bliss' hobbies are nature subjects (he's president of the Natural History Society of Barrington), music and travel. He married the former Alma Stephenson. They have a married daughter, Mrs. David Main, and live in suburban Barrington.



MEREDITH
Radio and Television
STATIONS

KANSAS CITY:	**KCMO Radio & KCMO-TV**	The Katz Agency
SYRACUSE:	**WHEN Radio & WHEN-TV**	The Katz Agency
PHOENIX:	**KPHO Radio & KPHO-TV**	The Katz Agency
OMAHA:	**WOW Radio & WOW-TV**	John Blair & Co. and Blair-TV

Affiliated With Better Homes and Gardens and Successful Farming Magazines

FIRST
IN RADIO!



FIRST
IN TV!



KWFT-TV
CHANNEL 6
in Wichita Falls
Texas!

CBS AND DuMONT
TELEVISION NETWORKS

Wichita Falls Television, Inc.



ROBERT OAKLEY

on all accounts

ROBERT G. OAKLEY is a rare executive in Chicago advertising circles. His background is literally devoid of lengthy agency experience and he virtually grew up in the marketing and distribution phases of the oil business.

Today, at the age of 32, Mr. Oakley is vice president of Maryland Adv. Agency Inc., Chicago, which handles the mushrooming Oklahoma Oil radio-tv account. Mr. Oakley triples in brass: he writes copy for its commercials, dabbles in production and buys time in the highly-competitive Chicago oil-gas market.

Oklahoma currently spends about three-quarters of a million dollars on Chicago radio-tv sports and other programs, including co-sponsorship of Cubs and White Sox home telecasts on WGN-TV; a fourth of an all-year-round $500,000 radio sports package on WCFL, and a strip of Tom Duggan's nightly commentary on WBKB (TV). The sports bundle comprises Sox baseball, Notre Dame and Chicago Cardinals football, Blackhawks hockey and the *Bob Elson Show.*

Mr. Oakley himself has been athletically inclined since he played high school football and basketball for De LaSalle Institute. He was born in Chicago on Jan. 8, 1923. After high school, he majored in business administration (while playing golf and basketball) at the U. of Chicago for three-and-a-half years. He also attended the U. of Wyoming and later the Cite Universitaire Dijon while with the 66th Infantry Div. overseas.

He started his business career with Jos. T. Ryerson & Sons in steel warehouse sales in 1946, served one year with Snow Crop Marketers Div. of Clinton Foods in sales promotion and worked with Oklahoma Oil Co.'s Fuel Oil Div. as assistant sales manager for five years, before joining the Maryland agency in November 1953.

Among other accounts on which Mr. Oakley rides herd are Riley Oil Corp., Lake River Terminals Inc., Thaw Corp. and South Side Petroleum Co. Needless to say, he believes avidly in advertising, and particularly in tv sports programs

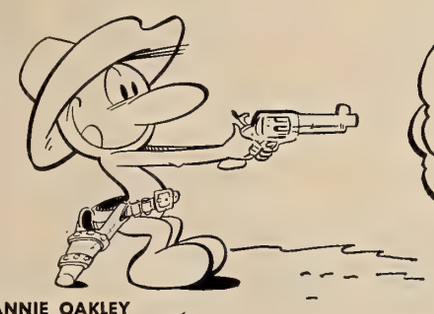
Mr. Oakley married the former Joan Dillon. They have two children, Robert B., 1½, and Lisa C., 2½, and live in Chicago's South Shore district. An ardent golfer (he was champion of the South Shore Country Club 1953-54), he also belongs to the Builders Tee Club and Phi Delta Theta Alumni Club.

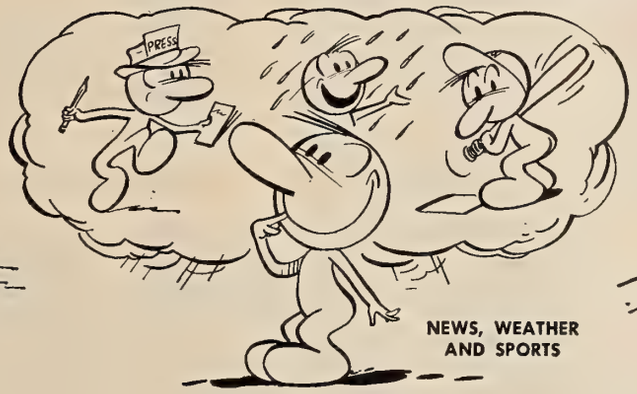


KTVH Wins

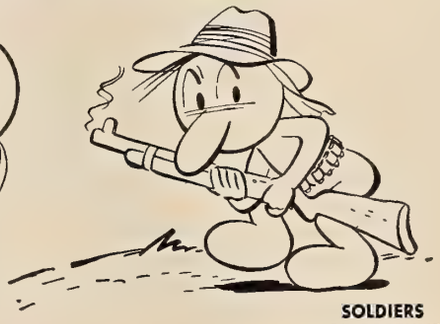
WICHITA
HUTCHINSON

BILLBOARD AWARD!
(FOR TV FILM PROGRAM PROMOTION)

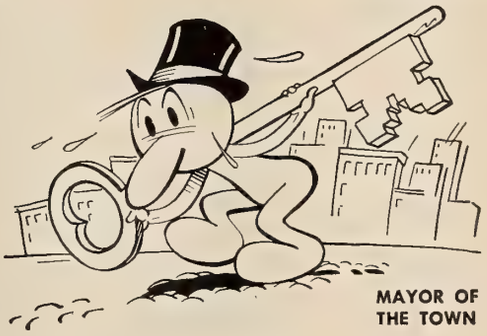

ANNIE OAKLEY



NEWS, WEATHER AND SPORTS

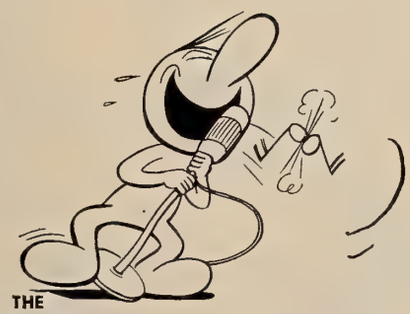

SOLDIERS OF FORTUNE


SUPERMAN

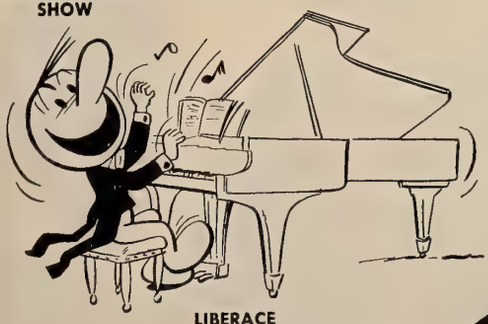

MAYOR OF THE TOWN

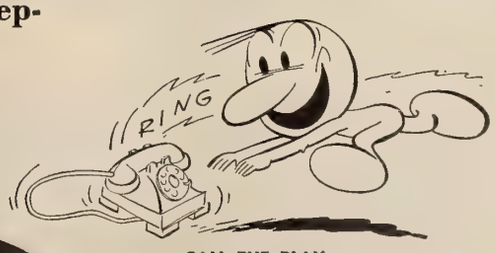
Put "Windy" On Your Payroll, Too!

Yes, "Windy," the very spirit of Kansas TV, is always on the job for you, your show and your product when you enlist the services of KTVH with its dominance of the TV audience in the rich mid-Kansas area. Contact a KTVH representative, today!


THE AMES BROTHERS SHOW


THE LONE WOLF


LIBERACE



CALL THE PLAY

KTVH
HUTCHINSON

VHF 240,000 WATTS
KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

CHANNEL 12
CBS BASIC-DUMONT
Represented Nationally by H-R Representatives, Inc.

MORE THAN 2200 BROADCASTERS SAW THIS EQUIPMENT IN ACTION AT THE NARTB CONVENTION...

NEW G-E

...they saw rock-steady pictures from film and slides

More than 2200 broadcasters saw G.E. prove the superiority of this new, complete Color Film Center at the Washington, D. C. show. On-the-spot studio demonstrations of the color monitor, fed from the new G-E Film Center convinced even the most critical viewers that here is live, vital color—faithfully reproduced in crisp precise detail. As color TV comes more and more into its own, G.E. stands ready to provide equipment for picture quality to please sponsor and home viewer alike.

...they considered and compared these outstanding advantages:

1. This scanner system coupled with Eastman Kodak's perfected continuous motion projector results in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

2. Many times the light output of other CM optical systems to make it possible to obtain the best pictures from your "problem" films regardless of age or density.

3. Automatic film-shrinkage compensation—virtually guarantees the same quality of projection time after time regardless of film shrinkage.

4. Available for monochrome or color projection.

5. You can block build. Start with 2x2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second CM projector, when needed, for monochrome or color film facilities.

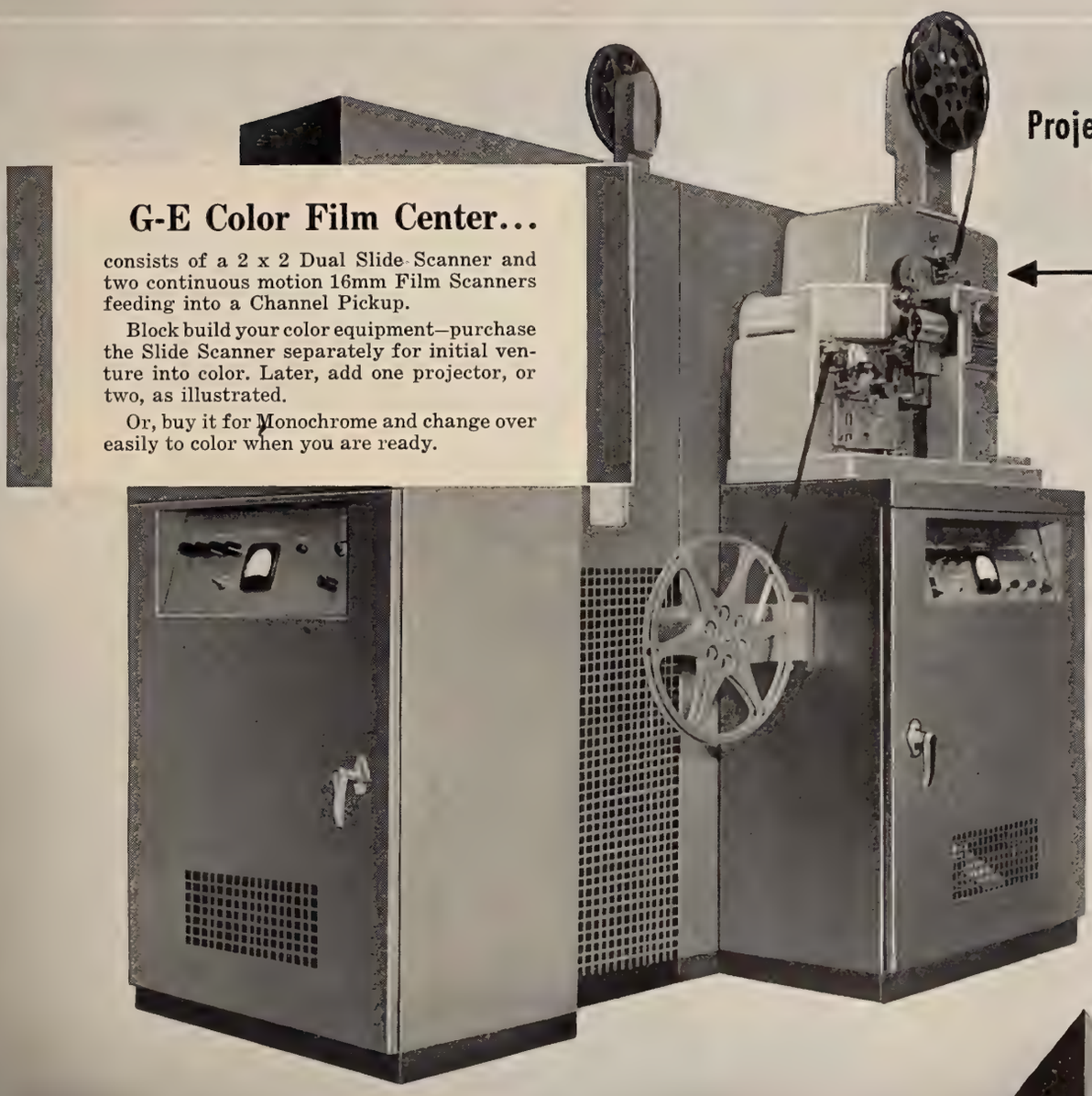
6. Separate scanner tubes in each projector—assure reduced lost air-time in event of tube failure.

7. Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation, cut manpower costs.

8. Masking amplifier actually can make final picture better than original film.



COLOR FILM CENTER-



Projector designed by EASTMAN KODAK COMPANY

G-E Color Film Center...

consists of a 2 x 2 Dual Slide Scanner and two continuous motion 16mm Film Scanners feeding into a Channel Pickup.

Block build your color equipment—purchase the Slide Scanner separately for initial venture into color. Later, add one projector, or two, as illustrated.

Or, buy it for Monochrome and change over easily to color when you are ready.

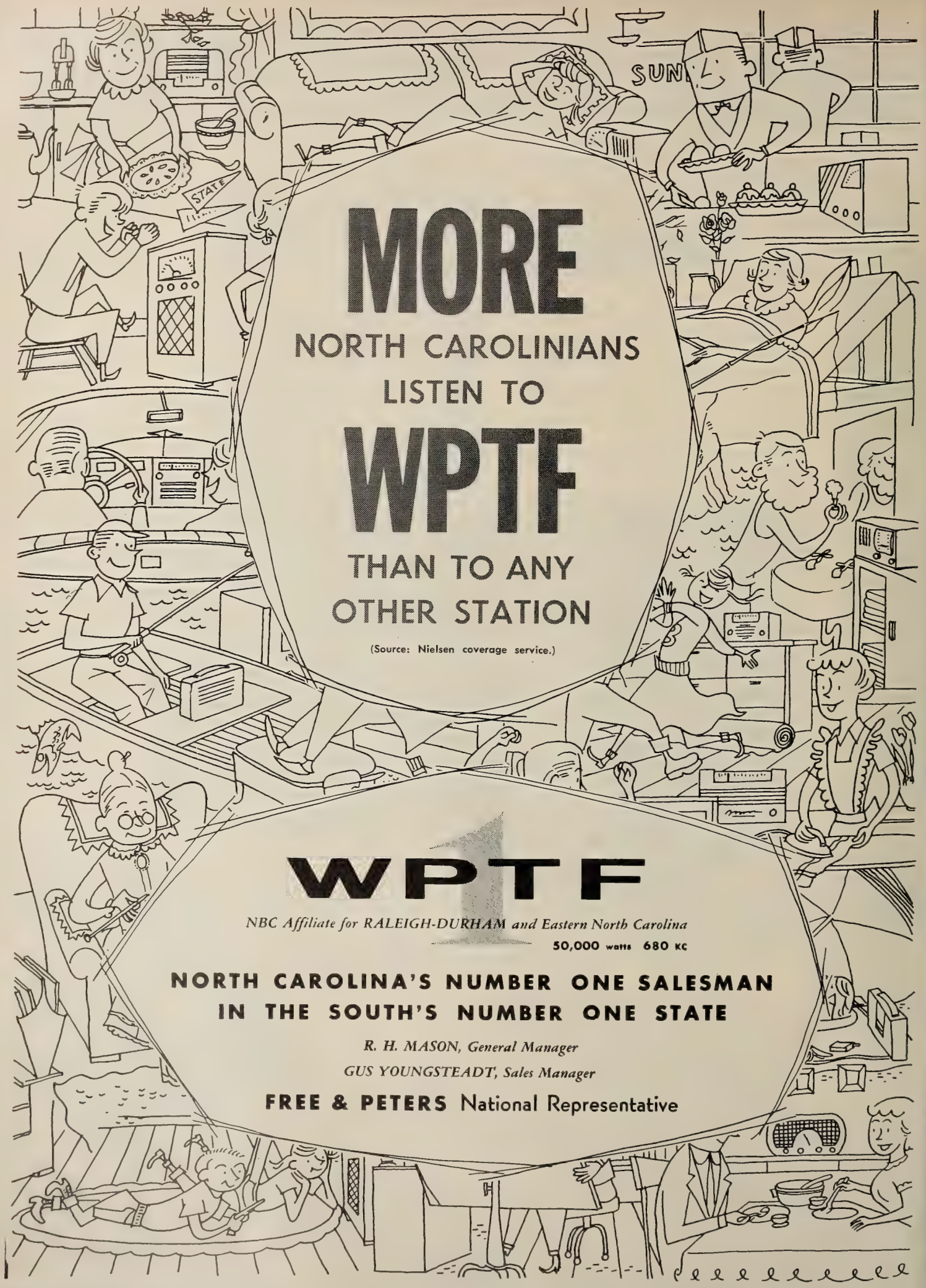
Miss the NARTB Show? Here's How To "Compare-it-Yourself"—at your desk! Even though you may have missed the convention and demonstration of the new G-E Color Film Center, your G-E Regional or District Manager has the detailed specifications for you. He has a handy "compare it yourself" chart for you also. Check him for the facts, or write: *General Electric Company, Section X255-31, Broadcast Equipment, Electronics Park, Syracuse, New York.* In Canada write: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*



ASK GENERAL ELECTRIC TO HELP YOU BLUE-PRINT YOUR STEPS TO COLOR

Progress Is Our Most Important Product

GENERAL ELECTRIC



MORE

NORTH CAROLINIANS LISTEN TO

WPTF

THAN TO ANY OTHER STATION

(Source: Nielsen coverage service.)

WPTF

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 watts 680 KC

NORTH CAROLINA'S NUMBER ONE SALESMAN IN THE SOUTH'S NUMBER ONE STATE

R. H. MASON, General Manager

GUS YOUNGSTEADT, Sales Manager

FREE & PETERS National Representative

BROADCASTING TELECASTING

May 30, 1955 Vol. 48, No. 22

BROADCASTING COMES AWAY WITH NEW LUSTER, STATURE

Eisenhower's precedent-making appearance before the NARTB in Washington hikes broadcasting prestige. Convention draws 2,000 delegates for packed agenda of speeches and an estimated $10 million in exhibits. Site of next year's convention: Chicago.

BROADCASTERS and the President of the United States got acquainted last week—for the first time. They discovered, within a vast new Washington auditorium, that their interests are common and their feelings mutual. Most important, President Eisenhower joined the 3½-decade fight for freedom of the airwaves.

As 2,000 leg and seat-weary delegates left their convention hotels—and the plural "hotels" is used deliberately—they mostly carried thoughts of a week well spent as convention weeks go.

NARTB's annual meeting was practically fight-free, somewhat of a letdown to those who like their conventions strewn with bombs and casualties.

It was, in the opinion of hundreds of contacted delegates, a highly successful commercial clinic and broadcaster-government family reunion. Those who came with open ears and sharpened pencils got their money's worth and they are now back home with stacks of helpful hints on how to run a radio or television station (see pages that follow).

Those eager enough to endure several times a day the shuttle-bus and taxicab traffic between the Shoreham and Sheraton Park hotels had a chance to see possibly $10 million in technical equipment and two full floors of film-program-light equipment exhibits plus a third exhibit of public service contributions by broadcasters and The Advertising Council.

A lot of business was done at the exhibits—most of the exhibitors aren't saying how much. Film firms, becoming more important every year in the convention picture, had educational and attractive displays—especially the latter although in more restrained form than was the case at recent NARTB meetings in Chicago and Los Angeles.

The biggest dud of the formal program was subscription tv. It had been unofficially billed in advance as the firecracker of the week, but nothing happened except some impotent press-agentry and a warning by NARTB President Harold E. Fellows that NARTB may join the ballyhoo parade if artificial influencing of public opinion continues. A resolution lightly exploring pay-to-see tv didn't get through the Resolutions Committee because this group felt NARTB's Tv Board had covered the matter adequately in a recent statement to the FCC. This statement didn't oppose pay-to-see tv but warned against any harmful tampering with service to the public over existing channels.

Radio emerged hopeful and confident, compared to the blues that marked the 1954 Chicago meeting. Fm broadcasters saw hope in multiplexing and parried an effort to take a stand on subscription tv by coupling it with contract-fm.

Exhibitors ran the gamut of promotional and teaser gimmicks, including a synthetic Marilyn Monroe who didn't quite match the authentic topography of the widely circulated calendars that many delegates carefully carried around.

The 1955 NARTB convention was the best attended in history—and that includes the meeting halls. Its programming was well organized—so well that it almost had an automation personality at times. This careful planning of a four-day agenda, plus a pre-Sunday warmup that included the B•T golf tournament and social affairs, served to prevent oratorical barrages and the unbilled skirmishing that have brightened—and marred—past conventions.

With all the meetings and meals and reception spots, there appeared unanimous accord on one outstanding conclusion: The broadcasting industry is at last gaining equal access with the press to the ears of Washington's top administrative, legislative and regulatory people.

Delegates felt 1955 marked the end of the "you folks have a pretty good thing there" type of attitude that has come from tolerant public officials. President Eisenhower sounded a warning about broadcasters' responsibilities and the obligation to serve the public. The chairmen of the Senate and House Commerce Committees talked much plainer and made it clear that public pressures are being felt on the Hill.

All of them indicated that Capitol Hill and Pennsylvania Ave. are aware that radio and television are the most powerful intelligence devices known to mankind and deserve fair legislation and regulation.

That expression of awareness showed the wisdom of convention planners in picking Washington for a meeting site, NARTB's official family agreed at the weekend. It more than offset, they felt, the housing agonies of many delegates and the inter-hotel traffic nuisance.

As it now stands, NARTB's next two conventions are slated for Chicago, where hotels abound and one roof can house the whole official works. Another Los Angeles meeting for 1958 is tentatively considered.

The week was full of highspots, besides the first broadcast convention address by a President of the United States. The huge new Sheraton Hall was a blessing, accommodating over 3,000 at meetings and 2,000 at meals. FCC Comr. Robert E. Lee offered a plan to put all tv in vhf—60 to 342 mc (47 channels). Electronic miracles were performed in the Shoreham's garage, where heavy stuff was shown and one major company—General Electric—surprised itself by coming up with a tape-controlled tv automatic programming gimmick designed originally to solve a display-booth manpower problem and suddenly became a brand new product.

Automation abounded among exhibits, as did



PRESIDENT EISENHOWER, who addressed NARTB convention delegates last Tuesday morning, meets Clair R. McCollough (c), Steinman Stations, and Henry Clay, KWKH Shreveport, La., co-chairmen of the 1955 convention.

interested delegates who ignored the warmish surroundings to look and learn.

Co-chairmen of the Convention Committee were Clair R. McCollough, Steinman Stations, for tv and Henry Clay, KWKH Shreveport, La., for radio.

A topical summary of the week's principal developments follows:

THE PRESIDENT

Historically, the one truly notable event of the meeting was President Eisenhower's tribute to the role radio-tv are taking in keeping the nation and the world informed, a role that offers the way to win the cold war and insure world peace.

His appearance, the first made by a president at a broadcasters convention, moved him to hope that future presidents "will find it not only convenient but practically necessary to appear before you and tell you, in their turn, what is on their hearts at the moment."

This suggestion moved FCC Chairman George C. McConnaughey to urge broadcasters to see that the President appears at the convention every year "for the next five years"—an informal reference to the 1956 elections that drew a chuckle from the 3,000-plus audience.

President Eisenhower spoke without text or prompting apparatus. He found a sympathetic audience in prescribing government's role to decisions on who is to use channels and adherence to the rules of decency. He counseled stations on their responsibility to the public and in effect urged separation of news and editorial matter. Finally he urged broadcasters to work out ways of keeping their "great media free in the truest sense of the word."

CAPITOL HILL

Assurance that the Senate Interstate Commerce Committee will conduct a fair and objective study, with the hope that service to the industry will serve the public, was given Thursday noon by Chairman Warren G. Magnuson. He said the "study" will begin after recess of Congress, probably before mid-August, and will not be an "investigation." The chairman firmly declared his faith in the American system of free broadcasting and promised to work for deletion of the excise tax on tv sets as a way of helping uhf. He said network-station relationships will be reviewed as well as the FCC allocation plan.

A better-listen-to-daddy approach was taken by Sen. Magnuson's opposite number, Chairman J. Percy Priest (D-Tenn.) of the House Commerce Commitee. The way heat is being turned on legislators, he said, it's doubtful if broadcasters would be able to get the freedom specified in the 1927 and 1934 radio laws if the act were being written today. He warned that demand for repeal of the charter of freedom, or at least a change, may come if the feeling grows in Congress that broadcasters are abdicating responsibilities to networks and advertising agencies or advertisers.

Nearly a dozen state associations held breakfast meetings with the lawmakers.

THE COMMISSION

A packed ballroom tuned in for the annual face-to-face meeting with the seven FCC Commissioners. The banter, and banging, were good listening even if few major issues were solved. The regulators cheerfully submitted to the open-door Commission meeting, and let go an occasional shot at each other in a healthy swapping of ideas.

If a decision were rendered on the oratorical point system, Comr. Frieda Hennock probably would get the fans' nod. At one point she and Comr. John C. Doerfer stood toe-to-toe on the matter of free political time.

The matchmakers had ruled out the prime topic of all—subscription tv. This is a pending question at FCC and it was relegated to official procedure rather than the convention forum.

Topics discussed included newspaper ownership, which Comr. Lee favored and Comr. Hennock opposed, with Chairman McConnaughey not opposed to the idea; daytime station uniform hours; higher power for 250-watters; military grabbing of spectrum space; educational reservations, and revision of the protest rule.

Turn about is fair play, it was decided, so the Commissioners asked broadcasters to list the regulatory questions that concern them most.

In his separate speech Tuesday noon Chairman McConnaughey said FCC will soon dispense a plan to up the maximum power of uhf stations from one million to five million watts.

The FCC staff, he said, is working on another let's-help-uhf project—a probe of the chance of getting set-makers to turn out more sensitive uhf receivers. He favored an FCC study of networks, and the whole industry, as well; wondered if license renewals were being processed with out-of-fashion tools; held out for quick decisions on long-standing daytime-skywave and clear-channel proceedings; urged a speedup in FCC operations and flatly came out for as few government controls as possible.

Chairman McConnaughey's belief that three tv networks can survive, expressed before Rep. Priest's committee last month, was relayed to broadcasters by the Tennessee Democrat.

When the committee head brought this out, the FCC Chairman readily confirmed the statement, saying he wasn't sure about a fourth or fifth.

RADIO

There was one encouraging sign that no delegate missed—the dramatic evidence that radio once more is on the march. A year ago, they recalled, a speaker had chided radio broadcasters for their weak-kneed selling and defensive attitude. Kevin B. Sweeney, Radio Advertising Bureau president, put it eloquently in these words, " . . . the biggest, fastest growing, most changed and America's newest advertising medium."

Wednesday was Radio Day, and homeward bound broadcasters felt a new confidence as advertisers themselves told how the medium brings in customers. Corridors buzzed all day and into the night after David J. Mahoney, president of the New York agency bearing his name, called it a "vibrant medium" going through a "transitional period" and then proceeded to show how powerful radio advertising now is and how powerful it is going to be.

CBS Radio stuck to recent convention tradition by coming up with a radio rate revision but ran into affiliate objections. Instead of cutting night rates (1954 convention) or revising the card downward (1951 convention), CBS Radio offered its affiliates a single rate for all time periods.

The CBS Radio Affiliates Assn. board agreed to this single rate but it balked at an allied plan to cut affiliates compensation 25%. To offset this 25% cut, CBS Radio offered to give stations more 70-second station breaks for local sale, day and night.

Affiliates and network will continue to study rate revision. They have until Aug. 25, when the present contracts expire.

Radio can learn a few public relations techniques from the tv code of ethics, it was pointed out by E. R. Vadeboncoeur, WSYR Syracuse.

MBS announced a plan for more flexibility in network selling. It includes six-second commercials within the network's identification cue. Mutual made clear that it intends to survive despite predictions that only one or two radio networks may be operating in two or three years.

ABC flatly declared itself against further cuts in network radio time costs, no matter what others do. ABC President Robert E. Kintner and other top officials defended network radio



B•T GOLF trophies are awarded to Joseph M. Higgins (l), general manager of WTHI Terre Haute, Ind., and Marshall H. Pengra, general manager, KLTV (TV) Tyler, Tex., by Vice President Richard Nixon. The tournament took place May 22 at Goose Creek Country Club, Leesburg, Va. [see story, page 92.]

THE ORDER CHANGES

. . . An Editorial

AN ERA ends at the FCC with the nomination by President Eisenhower of Richard A. Mack of Florida to succeed Comr. Frieda B. Hennock, who for seven years has been the Commission's most exciting and most excitable member. Miss Hennock was the first and only woman to serve on the Commission. There obviously is no present disposition to appoint another.

The question arises whether Mr. Mack's ascendancy will mark the beginning of a new era at the FCC. He is the third commissioner named by Mr. Eisenhower direct from the common carrier field, and who has been identified with National Assn. of Railroad & Public Utilities Commissioners. Chairman George C. McConnaughey, a former president of this association, had been head of the Ohio State Commission, and Comr. John C. Doerfer had been chairman of the Wisconsin Commission.

Mr. Mack comes well recommended, and those who know his Florida service say he has great capacity and ability and is progressive. Both Messrs. McConnaughey and Doerfer have demonstrated energy and have quickly absorbed knowledge of the FCC's complex functions. The one misgiving heard is that a common carrier regulatory background breeds a common carrier approach to broadcasting, wherein the government fixes rates charged the public, and controls profits. Such a concept, applied to radio or television, would destroy its free estate. It is gravely important in the FCC's consideration of subscription tv.

So far these misgivings have proved groundless in the cases of Messrs. McConnaughey and Doerfer. If anything, they have been more liberal in their approach to the freedom of broadcasting from undue regulation than some of their non-common carrier colleagues. Miss Hennock, for example.

Mr. Mack adds a new dimension to the FCC's membership in another respect. He majored in business administration at the University of Florida. Before he entered state government, he was general manager of the Port Everglades Rock Co. in Florida, suppliers of rock for road-beds and for other construction purposes. The FCC now has four lawyers (McConnaughey, Hyde, Doerfer and Hennock); one accountant-attorney (Lee); one engineer (Webster) and one businessman-broadcaster (Bartley). Mr. Mack's appointment subtracts one lawyer and adds one businessman.

A footnote on Miss Hennock. It would have been better if she had decided not to seek reappointment after having devoted seven years, at personal financial sacrifice, to the government. It had been apparent for some months that the Administration had no intention of reappointing her. But she nevertheless insisted upon keeping her own counsel and of awaiting what to her colleagues and most observers was the inevitable.

Miss Hennock worked hard at those projects which interested her. She was the Joan of Arc of educational television. She went all out in support of the minorities. Legally, she kept the record straight. There was no doubt about where she stood on any subject of interest to her. Each became a *cause celebre*.

Miss Hennock, we have no doubt, will do well in her return to law practice. She is able and persevering. We would rather have her for us than against us.

---

as a powerful and salable advertising medium despite television.

TELEVISION

Television had an impressive show of its own Thursday, the final day. Starting with earthy talks by several industry pioneers, the day moved along with two important talks by two network presidents—Sylvester L. Weaver, NBC, and Dr. Frank Stanton, CBS Inc.

Then in the afternoon the tv program got down to hard cash as Television Bureau of Advertising took over. Finally NBC's exciting new film showing tv's power was shown. The film is titled "Strangers Into Customers."

TvB President Oliver Treyz called television the "greatest catalyst" to bring buyer and product together and produce sales. He showed a film based on an after-purchase survey of shoppers that credited tv with having influenced the purchase of over half the dollars spent in supermarkets.

All program forms must be used if television is to program for everybody, Sylvester L. Weaver, NBC president, insisted, calling for continual examination of both the audience and programs. It'll take some gambling on shows, talent and projects, he said—a risk, incidentally, that only a network can afford and the reason great network service is so important.

CBS President Frank Stanton announced the network plans to set up a public committee to find out what the public wants from television. The network will have no connection with the committee, once it is formed.

The Thursday morning program, with its historic review of television's 10 years, included a review by Dr. Allen B. DuMont, president of Allen B. DuMont Labs and DuMont Tv Network, of the medium's early years up to the end of World War II. He looked ahead to spanning of continents and oceans, bringing understanding among peoples, peace, culture and an end to poverty and disease.

Forget the outlay of color tv, Harold Hough, WBAP-TV Fort Worth, said. This true pioneer of the electronic media said color will revolutionize all advertising "and I do mean all."

The most pressing public problems of FCC and Congress "is lack of acceptable, available tv stations in order that the public may receive a variety of programs easily," said Robert E. Kintner, ABC president. He told the tv session that only 42 markets have three or more tv stations and urged "some degree of de-intermixture."

While the NARTB Tv Code has been running over three years, there's "disturbing evidence" some tv station operators figure a dollar is more important than self-respect, John E. Fetzer, president of the Fetzer Stations, said. He retired as first chairman of the code board. "Self-respect attract dollars," Mr. Fetzer reminded, calling for support of self-regulation.

TWO HIGH SPOTS

There were two "sleepers" during the week—a sermon on broadcasting's blessings and its commercial merits by Rev. Dr. Norman Vincent Peale and a public service exposition that vastly exceeded the dreams of its truly service-minded sponsors, NARTB and Advertising Council.

Dr. Peale had over 2,000 luncheoners alternating between cheering laughter and pride in their achievements. There's nothing wrong with commercials or profit, he said. What's more, he would rather listen to commercials until doomsday than to programs conducted by the government. He found ready accord among his listeners, who also cheered his claim that radio-tv must have full access to public affairs if the nation is to remain free. They felt a sense of pride as he called them fellow evangelists who have done much to bring about a great religious revival in this country.

Large—but not large enough—crowds visited an astounding display of public service activities blessed with the cooperative time and facilities of advertisers and electronic media. These displays were effectively set up in the vast lower floor of the new Sheraton Hall. Government officials and legislators were among guests who saw the displays. Unfortunately many visitors failed to appreciate what they were seeing because they tended to chat rather than inspect.

Even so, the idea was viewed by many as one of the most effective ways yet found of establishing advertising and radio-tv in the public mind as service facilities. The first large-scale show of the sort, it deeply impressed those who took the trouble to look around.

HONORS

Principal award was presentation of the Keynoters gold key to Mark Ethridge, WHAS-AM-TV Louisville and *Louisville Courier-Journal* and *Times*. Not an official convention event was presentation of the first achievement award of Radio & Television Executives Society to James C. Hagerty, Presidential press secretary.

Calm counsel came from Mr. Ethridge who found radio programming at its best in 35 years; pointed to danger of advertiser-agency control over programs; conceded Congress has the right to conduct a study of radio-tv; asked for clear governmental policies, and urged objective regulation free from executive, legislative and industry pressures.

NARTB ITSELF

NARTB President Harold E. Fellows politely but emphatically told broadcasters they're failing to take issues to the public when they know the cause is right and failing to gain full confidence of elected officials. He observed with pleasure radio's "return to stability as the low-cost advertising medium," ascribing it to better management and selling.

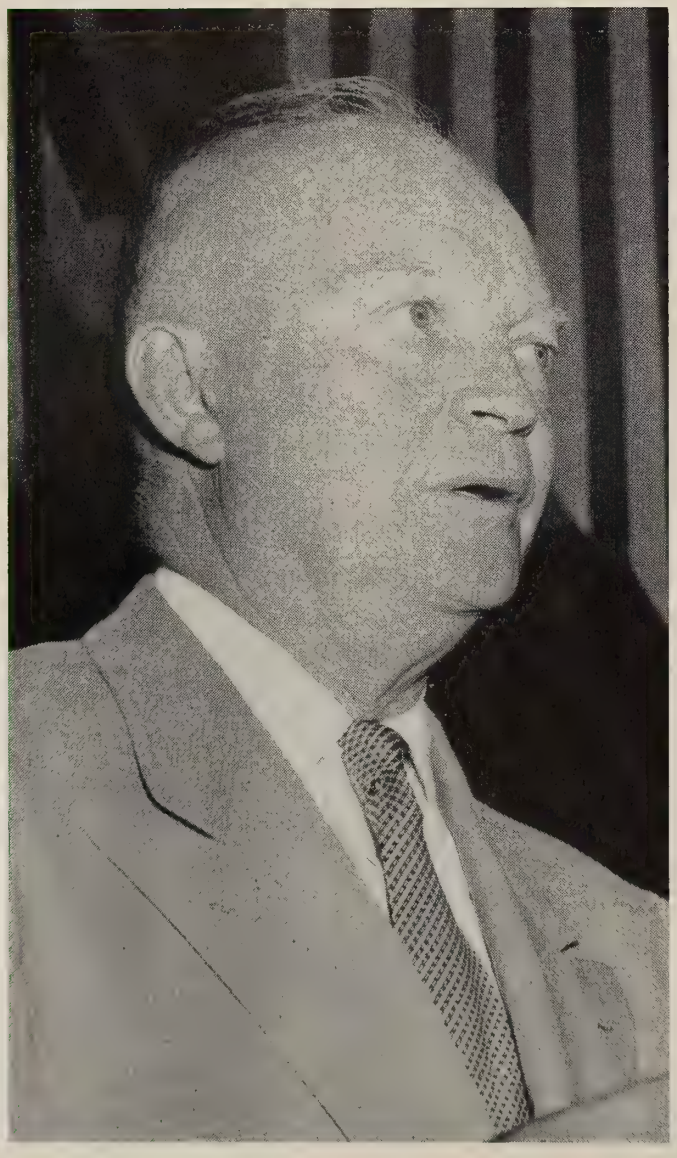
He warned NARTB will join the subscription tv ballyhoo parade if mass-influence attempts by interested groups continue pending FCC's adoption of a policy.

The only structural development within NARTB was the election of five directors to the Tv Board. Eight new directors, elected last winter, began their terms as members of the Radio Board.

SIDE MEETINGS

With the industry's inevitable expansion, the number of specialized organizations has

THE PRESIDENT OF THE UNITED STATES



HERE is the full text of the address President Dwight D. Eisenhower made before the National Assn. of Radio & Television Broadcasters, Tuesday, May 24, 1955, in Washington, D. C.

President Fellows, Ladies and Gentlemen:

IT is a great honor to appear before this distinguished body. In my mind there is some doubt as to the exact capacity in which I do appear. I see some of my friends of the press here. They know that I have been on Presidential press conferences where there has been television present. So it raises a question—Do I come as a co-worker or as a sponsor?

I understand that this is the first time in the history of your organization that a President has appeared before you. Governments notoriously move slowly, and sometimes this is a virtue. But I think that after this length of time, it is safe to make a tentative conclusion that radio and television are here to stay, and a President, therefore, can afford to take them quite seriously. Actually, not only here to stay but a mighty force in our civilization, one that is certain to grow and one because it will grow and be more powerful in its influence upon all of us.

A convention such as this has very deep social and professional problems to consider and on which they must reach proper conclusions. Nothing has been so important to us as an informed public. As long ago as Jefferson's time he said were he forced to choose between a government without schools or schools without government, he would unhesitatingly take a civilization in which he had schools without government, well knowing that an informed public would soon discover the need for government and establish a proper one among themselves. And in the reverse case, he apparently did not know what might happen, because government with an uninformed public can be, as we know, very vicious.

Now one of the things that has made us an informed public is the fact that we have had a free press, and now these great institutions, the radio and the television, have moved in to take their place alongside the older media of mass communications. And this means, if we are to draw any lessons from the past, that they in turn must be free.

It behooves you, then, I think, to discover the formulae and to evolve them among yourselves and to announce them

and to follow them so that they will keep these great media free in the truest sense of the word.

We must not wait for governmental regulation, or compulsory governmental intervention in the form of suits and antitrust actions and all the rest. We must grow up with this great force, assuring the freedom of people to express their proper opinions, with the whole industry governed by the same rules that govern newspapers, the normal rules of decency and good taste. As long as those are observed, any proper opinion—any opinion—can be expressed before the public.

There is a tremendous responsibility here—in some ways, I think, transcending that that is placed before the publisher. The publisher puts in your home a piece of print. It is essentially cold—although, of course, we admit that some writers have an ability to dress it up and make even disagreeable facts at times look fairly pleasant. But with the television or with the radio, you put an appealing voice or an engaging personality in the living room of the home, where there are impressionable people from the ages of understanding on up.

In many ways therefore the effect of your industry in swaying public opinion, and I think, particularly about burning questions of the moment, may be even greater than the press, although I am sure that my friends here of the press will have plenty to criticize in that statement. Nevertheless, it is something different, and you do introduce personality as well as cold fact. I think, again, that places added responsibility to see that the news, in those areas of the radio and television field that have to do with the dissemination of facts, is truthfully told, with the integrity of the entire industry behind it.

NEWS AND EDITORIALS

I once heard an expression with respect to newspaper standards: the newspaper columns belong to the public and the editorial page belongs to the paper. And, for myself, I find that an easy standard to follow and to apply as I examine a newspaper. I should think that some such standard could be developed among you. Of course you want to entertain. Of course you want people to look at it, and I am all for it. And I think everybody else is. But when we come to something that we call news—and I am certain that I am not speaking of anything you haven't discussed earnestly among yourselves—let us simply be sure it is news. Let all of the rest of the time be given to entertainment or the telling of stories or the fanciful fairy tales that we sometimes find in other portions of publications.

Now, to remain free, the government does have to interfere or to intervene, possibly, in your industry more than it does in those that deal with the printed word. After all, there seems to be only one canopy of air over the United States and in the rest of the world, and so there must be some means of deciding who is to use the various channels available. We shall always hope, of course, that that is done fairly and without any relationship of partisan politics or any other inconsequential factor so far as this great medium and problem is concerned. But beyond that one necessary intervention and the enforcement, as I said, of the rules of decency, my only plea is this: that you people take thought and counsel among yourselves to insure that this medium—these two great media—remain free—completely free of domination of any unfair kind and they belong to the people. Thus, as I see it, you will do a great and growing part in informing the public.

Now, just a moment on my favorite subject. I quoted Jefferson to you but I think if Jefferson were alive today he would state the proposition in language so much more emphatic than he then used that you would scarcely recognize the similarity. Never was it so important as it is today that the American public is informed. We have burning questions abroad that stretch from a four-power conference around the world to the Indonesian crisis—the Indo-China crisis. It is absolutely essential that the Americans know the actual facts of these problems. Moreover, that they be helped to gain an understanding of the relationship between these facts, because knowledge alone, necessarily—always remember—is not sufficient. We must understand.

We must understand the relationship between the farmer working in Kansas in a wheat field and the need for wheat in far off Pakistan or some other country. We must understand these things if we are to know why we have to promote trade, why we have to promote truth about our country abroad, why we are so anxious to take America in picture and in word and in printed form, and indeed in our hearts, in our entertainment of troops, to other countries, to let them see, insofar as we may: What is America? Why are we so proud of it? Why has it brought the greatest standard of living and given the greatest opportunity for intellectual and spiritual development? This is the way that we must win the so called cold war. This is the way that we must win our way to peace.

I think everybody in the television and radio professions has a right to think of himself as a man bearing a great responsibility as a crusader and help to do this job of education, of ourselves and of others about us, and to bring home here an understanding of what goes on in the rest of the world.

I think today Jefferson's statement might be paraphrased to say: If I had to have international free communications or some kind of world government that could enforce the peace, I would unhesitatingly choose complete, free, international communications. And then we would be sure that we would find ways for sovereign nations to achieve man's age-old aspiration: peace among men with prosperity fairly shared by all.

I repeat, my friends, it has been a great honor to appear before you. If I have started a precedent, I am very proud of it, and I do trust that future Presidents will find it not only convenient but practically necessary to appear before you and tell you, in their turn, what is on their hearts at the moment.



KEYNOTER Mark Ethridge (l), publisher of the *Louisville Courier-Journal* and *Times* (WHAS-AM-TV), receives his award from NARTB President Harold E. Fellows.

increased rapidly. Consequently the convention hotels were splattered with sub-conventions, most of them complete with officers and by-laws.

These groups took up specialized phases of their specialized problems, and got a lot of work done. Here are a few of the sessions:

Nearly a dozen state broadcaster associations held breakfast meetings with their Washington legislators. Texas, of course, had the biggest with 80 in attendance.

A luncheon of state association presidents produced a plan to develop state and national library facilities so NARTB and the separate states can keep in touch with legislative, legal and other developments.

One new organization was formed—Assn. for Professional Radio & Tv Education. It still needs NARTB board approval in June. Then it will go about improving the education and training of prospective broadcasters at colleges, replacing an older group operating on a modest scale.

The Radio Pioneers dinner Wednesday was pleasantly nostalgic, as usual, and some awards were dispensed.

On the business side, Daytime Broadcasters Assn. went ahead with its long-range effort to obtain uniform sign-on and sign-off times.

Clear Channel Broadcasting Service stated its position on such policy matters as daytime skywave uniform sign-on and sign-off requests and increased power for Class IV stations. Allocation negotiations with Mexico were reviewed.

Community Broadcasters Assn. met Monday, with President F. Ernest Lackey, WHOP Hopkinsville, Ky., announcing CBA has been incorporated. It called for support of the horizontal power-boost plan and retained technical counsel.

Uhf Industry Coordinating Committee held a series of meetings and decided to meet with the FCC soon to offer suggestions for the relief of uhf troubles and to equalize tv competition. It took no stand on subscription tv.

A Monday morning tv film panel explored distribution problems and ways of cooperating. Exploitation methods were reviewed.

Another Monday morning event was the fm broadcaster meeting, at which subscription tv was discussed and multiplexing reviewed in great detail.

ETHRIDGE ASKS CLEAR CONGRESS POLICY

Broadcaster-publisher receives Keynote Award and asks for objective congressional and executive policy for broadcasting industry, free from political and inside pressures. He feels radio is 'closer than ever' to the people and deprecates publishers' apprehensions about tv, indicating each medium has its own strong points.

MARK ETHRIDGE, WHAS-AM-TV Louisville and *Courier-Journal* and *Times* publisher, received NARTB's highest tribute last week as winner of the annual Keynote Award on behalf of his industry service. He was president of the old NAB in 1938 during a critical reorganization period.

On the basis of his long industry experience, Mr. Ethridge delivered a keynote address in which he called for a clear congressional and executive policy for broadcasting; objective regulation free from executive, congressional and industry pressures, and more respect among broadcasters for their medium, "inevitably leading to better programming."

After receiving a standing ovation from the 3,000 delegates, Mr. Ethridge suggested the time has come for a reappraisal of the industry by Congress. He laid out the basic questions this way:

"I don't profess to know the answer to the question which seems at least pertinent to me now: Does the Commission have the power under an antiquated act to regulate as it should in modern circumstances? Does the economic and social impact of television make it desirable to review the question of network regulation—certainly not with the end of making them common carriers, but in the light of the apparent inconsistency of regulating the faucet but not the pump, and in the light of the fact that television has given the networks more power than ever?"

Basic Problems Must Be Studied

He added, "I contend that Congress and the Commission have every right, and even the duty as representatives of the people, to go into the whole question. I think Congress also owes all of us in the industry a determination of whether the commissioners have time to study questions basic to the transition that is going on in our field, particularly when, as one commissioner has said, they must devote 28% of their time to protests arising under the McFarland Act."

The FCC can solve problems with its engineering knowledge, wisdom and decency "if it is given a clear mandate from Congress and then is left free of pressures from us of the industry, from the Hill and from the executive department to have time to think of basic solutions," he said.

Mr. Ethridge called radio "the only way we can penetrate the Iron Curtain . . . and keep communists off balance in the Cold War." He paid tribute to the medium in this language:

"I don't think radio has ever had better days program-wise and public service-wise than it has now. It is more *of* the people than it has ever been; it is closer *to* them that it has ever been. And they bought more sets in the first quarter of this year than they bought in the first 17 weeks of last year. That is a most eloquent vote of confidence, a testimonial that people still like, and maybe even like better, what is now coming out of their sets. There is perhaps significance in the fact that small stations which live close to their communities and generally must program more to local needs seem to be doing better economically than some of us who have bigger ones."

He didn't share apprehensions that tv is killing conversation or reading, nor did he feel, with some newspaper publishers, that tv will become an increasingly greater threat to revenues. He continued:

"It made a terrific impact in the beginning; it has climbed to second place in dollar volume among the media. But I have been noticing a trend recently which should give publishers great hope: in the bloody competitive struggle between the mastodons of tv, those who hold our program destinies seem bent upon the revival of Palace vaudeville, and upon occasion even Minsky burlesque. They are putting less and less emphasis upon the primary things for which readers buy newspapers."

Mr. Ethridge said tv "is surpassingly good" as a picture transmission agency at coronations, political conventions and sports events but has not fully found its metier in the creative field. That doesn't worry him, he said, because it is growing and will summon the finest talents. "We might even copy the newspapers in that we would have sole control of our editorial content and sell advertisers the adjoining space," he said.

He considers it a healthy sign that networks have more control over their programs than they ever had in radio, adding, "It may in time free us from the shackles of the poll-takers and the bright young men in advertising agencies who are largely determining program content on a basis of what they want to sell. For 45 years I have contended and I contend to you now that the best box-office for any medium which sells to the public is its content."

Channel 1 Club

THE Channel 1 Club, describing itself as "the smallest and most exclusive group in communications," increased its membership from four to six at a secret session in Washington last Tuesday, held during the NARTB convention. Elected to membership were two former chairmen of the FCC—Charles R. Denny, NBC vice president in charge of owned-and-operated stations and spot sales, and Ewell K. Jett, vice president and director of broadcasting of WMAR (TV) Baltimore.

Purposes and precepts of the Channel 1 Club have never been made public beyond the statement of its president, former FCC Commissioner George E. Sterling, that it was organized to "perpetuate the sanctity of channel 1 for posterity." Mr. Sterling was re-elected president.

Other officers who were re-elected and who also constitute the full membership are T. A. M. Craven, former FCC commissioner, of the engineering firm of Craven, Lohnes & Culver, vice president; Neville Miller, former NAB president, of Miller & Schroeder, Washington law firm, secretary-treasurer and general counsel, and Sol Taishoff, B•T, sergeant-at-arms and public relations consultant.

Adopted and included in the Club's archives was a map depicting the "land of channel 1" produced by Vice President Craven.



THE RIGHT APPROACH TO THE CLIENT'S NEEDS!



Channel 7 Dayton, Ohio
ONE OF AMERICA'S GREAT AREA STATIONS

When you want to improve your golf game, you go out to the course, right? WHIO-TV goes one better . . . they're bringing the golf course to their viewers. Not a golf "set" in the studio, but an actual golf hole complete with sandtraps, approaches, well-manicured green . . . everything but a "built-in tee." *This is another WHIO-TV first!* Two of Dayton's leading professional golfers give instruction with demonstration.

Here we offer authenticity to the golfer's lessons and to the advertiser's needs.

Just another of the facilities that make WHIO-TV one of the best equipped television studios in the country. Best equipped to show your product . . . best equipped to sell your product. Even your greenskeeper (everyone knows that that's your treasurer) will be pleased with the results when you use WHIO-TV. Check with our national caddy, George P. Hollingbery.

KLZ-TV is STILL FIRST in Denver

For the *third* *consecutive time this year nationally recognized surveys show KLZ-TV as the *undisputed leader* in Denver's four-station market—and by a wide margin! The April ARB credits KLZ-TV with—

10 of the top 15 most-viewed programs in Denver —

- KLZ-TV has 7 of the top 10 multi-weekly programs—"Carl Akers' News" heads the list with a 18.2 rating at 10:00 p.m.
- Highest rated weather programs.
- Most total quarter-hour FIRSTS—Day and night.
- Most half-hour program FIRSTS—Day and night.
- Highest rated sports programs.

In addition—and this is mighty important to you . . .

9 OF THE TOP 10 SYNDICATED FILM PROGRAMS IN DENVER ARE ON KLZ-TV!

Here they are:

1st "Death Valley Days"	35.3—KLZ-TV	6th "City Detective"	23.3—KLZ-TV
2nd "Life of Riley"	34.7—KLZ-TV	7th "Annie Oakley"	23.1—Channel "B"
3rd "Studio 57"	33.7—KLZ-TV	8th "Liberace"	22.5—KLZ-TV
4th "I Led Three Lives"	28.5—KLZ-TV	9th "Stories of the Century"	22.3—KLZ-TV
5th "Mr. District Attorney"	26.9—KLZ-TV	10th "Victory at Sea"	21.7—KLZ-TV

The ten highest-rated syndicated film programs in Denver average 27.2.

In New York the reported average is 12.7; Minneapolis-St. Paul, 22.2; Chicago, 21.7; Atlanta, 24.6; Boston, 25.8; Los Angeles, 18.9; Washington, D.C., 19.2; Cleveland, 24.6; and Dayton, 26.7.

Denver leads them all—even markets with only two stations.

THIS YEAR'S HEADLINER AWARD

Presented to KLZ-TV in recognition of the television documentary **"BLUEPRINT FOR DISASTER"**

This is further evidence of KLZ-TV's leadership in public service, journalism and graphic reporting of events affecting Denver and the Rocky Mountain Region

The chances are 9 out of 10 that your program, too, will have a better viewing audience and do a better selling job on Channel 7! Sell the rich Denver market with Denver's television leader. Place your national spot program on KLZ-TV.

Write, wire or phone your Katz man or KLZ-TV sales today!

*American Research Bureau—February and April, 1955—Telepulse, January 1955.

Represented nationally by The Katz Agency

KLZ TV Channel 7
DENVER

Denver's Most Popular Television Station
CBS TELEVISION NETWORK
Denver's Highest-Powered Television Station

AUTOMATION STEALS THE SHOW

MANUFACTURERS DISPLAY THEIR LATEST IN BROADCASTING GEAR

By Earl B. Abrams

AUTOMATION—remote control—add-a-color—automatic devices—phase amplitude—3-V/1-V—Vitascan—multiplexing — film center—multiscanner—PE tubes—metering —

This whole potpourri of latest technical terminology came to life last week at the NARTB convention in Washington when some $8 to $10 million worth of equipment was strewn out on the garage level and the first floor of the Shoreham Hotel.

There was something for everybody on those two floors. But, for the first time in years, the cynosure was equipment for radio stations—the automatic and remote control devices by which am broadcast stations can now run virtually unattended.

Building slowly, automation has come to —if not full maturity—at least late adolescence in broadcast life. There is gear which will keep a station programming for 18 hours at a stretch. There is equipment which will start turntables, turn them off at the proper time, feed announcements and station identifications into the air and restart a turntable.

Ampex Corp. has two playback machines which can program a station for 18 consecutive hours. One machine, for programming information, runs 12 hours continuously. The other machine, for commercials and announcements, runs six hours.

The trick is accomplished by using slow speed, reversible tapes. The controls, to activate the top or bottom machine, are nothing more than sub-audible tones impressed on the respective tapes.

An operator starts the program tape going. When it reaches the time for the commercial, the tone signal stops the reel and starts the bottom machine for the announcement. At the end of that portion, a tone on the tape of the second machine stops that reel and starts the program reel.

That's all there is to it. Except, of course, for the engineering and the control functions to keep the thing working properly and on time and in sequence.

The whole Ampex package sells for $4,950.

Vandivere Labs' Automatic Programming Sequencer, to be merchandized by Gates Radio Co., is also a tape mechanism which through the use of tones activates other machines. It can run two turntables, and can even run a slide projector for a tv station. The price of the Vandivere sequencer is $875.

How significant the automation prospect has become not only for radio but also for tv was seen by General Electric's experience at the convention. In setting up its Tv Film Center demonstration for the convention, GE improvised an automatic device to run its show, with accompanying commentary on tape, so there would be no need for manpower to switch the various elements.

Visiting firemen were all duly impressed with the GE Film Center, but they were excited by—yep—the automatic device feature.

So strong was this interest that on Tuesday GE decided it had a new product. It packaged what had been the improvised gear, and it is now available for tv stations. Heart of the GE automatic device is the regular $250 GE communications sequencer.

LONG-WINDED

ONE of the vital pieces of information engineers visiting the automatic and remote control equipment exhibits wanted was how reliable the units are.

Ampex's Russell J. Tinkham told of a Las Vegas hotel owner who turned on the Ampex automatic programmer and ran it for nine months without a breakdown. The only reason he turned it off, Mr. Tinkham vouches, is that guests began to complain that they heard the same selections at the same time each day.

NARTB's A. Prose Walker said that the 700 stations now operating with remote control gear had operated a total of 630,790 hours. Time lost because of equipment failure, Mr. Walker averred, amounts to 0.04% of that time.

The tape, properly tone-intelligenced, can also be used for any voice-over-film or slide video required by a commercial or an announcement.

GE's Paul Chamberlain was so taken with this find that he prophesied that most tv stations would be using automation for film and slide programming within the next three years.

Even TelePrompTer, which took the "prompter" out from underneath the stage and gave it an electronic body, has an automatic element.

Introduced for the first time was its Telemation system, by which, with tape cueing, a special rear screen projection process is automatically used at the proper time as the script is read by the announcer (or newsman or performer). This rear screen device rents for $26.50 per week on a two-year contract.

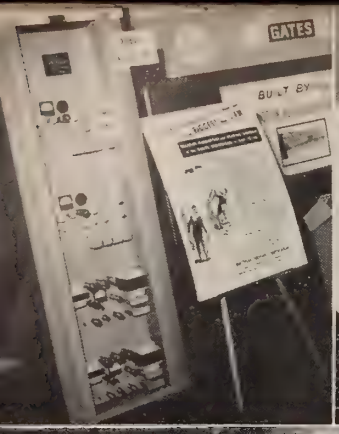
The benefits of automation were spread on the record by Ampex's Russell J. Tinkham. In a nutshell, this is what automation does, according to Mr. Tinkham.

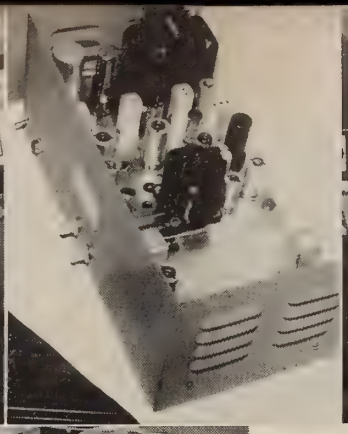
It makes for the more efficient use of manpower. For example, an announcer can record all of one day's announcements in a few hours. He is then free to attend to other duties. It promises the elimination of premium, overtime payments for operators. It permits a variety of voices during segments of the broadcast day, avoiding the monotony of a single voice for long spans.

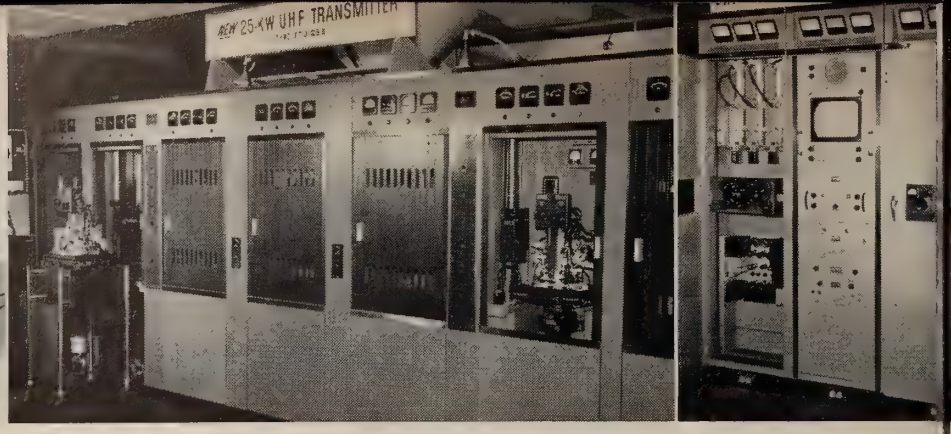
It is even beneficial to the health of a station's "personality" disc jockey. He can record all his personal interpolations, commercials, joshings and by-play during the daylight hours, and live like a normal human being while his swing shift program delights the late night stay-uppers.

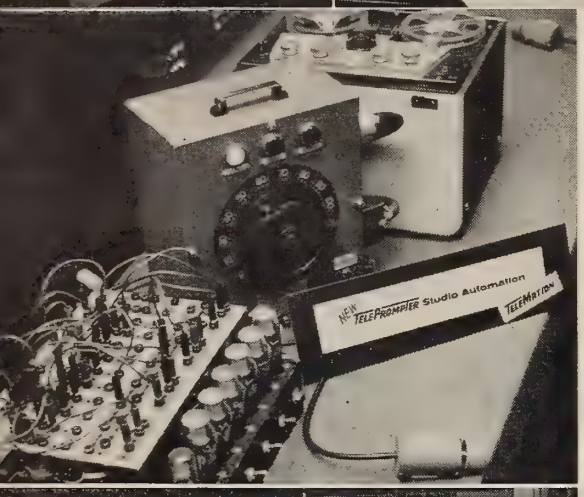
There are even psychological benefits. During the hours when the station management is not at the office, it knows exactly what is going out over the air. No need for the ulcer-producing anxiety when the manager is at home, or at the theatre or playing bridge at friends' homes with continuous monitoring to make sure he knows what's happening on his bit of air.

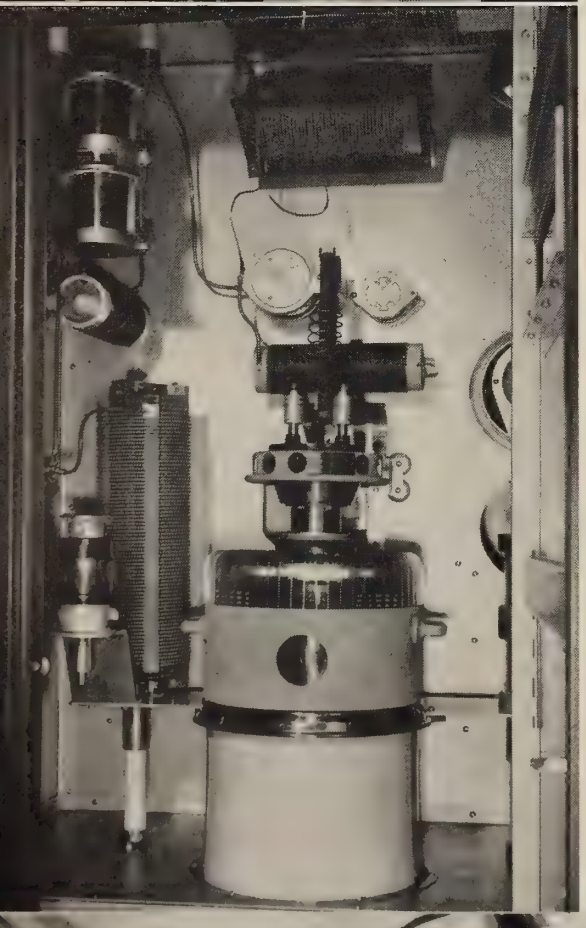
Closely allied with automation—and in











some circles considered even more significant—is the remote control of transmitters. This has a history only a year old.

In this, a station transmitter and antenna, usually located at a distance from the studio, is turned on, the various elements are checked and adjusted—all from home base.

More than 700 radio stations are now operating with remote control of transmitters, A. Prose Walker, NARTB director of engineering, proudly told engineers at the convention. It was NARTB which persuaded the FCC to nod approval to this type of automation. This was last year.

Average monthly savings have ranged from $436 to $664, Mr. Walker said. One station reported a savings of $3,000 monthly.

Next big move, Mr. Walker announced, was to get the FCC to okay this type of operation for all radio stations—from 250 w to 50 kw, directional or non-directional.

These Can 'Remote'

At present, the remote operation principle is permitted only to stations without directional antennas and up to those with 10 kw.

Rust Industrial Co., Manchester, N. H., whose system is being used by RCA and Collins, offered two units at the convention. The first, with 10 metering and 20 control functions, sells for $1,245. The second, more elaborate, can perform 25 metering and 50 control functions, is priced at $1,545. Both units require auxiliary gear, running from $300 to $400.

In anticipation of the day when directionals are permitted to be remotely controlled, Rust has a phase monitor which will sell for $1,295.

Paul Schafer Custom Engineering, Burbank, Calif., also showed two remote control units. The first, with 10 metering and 20 control functions sells for $1,195; the other, with 24 metering and 40 control functions, including voice communications with transmitter, sells for $1,595.

For fm station operators who look to multiplexing to help them make ends meet, two companies are ready to supply gear.

Multiplex Services showed its apparatus for two subcarrier channels, being sold through Gates and Graybar for August delivery. Price is $4,500. The receiver which is the other end of this lock and key operation, is made by Browning Labs. It is an 11-tube, crystal controlled unit, using 3-w audio output to feed up to five or six speakers. It sells for $98.35 per unit. A multiplex adapter is priced at $63.85.

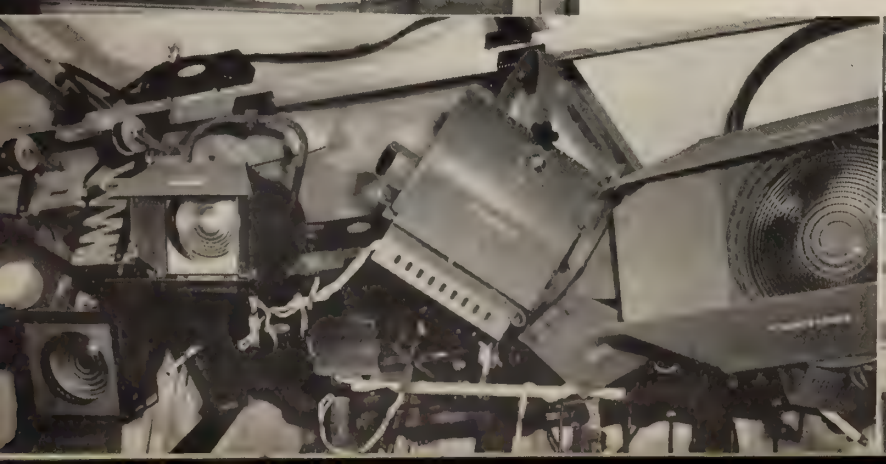
Harkins has a multiplexer unit for stations priced at $2,000 for a single sideband channel unit, with three additional channels possible for $600 per channel. The receiver for this unit, using automatic frequency control, sells for $74.50.

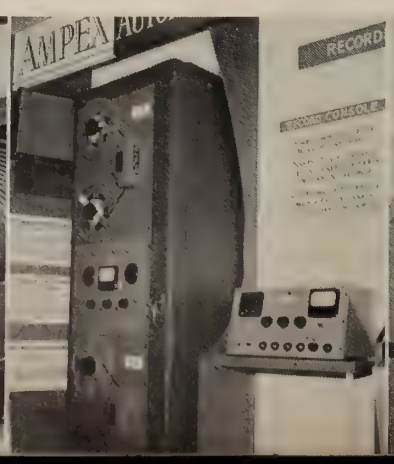
In the tv field, focus for many small and potential telecasters were the low powered transmitters shown by Adler Communications Labs., Sarkes Tarzian Inc., Dage Television Division of Thompson Products, and Kay Labs.

Adler showed a 150 w uhf transmitter for $13,850. Tarzian had a 100 w uhf station package, including one camera, film and slide projection units, for $50,000. Dage had a 200 w vhf package for slide and film operation for $35,000.

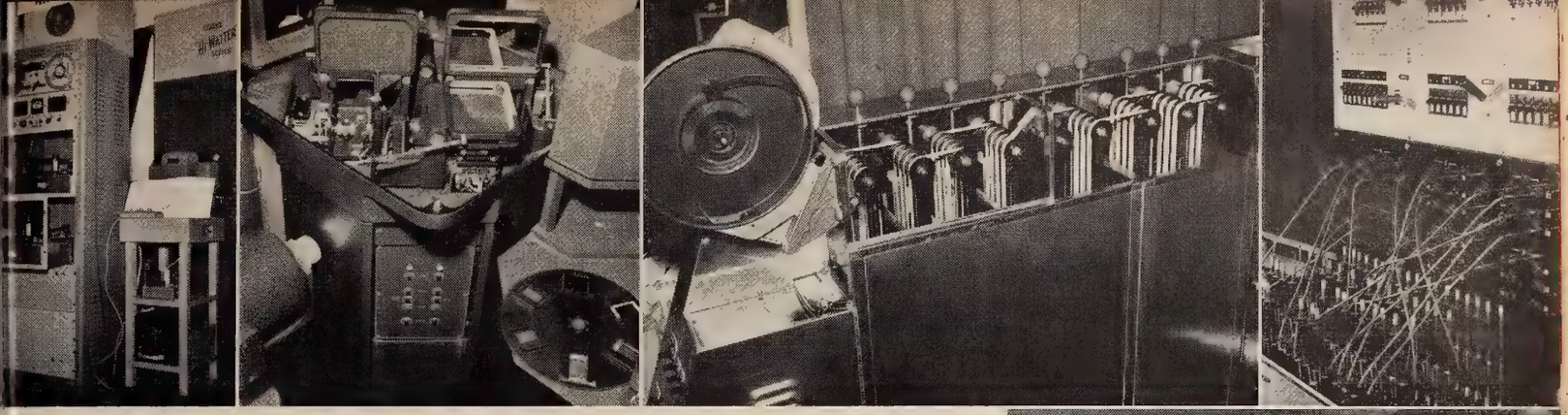
Kay's low power package, for film and slide operation, was priced at $35-40,000.

Even Philco jumped on the midget station bandwagon by announcing it was prepared to offer a low powered tv package for $25,000. The gear will be built by Adler to Philco's specifications.









DuMont joined the low powered tv group by showing a 50 w vhf transmitter for $10,000.

Most of the low powered tv station hopefuls plan to operate with off-air pickup of network programs. For these, Nems-Clarke Inc., Silver Spring, Md., showed a highly engineered, automatic frequency controlled, 26-tube rebroadcast receiver to sell for $850.

Heavy traffic—in the tv field—centered around the Big 4 (RCA, GE, DuMont and Philco) film scanner exhibits.

But it was DuMont, with the first open showing of its Vitascan method of live pickup without the use of cameras that gave its Multiscanner the extra fillip.

The Vitascan principle—using the flying spot scanner technique—indicated that live coverage can be provided through the use of film scanning equipment. And, quite creditably, too.

DuMont Demonstrates

Established in a dimly lit, strobe-lighted "studio," DuMont showed how photoelectric tubes can be used to pick up and feed live action into its slide-film apparatus for low cost studio activity.

Emboldened by its success with the Vitascan process, DuMont went a step further during the week and added a "framing" method which permits the use of slides and film to be integrated with the live portion of the picture. To a viewer, it all appears a single entity.

The whole DuMont Multiscanner with Vitascan is priced at $62,000 for black and white; $96,000 for color. The "rear screen" technique means another $1,000. The Vitascan equipment itself costs $10,000 for black-and-white, $15,500 for color.

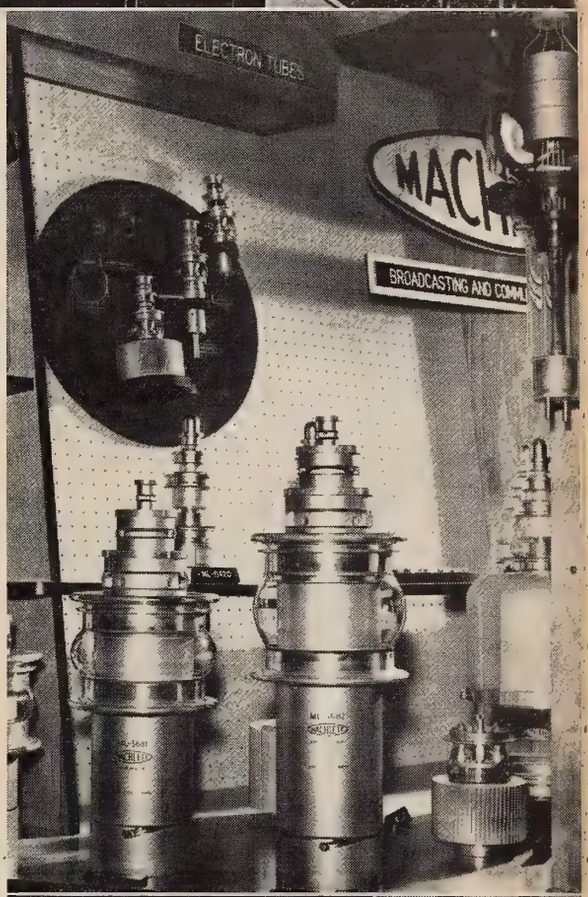
DuMont reported it had sold 18 Vitascanners by Tuesday night. Shipment has been promised to begin in July.

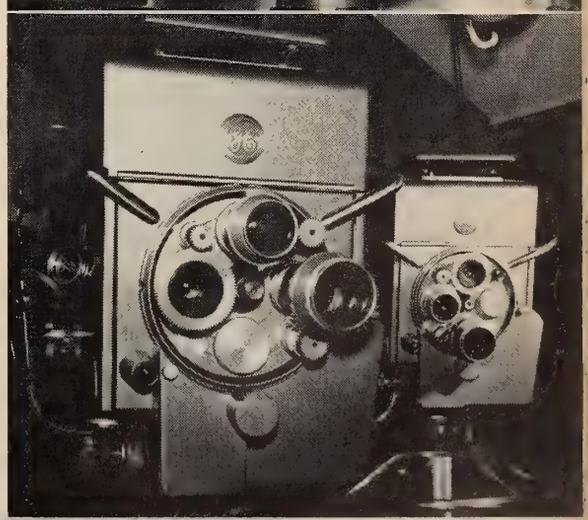
The use of the small Vidicon tube for low cost film-slide scanners was best exemplified by RCA. It called its unit "3-V/1-V." Using its new, four-way multiplexer for feeding film and slide pictures into a camera, RCA showed how it would work with a black-and-white vidicon camera, and then with the addition of a three-vidicon color camera. For black and white, the unit adds up to $24,500 cost; for color, $37,250.

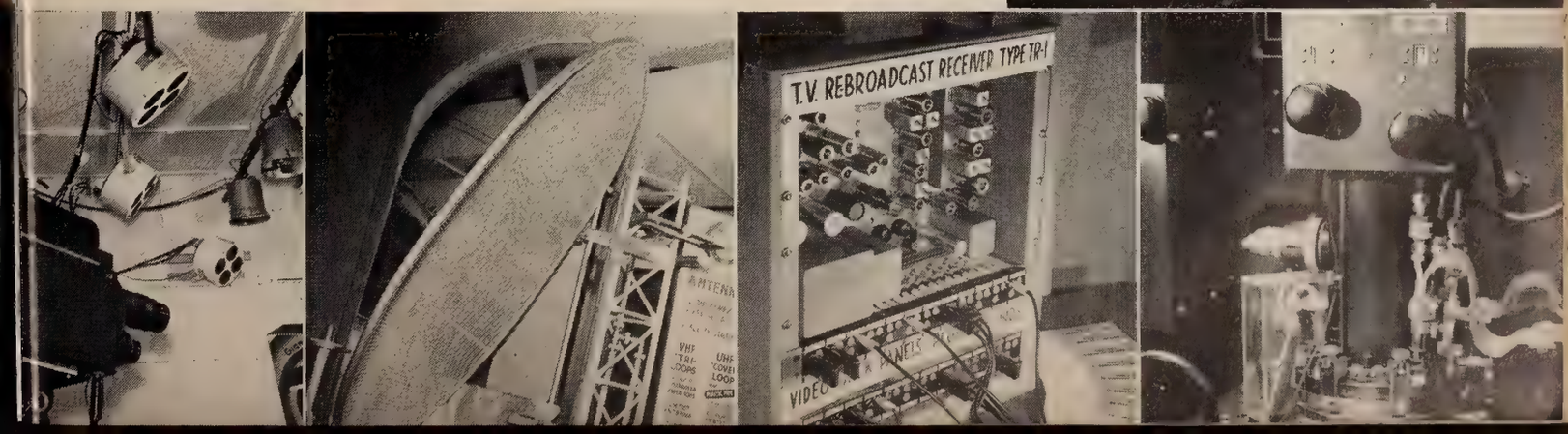
Some tv operators, apparently, are interested in acquiring the elements of a color chain but want to start with monochrome first. Several manufacturers are on to this market. Dage, for example, showed a three-vidicon camera for this purpose. For black-and-white, only the green component is included. This is priced at $8,000. When the missing blue and red components are added to the camera—for another $8,000—the station has a full-fledged color camera.

Rounding out the highlights of the equipment exhibits, these, among many others too numerous to mention, stood out:

- RCA's 50 kw, Ampliphase transmitter for am stations. Occupying only 60 sq. ft. (compared to the up to 150 sq. ft. usually necessary for gear of this magnitude), with low power drain, long tube life, to be available late this year. Price: $95,000.
- Gates' 250 w-500 w-1 kw transmitter, as the "best buy" for Class IV locals aiming to convince the FCC that they should be permitted to use 1 kw. Priced at under $3,000.
- Port-O-Vox wireless microphone. A five-tube fm transmitter, putting out 200 milliwatts, good for up to 500 ft. Price is $1,500 for mike-transmitter, power supply and 18-tube receiver.







NEW RCA 25KW UHF

(TYPE TTU-25B)

Only One Picture and One Sound P.A. Each Using A Single Tetrode

Lowest Cost Way to Get One Million Watts!

1. Lowest Operating Cost

The TTU-25B is the smallest, most efficient high-power transmitter ever developed for UHF—color and black-and-white.

In power consumption alone, the TTU-25B is nearly twice as efficient—compared to any other high-power UHF transmitter. With new circuitry—and only one picture and one sound P.A., each using a single tetrode—a saving of nearly 50 per cent in power and tube cost is made possible.

2. Lowest Initial Cost

Economy of first cost is also emphasized in this new equipment because of efficiencies of design and size. A 25% initial cost reduction over previous RCA 25KW transmitters is effected. It is the lowest cost of any comparable transmitter on the market today.



Isn't this the answer

The new RCA Type TTU-25B 25KW UHF operates with conventional type tubes throughout, including the new compact tetrode in aural and visual output stages. These are the types of tubes the station engineer knows and understands . . . proved in use in over a score of stations now on the air with the RCA 12½KW.



FOR COLOR OR MONOCHROME
The TTU-25B, like all RCA TV Transmitters now in production, is designed to meet fully FCC Color Standards.

Super Powered

3. Half the Floor Space

Because of the TTU-25B's compact size—same size as the RCA 12.5KW transmitter—only half the floor space of the previous RCA 25KW transmitter is required. Benefits to you: Savings in building costs, and corresponding savings all along the line.

to your need for a super-powered transmitter ?

For complete information, call your RCA Broadcast Sales Representative. Ask for full illustrated 12-page brochure describing the new TTU-25B. Also ask about "conversion package" for present RCA TTU-12A transmitter users. In Canada, write RCA VICTOR Company Limited, Montreal.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION **CAMDEN, N.J.**

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION



NBC TELLS THE BEFORE-AND-AFTER OF WHAT IT DID TO BUYING

"AT EVERY STEP along the sales path, television smooths the road for the tv brand."

This broad claim for the visual medium—and factors on which it is based—are contained in a presentation released by NBC last week in unveiling results of a special before-and-after-television survey which spokesmen called "the most important and extensive research project ever undertaken" by that network.

Conducted for and being distributed by NBC at a total cost estimated at more than $250,000, the study was made in Fort Wayne, Ind., by W. R. Simmons & Assoc. Research Inc. Interviews were conducted in some 7,500 homes last October, over a month before Fort Wayne had a local station, and again six months later after WKJG-TV, uhf outlet on ch. 33, had gone on the air. On the second visit the Simmons people were successful in re-interviewing 9 out of 10 persons they had questioned earlier.

The five top conclusions of the survey are summarized by NBC Research and Planning Director Hugh M. Beville and Research Manager Thomas E. Coffin as follows:

• "After a home gets tv, television becomes the chief fountainhead of advertising impressions, the principal communications-vehicle between the advertiser and the consumer." Tv "pre-empts the lion's share of the consumer's time and attention. Awareness of all other advertising loses ground. Tv becomes by all odds the most-recalled medium."

• "Tv turns 'strangers to your brand' into 'acquaintances.' It firmly implants your brand's message and identity in the consumer's mind."

• "Tv turns 'acquaintances' into 'friends.' Tv shapes their attitudes, creates a warmer feeling for your company and its products . . . People think better of a brand after seeing it on tv, prefer it more, are more likely to consider buying it."

• "Tv turns 'friends' into 'customers.' After tv, more buy the brands they've seen on tv; buying of tv brands goes up; of non-tv brands, down. The increased familiarity, liking and preference pay off in increased sales."

• "Tv puts the *dealer* on *your side*. The retailer sees these results at the cash register. He's more inclined to stock tv brands, to increase their shelf space, to give them special displays. He hears more customer-comment from tv, himself notices more advertising on tv (than from other media). He says tv moves goods better; his advice is: 'Tv is best'."

NBC's film presentation on the Fort Wayne study was shown to trade newsmen in New York last Tuesday, to some 2,000 advertising agency people by closed circuit, to more than a dozen luncheons arranged by NBC last Wednesday and at the NARTB convention in Washington on Thursday.

The "basic lesson of Fort Wayne" is summarized thus in the presentation:

"Television is a tremendous advertising force with an inherent talent for doing an intensive pre-selling job that is so vital in marketing today. It is a force for growth-minded, survival-minded manufacturers. For under the marketing conditions which exist today, few retailers have the time, or the inclination or the capacity to influence individual customers as effectively as television does—at every stage in the buying process as it converts 'Strangers into Customers'."

The Fort Wayne study showed that tv set buyers have larger families ("more mouths to feed, backs to clothe, feet to shoe, more demand for products of all types") but also have larger incomes ("more dollars to spend, more means to buy"). It also found that new set owners are "a more active market. More of them use each product, and they use *more* of it; more have bought durables recently, and more are planning to buy in the future," according to NBC research authorities.

The dominance which tv asserts is pointed up in the following table of minutes spent "yesterday" with various media before and after tv entered the home:

	Media Minutes Per Person	
	Before Tv	After Tv
Television	12*	173
Radio	122	52
Newspapers	39	32
Magazines	17	10
TOTAL	190	267

* from guest viewing.

Not only does television, after it comes into the home, account for two out of every three media minutes and a total almost equal to the time formerly spent with all other media put together, but it also is responsible for 7 out of every 10 "advertising impressions." The following tables show averages of responses to questions asking new set owners if and where they had noticed any advertising for new cars, laundry soap and cigarettes (NBC said the pattern for each product followed these averages "very closely"):

	Per Cent of Set Buyers Who Recall Advertising in Each Medium	
	Before Tv	After Tv
Television	9%*	85%
Newspapers	25	14
Radio	41	9
Magazines	14	9
Billboards	6	4
All Others	6	3
TOTAL	101%	124%

* from guest viewing.

Asserting that "how television works to

the afternoon audience is sewed up for you!



In October . . . In December . . . Now once again in April, the Dallas Metropolitan Area Telepulse shows WFAA-TV has more afternoon audience than the other DALLAS-FORT WORTH STATIONS COMBINED!! That's straight through the week, from 12 noon 'til 6:00 p.m. Sunday through Friday.

That's a whale of a record, and one that will let you set a whale of a sales record when you latch on to this big bag of customers at low daytime rates.

And remember this: When it gets so hot in these parts you can fry an egg on the sidewalks, more and more folks stay in with air conditioning and TV. This big audience gets even bigger as the weather gets hotter!!!

The audience is sewed up. Now you sew up the sales by calling your Petryman, or WFAA-TV for spot, program, or participation availabilities.

Channel 8

WFAA-TV
DALLAS
NBC - ABC - DUMONT

RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., National Representative
Television Service of The Dallas Morning News



NBC President Sylvester L. (Pat) Weaver (l) and Ben Duffy, president of BBDO, appear in the film presentation to introduce the Fort Wayne story.

condition customers all along the road to purchase is a research area explored for the first time in this study," the presentation spells out the findings regarding "television's influence at every step leading to purchase."

First, it was found, tv increased "brand awareness."

"To test television's influence at this stage of pre-selling," the presentation reports, "we showed the Fort Wayne respondents a list of brand names and asked if they had ever heard of them. Some had, 'before'—*most* had, 'after'."

For Beautiflor, for instance, it was noted that brand awareness rose from 48% before tv to 64% after. Estate Ranges went from 62% to 77%. Jubilee Wax climbed from 39% to 57%. Kent cigarettes rose from 43% to 75%.

Overall, the survey check-list included six tv-advertised brands, and for every single one, television firmly placed set buyers on the first step toward purchase: Conscious awareness of the brand name. On the average, television lifted their brand awareness from 51% to 74%.

Even in the "unexposed group"—people who did not report any direct tv exposure—awareness of these same brands went up from 40% to 43%. On the other hand, awareness of non-tv brands was reported to have dropped two-thirds.

More than making viewers aware of brand names, the study showed, tv also teaches people what the product is and what it does. The report says:

"Here is what television contributed to this stage of pre-selling in just 3½ months. Correct identification of Kent cigarettes sky-rocketed from 27% to 63% among new set buyers. Beautiflor jumped from 41% to 57%. Estate Ranges improved from 51% to 65%."

Average brand-product association went up by 59% after the arrival of tv, the presentation showed. For one relatively new product, Jubilee Wax, it went up a whopping 91%.

Tv also was found to promote the identification of symbols, trademarks, slogans and copy-points:

"Much further along the road that ends in purchase is recognition of the trademark. People who can recognize the trademark generally know the brand name and the product it stands for. They have been moved from the category of 'strangers' to 'acquaintances'—they are ready to be friends of the brand.

"To test television's ability to advance this movement, we showed cards on which were reproduced a half-dozen 'masked' trademarks and asked which brand or company uses each.

"The list included a symbol as familiar as RCA Victor's attentive dog listening to his master's voice. Recognition of this trademark by new set buyers rose from 66% to 82%. It included a practically unknown mark like Armstrong's encircled 'A' which went up from less than 1% to 13%. For an institutional advertiser like U. S. Steel, television catapulted trademark identification from 29% to 69%. (In contrast, the Bon Ami chick, not on tv in Fort Wayne, showed practically no change.)

". . . The significance of television's performance here will not be lost on package-goods advertisers, whether or not they have or promote a trademark. For 'trademark' they will read 'package design' or 'lettering style' or 'logo.' And what television does for the trademark, it can do for their package.

"The average trademark recognition by set buyers increased 23 points, compared to a 6-point change among the 'unexposed' group."

As for slogans, tv in Fort Wayne "raised the best-known slogan to the point where almost 9 out of 10 women knew the product it was selling (Glo-Coat, which went from 62% to 86%). Lucky Strike's slogan jumped from 37% to 64%; Maxwell House (Instant) from 26% to 65%.

Recognition of the Camay slogan, "There's Cold Cream Now in Camay," went from 54% to 83% in what was termed a "more typical" result.

Additionally it was found that television "makes people think more highly of the product, as it moves them closer toward purchase." For instance, the housewife rating of the average brand tested went up 41% after tv entered the home; the number of responses describing the product as "poor" or "fair" went down.

Going a step further, the surveyors found that "tv tips brand preference in your direction." Researchers pointed out that "Pet milk started out 19% *behind* Carnation (not then on tv in Fort Wayne) in competitive brand preference; after tv, Pet emerged 71% *ahead*. The average tv brand started out on a par with its non-tv competition; after tv, the set-buying group gave it almost a 2-to-1 preference."

Overall, it was found that "one-third *more* new set buyers bought the average tv brand after they owned a set." On the other hand there was "only a minor change in the 'unexposed' group—where other media were depended upon to do the job."

Nor was the "novelty" of set ownership found to be a factor, NBC said.

The study also showed that television increases the number of customers (in all of Fort Wayne, the number buying the typical tv brand increased by 24%; among those who got sets, the increase was 33%); produces greater sales results as tv advertising is increased (the seven most heavily-advertised brands increased 48% in set-owning buyers; the eight least-advertised brands increased only 28%); expands the market, and brings its advertisers a larger share of the market (in all of Fort Wayne, tv brands increased their share of purchasers by 19% in the typical package-goods field, while non-tv brands fell off 11%; among new-set housewives, tv brands went up 27%), while non-tv brands dropped 17%.

COMPARATIVE DATA ON OLD AND NEW OWNERS:

	Old Owners		New Set Buyers	
	Before Tv	After Tv	Before Tv	After Tv
Brand awareness (Kent)	59%	82%	43%	75%
Brand product association (Jubilee)	29%	47%	22%	42%
Trademark recognition (Pontiac)	69%	80%	64%	79%
Slogan identification (Camay)	64%	86%	54%	83%
Brand reputation (Pride)	29%	41%	24%	36%
Brand preference (Pet)	28%	37%	25%	36%
(Carnation)	29%	22%	31%	21%
Brand purchase (aver. tv brand)	19.1%	24.6%	18%	24%

The presentation continues:

"Perhaps the whole lesson of Fort Wayne can be summed up in the 'Saga of Scotties.'

"Before television, Scotties facial tissues was a brand completely overshadowed by Kleenex in Fort Wayne. But Scotties had a sales message which television's sight and sound and motion could translate into a dramatic, convincing commercial. And television converted that sales message into a stunning sales success."

Summarized, Scotties' slogan identification climbed five-fold among the set buyers—from 13% to 77%. Scotties' brand reputation went up 56%—from 25% to 39% (television cut the 'fair' and 'poor' replies from 9% to 4% and reduced the 'don't knows' and 'no opinions' from 26% to 16%). In brand preference, Scotties jumped from 16% to 42% while Kleenex dropped from 64% to 40%; after tv, Scotties came from a four to one second choice to leadership. And after tv, the buyers of Scotties more than doubled—15% to 35%—to make this the leading brand of facial tissues among the set buyers, while Kleenex went from 40% to 32% in this group.

What do Fort Wayne dealers think of tv as an advertising medium? NBC researchers summarized the findings thus: "Dealers recommend tv to national advertisers. If their advice were asked, 1 in 10 would recommend magazines, 7 in 10 tv, and 3 in 10, newspapers."



MR. BEVILLE



DR. COFFIN



McCONNAUGHEY HYDE BARTLEY DOERFER HENNOCK WEBSTER LEE

THE FCC ANSWERS

THE SEVEN FCC Commissioners, sitting en banc, *faced up last Tuesday to questions from the people whose business they regulate. In the second NARTB convention panel session of its kind, FCC Chairman George C. McConnaughey and Comrs. Rosel H. Hyde, E. M. Webster, Frieda B. Hennock, Robert T. Bartley, John C. Doerfer and Robert E. Lee gave their individual views on queries posed by broadcasters. NARTB President Harold E. Fellows was moderator. Following is a condensation of the transcript of the give-and-take:*

Mr. Fellows:

We are indebted to the chairman and to his colleagues for their gracious acceptance of our invitation to appear in this informal fashion before us. There are certain risks involved for them, and there are certain courtesies demanded of us. Obviously, Commissioners cannot answer questions concerning substantive matters now pending before them, nor should we ask them.

The first question:

Q: Would the FCC care to comment on the prospects of extending the licensing periods of radio and television stations from the present three years to five years?

COMR. LEE: When I first came around the Commission, I was all for an extended period. My thinking went beyond five years.

However, I have learned a great deal, and I regret that, speaking for myself, I don't believe I could support it at this time for the reason that I think the stations should be subjected to review.

We review these applications. It is our one chance, you might say, from all practical standpoints of looking at the service record of a particular station and not with the objective of taking a license away from them—I am not for that—but I hope that we can keep the feet of the violators to the fire, to the extent that the weaker stations will not lower the standards of the entire industry.

I might say, Hal, that if I was assured that all of the stations operated under your Code and were very conscious about it, I believe my answer would be different.

COMR. HYDE: When I came on the Commission I thought a brief license period might be appropriate. In the light of my experience, and observing how our free broadcasting system works, and having confidence in that system, I believe we should have a five-year license period, as a minimum.

I suggest that a short license period sort of leaves a broadcaster in a situation where he seems to be on probation, and that, it seems to me, does not encourage imagination and initiative and the sort of thing that is conducive towards a dynamic operation that has the vitality that we like to associate with the American system.

I think that if a broadcaster is qualified for a three-year license, he ought to be qualified for a five-year license.

I see no reason at all for limiting the license to three years. And further, it seems to me that we seem to take a responsibility which the Act does not contemplate that the Commission should have.

It suggests that we must be constantly reviewing how they operate, instead of passing the responsibility to them in an effective way and looking to their qualifications on a very serious basis if they fail to meet the test of public opinion.

I would determine whether they failed to meet the test of public interest in finding out whether or not they have shown some respect for the recognized limits on what can be said in public. I would rather favor a free exchange of views than anything that would be restrictive or limiting.

(Applause.)

Q: What assurances can the FCC give radio and television licensees that current spectrum allocations for standard broadcast services will not be unfavorably affected by expanding military use of radio frequencies?

COMR. WEBSTER: I don't believe anybody can give assurances because assurances are not within our power. Legally, of course, anything can happen to assignments or allocations.

As you recall, Sec. 301 of the Act provides for the use of channels but not the ownership of those channels. So by processes set up in the Act, those allocations and channels can be changed. I can't speak for the military, but I believe that all of us could agree that the global operation of the military demands almost the entire use of the spectrum for its communication and electronic devices.

However, in the standard broadcast band, and that is mentioned in the question, I am quite sure that the military are as conscious as you and I are of the importance of standard broadcasting in this country, in peace and in the cold war and in actual war, and that the broadcasting needs of this country will be protected.

So that while I can't give an absolute assurance—no one can—I feel sure that that will all be taken into account if any demands should be made by the military . . . in the broadcast band.

Q. What are the chances of 250-w radio stations obtaining power increases with which to better serve their listeners?

COMR. HYDE: It sounds like an engineering question, and I will give you a good legal answer. There are approximately 950 local stations or stations having a power of 250 w or less on the six local channels. If the power of any of these stations would be increased it would have some impact upon the license rights and service potential of other stations for the reason that in this area the limits of service are controlled by interference conditions.

If these stations are to maintain their same relative positions, then the power of all of them would have to be raised simultaneously. This could cause some questions of interference to stations on adjacent channels. However, this is a subject which might very well be studied. I understand that certain stations are undertaking to examine the possibilities of increasing power without causing dislocations of existing services. What can be done about it will be dependent in a large measure on what these studies develop.

I should say the short answer is that this is a subject that will

have to be examined rather carefully so that we can be sure that we gain more than we lose before we would proceed on such a course. I think it would be worthy of careful examination.

COMR. BARTLEY: I would like to add one word in substantiation of what Comr. Hyde has said. Increased power provides more service to more people. Increased power, at the same time, will create more interference areas.

Now, the compromise you have to make depends on who gets and who loses. I would say that it would be very helpful to the Commission to have information as to what is to be gained and what is to be lost. I think then we would be in a position to determine the answer to this question.

Q. Is there a possibility that the FCC would look favorably on standardizing the sign-on and sign-off time for daytime-only stations so as to avoid frequent shifts of program service?

COMR. BARTLEY: I think the answer I gave to the other question really answers this one. I am interested in seeing what would be gained, what would be lost, and based on that, I would like to make the determination as to whether or not standard sign-on and standard sign-off times would be in the public interest.

It wasn't until 1929 when we had these sunset-sunrise hours. Before that time the daytime stations did operate, as I recall it, from six to six. But I am perfectly willing to look at the results. We frankly don't have the facilities to do it right now.

COMR. HYDE: If 600 stations which now sign off at sunset are allowed to operate after sunset, then we would have to take into consideration the interference conditions which could result from operations under nighttime conditions by this rather substantial number of stations, and the effect that that would have on present listening habits, on the broadcast coverage available to the citizenry.

It is another subject that, it seems to me, would have to be examined with care, and I think we should bear in mind the magnitude of the project, finding means and openings for 600 stations to operate during nighttime conditions being somewhat of a challenge. I wish there would be a way to solve that without causing interference.

Q. What is the FCC policy with respect to newspaper ownership of radio and television facilities?

CHMN. McCONNAUGHEY: I was asked this same question at the Senate Interstate and Foreign Commerce Committee when they had me up there over the coals on confirmation. When I speak of newspaper ownership, I assume it means in a comparative hearing, and it is my personal feeling that the factors should be judged with reference to any applicant, that a newspaper owner who is an applicant should not have any strikes against him because of that; that other conditions being equal, if he proves that due to his experience he is capable of operating in the public interest more effectively than other applicants, I know of no reason why a newspaper owner should be discriminated against. I think you have to look, in the final analysis, to what is going to go to the public.

Of course, when it comes to the question of monopoly, then we should take a look at newspaper ownership if they control all the media of mass communication in a given community. But I want to reiterate that I personally see no reason to hold anything against a newspaper owner in a comparative hearing, for that reason in and of itself.

(Applause.)

COMR. HENNOCK: I disagree with the Chairman, because I don't think that newspapers have experience that makes them better qualified, as such, as licensees for television.

In my voting record you will notice that in comparative cases I have decided against newspapers, where they owned newspapers in the same city and they were applicants in that city for a television station. I not only took into consideration the fact that they were newspapers, but also that they applied in the same city.

Now, there might have been another group there and there might have been other radio and television facilities, but in my philosophy a control of mass media and diversification of ownership of the visual media and their impact on our democratic society, I have found that where I have an applicant who is a radio licensee or in any other business in the vicinity, and he is a qualified applicant, I will decide against newspapers who are applicants in those very cities, or contiguous cities, or who are stringing up newspapers in a given area in a state or in a region, not only because I think it is bad for this country, a democracy, to have that much control of mass media and the media of television and newspapers, but also because of their effect on competition.

I wouldn't like to be a radio station trying to operate against a combine of a newspaper who is also am, fm and tv in that same city or area, nor would I want to be a candidate running for election in a state where there are 10 newspapers owned by one chain, albeit they are fine applicants and fine licensees and fine newspapers, who own am, fm and tv across the board in that state.

Now, the Scripps-Howard case in the Supreme Court upheld our authority to look at mass media. I am waiting for the new batch of cases that are going up, in which I had to dissent against some of our very finest licensees in television and radio, who were also newspapers. And it was very difficult for me to dissent in those cases because I realized their qualifications, but somehow I weighed that as against the control of mass media and the diversification principle, and I came out against them. And I do want you to know that that was why.

(Applause.)

COMR. LEE: I wanted to say that perhaps I should go about a yard to the right of McKinley for a minute to express my viewpoint. As far as newspaper ownership is concerned, not only would I not discriminate against them, but I think I would give them a point of preference.

That doesn't mean that I would vote for a monopoly in a given area. I am impressed, however, with the stability of the newspaper-owned stations. I haven't examined it, but I have a feeling that a review of those stations will show exceptionally good operations and will show very, very little turnover.

I am impressed also with the fact that a newspaper necessarily must have its roots very deep in a community. They are the first ones that are behind all the drives for support, for public projects, for elimination of slums, improvement of the community. It happens to be good business for them to be deeply involved in the affairs of the community, and I think that this would carry over into the operation of a radio or a television station. I feel quite firmly on that point.

I would say that there would and could be exceptions. If I saw the editorial policy of a newspaper being too strongly pressed on the other media, I would give that some consideration, but irrespective of a newspaper ownership, I think I would give a point of preference.

(Applause.)

Q. Will educational television channels now being reserved by the Commission be released at any time in the foreseeable future for general filing?

COMR. HENNOCK: Again I speak for myself. My term only runs until the 30th of June.

Let me remind you of what Senator Tobey said: "I want to stress that there is no specific time limitation on any of the reservations for non-commercial educational television. They were set aside for an indefinite and an unlimited period of time. I shall keep a watchful eye on each and every one of these channels for education. Upon the slightest evidence that the FCC is about to weaken and to delete one of them or substitute a substantially less valuable channel for one of them, I shall call for a full-scale investigation."

I didn't talk about the Third Notice and the Sixth Report. You know what both of those decisions said about educational television.

I want to remind you that the public school system and the wonderful private school system we have in this country was not built overnight, and I want to thank all of you broadcasters who have helped your local stations get started, or your local committees come into being.

I understand there are at least a hundred cities in this country today in which there are educational committees working for the establishment of these stations. I think the work up to the present has been remarkable. I have never been more hopeful.

Now, you know how many are on the air. There will be at least 20 or 21 on the air this year. That means you have 21 cities in this country with metropolitan areas that are capable of covering those areas day and night with education.

That is a pretty wonderful showing, and I hope each and every one of you, as Americans, will see to it that these channels are there.

COMR. LEE: I almost got in trouble sometime ago when I was

portrait of a market...



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asked about educational television, and I said I can't be against mother love. I think that educational television is a fine thing. It is misconstrued, I believe, in the public mind. It is adult education, primarily. It is directed towards specific groups.

I do not believe in reserving them forever. As far as I am concerned, if a commercial operator would apply for an educational station, that the educators gave no indication, or perhaps acquiesced in it, showing no interest in acquiring it, I would be glad to see it go commercial. I do believe that education can be commercial, too. I don't see anything sacrosanct about the fact that there is no commercialism in it.

Most of the good educational programs that I have seen have been commercial, and I think the broadcasters themselves, operating in the public interest, will cooperate and will help, and where there is evidence and there is money available to build and operate an educational television station, I am sure they will cooperate. Where there is not a need for it, I would be prepared to let it go, in a specific case, commercial.

(Applause.)

Q. What provisions of the Communications Act of 1934, as amended, does the FCC feel are desirable for the better discharge of its regulatory functions?

CHMN. McCONNAUGHEY: Mr. Chairman, I spoke on this matter in detail at the luncheon meeting. The three provisions that we are talking about are 309(c), which is a protest rule. I told you we thought that should be amended, because it has kept television off of the air in many instances, and radio in some instances.

The other is 5(c), which is the review staff. Almost their only function today, virtually, in the strict limitation of the Act means that they are only people who are writers.

The other one is 409, which segregates the Commission in the most ridiculous manner I have ever heard of in regulation, and I know a little bit, something, about it in other fields. Keeping your general counsel, your chief accountant, your chief engineer from talking to you in matters, when they have not participated in the proceedings.

COMR. DOERFER: I feel very very strongly that the Commission should urge Congress to repeal Section 309(c), which is the protest rule. For your recollection, it gives any person who can assert on paper that if a certain grant were to go into force, a grant which was made without a hearing with respect to any authorization, then that person should be entitled to be heard, solely for the purpose, however, of attempting to persuade us that it is contrary to the public interest.

This is the first time in my career as a lawyer, with respect to any phase of law, that I have had any experience with, in which a person is given a remedy without a right.

In the event Congress can see fit to repeal this law, I am satisfied that we may some time be able to give the time and the consideration which some of the large, fundamental problems in the communications field require. That is one of the reasons I think this Commission, being beseiged as it is with what I regard as trivia in comparison to the over-all problem, does make progress rather slowly.

(Applause.)

Q. What is the attitude of the FCC on the suggestion currently being studied by Congress that radio and television stations be required to give political candidates free air time?

COMR. HENNOCK: I want to say that an informed electorate is the basis of a free democracy. Unless the people have the opportunity to know fully the candidates and the issues on which they are voting, our elective system will suffer.

Now, instead of going to meeting halls to hear their candidates, the people of America are sitting at home listening and looking at their television sets. And I want to remind you, I was just asking Commissioner Hyde how many television sets there were in 1952. As I remember, I think approximately 17 million; there are 36 million today, and in 1956 it will be over 50 million, and these are 50 million potential meeting halls.

Now, in 1952, the major political parties spent $5 million for television time. What will they have to spend in 1956?

I want you to know my position and I want to quote what I stated in one sentence, and then I will turn the mike over to Comr. Doerfer who does not agree with me.

I asked for a Congressional and Presidential committee of distinguished men and women with civic and political experience to develop a practical program and to make timely recommendations so that Congress can pass such additional legislation as necessary to enable a start to be made in putting into effect a good sound program during the next Presidential election.

I have not got the answers, gentlemen, but I think that a group of people working together appointed by the President of the U. S. and immediately getting to work after determining which are the political parties to be given recognition and on what levels—I think we should start in the national campaign.

COMR. DOERFER: Let me at the outset state with respect to this question I admire Miss Hennock's courage. It certainly isn't a popular side in a meeting of this kind.

(Laughter)

However, I don't want to be misunderstood either that I am tak-

TURNABOUT

WHAT ARE the questions FCC members "would most want to ask of broadcasters?"

For a turnabout wind-up of the NARTB convention's FCC panel session, where the Commissioners answered broadcasters' questions, the FCC members had been invited to write out one question apiece. They follow, as taken from the transcript of the session:

CHMN. McCONNAUGHEY: "What specific action should the FCC take to help the broadcasters render maximum public service?"

COMR. DOERFER: "To what extent should networks be regulated by the FCC?"

COMR. LEE: "Why is it that the Commission and Congress only hear from the unhappy broadcasters?"

COMR. BARTLEY: "What is your program for the next 13 weeks for improving the prestige of broadcasting in the minds of the American people?"

COMR. HYDE: "Should the Commission restrict the number of broadcast stations except as necessary to minimize interference? Would you favor regulation of protected service as against competitive services?"

COMR. WEBSTER: "In the interest of providing a competitive national tv service whereby a mean of local expression is available to all communities, not only for the present but the distant future, do you think that the Commission should review its allocations structure with the view of reducing maximum power and antenna height to create a need for more stations to serve this country?"

COMR. HENNOCK: "Do you, the industry, believe that adequate tv service in the public interest can be provided by a relative handful of tv stations, or do you agree with me that both the public interest and you, in industry, would be better served if the tv spectrum space were divided up in such a manner that as many of you as possible could get into this great dynamic industry and help it develop into a truly nationwide competition with unlimited opportunity for service to the public as well as profit to you? What do you as an industry intend to do to convert this economy of scarcity into an economy of plenty?"

ing up the other side merely because I should and it may be well received.

I am quite concerned about the suggestion. Recently I had occasion to study a portion of the British broadcasting system, and I had concluded that the only alternative to the present system in America whereby a candidate is asked to pay for the time on the air is for some governmental agency to decide who can talk and when he can talk and how long.

Now, he may do that or this agency may do that by consulting party chieftains. That is what is being done in England. At the present time England is in the throes of a national election. I am advised that out of the goodness and the generous heart of the BBC they have allowed five and a half hours of free political time to be divided among hundreds of candidates.

May I recall that back in the early thirties Winston Churchill, who at that time was a voice crying in the wilderness attempting to alert his own people to the dangers of the rising menace in Germany, was denied the free access of the BBC. It was only after American broadcasters piped it across the ocean to this country that that message got to all of the people here and back to England.

Now, that is a substantial danger, and of all the shortcomings with respect to political broadcasting I would caution any congressman, any person regardless of how idealistic it appears, not to plunge down that road, because that is a road from which I am sure there is no return.

Unfortunately, and I don't wish to be too severe, Miss Hennock quoted, or I am going to quote her with respect to a statement she made before a committee in Congress, and it reads as follows:

> "Tv and radio should be made available without cost on an equal basis to the candidates of the major political parties."

There is a slight omission, but I think she will agree it is not relevant.

What I wish to underscore is tv and radio should be made available without cost. I would be delighted to see the day when, by an Act of Congress, you can operate a broadcasting station without cost.

(Applause)

Now, if that cannot be done, and we know that it cannot be done, then the only other alternative, of course, is that the candidates who aspire for public office should pay for the privilege of getting their viewpoints across to the public in the same respect that they do today.

All of us know that many times people do not really aspire for public office. They are correctly labeled publicity seekers. There is the danger with free broadcasting. If it were for free, many people, without the slightest hope of attracting a sufficient number of people to support them, would for the sheer advantage of having the opportunity to have their faces and their voices seen and

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heard over the broadcast air would so dilute the interest of the electorate as to make the election process in this country almost a hopeless and a fruitless undertaking.

And now I say that my attitude is not because of any over-solicitous regard for your financial position. I look at it from the other viewpoint. It is a system that we know.

It hasn't worked too badly in this country, and I can't see why we should take a medium which is as important as this and subject it to an untried experiment in this country, when I am satisfied that the American people would never adopt the British broadcasting system.

(Applause)

COMR. HENNOCK: Now I know that John [Doerfer] didn't mean to do this, but here is what I stated. He quoted me accurately as far as he went, but he didn't go far enough. I am not for the British system either, and here is what I said, and I am worried about your finances. Here is to what extent I am worried about it:

"If it be an excessive burden upon the licensees of television and radio stations to make such time available, then the costs should be shared by the public treasury."

Now, I want to tell you another thing, John—I knew that would get a rise—now if you talk about publicity seekers seeking time, Governor Harriman was a candidate for the high office of Governor of the State of New York with 16 million people in it.

He was running on a party whose name I seem to recall as labeled "Democratic," and do you know that he couldn't buy time in the evening? And I stated "couldn't buy time after six-thirty," and he is not exactly a pauper, but it seems that after a certain hour—I was corrected, by the way, by one network and I know they would want me to be corrected here. They stated they did sell him time, five minutes, I think five consecutive days between 7:25 and 7:30, and this is in a state of 16 million people with Harriman as a candidate on that unknown ticket.

Now, I admit there are problems, terrible problems, and that is why I wanted the presidential committee, and I don't want you to go broke, and I don't want you to lose money.

(Applause)

Q. Does the FCC contemplate releasing additional interpretative material to assist the broadcaster in discharging his obligations under Sec. 315 of the Communications Act, the political broadcast section?

COMR. BARTLEY: Sometimes when we have done a job at the Commission, we try to find out whether it is worth repeating by looking at our fan mail. When we released our report last summer, we received six letters, all of them asking for additional information. No letter of commendation, no letter of criticism. However, I have heard in several parts of the country where I have been around that it was a helpful document. I think that you can depend upon the Commission putting another one out later.

I would like to repeat the statement which I made to the Omaha group District 10 last fall:

"It seems to me that the most advisable course for the broadcaster to take in these circumstances"—that is with respect to political time problems—"is to engage in a proper planning of affirmative station policy in advance of political campaigns. . . .

"No alert broadcaster for a moment would allow his sales department to approach a potential sponsor without a list of all availabilities so that he can make a strategic retreat to meet the size of his sponsor's budget if necessary.

"In this knotty field of political broadcasting, even greater attention to the needs and desires of the candidate is demanded. Early determinations of your political program structure and announcement of availabilities to interested parties and candidates will pave the way for a more serene campaign season.

"Furthermore, you will have a better program structure and end up with satisfied customers. And remember, one of those satisfied customers will be an incumbent.

"The broadcaster's planned policy should make an attempt to give reasonable opportunity to the candidates for political office, both national and local, and at the same time attempt to maintain proper program balance in terms of the other interests of his audience.

"But the important thing to remember is not to wait until after the first candidate is permitted to make an hour-long speech, for then it is too late. The first request the broadcaster honors starts the chain reaction, and he may find his entire program schedule disrupted . . .

["The Broadcaster] should give weight to the importance of the office being sought in terms of the public interest in the particular elections in the community, balancing in his determinations on the one hand a realization of the dependence of his audience on radio and television as the most effective source of information in the field of public affairs. And on the other hand, the practicalities of day-to-day operation with a well-balanced program schedule . . .

"A forum-type program structure is helpful in many cases where you have a multitude of candidates, but I know of no area in broadcast programming which cries out more for policy planning and leadership than this area of political broadcasts.

"Most of the trouble which the licensee has encountered in this field and most of the problems which have perplexed the Commission could have been avoided if sufficient thought had been devoted by the broadcaster to his programming policies before the beginning of the political campaign. I would urge upon you that you study carefully the Commission's document which we put out last summer, and I hope that it will relieve you of some of the headaches which you face.

"At the same time, and what is more important, it will help you to fulfill what I conceive to be the broadcaster's most vital function in our democracy: To serve as a truly democratic instrument of information that a nation such as ours requires in accomplishing the goal of a citizenry fully informed on all sides of important issues of our times."

(Applause)

Q. Will the Commission review the procedures and policies under which the military has been permitted to construct and operate television stations broadcasting regular commercial programs to military personnel at such bases as Limestone Air Force Base in the State of Maine?

COMR. HYDE: My response will require me to cover some material that has been cited by Commissioner Webster, who called attention to Section 305(a) of the Communications Act. This section provides that government-owned stations shall be operated upon frequencies assigned by the President of the United States.

The government in its use of radio and non-government use of radio as licensed by the Commission has to be worked out through the conference procedure.

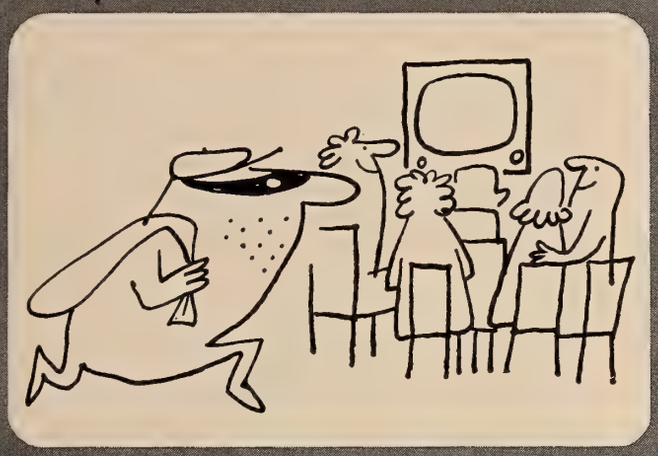
When it came to the attention of the Commission that in certain territories broadcast stations were being operated by the military, we called attention to the need for establishment of a policy in this field. We called attention to the fact that broadcast stations have been allocated in agreement with the executive arm of the government for license to private licensees. We called attention to the fact that we have international agreements that have been respected in connection with the operation of stations.

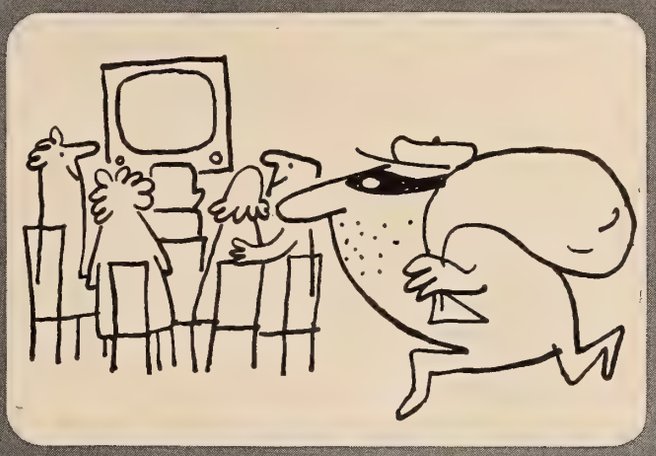
As a result, a procedure was worked out under which the military would limit their power, would avoid establishing stations where service could be obtained from private operations, and would cease such operations when it became possible to get the service that was desired for morale purposes from private operators.

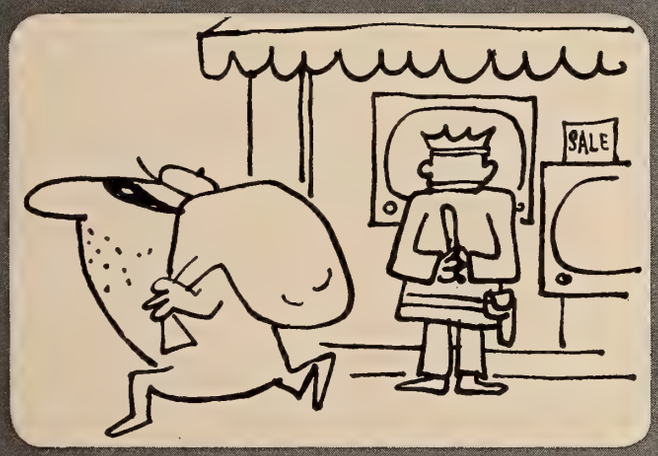
We were faced with a situation where the military insists that they must provide tv in the case of Limestone and am radio in the case of a Puerto Rican instance, which I am sure was in the mind of the person who prepared the question, and we were in no position to tell the Army, which said they needed this service, that they couldn't have it at all. As a matter of fact, the Commission would not have jurisdiction to say, "You cannot operate such a station." All the FCC could do would be to ask that in approaching this type of operation they give consideration to these various factors which I have mentioned, which are, I believe, very restrictive.

They are designed to protect the private enterprise type of operation against substitution of a Government operation, and in each instance where an operation had been activated it has been done by the military without a license from us, but only with what we would

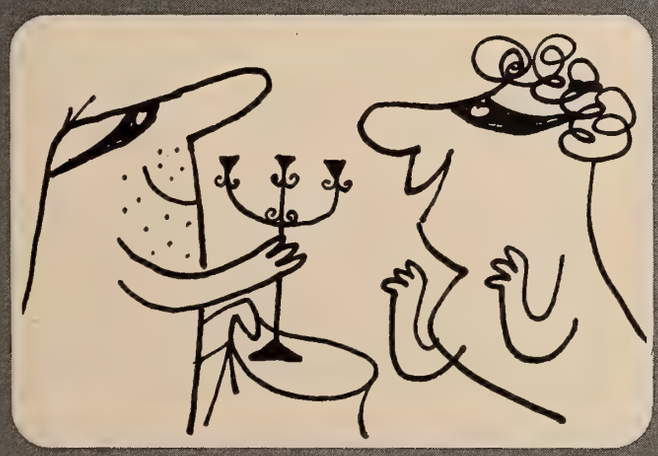
You just can't escape TV in saturated San Diego!

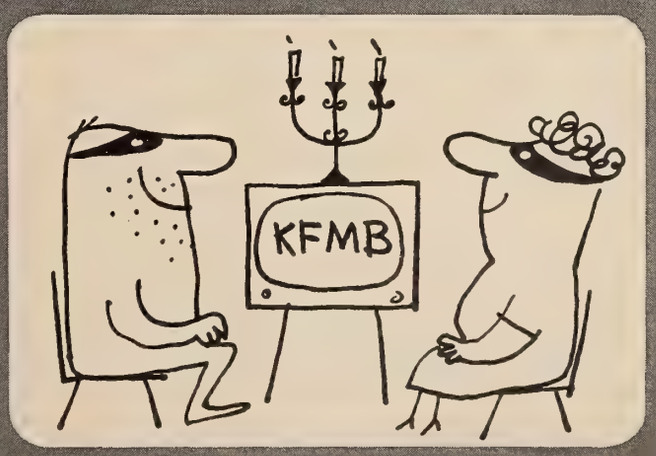












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call our acquiescence in an operation actually authorized by the executive arm of the government.

In other words, we do not find it is in the public interest, convenience and necessity, and issue a license. All we do is give to the conference committee our viewpoint about it and ask them to avoid getting into a field which we think belongs to private industry.

COMR. HENNOCK: Mr. Chairman, I just want to point out that I dissented. I am against the military in the broadcasting business in the use of mass media, particularly in the use of the airways. I think it is a very bad precedent for us in a democracy.

(Applause)

COMR. LEE: All I want to say is in this instance, Commissioner Hennock and I saw eye to eye. I voted with her.

(Applause)

MR. FELLOWS: We are ready for questions from the floor. Let me admonish you for just one moment and then you start. Please state your name and where you are from and please remember to observe the ground rules, particularly that ground rule which asks you not to ask questions concerning substantive matters now pending before the Commission. Sir?

Q. My name is Lee Jahncke, from ABC, New York. The Chairman referred to his confidence that there was room for growth of three networks in this country. That is of importance to me. Miss Hennock is in favor of the indefinite reservation of unused educational channels. I would like to ask whichever one is appropriate, is it in the public interest in a market to which only two stations are allocated and in which there is an unused educational channel, is it in the public interest to indefinitely reserve that educational channel, to collect dust, when the third network does not have access to that market place and does not have the opportunity to have its programs broadcast in the public interest?

CHAIR. McCONNAUGHEY: I made a statement before the House Interstate and Foreign Commerce Committee in answer to a question by Percy Priest, as he told you, that the way it looked to me, personally speaking today, there would be three networks at least. I could not say in my personal opinion it would be more than that.

Now, with reference to your question, I have made the statement for the record that I believe that we should be patient with educational channels. By that I don't mean that they should be held forever, but the fact that they are not being used or available today does not mean that they might not be taken up at some later date because they might be needed and be very useful.

COMR. HENNOCK: I am not going to take too long, but as long as you, a network, are asking that question, I will answer you.

You are talking about channels lying idle. I would like to know what you did to put more channels into use.

I remind you of the fact that there are 1,875 commercial channels. Of those 1,875 commercial channels there are only 312 vhf's on the air, only 106 uhf. Now what did you at ABC do, and not to speak of the other networks that were likewise manufacturers, to see to it that the public bought sets that could tune into all of these 1,875 channels, and what did you do about making your networking available? Then I will answer your question when you answer that one.

Q. In the American way, I ask equal time.

MR. FELLOWS: I was about to say that we did not arrange for rebuttal from the floor, but certainly under the circumstances you are entitled to it if you want it, or would you prefer to take it out of the trade press?

Q. I don't want to prolong it. I would like to make the simple point, our ability to serve the smaller markets that Miss Hennock refers to has to be built on the basis of our ability to get into the major markets, so that we can get the economic support from advertisers, in order to extend our lines and our service to serve the public in the small communities everywhere.

COMR. HENNOCK: Well, you had a network available.

(Applause)

You have a network available to you. I didn't notice ABC or any other network, including DuMont, going to the people in the last six years and saying, "Don't buy these sets, they are limited to just 15% of the television family."

And for you to complain that we have set aside enough channels for a nationwide public school system, I think you are the last to complain about it as a network.

Q. David Potter, WNAE, Warren, Pa. Would the Commission consider in regard to the daytime broadcasts this petition for uniform signoff during the year, factors other than technical ones? In other words, of the 2,700 broadcasting stations in the country, over 1,000 of them are daytime stations, and in 600 communities there is no other primary radio service. In our community there is no network service whatsoever, day or night, that comes up to a half millivolt. Also because of the television interference as it feeds off into these community lines, it takes over a millivolt to get a decent signal, and there is nothing up to a half, even.

Now when we go off the air, there is nothing in Warren whatsoever of a primary radio service. Would you consider the fact that our community has no radio service after a quarter to five in December, would you consider a factor like that as against the fact that major markets maybe have 20 station with satisfactory signals?

COMR. HYDE: That is a nice question. I think that I can give you a general answer taking up the first part of it quite easily, but the second part of it in which you go into it is something else.

In general the Commission does take into consideration factors other than pure engineering. If we followed strict engineering and set up a perfect system, one that was perfect from the standpoint of eliminating any interference whatever, I suppose that we would have 107 stations well distributed from a geographical standpoint so as to avoid adjacent channel interference, and of course with exclusive assignment so as to avoid co-channel interference.

A glance at the allocation will call attention to the fact that compromises have been made with strict engineering principles, in order to provide a multiplicity of stations, to provide a diversity of stations if you please, and also to make provision using a limited number of channels for a surprisingly large number of stations.

Now the second part of your question . . . To do that we would have to have sort of tailor-made rules, for every community in the country.

It would pose a tremendous administrative burden, and I just wonder how it could be worked out consistent with the administrative procedures act and other principles of due process which require us to codify all of our procedures, have uniform methods of handling applications. It would be a most difficult thing to accomplish in the way that you propose it.

I think that the Commission has gone somewhat in the direction within what I would say is reason. For instance, we have a rule or a policy which says that we will not license a station with more than 10% of the projected service area within which the normally protected contour is subject to interference, unless that station would bring a first service to an area which doesn't have one.

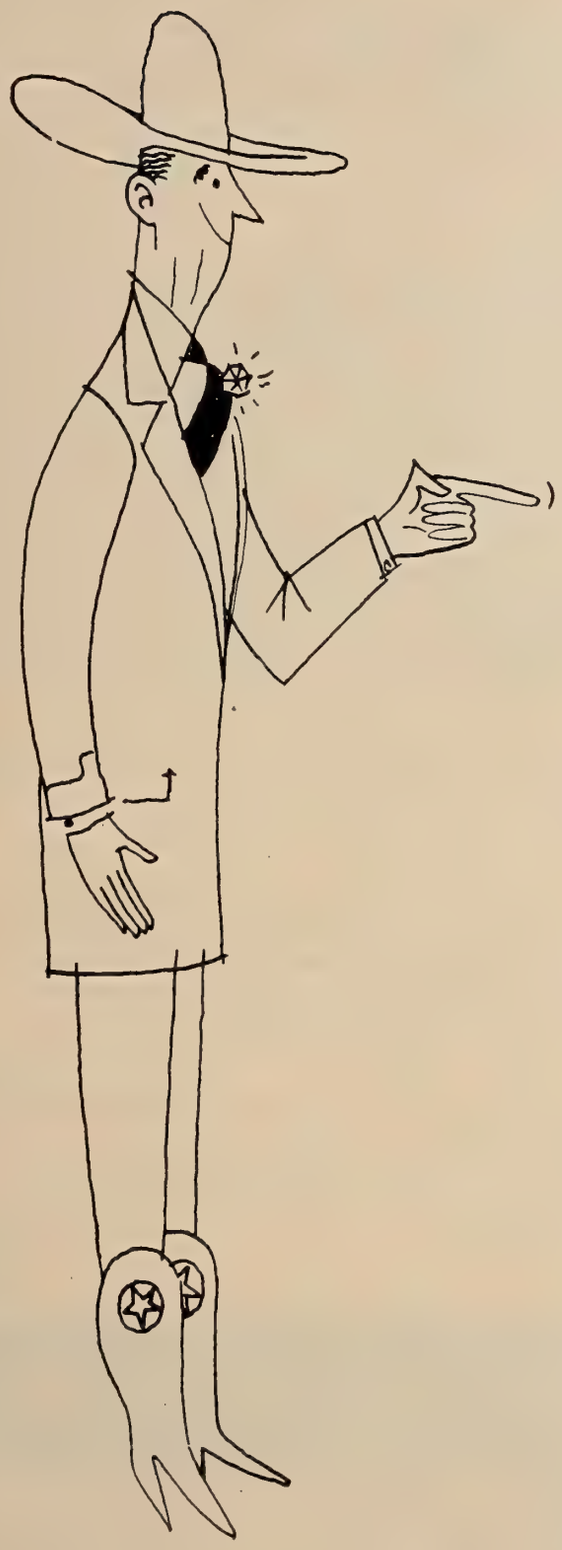
Now that is an effort to provide service in areas which do not have it, and making a compromise with a rule that would obtain in areas where they have service.

Q. Sam Sague, WSRS in the Cleveland area: I would like to ask the entire Commission if they have any opinion at this time against the station request for a thousand watt improvement or improvement up to a thousand watts for better service.

COMR. HENNOCK: If you are talking about improvements of a lot of the local stations, I don't know of anything more important including a lot of the day time stations.

I don't think that our allocations of clear channels and all the other allocations we made in 106 channels in am dating back to 1927 should be static, and I don't think that one class of stations should be taken out of a clear channel and get a decision, and I dissented for that reason as usual.

All I know is we should look to see if we can give you more power for better service and get as many good local stations as possible and make them stand on their own feet and help.



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Besides color, we were first in the Panhandle with maximum power. We're first in tower height (833'), first in audience, first in time sales.

Our city is first in the nation in retail sales per household, for the third consecutive year.

This is the first ad in a long while in which we haven't tried to tell a joke.

By the way, have you heard about the couple who got into a terrific argument? The wife kept insisting, "If I die before you and my mother, I want you to ride in the same limousine with her at my funeral." "You know very well I can't get along with your mother," he objected. "Just that once," she urged. "Very well," he finally gave in, "but it'll ruin my day."

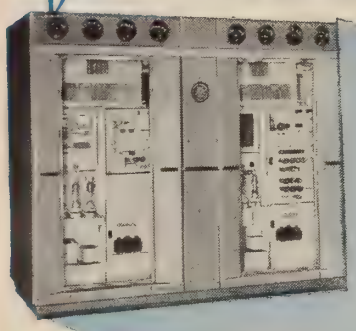
KGNC-TV
KGNC-AM Amarillo, Texas

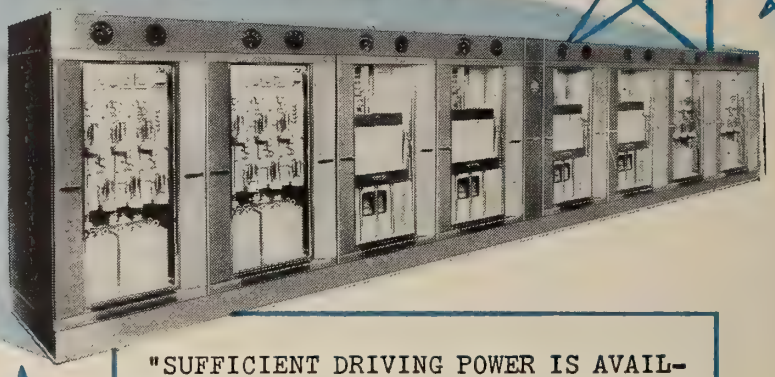
NBC and DuMont Affiliate
National reps: The Katz Agency

standard electronics

PROOF OF PERFORMANCE

from **500 WATTS**
through to
50 KILOWATTS





COMPARE TV TRANSMITTER OPERATING CHARACTERISTICS...

Proven

and you will prefer S-E

"SUFFICIENT DRIVING POWER IS AVAILABLE SO THAT EACH HALF OF THE FINAL AMPLIFIER IS CAPABLE OF DELIVERING ALMOST 28 KW PEAK."*

**The final stage of an S-E 50 KW transmitter consists of two 25 KW diplexed amplifiers.*

The above is a direct quote from a "PROOF OF PERFORMANCE" report made by a leading Consulting Engineering firm† on an S-E equipped station — page 4, paragraph 2.

†Name available upon request.

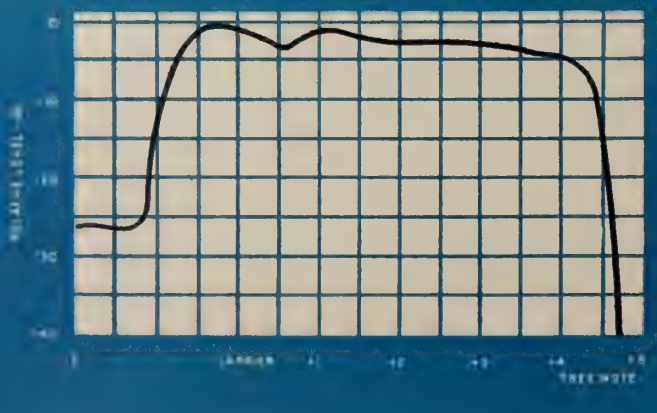
1 50 KW PLUS

With S-E's 50 KW VHF transmitter you get *50 KW PLUS* on any channel, including 13. Actual test results quoted from a "PROOF OF PERFORMANCE" test conducted by a leading consulting engineer *prove* that an S-E 50 KW transmitter will deliver approximately 56 KW peak power. Yet the very same transmitter can be run within specifications at power outputs as low as 30 KW or at whatever power level is needed to conform to your authorized ERP.

2 SUPERLATIVE MONOCHROME QUALITY

Standard Electronics VHF transmitters and amplifiers assure full compliance with FCC requirements plus a wide margin of safety . . . *proof* that with S-E transmitters and amplifiers you get the best. Sharp, high-end channel cutoff and conformity to bandwidth specs are shown in the curve to the right, copied from a "PROOF OF PERFORMANCE."

Point-by-point Curve Taken from Actual "PROOF OF PERFORMANCE" as reported by a Leading Consulting Engineer.

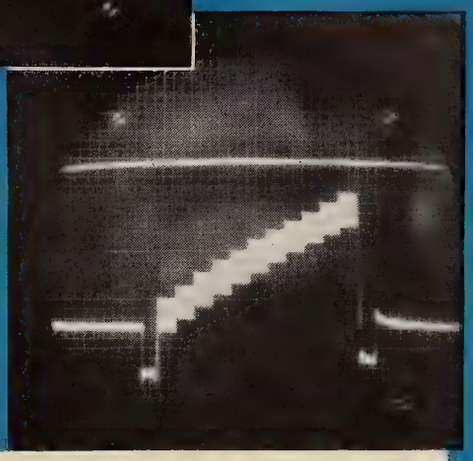


3 FULL COMPLIANCE WITH FCC COLOR REQUIREMENTS

S-E transmitters and amplifiers have such high monochrome quality because the color quality is also exceptionally good. Designed for color, S-E transmitters have never used the back porch clamping technique. Curve shows excellent band width assuring full response up to 4.2 mc. FCC requirements pertaining to amplitude vs. frequency response for the system can easily be met, as S-E transmitting equipment uses but a very small part of the variation allowed. For proof that S-E transmitters and amplifiers will transmit superlative color signals . . . for proof of essential linearity . . . see stair-step patterns showing input signal and linearity of output signal through the transmitter and broad band amplifier stages, recorded directly from the oscilloscope. No S-E transmitter in service has had to be modified to meet color specifications . . . ability to handle color is engineered into every S-E transmitter.



Pattern Taken Directly from Oscilloscope Showing Input To The Transmitter.



Pattern Taken Directly from Oscilloscope Showing Linearity of Transmitter and Broad Band Amplifier Stages.

4 AURAL TRANSMITTER EXCEEDS REQUIREMENTS

Quoting from "PROOF OF PERFORMANCE" report: — "AM hum and noise level of —53.4 db exceeds the —50 db requirement . . . The FM noise level of the entire system was —56 db and —61db for the transmitter alone — which complies with —55 db Commission requirements."

5 SUMMARY

"The equipment was found to comply with the Commission's requirements."

6 TUBE LIFE

Although not included in the "PROOF OF PERFORMANCE" report or covered by FCC specifications, any discussion of PROOF of S-E transmitter and amplifier PERFORMANCE would be incomplete without mention of a final-tube expectancy of 5000 hours and more! The Chief Engineer of a large S-E equipped station states: "We didn't change our tube budget when we changed from a competitive make 5 KW transmitter to an S-E 50 KW transmitter. At the end of the year, we still had a substantial amount of money left over in our budget." . . . and this in spite of a 10-fold increase in transmitter power!!

7 RELIABLE SERVICE

Although the FCC similarly does not set up standards on service, a valid "PROOF OF PERFORMANCE" must inevitably rest on service to the customer after the equipment is installed. The Chief Engineer of another S-E equipped station is quoted as saying: "In the case of The Standard Electronics Corporation, I would say that their equipment is only exceeded by the splendid cooperation and service we are getting from them."

Compare **every make of transmitter before you decide!**

Catalog and specification sheets are available, or ask for a personal demonstration of S-E transmitters and amplifiers. Write, wire or phone Standard Electronics.

STANDARD SE ELECTRONICS

standard electronics corporation

A SUBSIDIARY OF CLAUDE NEON, INC.

285-289 EMMETT STREET • NEWARK 5, N. J.

BIGELOW 3-5540

Canadian Sales Engineering Representative

Canadian Westinghouse Company, Ltd. • Hamilton, Ontario, Canada

SOMETHING FOR THE BOYS

EXHIBITORS—especially those with programs to sell—traditionally bring in models to add color and attract prospective buyers to their displays. B•T felt that convention coverage would not be complete without a pictorial record of that activity. Herewith, what the camera found:



SHEENA, star of ABC Film Syndication's new series, came out of the jungle long enough to meet the convention. Many conventioneers were trying to promote a match with TPA's Ramar of the same address. The name on her contract is Irish McCalla.



THE COMPETITION is beckoned in. General Precision Labs' hostess was waiting at the doorway when Philco executives Marshall Williams (1), general sales manager, government and industrial division, and James D. McLean, vice president in charge of the division, went by.

JEANINE PARRIS of Atlanta (below), Miss Georgia of 1955, was the "official" hostess of Official Films—"the only peach that didn't freeze in Georgia." Her address was given as 37-22-37½.





A SILVER SERVICE was the prize Standard Electronics put up for the best answers to a series of questions about one of its tubes and transmitters. The Scotch-clad (for economy) miss offered entry blanks to passers-by.

BALLOONS promoting various film properties decked the ceiling of the Shoreham wing which housed CBS Television Film Sales. A dozen or so of them, temporarily moored, provided a pretty backdrop for a hostess.





A REMARKABLY reasonable facsimile of Marilyn Monroe obligingly posed for pictures with guests at the Flamingo Films display. Here she is engaged in earnest conversation with Robert D. Swezey (r), WDSU-AM-TV New Orleans, and Harold C. Lund, KDKA-TV Pittsburgh.



TELEVISION Programs of America built its display around hats—it gave away 5,000. The display shows merchandising tie-ins available with the various series.



WHEN Guild Films' hostess wasn't perched precariously on chairs she was available to tell interested broadcasters about the company's film series.



THOSE BROADCASTERS who weren't seeing double before they got to Screen Gems certainly were when they left. The company had two of everything on display — from scenes of the various properties to the models posed here.

THE KEYS these platinum-tressed-and-dressed models had to offer really worked—but to RCA Recorded Program Services' exhibit suite, not to their rooms. The many who made the trip were entered in a drawing for a number of prizes the company gave in its "Platinum Mine" contest.



THE FORM OF THE FUTURE



Here is condensed text of convention address by Sylvester L. (Pat) Weaver Jr., NBC president. (See news story, page 79.)

PROGRAMMING IS the business we are in. How we sell it, and what studios we produce it in, and what stations carry it, and how we publicize it, and even how much money we make, or lose, are all secondary activities that have no life of their own. They become what they are because of the programming. Only programming can basically change them.

We are not like the movies—merchants of dreams, salesmen of escape. We primarily deal with reality. We are communicators, like newspapers and radio at its best. For advertising support, we must provide useful television selling to every national advertiser. For circulation vitality, we must provide programs of sufficiently varied interest to reach every home and every person in that home over our schedule. We must gamble on shows, on talent, on projects; and we will lose in doing this all too often. But only a great network can afford the risk, and that is essentially why the great network service is so important to this country.

From today, television in transition, let us look at tomorrow, two ways. First, let us look at it as if the network went out of existence and we went to a fragmentized system of television. In 1960, I think the elections would be brought to the people, but by a pool made up of a group of program companies and syndicates—the successor operations to the networks—and a pool tells you immediately what you'd get . . . nothing comparable to the vying competition in ideas, men, presentation attempts, new equipment uses, and all the other aspects of competitive big network operation where money is spent, perhaps lavishly, to establish a position with the public for excellence in coverage.

In the program field, the agencies would do what they must do —buy low cost circulation for their clients. And the clients would and should use their advertising funds to sell their goods. What would happen—the agencies and companies would buy up hot attractions at any price, place those attractions in sequence on third or fourth stature stations at either free time deals or big rate cuts.

This would mean a shift of money from stations, who have proved that they will spend part of their money back in public service—a shift to program companies and syndicates, who will spend their money on shows aimed at the lowest cost per thousand. Once the hit half-hours develop good ratings, then they will program the cheap half-hour after them in order to hold enough audience at the lower program cost to get a great buy . . . and you have set up the chain reaction that will take this great instrument of ours and depress it to a living room toy—panels, quizzes, B pictures, audience participations, trivia, escape, breaking through the nadir of nepenthe! This may happen even with networks fighting against it because many elements are looking for ways to break the present structure.

But if it happens, it will be a dark day for our country.

If then a fragmentized system would end the great kind of service we now have, let us look ahead to what we can expect if we get a really prosperous network setup.

First, we would be developing hits on a much more organized basis, and our regular half-hour and hour shows would reflect this. This will come about not because of any greater effort but because we will finally sell the principle we at NBC at least started with back in '49—rotation of advertising. If we had sold the Saturday night revue—*Show of Shows*—as planned which we didn't because of FCC opposition, we would have established this basic form that allows gambles and program cost control both.

Then, the regular shows will appear three out of four weeks on a regular basis, and in each time period once a month there will be special programming. Some of this will be all-night programming of the kind we publicized five and more years ago, with integrating ideas like "The City" or "Americana" or "An Unforgettable Night of Music." We will find the vignette principle of writing and production in full flower. This is what we call the Mr. Omm principle, from the show of that name which we announced in 1949 and did in 1950, whereby a writer writes to his material, not to television. His vignette might be 20 minutes or 20 seconds or two hours. He writes it, and we produce it. This has always been the form of the future to some of us.

In our future tv week, we might have six or seven hours of special programming. First, a three-hour, all-evening entertainment spectacular. Then a one hour telementary. Telementaries give background and orientation on a subject like Pete Solomon's "Three-Two-One-Zero" on the hydrogen bomb or his forthcoming "Nightmare in Red" on Russia, or on "India" and "Tomorrow" telementaries. These are great lasting productions taking as much as a year to prepare and execute. Then we'll have one news-in-perspective show, a form that still escapes all of us, in my opinion.

It would represent a relevant, important subject made into a special major report to the people and would be done in time to be hot. This would marry our *Background* and *Comment* shows with Ed Murrow's *See It Now*, but with less feature story feeling and more miracle-type coverage. We now have movies and will have tape soon, and we are all over the world and will bring in pictures live soon, and when Bandung happens, or the security question, or the hydrogen bomb, or whatever is current, then we must go out to cover the story, where it happens, talking to those who are making it happen, hearing from the most professional accredited experts on the meaning and significance of the event





READY FOR DELIVERY

. . . the half of Indiana which accounts for $2,478,295,000 in retail sales. Only one station delivers it. For the greatest coverage in Indiana select

WFBM-TV INDIANAPOLIS

Represented Nationally by the Katz Agency

Affiliated with WFBM-Radio, WOOD-AM & TV, Grand Rapids; WFDF, Flint; WTCN, WTCN-TV, Minneapolis-St. Paul.

and, in the latter, hope that our own correspondents have top stature. We must make it significant and relevant to the viewer. This kind of exploration of the events and issues of our times, done with showmanship to get audiences of 20 and 40 and 60 million, and yet without simplifying or writing down. We can do all this, and will. This is the most important program development of the future.

Another special program might be a cultural hour—the opera, ballet, or even an esoteric experiment. For we must have shows aimed at the light viewers of all types—fine music lovers, jazz lovers, intellectuals, business groups, social groups, etc. The telementaries and special news projects will aim more at the opinion influencing audience, because these shows will have taken the primacy in building American opinion and in conveying information to the people; but the cultural shows will also be scheduled regularly.

And why do we think we can suddenly wipe out an evening of quizzes and storytelling and situation comedies and put on a symphony orchestra and the Sadler's Wells Ballet and an unforgettable evening of music for the legitimately inclined music lovers? It will be easy because the advertiser who buys into a certain blue-chip association pattern of advertisements will get his ads on this night along with other features during the year . . . and will have agreed to it before we schedule it, but in a pattern that makes sense for him and for the great audience as well. The other attractions of a blue-chip association pattern might be quality drama regularly, plus the *Wide Wide World* on Sundays, which will be school-ordered viewing that makes us all contemporary with our own world and its places and peoples and ideas.

So we will see great regular attractions and special viewing inducements on top of the regular shows each week which will bring opera, ballet, entertainment of all kinds, the circus, rodeo, ice shows and other attractions, and wonderful news and real world coverage events, including sports and great occasions if they are still available, and great spectaculars. Incidentally, these shows will be the trying out ground for material and artists and writers before the stage or the movies use the material, instead of the other way around as it is now. Listening to this schedule, you may well ask where are you going to get the talent?

If the great network concept is accepted by all elements as desirable and it lasts, then we still have to get the people to write and produce and enact all these great shows. Can you mass produce quality? Answer, yes.

Our television enterprise has excitement. It has significance in a time of world crisis. Given the talent development projects that we and others have and will announce, we will find great increases in the number of talented people available to us and from them and from intelligent direction and management will come this flood which will include excellence as well as flotsam and jetsam, genius as well as filler.

I would like to close on a personal note. If the plans I made in '49 and '50 had been carried out, we would have a much better, finer, more prosperous television service to the people than we have today. They were not carried out because, essentially, the networks did not have power to carry them out. What this country needs is a great, prosperous television service that meets its obligations and duties, not a fragmentized service that solves the problems of some elements on the periphery of the industry. We in the networks mean too much to the American future to be hobbled. We are the mainstream of the future of American information and education services.

We are the force that will increase the economy to new high after new high. We can serve humanity and our times. Do not stop us.



Alfred P. Sloan Award

National Safety Council Award

5 Associated Press Awards (for excellence in covering and reporting news)



IT'S LEADERSHIP

any way you look at it!

The "OWL" carries over 60% of all National Spot bought in the Muscle Shoals Market

The "OWL" carries more local Business than any other station in the Market

WOWL** also operates **WGAD

the Big Station in Gadsden

Alabama's 4th Market

DICK BIDDLE, PRESIDENT

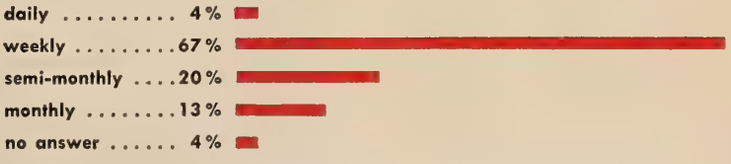
ASK BILL RAMBEAU ABOUT THESE ABC STATIONS' DOMINATION OF ALABAMA'S 4TH & 5TH MARKETS



we don't know how many people prefer olives in their martinis...

BUT we DO know that among leading radio and TV agency executives **2** out of **3** say they prefer to read a WEEKLY radio-TV trade publication.

Like so: *



(Note: over 100%? multiple answers caused it.)

(Here, of course, is a resounding vote for **BROADCASTING-TELECASTING** . . . the ONLY 100% radio-television *weekly* in America.)

moral: The man with something to sell goes where his best customers are most likely to be.

* This is only one of several revealing facts established by Ross Federal Research Corporation's recent *"Readership and Preference Study of Radio & Television Trade Publications."* If you don't have a copy, you should. Write to Broadcasting-Telecasting, 1735 DeSales Street, Washington 6, D.C.

TV: MIDDLEBROW OF MEDIA

Here is condensed text of convention address by Frank Stanton, CBS president. (See news story, page 79.)

THE vastness of television's scope makes my assignment—"The Role of Television in Our Society"—both simple and complex. It is simple if we do nothing more than congratulate ourselves on our explosive growth and enormous influence. It is complex indeed when we ask ourselves what our medium is *for* and *where* it must grow in the future.

Not only our American techniques but American society and American culture have taken, during the last 20 years, what scientists call a quantum jump—an enormous leap forward. Many of us in broadcasting are not yet fully aware that this has happened. In this leap forward from the America of even the recent past, I place our new communications arts—radio and television, but particularly the latter—among the pioneer troops of a great new exploration: the exploration of nothing less than our whole social future.

Television, with all its faults in its very brief life, has made an enormous contribution to art, to science, to society and to political and social enlightenment in this country. From heavyweight thinkers, it gets little public credit for this. It gets little credit from them except for making money and selling goods and keeping kids from their homework.



Its effect in reality is very different. For it would be a long assumption to make that America could have even now taken its place as leader of the free world had it not been for the understanding — sometimes the agonized understanding — that television along with radio has brought into the American living room of the problems and dangers that beset Europe and Asia, our neighbors in this perilous world. Whether looked at as enlightenment or information or entertainment, television has swiftly become one of the great good things of modern life.

We all know the practical reason why sponsors with something to say to consumers have swarmed to television as an advertising medium: because, despite all our problems, and despite all our failures to satisfy our critics or ourselves, *the strongest sustained attention of America is now, daily and nightly, bestowed on television as it is bestowed on nothing else.*

So far, so good. But the problem of what television is *for* persists. The more sets, the more pressing the problem.

I think we can say of the potentials of television that not even the sky is the limit. The potentials of television have no closed top: they are as big as the potentials of an American society or a world society, and I do not feel like setting a limit on that. Whatever man is going to do, we shall more and more follow and record. But in another sense I would put a very sharp limitation on the potentials of television. I feel I know where television will fail, and where it *has* to fail. It *has* to fail in substituting itself for an active participation in life itself. This has been asked of it, but it must not respond. Let television have a mass audience, but heaven forbid that it be a universal audience of homogenized tastes in a leveled society, without leaders or inspiration.

If television has a passive audience—which I deny—it must do everything it can to shake that audience out of its passivity. For the role of television in our society is never going to be determined just by what we do—we in the industry—or even just by what the FCC does, but by what the whole of society does. The less society does, the less we can do. We are its mirror. We are the great extension of almost everything.

President Eisenhower said on Tuesday that he thought broadcasters should be able to express "proper opinion," as the editorial columns of newspapers do. I am happy to hear those words, and CBS will not forget them. But even so, we and our public and our critics must note these important differences: we can help education, but we cannot *be* education. We can give the pulpit a wider range, but we cannot *be* religion. We can help the American home, but we cannot *be* parents. The true, proper function of television in our society is not to make a perfect world, or even a perfect District of Columbia, but to meet the world as we find it; to show it to itself, warts and all; to make it better informed and hopefully happier, *and to make it aspire.* If our friends and critics count this last as a failure in present performance—and there is some reason why they should—we should do something about it.

There is raised here the long-debated question of what television should do in relation to the public taste. Well, the larger the public, the less remarkable its taste. This is not said in cynicism, but only in deference to the probability curve, which tells us that there will always be more men wearing 7⅛ size hats than will wear 6½'s or 8¼'s and that all middle grounds, whether of taste or opinion, are always the most widely held. Any mass medium will always have to cater to this middle or cease to be. But to cater is not to pander. We of television have two things to try to accomplish at once: to *satisfy* the public taste, and *raise* it a little, too. We must help lead without losing our followers by getting too far ahead.

I think we do moderately well here. Our American middle public now accepts, as a matter of course, values in art and music that the most cultivated European audiences would have angrily rejected a comparatively few years ago. And what does anyone suppose has caused this new sophistication? It was, of course, the mass media, of which television is now the most pervasive and persuasive. To be sure, these mass media get many of their new ideas from so called highbrow sources—but they *do* get them, and they *do* pass them on. The television function, the television obligation, as the most powerful of these media, is to be the alert, fast-reacting middlebrow. To the extent that it is, it has the effect of slowly forming the tastes and aspirations of America on better and higher plateaus than the past. The policy of 'giving the public more and more of what it likes' is no longer good enough because it no longer goes far enough. Television could scarcely have gotten started by giving the public what it *didn't* like—but the day for a closer inspection of the relationship between television and its enormous public is now, in my opinion, at hand.

Television has the defects of its virtues. A nation whose living rooms are piped together, so to speak, via television, is a nation of greater cohesiveness than otherwise. But the unwanted twin of cohesiveness is conformity. Is it up to the television industry alone

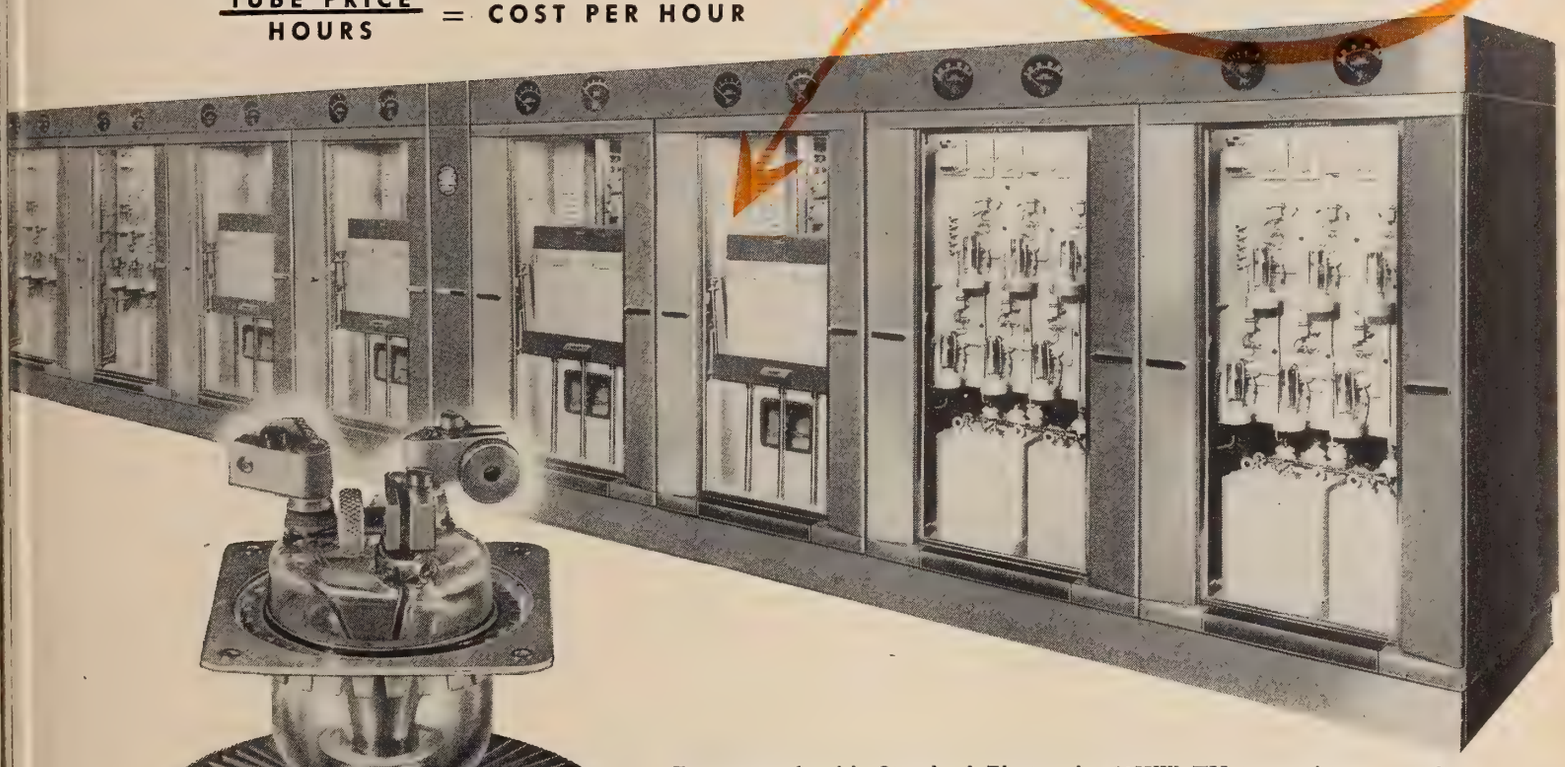
PEAK PERFORMANCE

Costs Less These Days

Amperex
5924/AX-9904R

THE TRUE MEASURE OF ECONOMY IS

$$\frac{\text{TUBE PRICE}}{\text{HOURS}} = \text{COST PER HOUR}$$





16
OF THESE TUBES ARE USED IN THE TRANSMITTER SHOWN ABOVE

RETUBE WITH

For example, this Standard Electronics 40KW TV transmitter uses the AMPEREX 5924/AX-9904R in the aural and visual high-band VHF amplifier stages, designed for use in the "Heart of Dixie," at WABT, Channel 13, Birmingham, Alabama, where ***it has given up to 7,926 hours of consistent service at an operating cost of only 2.7 cents per hour.*** Also, six other 5924/AX-9904R's have withstood high power levels for over 7,000 hours

Remember, this long life was accumulated in high-band final amplifier stages where the going gets rough. Even longer life can be expected at the reduced power level in driver stages.

Long life has been deliberately "built in," by proper design and proper tube geometry, for operation with high peak output over the entire VHF range from 54 to 216 mc.

*Low operating cost-per-hour is only **part** of the story; the low initial cost of this tube keeps your spare-tube-inventory-investment at a minimum!*

Here is a partial list of other important stations using the 5924/AX-9904R. These represent approximately 18 million viewers witnessing proof of reliable performance!

WOR-TV	— New York	**50 KW, Ch. 9**
WLWA	— Atlanta	**50 KW, Ch. 11**
WMAZ-TV	— Macon, Ga.	**25 KW, Ch. 13**
WSPD-TV	— Toledo	**40 KW, Ch. 13**
WEAT-TV	— W. Palm Beach	**10 KW, Ch. 12**
WALB-TV	— Albany, Ga.	**10 KW Ch. 10**

Amperex®

Available from Your Local Radio Parts Distributor

AMPEREX ELECTRONIC CORP. 230 DUFFY AVE., HICKSVILLE, N. Y.
In Canada: Rogers Majestic Electronic Ltd. • 11-19 Brentcliffe Road, Leaside (Toronto 17)

to determine how we can have the strength of cohesiveness without the sticky glue of conformity? Or has not society some answers to work out here strictly on its own account? Similarly, the more we provide information and serve as the eyewitness to events great and small, the more we threaten the privacy of the individual; here society will have to determine the balance it wishes to strike between its curiosity and its sense of wanting, like Greta Garbo, to be alone.

In an age of guided missiles and hydrogen bombs, television has given the American people a useful instrument for the preservation of democracy. Political scientists decry in one breath and admit in another that one advantage that totalitarian governments have is that when the time comes for mass action, those governments can turn on a dime. The people of totalitarian nations do not know and those who do not know, do not ask. Those who do not ask, do not question their leader's orders; they do as they are told. In such an age, where we deal with huge masses of people on the one hand and supersonic speeds on the other, the quickest kind of action may well mark the difference between the life and death of our civilization.

It is at this point that television—with 34 million sets each in use over five hours daily—makes its broadest contribution and provides an effective alternative to totalitarian methods. It is fundamental to our political way of life that we substitute facts and information for dictatorship. A nation which is informed honestly and fully is a nation which, when the time comes for decisive action, can move quickly and positively. Television, with its penetration, its wide geographic distribution and impact, provides a new, direct and sensitive link between Washington and the people. The people have once more *become* the nation as they have not been since the days when we were small enough each to know his elected representative. As we grew, we lost this feeling of direct contact. Television has now restored it. Day in and day out, television maintains this link so that the people are ready to act with the salient facts at hand.

All communication tends to level. The task of television is to try to keep the level high—yet not to level too much. The balance here swings between what creation in programming can gird itself to produce, and what our public will reasonably accept and understand. In striking new and better balances, our industry must have help—positive and constructive help—from without. Here, we should assure our friends, we have no more desire for a monopoly than in any other area of our activity. Here is a burden we would like to share. Since nothing less than society itself is going to determine our broadest future aims, let society get in here and push. If society will push, it will find us most responsive: all we ask is that it push toward the open spaces and not into a corner. We ourselves still don't know where the unconquered spaces of television are because we still lack a complete map.

Accordingly, the Columbia Broadcasting System will provide the funds, and form a major public committee, for the purpose of a comprehensive, impartial nationwide study of *what the public expects of television.* CBS would provide the funds for the committee —let us here give it the working name of "committee to survey what the public wants from television"—to be composed of distinguished members of the public representing the arts, religion, labor, industry, education, social and political scientists and television critics. CBS connection with the committee would then cease.

The committee would deliberate as to the ways in which the public interests would best be served by a better knowledge of what the public wants and expects of television and what it means to the public. Let it then denominate the areas and methods it chooses for major investigation. Let it then develop a list of the most difficult, vexing or perplexing questions on which public opinion of all degrees should be solicited as to the role of television in our society, and then let these questions be turned over to an experienced professional group for a field study to collect the answers the public gives back. We need these answers. I cannot guarantee that this study will provide all the answers because the approach is too novel. But we owe it to our audience, as well as to ourselves, to try to establish some systematic method of inviting the public to participate in shaping what we do. Such a thoughtful and conscientious probing could well provide a newer and far better set of navigation charts than anyone in the broadcasting industry—or in any area of mass communications—has ever had.

Most emphatically, this would not be—and the reputation of the committee would be such that it *could* not be—a study of "what the public likes" in the way of programs, so that the public could just be given more of it. The committee would take all pains that its report could not be used as a shelter for complacency, or as justification for continuing in a series of well-worn ruts, or persisting in a habit known to be bad merely because a majority of the public seems to have only mild opinions about it.

What our industry would gain from such a national study, embracing every social and economic level from top to bottom, is something very important indeed. I believe it would serve as a catalyst to start the reaction of a true two-way communication between television and the great society it tries to serve, whereby society responds to television in terms deeper and more important than any popularity ratings could ever reflect, and in terms far more meaningful than is provided by the selective process of reading a typical mail that comes to the broadcaster, the legislator or the FCC. The temper of the public on many important issues and problems before us could be made unmistakably clear.

A passive society is death to television in any long run, as much as it is death to any other institution. As I see this public inquiry it would create a great deal of active controversy, and make a large fraction of our society think, as it has never been asked to think before, How can *I* make a positive contribution to the television broadcasting art of the future? And therein we could find the strong beginnings for the new next decade of television progress —and suggestions for the true "Role of Television in Our Society."



TENTH anniversary reunion of U. S. Broadcasters Mission to the European Theatre of Operations was held in Washington May 22. L to r, seated: Col Harry C. Wilder, WTRY Albany; J. Leonard Reinsch, Cox Stations; John E. Fetzer, WKZO-AM-TV Kalamazoo; former NARTB President Justin Miller; Clair R. McCollough, Steinman Stations; Joseph H. Ream, former executive vice president of CBS. Standing: Don L. Kearney, ABC Film Syndication Inc., one of the escorting officers; Robert D. Swezey, WDSU-AM-TV New Orleans; Abel Green, *Variety* editor; William S. Hedges, NBC vice president; Joe Csida, Csida-Grean Assoc.; Ed Kirby, chief escorting officer; Ted Bergmann, DuMont network, escorting officer; Lester W. Lindow, WFDF Flint, escorting officer, and Sol Taishoff, B•T. Absent were Morris Novik, in Europe as UNESCO delegate; Mark Woods, former ABC president; John W. Alicoate, *Radio Daily*, and Martin Campbell, of Dallas.



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COMPARATIVE NETWORK AM SHOWSHEET

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SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Monday Morning Headlines	Wm Wrigley Gene Autry (195) R	Public Prosecutor	The American Forum
6:15	Paul Harvey Belltone			
6:30	The Evening Comes	Summer in St. Louis	Mutual Benefit On the Line with Bob Considine (546)	Nothing But Music
6:45			All-Star Sports Time	
7:00	Show Time Review S	Juke Box Jury	Richard Hayes Show	Special Tribute Programs
7:15	George Sokolsky			
7:30	Valentino		Studio Concerts	
7:45	Henry Milo Travel Talk S			7:55-8 NBC Travel Bureau
8:00	Co-op America's Town Meeting	Toni & Whitehall Cosponsored Our Miss Brooks (206)	U S Military Academy Band	X Minus One
8:15				
8:30		Campana Philip Morris My Little Margie (205) R	Enchanted Hour	The Adventures of the Abbotts
8:45				
9:00	Walter Winchell ASR & Bayuk alt. wks.	Kraft Foods Rudy Vallee (204)	Natl'l Labor Management Fulton Lewis	The Adventures of Sherlock Holmes
9:15	Quincy Howe S		Success Story USA	
9:30	Sammy Kaye		Manion Forum Dean Clarence Manion	Easy Money
9:45			Co-op Keep Healthy	
10:00	Bankers Life & Cas. Co. Paul Harvey	News (5 min)	Billy Graham Evangelist Assn. Hour of Decision	Fibber McGee & Molly * 3-Plan
10:15	Elmer Davis	Face the Nation		The Great Gildersleeve 3 Plan *
10:30	The Assemblies of God "Revival Time"	John Derr Sports	Little Symphonies	Meet the Press
10:45		U N Report		
11:00	Moods in Melody	News	Winnipeg Sunday Concert	News From NBC
11:15 PM		Dance Orchestra		No Network Service

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service
6:15		No Service		
6:30	Budweiser Bill Stern			
6:45	Co-op George Hicks	Delco Batteries Lowell Thomas (199)		Sun Oil & Co-op 3-Star Extra (34)
7:00	Vandercook CIO	Hamm Scoreboard	Co-op Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe	Tennessee Ernie S (121)	Dinner Date	No Network Service
7:30	TBA		American Home Prod. Gabriel Heatter	Miles Labs News of World (166)
7:45	Les Griffith 7:55-8 S	Am Oil Ed. R. Murrow (89)	In the Mood	Toni Co. One Man's Family (182)
8:00	Just Easy Gregson	Mr. Keen	Top Secret Files *	Gen. Motors Henry J Taylor
8:15	News S	Amer Tob Edwards-News		
8:30	Voice of Firestone	Lever-Lipton Godfrey Talent Scouts (171) R	Co-op Broadway Cop	Boston Pops Orchestra
8:45				
9:00	Music Tent	Liggett & Myers Perry Como (208)	Esso Reporter Footnotes to History	Bell Telephone Telephone Hour (185) R
9:15		Cons Cosmetics & Gen Fds B Crosby (206) R	Brian Aherne's Spotlight Story	
9:30	Freedom Sings Concert	9:30-9:55 Amos 'n' Andy Music Hall Viceroy Cig. (206)	Reporters' Roundup	Cities Service Band of America (113) N
9:45				
10:00	News 9:55-10 AFL Edw. Morgan News	Robt. Trout, News Chevrolet (201)	Virgil Pinkley	Fibber McGee & Molly * 3-Plan
10:15	How To Fix It Co-op 10:15-25	Hamm Scoreboard	Dance Orch.	The Great Gildersleeve 3-Plan *
10:30	News 10:25-30 Martha Lou Harp	Dance Orchestra	Distinguished Artists Series	Wings for Tomorrow
10:45				
11:00	Songs by Dini	News	Mutual Reports The News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service
6:15		No Service		
6:30	Budweiser Bill Stern			No Network Service
6:45	Co-op George Hicks	Delco Batteries Lowell Thomas (199)		Sun Oil & Co-op 3-Star Extra (34)
7:00	Vandercook CIO	Hamm Scoreboard 5 min FYI only	Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe	Tenn. Ernie (121)	Dinner Date	No Network Service
7:30	TBA		Banker's Life alt. wks. Gabriel Heatter	Miles Labs. News of World (168)
7:45	Les Griffith 7:55-8 S	Am Oil Ed. R. Murrow (89)	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family
8:00	Jack Gregson	Suspense	Treasury Agent *	Toni alt with Paper Mate People Are Funny
8:15	News S	News		
8:30	TBA	Disk Derby	Co-op John Steele Adventurer	Liggett & Myers Dragnet (197)
8:45				
9:00	Sammy Kaye S	Rosemary Clooney S	Esso Reporter Footnotes to History	Biographies in Sound (Effective 6/14)
9:15	Chr. Sci. Pub. Co. Edwin D. Canham	Bing Crosby S	Brian Aherne's Spotlight Story	
9:30	Platter Brains S	9:30-9:55 Amos 'n' Andy Music Hall	The Army Hour	
9:45				
10:00	News 9:55-10 AFL Edw. Morgan News	Robt. Trout, News Chevrolet (201)	Virgil Pinkley	Fibber McGee & Molly * 3-Plan
10:15	How To Fix It Co-op 10:15-25	Hamm Scoreboard 5 min FYI only	(Co-op) Men's Corner	The Great Gildersleeve 3 Plan *
10:30	News 10:25-30 Take Thirty S	Dance Orchestra	Citizens at Work	Listen to Washington
10:45				
11:00	Singing with the Stars	News	Mutual Reports The News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	9:00-9:05* ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Great Moments of Great Composers	Music Room		Carnival of Books
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God (268)	Faith in Action
9:45		Bob Trout Chevrolet		Art of Living
10:00	Message of Israel S	Church of Air S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S		Voice of Prophecy (307)	Headlines In Perspective
10:45				
11:00	Sunday Melodies	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest (362)	News from NBC
11:15	Marines in Review		First Church How Christian Science Heals	Stars From Paris
11:30	The Christian in Action S	News* (5 min.) Invitation to Learning* S	Northwestern U. Review S	Pauline Frederick at the UN
11:45				TBA
12:00 N	No Net Service	The Leading Question	U. S. Marine Band	Music for Relaxation
12:15 PM				
12:30	The World Tomorrow Radio Church of God	Foreign Affairs	Bill Cunningham Co-op	The Eternal Light
12:45		Wash. Week	Co-op Merry Mailman	
1:00	Churches of Christ Herald of Truth (108)	1-2 p m Woolworth Hour	Wings of Healing Global Frontiers	Anthology
1:15			First Church How Christian Science Heals	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Breakfast Club 8-9:15 MWF S Tuesday Mutual of Omaha Thursday Realemon	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	9:15–9:45 M-F Swift	No Service	Easy Does It	
9:30	9:45-10 MWF Chevrolet TuTh Quaker	Pet Milk Godfrey (199) R	Cook Chemical Cecil Brown Real News of the Morning Johnny Olsen Show	10-10:05** M.M.McBride
9:45	Sterling Drug Tu&Th (sust.) My True Story (212)	Campana Staley Godfrey (203) R	Co-op Cecil Brown	Doeskin Prods N V Peale
10:00	Carnation M-F Whispering Streets (224)	Frigidaire-Bristol Myers Arthur Godfrey (206) R	Faith In Our Time	Joyce Jordan M.D.
10:15	When A Girl Marries (165) S	Kellogg Minn. Mining (206) R	Kraft News	Doctor's Wife
10:30	Companion S	Toni Lever Godfrey (205) R	10:35-11 Johnny Olsen Show	Miles Labs Break the Bank
10:45	Paging The New S	Pillsbury & Toni alt Fri (205) Pillsbury M-Th	Florida Calling With Tom Moore	C-P Strike It Rich (179)
11:00	Albert L Warner News S	Contnl. Baking Make Up Your Mind (56)	Kraft News	C-P The Phrase that Pays (183)
11:15	Your Neighbors Voice S	Second Husband S	Sleep-Eze Co Queen for a Day P. Lorillard (551)	Second Chance * 3-Plan
11:30	Valentino	GF on TuTh P&G Wendy Warren (190)	Down at Holmesy's	No Network Service
11:45	Luncheon at Astor	P&G Ivory Snow Rosemary (101)	Kraft News 12:15-12:20	
12:00 N	N. Y. Day by Day	Toni MWF Whitehall M-F Helen Trent (189)	12:20-12:30 Down at Holmesy's	
12:15 PM	No Network Service	Whitehall-P&G Our Gal Sunday (183)	12:30-1 No Service	
12:30	Co-op Paul Harvey	P&G Ivory Road of Life (138)	Co-op Cedric Foster	
12:45	Co-op Ted Malone	P&G Oxydol Ma Perkins (162)	Mutual Music Box	

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	
9:15		Farm News		
9:30	(10-10:30) Table Products, Inc.	St. Louis Melodies		Serenade to Romance
9:45		Garden Gate		
10:00	Co-op No School Today	News Gen Fds (189) Galen Drake		10-10:05 M.M.McBride
10:15		Galen Drake S		Serenade to Romance
10:30	ABC News*	10:30-45 Animal Fdtn Galen Drake (74) S	American Travel Guide	
10:45	Half Pint Panel S	News* (5 min.) Miller (175)	Conference Call	
11:00			Lucky Pierre Show	
11:15	All-League Clubhouse S	Robt Q Lewis (185) S		Roadshow
11:30			Philco Corp Phonorama Time 11:55 Young Living	
11:45	101 Ranch Boys S	News 12-12:30 Romance S	I Ask You	Allis-Chalmers National Farm & Home Hour (Eastern Stand Stations Only)
12:00 N				
12:15 PM	American Farmer S	Liggett & Myers Gunsmoke (203)	Tex Fletcher's Wagon Train	Peewee King Show
12:30				
12:45	Navy Hour S	City Hospital	Fifth Army Band	Dude Ranch Jamboree (Eastern Sta's) Chalmers Home Hour (Central Sta's)
1:00				
1:15				

DAY MBS	NBC	THURSDAY ABC	CBS	MBS	NBC	FRIDAY ABC	CBS	MBS	NBC	SATURDAY ABC	CBS	MBS	NBC	
	No Network Service	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service	Pan American Union	Lou Cioffi News	John Flynn	George Hicks News	6:00 PM
epeat of p m trip			No Service				No Service		Richard Harkness Co-op (Effective 6/17)		Sports Roundup	World Traveler	H. V. Kaltenborn News Co-op	6:15
	Ne Network Service	Budweiser Bill Stern				Budweiser Bill Stern			No network Service	Co-op Bob Finnegan Sports	Capitol Cloakroom	Report From Washington		6:30
Lewis jr	Sun Oil & Co-op 3-Star Extra (34)	Co-op George Hicks	Delco Batteries Lowell Thomas (199)		Sun Oil Co-op 3-Star Extra (34)	Co-op George Hicks	Delco Batteries Lowell Thomas (199)		Sun Oil Co-op 3-Star Extra (34)	Co-op Sports Afield With Bob Edge	Hamm Scoreboard	Basil Heatter	The Kingdom Come	6:45
r Date	Alex Drier Man on the Go Co-op	Vandercook CIO	Hamm Scoreboard 5 min FYI only	Fulton Lewis jr.	Alex Drier Man on the Go Co-op	Vandercook CIO	Hamm Scoreboard 5 min FYI only	Fulton Lewis jr.	Alex Drier Man on the Go Co-op	At Ease	Gen. Mtrs., News		NBC Travel Bur.	7:00
Home od. Heatter	No Network Service	Co-op Quincy Howe	Campana Philip Morris Tenn. Ernie (184)	Dinner Date	No Network Service	Co-op Quincy Howe	Campana Philip Morris Tenn. Ernie (204)	Dinner Date	No Network Service	Overseas Assignment	Make Way for Youth	Pop The Question	Heart of the News	7:15
e Mood	Miles Labs News of World (168)	TBA	Am Oil Ed. R. Murrow (89)	Gabriel Heatter	Miles Labs News of World (168)	TBA	Am Oil Ed. R. Murrow (89)	Amer. Home Gabriel Heatter	Miles Labs News of World (168)	As We See It S	Gangbusters	Wonderful City	College Quiz Bowl	7:30
	One Man's Family	Les Griffith 7:55-8 S	8-8:25 The Whistler	Coca-Cola Co. Eddie Fisher Show	Toni Co. One Man's Family (182)	Les Griffith 7:55-8 S	Bristol-Myers Godfrey Digest (200)	In the Mood	One Man's Family	This Week In Washington S				7:45
rue tective teries	Chevrolet Dinah Shore	Jack Gregson	Amer Tobacco Edwards News	Official Detective *	Dodge Bros. Roy Rogers Family Program (200)	Jack Gregson	McKesson & Robbins	Counterspy *	Chevrolet Dinah Shore	ABC News	Liggett & Myers Gunsmoke (213)	Co-op True or False	Conversation	8:00
	Toni Frank Sinatra Show	News S	Disk Derby	(Co-op) Cry Danger	Dr. Six-Sun	News S	Edwards News	Co-op City Editor	Toni Frank Sinatra Show					8:15
-op enced	Brown & Williams News	News S	Campana Rosemary Clooney (203)	Esso Reporter Footnotes to History	Brown & Wm'son News	News S	Disk Derby	Esso Reporter Footnotes to History	Friday With Garroway	Dancing Party S	Disk Derby	Quaker City Capers	Boston Pops Concert	8:30
	College Quiz Bowl	Sammy Kaye	Bing Crosby S	Brian Aherne's Spotlight Story	Barrie Craig Confidential Investigator	Sammy Kaye	Liggett & Myers Perry Como (208)	Brian Aherne's Spotlight Story						8:45
enporter notes istory	DeSoto Plymouth Dealers, You Bet Your Life (191)	News S	Amos 'n' Andy Music Hall	State of the Nation	The Loser	News S	Bing Crosby	Heart Beat of Industry			P. Lorillard Two For The Money (209)	Hawaii Calls	All Star Parade of Bands	9:00
Aherne's ht Story		Rhythm On Parade S	Robt Trout, News Chevrolet (201)			Notes and Notations S	9:30-9:55 Amos 'n' Andy Music Hall Viceroy (202)							9:15
mily atre	Truth or Consequences	News 9:55-10	Hamm Scoreboard 5 min FYI only	Virgil Pinkley	News from NBC	News 9:55-10	Robt. Trout, News Chevrolet (201)	Virgil Pinkley			Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (93)	9:30
	News from NBC	AFL Edw. Morgan News			Fibber McGee & Molly * 3-Plan	AFL Edw Morgan News	Hamm Scoreboard 5 min FYI only				Chevrolet News A. Jackson (188)			9:45
Pinkley	Fibber McGee & Molly * 3-Plan	How To Fix It Co-op 10:15-25		The Book Hunter	The Great Gildersleeve 3-Plan *	How To Fix It Co-op 10:15-25	Dance Orchestra	Forbes Reports	Gillette Fights	Ozark Jubilee	Saturday Night Country Style	CBC Symphony Orchestra	Tex Williams Show	10:00
Orch.	The Great Gildersleeve 3-Plan *	News 10:25-30	Dance Orchestra	Dance Orchestra	Jane Pickens Show	News 10:25-30		London Studio Melodies	Sports Highlights	Music	Dance Orchestra		Town Hall Party	10:15
ding ard	Keys to the Capital	Front & Center				Indoors Unlimited								10:30
Reports News	No Network Service	Singing with the Stars	News	Mutual Reports The News	No Network Service	Songs By Dini	News	Mutual Reports The News	No Network Service	Statler Orchestra	News	Basil Heatter Commentary	News from NBC	10:45
Radio iew	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty	Sports Report	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty		Dance Orchestra	Airmen of Note	No Network Service	11:00
														11:15 PM

SUNDAY

S	MBS	NBC
rolet (183) -45 Week ws	Lutheran Hour (479)	U. of Chicago Roundtable
thy frey low YI	(approx 2-4:30)	The Catholic Hour
Gillette Co Warmup		Youth Wants to Know
ert ow estra	Gillette Safety Razor Co Game of the Day	
5 min.)	R J Reynolds Tobacco Co Camel Scoreboard	Weekend (Effective 6/12 4 p m-Midnight Monitor Begins Effective 6/19 Monitor All Sunday)
Sunday noon	Nick Carter	
5 min.)	Natl. Biscuit Adventures of Rin Tin Tin	TBA
Sunday noon	The Masquerader	
Trout et (188)		

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	P&G Crisco Dr. Malone (153)	Ted Steele Show	Co-op Pauline Frederic Reporting
	P&G Duz Guiding Light (128)		
No Network Service	Armour Mrs. Burton (195)	(approx 2-4:30)	No Network Service
	P&G Tide Perry Mason (163)		
	Toni & Bristol Myers Nora Drake (201)	Warmup S	
	P&G Ivory Fl. Brighter Day (166)		
The Martin Block Show	Hilltop House S	Jackson Brewing Co Game of the Day	News
	Lever, Kellogg Houseparty * (183) R		Woman In Love
	Pillsbury MTh House Party Hawaiian Fri. (198) R*	R J Reynolds Tobacco Co Camel Scoreboard	P&G Pepper Young (166)
			P&G Right to Happiness (163)
Manhattan Matinee	No Service	Bruce & Dan	P&G Backstage Wife (175)
			Sterling MWF Toni Tu-Th Stella Dallas (162)
Treasury Bandstand	4:55-5 News	Tex Fletcher's Wagon Train	Sterling M-W-F Toni (Tu-Th) Widder Brown (162)
			P&G Woman in My House (188)
Musical Express	No Service	MWF B. Benson TuTh Q. Oats Co. Sgt. Preston of the Yukon TheAdventures of Long John Silver	Miles Labs Just Plain Bill
The Fred Beck Show S			C-P Lorenzo Jones (191)
Gloria Parker		Bobby Benson	Lone Ranger Gen. Mills Amer. Baker
Vincent Lopez		America's Bsness	
		General Tire Sports Time	D. Crockett S
		Kraft News	

SATURDAY

ABC	CBS	MBS	NBC
Vincent Lopez Show S	Stan Dougherty Presents	Ruby Mercer Show	(Effective 6/18 Monitor Begins Sat. 8 a m-Sun. Midnight)
	String Serenade	(approx 2:00)	
Festival S	New Orleans Jazz	Warmup S	
	Dance Music	Jackson Brewing Co Game of the Day	
Band Concert Promenade S	Treasury Bandstand	R J Reynolds Camel Scoreboard	
Co-op Feature Horse Races			
Band Concert Promenade S		Bandstand U S A	
Dinner at the Green Room S	Adventures In Science	Teenagers U S A	
	Richard Hayes		
	News		
	Saturday at the Chase	John Price, News	

May 30, 1955

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EDT.

ABC—
7:55-8 p.m., Les Griffith & The News. (332). Weekend news now sponsored by Texas Company. In each of four time zones, 13 times on Sat., 11 times on Sun.

CBS—
8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)
11:30-11:35 a.m. Sun. Lou Cioffi—News (S)
3:15-3:30 p.m. MWF Lever—Houseparty 180
3:15-3:30 p.m., Tu.-Th., Kellogg—& Houseparty 191
3:30-45 p.m., Dole—Houseparty 171
3:30-3:45 p.m. M-Th Pillsbury—Houseparty 191
Gen. Motors — Allen Jackson—Sat.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.
G. Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta.
Arthur Godfrey Time
10-10:15 a.m., Pet Milk Co.—M.-F. alt. days; Lewis Howe—alt. Tu., Wed. & ea. 4th Fri.; Mutual of Omaha—alt. Mon., Thur. & ea. 4th Fri.
10:15-30 a.m., Campana Sales Co.—M.-Thur. alt. days; Staley Mfg. Co.—M.-Thur. alt. days; Bristol-Myers—alt. Fri.; Glamorene—alt. Fri.
10:30-45 a.m., General Motors—Tu.-Th.; Minn. Mining—ea. Mon. & ea. 4th Fri.; Corn Products—ea. Wed. & ea. 4th Fri.; Staley Mfg.—alt. Fri.
10:45-11 a.m., Bristol-Myers—M., W. alt. F.; Kellogg—Tu.-Th.; Campana—alt. F.
11-11:15 a.m., Lever—M., W. alt. F.; Toni—Tu.-Th.; Kellogg—alt. F.
11:15-30 a.m., Pillsbury—M.-Th.; Toni—alt. Fri.; Gen. Motors—alt. Fri.
General Motors Corp. Chevrolet Div., Newscasts Robert Trout & the News. Sun 9:55-10 a.m.; Sun. 1:30-35 p.m.; Sun 5:55-6 p.m.; Mon.-Fri. 9:55. Allan Jackson News, Sat. 1:25-30 p.m.; Sat. 5:30-35 p.m.; Sat. 7-7:05 p.m.; Sat. 9:55-10 p.m.
Amos 'n' Andy Music Hall
Brown & Williamson, M. W., Ted Bates

MBS—
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—MWF: R. J. Reynolds Tob. Co.—M.-F.; Pearson Pharmacal—M.-F.; Sleep-Eze Co.—F.; Curtis Candy Co.—W.
Multi-Message

NBC—
* THREE PLAN PROGRAMS:
Second Chance—RCA: Tuesdays & Thursdays.
It Pays To Be Married—Curtis: Tuesdays.
Fibber McGee & Molly—Prudential: Sun. thru Thur.; Viceroy: Tue.
Great Gildersleeve—Crowell-Collier: Mon. (May 2, 16 & 30); Tue. (May 3, 17 & 31); Wed. (May 4 & 18); Thu. (May 12 & 26); RCA: Wed. & Thu.
** Mary Margaret McBride: M. & Tu.; Q-Tips; Wed.; Scholl; Thu. & Fri.; Gen. Foods.



'55 RADIO FACES FIVE PROBLEMS

A POSITIVE approach to the problems of radio—a "vibrant industry" going through a transitional period requiring "readjustment"—was called for Wednesday by David J. Mahoney, president of the New York advertising agency bearing his name. Mr. Mahoney discussed "Radio '55" in the introductory address on Radio Day at the NARTB convention.

The 32-year-old agency president entered advertising as a $25-a-week mail clerk with Ruthrauff & Ryan, New York, and four years later, at 26, was a vice president of that agency.

Herewith are excerpts from Mr. Mahoney's address.

FIRST, I think I should say that radio is the most heavily used medium, dollar for dollar, in our agency. This statement, in this year of our Lord 1955, should establish me as a sincere friend of your great medium. Maybe we like radio so much because our agency is too young to remember the great radio days of the thirties. All our boys can do is measure radio's present effectiveness against all comers. It's a new medium to us—and we find it works! It produces, time after time, increased sales for our clients at a minimum cost. And I'm not talking about ancient sales figures. I'm talking about 1953-1954-1955. In the hey-day of television, we have seen radio do a better sales job again and again—under the particular set of circumstances we encountered. I would like to say right now that we also use television when the circumstances point toward that great medium. This will not be an anti-tv speech because I do not feel that radio's problem is an anti-tv problem. The trials and tribulations of Radio 1955 lie within itself!

I think we all admit that radio has its problems at this moment —and you're probably all sick and tired of hearing about them. But we must continue to hear about them . . . and think about them . . . and do something about them until radio is in the position it deserves in the national sales picture. I would like to outline the problems as they appear to us in our young agency.

May I state, it is not negative to speak of problems. Problems are an inherent part of any operation and any business. Radio is a business, like any other media or any other enterprise which strives for a profit; and as such, it's bound to have problems.

Radio is no different from any other business. You must change your market and meet the competition to stay in business. Radio isn't dying, but old-fashioned radio is dead. Radio should be positive and not querulous. Radio is hurt by its own prophets of doom, spreading their sad stories which are without foundation and which neglect the all-important fact that radio is a huge, vibrant industry which has just begun to fight.

I would like to discuss some of the points more specifically:

First, I would like to ask you to take a second look at that old bugaboo—the rate card. Nothing contributes so much to the lack of pride a radio salesman so often shows in his product as to have to say, "Well, here's our rate card, but it really doesn't mean anything. Let's bargain a little." The whole procedure smacks of the ancient bazaars of the Near East, where merchants are said to have the greatest contempt for anyone who pays the full price for anything, because then everyone is deprived of the pleasure of bargaining.

Second, I would ask you to give the same status and respect to radio programming that you did in the thirties. Here is an area that has gone from the height of creativity to a new low of follow-the-leader tactics. One would be foolish indeed to believe that the future of radio is totally predicated on the continuance of the disc jockey.

Third, I would like to comment on the way the sales promotion of the radio industry in general and stations and networks in particular strike our young agency. It can be summed up in one sentence—most radio promotion is a sheer waste of money. We received in 1954, stuffed dogs from New York, cheeses from Wisconsin, fruit cake from Georgia, pieces of rock from New Hampshire, sheets from North Carolina, ad infinitum—all with a cute little note attached pointing out that WOOO has more listeners in Sassafras County than any other station. The message is thrown into the scrap basket because it never, never, never, never deals with the problem our media director and account executives are most directly concerned with—will radio sell a given product better and cheaper than any competing medium?

Fourth, I would like to enter onto even more dangerous ground—a field which is dark and heavily booby-trapped—research! Now I am young, and my ignorance of research is formidable—but this ignorance is magnified even more by the conflicting rating reports that purport to statistically measure audience listenership. Why is there such a spread in allegedly absolute findings—and which one is right—if any?

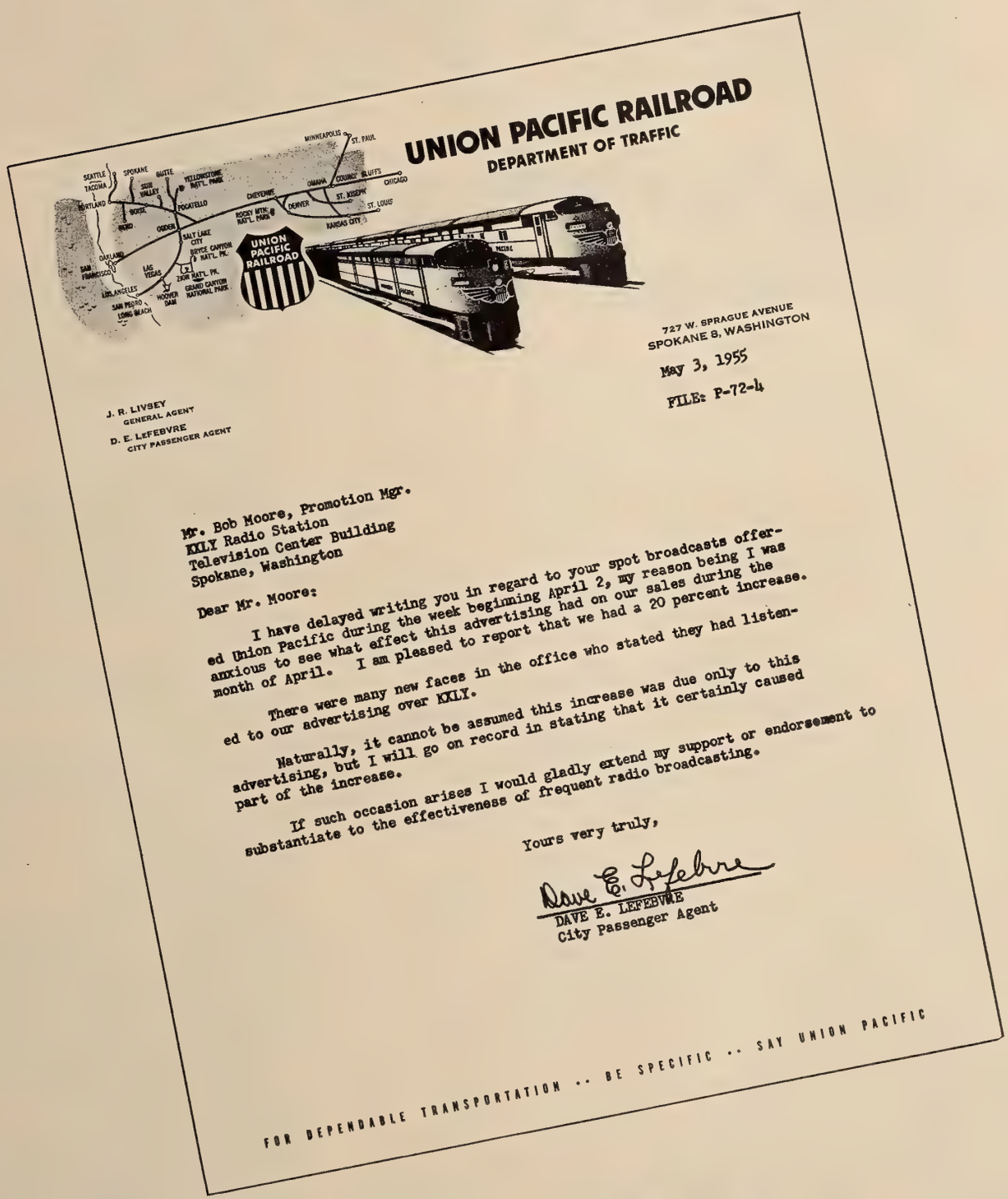
Fifth, it seems that a great many of the radio salesmen who call on us continually, and unnecessarily talk about radio and television, radio and television, radio and television. For the love of Pete, get radio people to stop selling against tv, if they can't stop thinking about it. They happen to be selling against the hottest, most glamorous medium in the world today.

These are the major problems of radio 1955 as we see them from our agency. I promised you that I would not assault your ears with familiar accusations without taking a swing at how these problems can be solved. So here goes. The five problems were:

(1) The rate card; (2) radio programming; (3) radio sales promotion; (4) radio research; (5) the "television psychosis."

The rate card is the problem that has the simplest solution—and which will take the most courage to cure. It's so cruelly clear-cut what must be done. Every station and every network must look at its rate card through the cold eyes of the media buyer. Are your published rates fair for what you have to offer? For what the advertiser can and should pay? If they are not realistic, why not lower them to the point where they are and

THE GREATEST INDEX
to SALES is RESULTS!



UNION PACIFIC RAILROAD
DEPARTMENT OF TRAFFIC

727 W. SPRAGUE AVENUE
SPOKANE 8, WASHINGTON

May 3, 1955

FILE: P-72-4

J. R. LIVSEY
GENERAL AGENT
D. E. LEFEBVRE
CITY PASSENGER AGENT

Mr. Bob Moore, Promotion Mgr.
KXLY Radio Station
Television Center Building
Spokane, Washington

Dear Mr. Moore:

I have delayed writing you in regard to your spot broadcasts offered Union Pacific during the week beginning April 2, my reason being I was anxious to see what effect this advertising had on our sales during the month of April. I am pleased to report that we had a 20 percent increase.

There were many new faces in the office who stated they had listened to our advertising over KXLY.

Naturally, it cannot be assumed this increase was due only to this advertising, but I will go on record in stating that it certainly caused part of the increase.

If such occasion arises I would gladly extend my support or endorsement to substantiate to the effectiveness of frequent radio broadcasting.

Yours very truly,

Dave E. Lefebvre

DAVE E. LEFEBVRE
City Passenger Agent

FOR DEPENDABLE TRANSPORTATION .. BE SPECIFIC .. SAY UNION PACIFIC

RICHARD E. JONES
Vice Pres. & Gen. Mgr.

Representatives—
AVERY-KNODEL INC.

NEW YORK, CHICAGO, SAN FRANCISCO, LOS ANGELES
DALLAS and ATLANTA

MOORE AND LUND
SEATTLE and PORTLAND

KXLY *RADIO*

CBS–920 KILOCYCLES
W. 315 SPRAGUE AVE.
SPOKANE, WASHINGTON

charge everyone the same? If the rates are fair and square, stand behind them to all.

Second, what to do about the moribund state of radio programming? Perhaps a healthy injection of fresh, young blood into programming departments would be stimulating. Try to reroute some of that horde of young, ripe, *cheap* talent that flows into television every year into radio. Youth responds to a challenge—and it seems to me it would be a really exciting assignment to see if there wasn't some way to make a momentarily sleeping giant come to life. There are men in this room who were creating revolutionary program ideas for radio when I was a devoted member of Uncle Don's Little Club. You're the guys who originated almost every idea television's ever borrowed.

Sales promotion is next on the agenda. Our agency has had some interesting experience with direct mail recently—writing about the agency to prospective clients. We have found one approach gets consistently outstanding results—tell the recipient of your letter a story—a sales story. Give him the details about why a campaign was conceived and what it did in the marketplace. Why is he interested? Because sales are his business—and so are sales the business of the people *your* sales promotion is going to. Don't tell a media director that you cover the Napa Valley like a Spring Maid sheet. He can get those facts out of his trusty *Standard Rate & Data.* But do tell him about that grapefruit farmer who hocked his Hampshire hog for $75, bought one spot on your station and sold out his entire crop of grapefruit in two and a half hours.

If your sales promotion—on an industry-wide level—could drum home the story of radio, one of the most inexpensive and resultful sales mediums in the world—it would be worth the millions of dollars spent each year on second-rate promotions. But stop fighting other radio stations with microscopic advantages in coverage. Sell what *you* have to sell, and do it as an industry. Let's take a look at what you have to sell.

Early morning radio volume is up and constantly increasing. There are at least two primary reasons for this success: The reluctance of advertisers to compete with nighttime television on radio, and more important, the radio stations were forced to go out and sell early morning radio as a means of survival. The one-time lower rates of radio are now the high rates on the stations. It is perfectly possible that the low rates on present evening radio spots represent the same bargain that was offered advertisers prior to the popularity of early morning radio.

Here's an interesting point on the fact that advertisers now buy morning radio because people's evening habits have changed. Have their morning habits changed? Does the fact that we watch Jackie Gleason at night change the fact that we still get up in the morning as in the past—that we wash, brush our teeth before breakfast, etc? No, it's always been that way. Well, why wasn't early morning radio sold before? I think the reason it wasn't sold is: (1) radio didn't try, or tried in only a half-hearted manner; (2) advertising agencies and advertisers had the half-baked idea that you couldn't sell beer before the cocktail hour. But beer is being sold on early morning radio today; and it's virtually the same beer—a little lighter and drier, perhaps. And what's more, it's being sold effectively.

The fact is that radio missed many years when it could have been selling morning radio to beat the band. There were a lot of advertisers who missed the opportunity to scoop the competition by seizing these advantages. But radio was fat in those days. And it's a sad but true fact that agencies won't do the discovering on their own. You must show us the way.

You might also consider that most media buyers live in large cities where the family noon meal, odd-hour factory shifts, and family shopping hours mean little. Sell these times for the value they are. Document those facts, and why not list them on your program logs as Sherm Marshall of WOLF in Syracuse did recently?

Now let's discuss my staggering confusion about research and rating services. Which am I to believe—Pulse, Hooper, Nielsen, Politz, Conlan? The net result is the average media buyer doesn't believe any of them.

As an industry, wouldn't it be good business to have *one* industry-supported equitable rating service, similar to the Newspaper Audit Bureau of Circulation? Wouldn't it have more credence, and wouldn't it be a show of the broadcaster's confidence in his product? The time to act is now—back a believable rating service—at *this* meeting. This problem has been adroitly sidestepped too often in the past.

Last and unfortunately not least, we come to the problem of the television psychosis. Quite simply, as it now appears, radio is no longer an entity unto itself. Advertising agencies have grouped their production departments as a tv-radio department, and radio and television in the media department is called the "time" department. Most other media enjoy an individual status. Radio always finds itself bracketed with television. You're in an either/or position. Either radio or television. Why narrow your competition to this degree?

Radio needs its own disciples at court to sell radio as the major factor in America that it is. Most important, let's stop selling against our newer sister and thus tying the family bonds of radio and television even closer.

We've shifted some of our products from tv back into spot radio. In many cases, this is a difficult sale to the client, and it involves quite a selling job. It is a selling job that highlights a new concept of spot saturation frequency. This concept can and has sold goods for us. Spot saturation frequency is not predicated so much on time, adjacency, or type of audience, but rather on direct impact, multiplied by as many spots a day per week as the budget will allow. But all of these factors bring us back to the next problem which is, namely, rebuilding radio's initiative. Let's put the word "sell" back into radio.

It seems the radio industry is spending so much time chanting about the number of radio sets that you forget to mention the obvious—that radio can sell goods off the retail shelf. Certainly radio-set ownership is important, but let's not forget that one of the important reasons for current radio set sales has been the adaptation to the new market by set manufacturers, who offer portables, clock radios, new light-weights, plastics, smaller sizes, and attractive colors. How much of this increase can the radio broadcasters feel they have honestly been responsible for? The advertiser who buys radio time does it to sell his product. Let's start thinking, talking, and building around "sell." The "sell" of goods in retail outlets today. This will help lay to rest the fallacious television psychosis.

In summary, I feel the formula for success is a confident state of mind. Radio must be willing to risk the possibility of making mistakes for the sake of winning the big prize of future success. Too often, we are obsessed with the credo of relating all of our actions to something that was proved successful in the past or through which figures and facts eliminate all risk. We occasionally have to gamble. We occasionally have to bet on new approaches.

Let's review the positive approaches that we should begin with right now to make the next few years the howling success that radio so richly deserves. One, let's adjust to our changing markets and forget the wailing. Radio is a business. Every other business adjusts, and radio rates no favors. Let's not try to repatch last year's dress and cry all the way to the poorhouse. Let's create the best-looking damn dress ever and be the hit of the ball. Then let's regain the independence of radio and fight to have radio considered a separate medium. Make it stand alone on its own two feet, selling itself on the basis of what it will give in return for each advertising dollar invested. Sell the effects rather than the cause. Don't choke on gnats or bathroom fixtures. Think big with the confidence of selling a desirable product—not with fear and trembling, but with enthusiasm and daring.

The results of efforts to sell radio will depend on what your product is and how much you believe in it.

Get an honest rate card, exchange successful new programming ideas, sell product sales results, back an industry-supported rating service, and re-establish radio's independence from *all* other media.

It seems we have taken a long way around to bring out something that most people believe in, and most of us forget. The future of radio is limited only by the extent to which those in the radio profession allow themselves to be intimidated.

POWER

250,000 Watts of it!

H-R

is pleased to join our client, KFDA-TV in making this announcement.

It's a real pleasure to represent a facility that's such a big buy in every way!

BORN: *A New Audience!*

We have boosted our power to 250,000 watts. Out here where the terrain is flat for miles and miles around, that's important. It means we'll have a brand new audience — thousands of homes — a whole new market.

READY NOW: *New Facilities!*

It's not just the transmitter that's new. We've added new studio facilities to permit greater flexibility in live production. We've added to our roster of trained people who know best how to serve our clients.

DOUBLE-TALENTED PERSONALITIES: *New Impact!*

We've carefully developed a fine group of sales-minded personalities. They work both TV and radio, so they're doubly potent in creating audience and sales.

WE'VE INCREASED EVERYTHING . . . EXCEPT THE RATES!

New coverage . . . new equipment . . . new personnel, but our rates remain the same. H-R and Clarke-Brown Co., our Southern representatives, have all the information on this vital, exciting market. Let them show you how costs-per-thousand skid when you use KFDA-TV.

KFDA-TV

CHANNEL 10
AMARILLO, TEXAS

INTERCONNECTED CBS ABC

KFDA-AM
1440 kcs.
ABC RADIO
IN AMARILLO

ANNOUNCING WGN-TV'S 4TH ANNUAL FILM FESTIVAL FOR AGENCIES AND ADVERTISERS!!

Because WGN-TV programs more high rated film programs during Class A time, has the finest film facilities and prime availabilities for advertisers, the Annual WGN-TV Film Festival is being conducted on June 22 in Chicago for the 4th consecutive year.

The WGN-TV Film Festival offers a preview of new film series and a review of film packages which are available to Chicago television.

Any advertisers or agencies interested in the purchase of film programs or top availabilities for fall, please contact WGN-TV Sales for reservations.

ANOTHER SERVICE OF WGN-TV—CHICAGO'S TOP TELEVISION STATION

441 N. Michigan Avenue
Chicago 11
Illinois

WGN-TV
Chicago 9

*PULSE proves BILL PIERCE your BEST BUY...
...IN THE SCRANTON MARKET!
From 6:00 to 9:00 A.M. (12 Quarter Hours)...BILL PIERCE
• Beats Network Station A Nine Times, Ties Twice For First, Is Second Once!
• Beats Network Station B Twelve Times!
• Beats Indie Station B Twelve Times!
• Beats Network Station C Twelve Times!
• Beats All Other Stations Combined Twelve Times!
• Beats Indie Station A Twelve Times!
BILL PIERCE..SCRANTON'S TOP SALESMAN FOR 25 YEARS
. . Ask Meeker . . .
WQAN
SCRANTON, PA.
*November 1954

NARTB Thanks Eisenhower, Passes 11 Other Resolutions

TWELVE resolutions voicing appreciation for President Eisenhower's convention appearance, stating industry positions on several issues and calling for removal of discrimination against radio and tv were adopted unanimously Thursday afternoon at the NARTB Washington meeting.

A resolution on subscription tv not adopted by the Resolutions Committee was tabled (see subscription tv story, page 85.)

The resolutions: thanked FCC members for their part in the program; called for support of the Voice of Democracy contest; urged FCC to permit remote operation of transmitters of all classes; termed efforts to require stations to give free time during political campaigns unrealistic, discriminatory and unworkable; supported united charity drives; called for free access to report and comment on news, commending work of the Freedom of Information Committee; endorsed Crusade for Freedom in its efforts to penetrate the Iron Curtain; called on NARTB and the Advertising Council to continue their joint efforts to solve America's problems the voluntary way; praised work of Harold E. Fellows, NARTB president, and his staff; thanked hotels for their cooperation, along with the Greater National Capital Committee, and called for joint action with the Inter-American Assn. of Broadcasters.

Members of the Resolutions Committee were Otto Brandt, KING-TV Seattle, chairman; George D. Coleman, WGBI-TV Scranton, Pa.; Robert Enoch, WXLW Indianapolis; John Alexander, KODY North Platte, Neb.; D. Lennox Murdoch, KSL-TV Salt Lake City; Gaines Kelley, WFMY-TV Greensboro, N. C.; Robert Tincher, WNAX Yankton, S. D.

Radio Pioneers Install R. F. Guy as President

RAYMOND F. GUY, NBC director of radio frequency engineering, was installed Wednesday as president of the Radio Pioneers for the coming year at the organization's 14th annual dinner meeting held in Washington in conjunction with the NARTB convention.

Other new officers are John Patt, president, WJR Detroit, senior vice president and automatic successor to the presidency next year; Merle Jones, CBS Television vice president in charge of stations and general services, vice president; Lewis H. Avery, president, Avery-Knodel, vice president; William S. Hedges, NBC vice president in charge of integrated services, executive committeeman, and Carl Haverlin, BMI president, executive committeeman.

Mr. Hedges, who presided at the dinner in the absence of 1954-55 Pioneers President Arthur B. Church, presented the 1955 Hall of Fame award to the Smithsonian Institution in honor of its first secretary and director, Joseph Henry (1797-1878), discoverer of the electrical principle of self-induction and a great American scientist. Citations were presented to Sylvester L. Weaver, NBC president, and John J. Karol, CBS Radio vice president in charge of network sales, and Mr. Hedges reported that in the afternoon a special citation had been presented to Herbert Hoover, "radio pioneer, statesman and beloved patriot. . . . " Citations to comedians Jack Benny and Fred Allen will be given them in New York in the fall, Mr. Hedges said. FCC Commissioner Robert T. Bartley was presented an honorary life membership in the Pioneers.

KSD KSD·TV

top spots FOR SPOT ADVERTISERS

KSD has the LARGEST Daytime
half millvolt coverage area
of any Radio Station
in the Greater St. Louis Area

KSD-TV has MAXIMUM power
on VHF Channel 5 . . . and is equipped
for slide and
film programs and spots
in FULL COLOR



NBC AND NBC-TV
NETWORKS

National Advertising Representative:
NBC SPOT SALES

THE ST. LOUIS POST-DISPATCH
BROADCASTING STATIONS



NEW SPECTRUM REALLOCATION ADVOCATED BY FCC COMR. LEE

His proposal—designed 'to provoke study'—is to move all tv into 47 vhf channels, move fm and all non-broadcast services. He says it would supplant 'piecemeal' methods of whipping the uhf problem, save consumers $100 million a year.

A SWEEPING PLAN to reallocate tv—one which would obviate wrestling with de-intermixture, satellite and booster operation, and the dozens of other moves to succor ailing uhf telecasters—was laid before the NARTB last week by FCC Comr. Robert E. Lee.

Mr. Lee's recommendation—made on a personal basis and "to provoke study"—was to move all tv into the vhf portion of the radio spectrum, with the concurrent reallocation of other, non-broadcast services.

This is what Comr. Lee proffered to engineers at the NARTB engineering conference last Thursday:

1. Place all tv in 47 channels in the band from 60 to 342 mc. This would delete present ch. 2 (54-60 mc). Tv runs from 54 to 216 mc in the vhf and from 470 to 890 mc in the uhf. Other services hold space in various portions of the vhf band and in the area between 216 mc and 470 mc.

2. Place fm in the band 342-362 mc. Fm now runs from 88 to 108 mc.

3. Place all non-broadcast services either below 60 mc or above 362 mc. This would include amateurs, government, aeronautical, mobile, fixed, industrial and a host of other non-broadcast services.

4. Give present uhf tv grantees one of the extra vhf channels so provided in place of their present "upstairs" channel.

The 47 channels were chosen, Mr. Lee explained, because at one time the Commission figured that 12 vhf channels and 35 uhf channels (each 12 mc wide to accommodate color tv) would provide a nationwide, competitive tv service. At present there are 82 channels altogether, each six mc wide.

Comr. Lee said he took a "dim view" of "piecemeal" plans for coping with tv's growing pains. Such moves as de-intermixture, ceilings on vhf power and antenna heights, etc., he said, were "usually for the benefit of special users at the expense of one group."

A move along the lines he suggested, Mr. Lee said, would save consumers $100 million a year. He figured four million color tv sets would be sold in the next few years. He thought the difference between an all vhf set, under his proposed plan, and an all-channel vhf-uhf set now being spoken about, would amount to about $25.

Back in January, Comr. Lee joined with Comr. Robert T. Bartley in dissenting from an FCC proposal to force mobile services to use a split-channel technique to ease the congestion in the bands 25-50 mc and 152-162 mc. The use of split-channel operation would make more efficient use of these frequencies, but would also require equipment—both transmitting and receiving—to meet higher specifications of operation [B•T, Jan. 17].

Re-evaluation Was Asked

At that time, both Mr. Lee and Mr. Bartley felt that the whole "basic problem" of intermixed allocations should be re-evaluated. They concluded that the best answer to the mishmash of broadcast, non-broadcast, government and non-government allocation lay "in a general allocation proceeding, including the consideration of data as to government channel occupancy not now available to the Commission in its regular proceedings, which would have as its objective a sound, efficient and equitable allocation of frequencies as between government and non-government services."

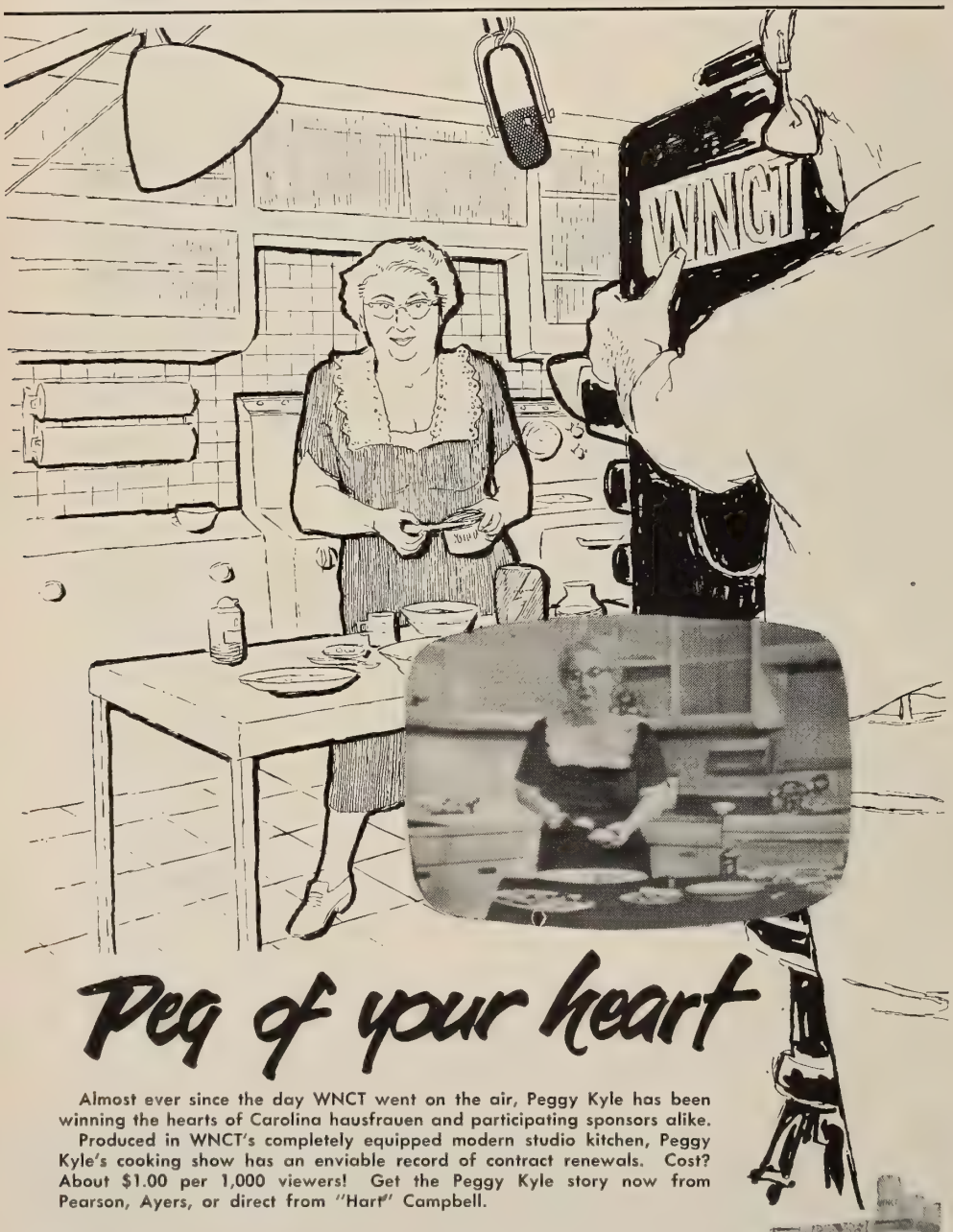
It was at that time that word began to seep out that the military services were seeking additional vhf spectrum space in the area now occupied by chs. 2 to 6 and also the fm band.

That rule-making proceeding (Docket 11253) is still under consideration by the Commission.

The demands of government services—especially the military—for additional space was also understood to be under study at the White House level.

The present tv band was established in the 1945 FCC allocation proceedings which saw 13 tv channels set up, beginning with 44 mc. It was at that time, too, that fm was moved from the 45 mc band to the 88-108 mc band. In 1948, due to the inability of other non-broadcast services to share assignments with tv, ch. 1 (44-50 mc) was deleted. In 1952, the 70-channel uhf band was added for tv.

Mr. Lee emphasized repeatedly that he was speaking for himself and not for the Commission as a whole or for other commissioners. He also iterated that he was making this sug-

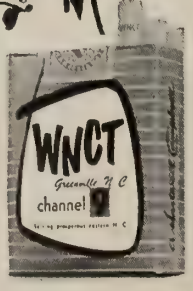


Peg of your heart

Almost ever since the day WNCT went on the air, Peggy Kyle has been winning the hearts of Carolina hausfrauen and participating sponsors alike.

Produced in WNCT's completely equipped modern studio kitchen, Peggy Kyle's cooking show has an enviable record of contract renewals. Cost? About $1.00 per 1,000 viewers! Get the Peggy Kyle story now from Pearson, Ayers, or direct from "Hart" Campbell.

PRIMARY CBS AFFILIATE **WNCT** Greenville ★ N. C. channel 9



100,000 watts full time
A. Hartwell Campbell, Gen. Mgr.
JOHN E. PEARSON CO., NAT'L. REP. • JAMES S. AYERS, S.E. REP., ATLANTA



NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

St. Paul 3M COMPANY Minnesota

TV's TOP STAR-STUDDED GOLF SHOW

The JIMMY DEMARET Show!

GETTING HOTTER ALL THE TIME!

BOB HOPE



Featuring outstanding guest stars who give any audience a rise!

BOB HOPE • BING CROSBY
CARY MIDDLECOFF
SAM SNEAD • TED WILLIAMS
BOBBY JONES

plus Grand Slam product promotion that will make sales soar!

A million dollars worth of advertising —five national advertisers will promote THE JIMMY DEMARET SHOW in Life, Look, Saturday Evening Post, Newspapers, etc.

CARY MIDDLECOFF
(Master's Winner '55)



Demaret delivers polished commercials! • Golf instruction book ready for sponsor's imprint! • Colorful golf ball with sponsor's message! • Full publicity and promotion program!

Sales are already rising for these top-name regional sponsors!

CADILLAC • FORD • BUICK
BUSCHLAGER BEER • MILLER HIGH LIFE BEER • UNION BANK
PEPSI COLA

Link up with top sponsors who have already realized the drawing power of Jimmy Demaret and his top-name guest stars!



BING CROSBY

THE PERFECT SUMMER REPLACEMENT!

Your audience will be bigger than ever because golf interest is at fever pitch!

FIRST 13 SHOWS HAVE SIZZLED MARKET AFTER MARKET! 39 SHOWS IN ALL! WRITE IMMEDIATELY FOR AVAILABILITY!



SAM SNEAD

A combination of PERSONALITY—FORMAT—STARS plus a ready-made market of over 25,000,000 rabid golfing fans have made the JIMMY DEMARET SHOW the hottest 15 minutes on television!

For further information or audition prints, phone, write, wire, Award Television, 1501 Broadway, Room 1501, N. Y. C., N. Y. WI 7-6650



JIMMY DEMARET

AN Award Television Corp. PRESENTATION

How It Is Now

HERE is how the spectrum is now divided among tv and other services within the bands where tv begins and ends and in the frequencies proposed to be added to tv under Comr. Lee's suggestion:

50-54 mc—Amateur
54-72 mc—Tv chs. 2-4
72-76 mc—Aeronautical marker beacons, operational fixed.
76-88 mc—Tv chs. 5-6
88-108 mc—Fm
108-174 mc—Aeronautical radio navigation and mobile, government, amateur, domestic public, land transportation, industrial, public safety, maritime mobile.
174-216 mc—Tv chs. 7-13.
216-342 mc—Government, amateur, aeronautical.
342-362 mc—Government, aeronautical.

gestion to the engineers to get them to think about the problem.

"No criticism of any individual, official, department, agency or organization is intended and none should be implied," Mr. Lee said.

Reaction to Comr. Lee's suggested reallocation of the tv band was immediate.

The engineers' attitude was expressed by one who rushed up to Mr. Lee right after he finished speaking. "Congratulations, Comr. Lee," he said, "may I be the first to shake the hand of a brave man."

Industry representatives were more restrained. It was the consensus that the idea was splendid, but a trifle late in view of the huge investments in tv receivers, aeronautical gear, mobile equipment and other apparatus.

"My god," said one fm broadcaster who went through the fm move from 45 mc band to the 100 mc band in 1945, "this will put me out of business. It would cost me $60,000 to change to the 300 mc area. I can't afford that kind of dough."

Several observers expressed the view that Mr. Lee's speech would have a serious adverse effect on uhf receiver sales and conversions, even if nothing is ever done about the suggestion. A uhf broadcaster moaned that this would wreak havoc with his plans for "sticking it out." The Lee proposal, he said, means that the Commission has given up on uhf.

During the course of his speech, Mr. Lee acknowledged that there would have to be a transition period during which time equipment now in use could be amortized.

Panel Urges NARTB Develop Job Specification Formula

NARTB was urged last Wednesday to develop a job specification formula to guide management in hiring salesmen. Panelists at an NARTB Wednesday morning session conducted by Charles H. Tower, NARTB employer-employe relations manager, discussed all phases of the problem.

Value of psychological and motivation tests was discussed. Members of the panel were John P. Foley Jr., vice president, Psychological Corp., New York; William T. Earls, general agent, Mutual Benefit Life Insurance Co., Cincinnati; Richard J. Brown, KPOJ Portland, Ore.; Herbert E. Evans, Peoples Broadcasting Corp.; James L. Howe, WIRA Fort Pierce, Fla., and Simon Goldman, WJTN Jamestown, N. Y.

"That cat can't sing a note . . . I happen to know"



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UHF 5-MILLION WATT LIMIT PLAN TOLD NARTB DELEGATES

Addressing convention delegates, FCC Chairman McConnaughey outlines steps taken to put uhf on a par with vhf. He says the proposed FCC tv investigation should include the economic structure and operation of the industry, not just networking.

FCC WILL COME OUT shortly with a proposal to raise the maximum radiated power of uhf stations from one million to five million watts, FCC Chairman George C. McConnaughey told NARTB delegates last Tuesday.

Another FCC maneuver in the drive to cut the distance between uhf and vhf performance, he said, is a staff study of the possibility of manufacturers turning out more sensitive uhf receivers.

Speaking at a convention luncheon session, Mr. McConnaughey also:

- Reiterated his views on the need for an FCC study not only of networks but of the entire industry;
- Reviewed some of the "tough questions" which have to be answered in the subscription-tv battle;
- Suggested that FCC may be using "outmoded tools" to judge license renewal applications;
- Voiced his desire to make "a complete, final and simultaneous disposition" of the years-old clear-channel and daytime-skywave cases, which also are linked with the North American Regional Broadcasting Agreement and the U. S.-Mexico radio agreement;
- Sketched steps taken and planned by FCC to speed up its operations,
- And, throughout, paid tribute to the accomplishments of the broadcasting industry and pointed up his belief in "having as few government controls as possible."

Devising ways to enable uhf stations to operate on a par with vhf outlets, Mr. McConnaughey said, is "one of the most difficult" current problems.

After outlining steps already taken by FCC to meet this problem—including rule-making looking toward possible de-intermixture in certain areas, further rule-making for low-power stations (uhf) which may serve small cities, proposal of a "booster" plan for uhf stations whose coverage is limited by natural obstacles and recommendation that Congress grant excise tax exemption to all-channel receivers—the FCC executive said:

"Last week the FCC instructed its staff to initiate a rule-making proceeding looking toward increasing the maximum radiated power output for uhf stations to five megawatts.

"The Commission also suggested to the staff that it obtain information concerning the possibility of improving the sensitivity of uhf receivers and the tuning mechanism of uhf sets.

"This was authorized in an effort to explore the practical possibilities of making uhf and vhf comparable. This rule-making proceeding will offer industry the opportunity to provide practical assistance. These proposals, if successful, offer a potentially more efficient use of the authorized spectrum space."

Chairman McConnaughey also pointed out that "we are carefully studying the special needs of stations in communities far removed from network lines," with "one possibility" being extension of the use of private intercity relay stations "so that programs may be obtained at lower cost and so that stations that do little or no local programming may connect with other program sources such as large stations originating their own programs."

Turning to FCC's proposed tv investigations, toward which the House already has approved an $80,000 appropriation, Mr. McConnaughey recalled his statement pointing out to the Senate Appropriations Committee that FCC feels "that to obtain optimum benefits from such a study it should not be limited to networking but should be concerned with the entire economic structure and operation of the television industry.

"We recognized that this would be a big job and would require more staff and more time than contemplated by the House bill. However, we expect that this initial $80,000 will enable the Commission to establish the staff necessary to initiate the study, draw up the detailed procedures and make substantial progress in the first, or fact-finding phase of the study.

"After we have obtained comprehensive information concerning the respective roles played by the networks, advertisers, agencies, talent, film producers and distributors and other major elements in the television industry, the Commission will be in a position to identify and evaluate the problems affecting the further expansion of television outlets and make appropriate recommendations to the Congress or, if we already have the requisite authority, take steps directed toward their solution.

"This study, I hasten to assure you, will in no way retard other steps which we are taking to aid in the solution of your problems."

Subscription television he described as "one of the major issues facing broadcasters today."

"The authorization of such a service," he said, "involves a basic change in the system of broadcasting which we have known for some 34 years."

Among the questions which "will have to be answered" he listed: Would it encourage a larger and more effective use of the radio spectrum? What impact would it have on advertiser sponsored broadcasts? What safeguards would be required to insure the broadcast of well-balanced programs to the public without charge? What safeguards, if any, are necessary to prevent the possible monopolistic control of subscription television operation? Should a way be provided so that all stations will be able to utilize subscription television broadcasts on a non-discriminatory basis?

Looking at the problem of license renewals, which he said will be a substantial part of the workload now that FCC is over the hump in processing applications for new stations and major changes, Chairman McConnaughey noted that to help the Commission judge a station's overall performance "we've had to devise the program log analysis, the counting of spot announcements and other techniques designed to provide in quantitative terms a limited measure of quality of performance."

He cited the program log analysis as especially suspect of being "outmoded."

"Since introduction of this device," he said, "television has made its mark and radio has adjusted itself to the impact. But is the program log analysis, originally designed for radio, suitable for television or should it be retailored for television? Is the traditional concept of a commercial program realistic in the face of a trend in radio away from sponsored programs to commercial announcements? Is length of announcement more significant than frequency in appraising program quality?"

Broadcasters' suggestions on "how best to discharge our responsibilities in this critical area" of renewals, he said, "would be most welcome."

Another problem, which the FCC chief said "is second to none in public interest," if volume of correspondence received by FCC is the yardstick, is the long-pending daytime skywave case.

"We are now reviewing the record in this proceeding so as to make a final determination as to the standards to be used in allocation to give explicit recognition to the phenomena of daytime skywave and as to the manner in which these standards should be applied," he said.

Citing the links between the daytime skywave and clear-channel cases and their ties with NARBA and the Mexican agreement, he said: "If there is one thing that I want to see done it is a complete, final and simultaneous disposition made of all these questions which will take into consideration the interests of all parties concerned and finalize these proceedings so as to eliminate confusion, uncertainty and enable the parties concerned to use the facilities involved for the benefit of all."

Mr. McConnaughey reviewed organizational



THE ANNUAL Achievement Award of Radio-Television Executives Society is presented to James C. Hagerty (r), Presidential news secretary, for "distinguished service to the radio and tv broadcasting industry." The first such RTES award, it was presented to Mr. Hagerty in recognition of his efforts to bring "enlightenment to broadcasters and viewers throughout the entire world." The award was made Monday morning at the White House by Elliott Sanger (c), WQXR New York, and G. W. (Johnny) Johnstone, National Assn. of Manufacturers.

Two Ways to Look at It

NARTB delegates had a preview of the 1956 political campaign at the Washington convention with unveiling of a new TelePrompTer device. When FCC Chairman George C. McConnaughey spoke Tuesday, he spoke with the aid of two new glass Tellens optical outriders. These glass plates, about a foot square, were transparent from the audience side but reflected the script from concealed devices on the platform floor. Chairman McConnaughey said, after his talk, it was the finest aid to platform speaking he had ever seen. He was able to address the convention without dropping his eyes at any point.



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Eons ago, three glaciers met head on in California and left behind a wonderland now called Yosemite Valley. With its sheer mile-high granite cliffs, matchless waterfalls and magnificent mountain country, Yosemite became a National Park... and you became heir to a scenic fortune.

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Sinclair Salutes the Boy Scouts of America

Sinclair salutes the volunteer leaders, boy members and conservation advisors of the Boy Scouts of America for outstanding accomplishment in their national Conservation Good Turn, and their efforts to prevent and clean up litter in National and State Parks and other recreation areas.

With national headquarters in New Brunswick, N. J., nearly four million members of the Boy Scouts have been doing their best to live up to their Outdoor Code and to promote its acceptance by all Americans.

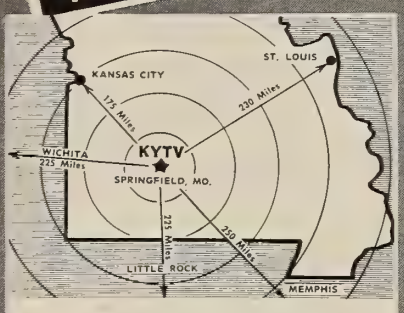


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FAMILIES WITH
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SPENDABLE INCOME
(Sales Management May 1954)
77,410
TELEVISION SETS IN AREA
(Television Magazine Report March 1, 1955)

The ONE way to reach ALL of MISSOURI'S 3RD LARGEST MARKET!

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NATIONAL REPRESENTATIVE
GEORGE P. HOLLINGBERY
NEW YORK CHICAGO
LOS ANGELES ATLANTA
SAN FRANCISCO

ORIGINATING STATION ABC
"OZARK JUBILEE"

and procedural changes adopted by the Commission to improve its own efficiency. He also noted that FCC has asked Congress to amend Sec. 309 (c) regarding the so-called "protest rule"—which he said has seemingly been used in many cases as a delaying device to retard the start of a competing station for as long as possible. The requested amendment would "give the Commission discretion to deny a stay in those cases where it cannot find on the record reason why the public interest requires such action."

FCC also plans to ask Congress shortly to amend Sec. 5 (c), which created the Commission's review staff, "so that there will be no question at all" as to that staff's role "in assisting the Commission in adjudicatory matters." Additionally, Mr. McConnaughey said, FCC plans to propose changes "which will permit us to consult with staff officers such as our general counsel, chief engineer and chief accountant when they are not engaged in the investigation or prosecution of an adjudicatory case."

These restrictions in the law have been opposed by FCC members since they were first proposed and enacted. Eliminating them through the changes soon to be proposed, the FCC chairman said, "will enable us to handle our work more efficiently, more effectively and more quickly."

He paid tribute, meanwhile, to the devotion and work of the FCC staff. "Considering the tremendous responsibility placed upon the Commission with a relatively small staff," he said, "I feel my fellow commissioners and the hard-working personnel of our Commission have performed an outstanding public service."

Minimum Interference

Early in his talk, after expressing his view that "government should exert a minimum of interference with the lives and fortunes of its citizens" and that the broadcasting industry "should not be . . . regulated but should be kept healthy by open, free competition so long as it operates in the public interest," Chairman McConnaughey offered broadcasters this accolade:

"There is no one who appreciates more the fine work that the broadcasters have done in the past than myself. This is evidenced by the fact that the people of the U. S. are the recipients of the finest programs in all the world. Indeed, I want to salute and congratulate you on an outstanding job admirably done."

In similar vein, after sketching current problems, he voiced confidence that industry and FCC working together "can face up to these problems and lick them."

"You broadcasters," he said, "were beset with many baffling and complex problems in the infancy of broadcasting, and you solved them—in most cases without the intervention of Washington. And I am sure you will continue to do so in the future.

"In those areas where we in the Commission have been given the responsibility of assisting the industry for the public good, we pledge our whole-hearted cooperation and assistance. With very little help, you have come a long way toward reaching the common goal of all of us—of providing a broadcasting service that fills the needs and desires of the American people.

"Yours is a young, virile, rapidly changing industry. Your opportunities to render a great public service to the people of America are fabulous. I am positive that I bespeak the sentiments of the members of the FCC and the staff when I say that we not only consider it our duty but a privilege to work with you to the end that this country will continue to enjoy the greatest broadcasting service in the world."

NARTB TV BOARD ELECTS DIRECTORS

FIVE DIRECTORS were elected to the NARTB Tv Board last Monday, four to serve two-year terms and one to fill an unexpired term.

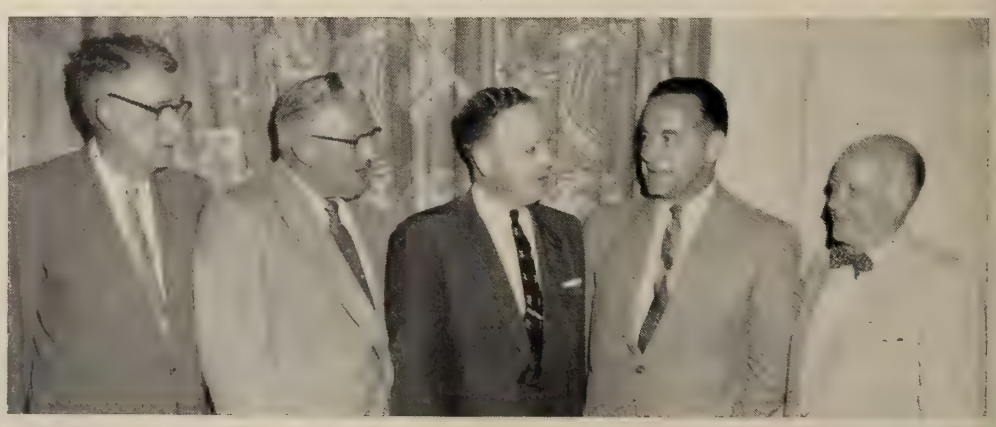
Re-elected to represent tv-only stations was Kenneth L. Carter, WAAM (TV) Baltimore. He was elected without opposition.

Three directors were re-elected to represent joint am-tv operations. They were Campbell Arnoux, WTAR-TV Norfolk, Va., Tv Board vice chairman; Ward Quaal, WLWT (TV) Cincinnati, and William Fay, WHAM-TV Rochester, N. Y. Other nominees for the three posts were Joseph E. Baudino, Westinghouse Broadcasting Co.; Clyde W. Rembert, KRLD-TV Dallas; Mortimer C. Watters, WCPO-TV Cincinnati.

Mr. Baudino was elected to the board to fill the unexpired term of John Esau, formerly of KTVQ (TV) Oklahoma City, no longer eligible. Other nominees for the vacancy were Harold P. See, KRON-TV San Francisco, and Mr. Rembert.

Tellers for the election were Kenyon Brown, KWFT-TV Wichita Falls, Tex.; Jack Harris, KPRC-TV Houston; E. K. Jett, WMAR-TV Baltimore; James D. Russell, KKTV (TV) Colorado Springs, Colo.; George C. Coleman, WGBI-TV Scranton, Pa., and W. D. Rogers Jr., KDUB-TV Lubbock, Tex.

Clair R. McCollough, Steinman Stations, Tv Board chairman, presided at the election. Judge Justin Miller, former NARTB board chairman, conducted the balloting.



WINNING CANDIDATES in NARTB Tv Board balloting (l to r): Campbell Arnoux, WTAR-TV Norfolk, Va.; Kenneth L. Carter, WAAM (TV) Baltimore; Ward Quaal, WLWT (TV) Cincinnati; Joseph E. Baudino, Westinghouse Broadcasting Co., and William Fay, WHAM-TV Rochester.

TV'S PAST RECORD, FUTURE ANALYZED AT WED. SESSION

CBS' Stanton, DTN's DuMont, WBAP-TV's Hough, ABC's Kintner, Fetzer stations' Fetzer, NBC's Weaver address tv management meet.

TO PROVIDE the beginning of "true two-way communication between television and the great society it tries to serve," CBS plans to form and finance a public committee of representatives of all facets of American life for the purpose of making "a comprehensive, impartial nationwide study of what the public expects from television," CBS President Frank Stanton said Thursday in an address to the television management conference of the convention. When the committee has been formed, the CBS connection with it will then cease, Dr. Stanton said (for condensed text, see page 60).

Held on the tenth anniversary of the date on which the FCC started postwar commercial television in this country by announcing its tv allocation pattern, as Chairman Clair R. McCollough, WGAL-TV Lancaster, Pa., commented, the conference traced the history of tv from its scientific beginnings through the present problems to a foreview of the future.

Television will have all forms of programming, Sylvester L. Weaver, NBC president, stated. "We do not want to choose between forms," he said. "We want them all. . . . We must keep television so that it programs for everyone. That means continual examination of both the audience and the programs. . . . We must gamble on shows, on talent, on projects, and we will lose in doing this all too often. But only a network can afford the risk, and that is essentially why the great network service is so important to this country (for condensed text of Mr. Weaver's remarks, see page 56).

Dr. Allen B. DuMont, president of Allen B. DuMont Labs and the DuMont Tv Network, reviewed tv's "first years" from the electrical discoveries of early scientists to the end of World War II, when, he said, there were only six licensed commercial tv stations in operation, contrasted with the more than 400 tv stations on the air today. As far as tv has advanced technically, further improvements are inevitable; "nothing will remain as it is," Dr. DuMont said, adding these are not as important as the fact that people all over the world can see the same events at the same time.

Planet's Salvation: Tv

"There is little question in my mind that television not only will span the continents and the oceans, but that in so doing it can prove the one really effective medium to bring about understanding among peoples, a world dedicated to peaceful living, cultural accomplishment and the abolition of poverty and disease," he concluded. "This can be tv's contribution to our planet. It can and must be its salvation."

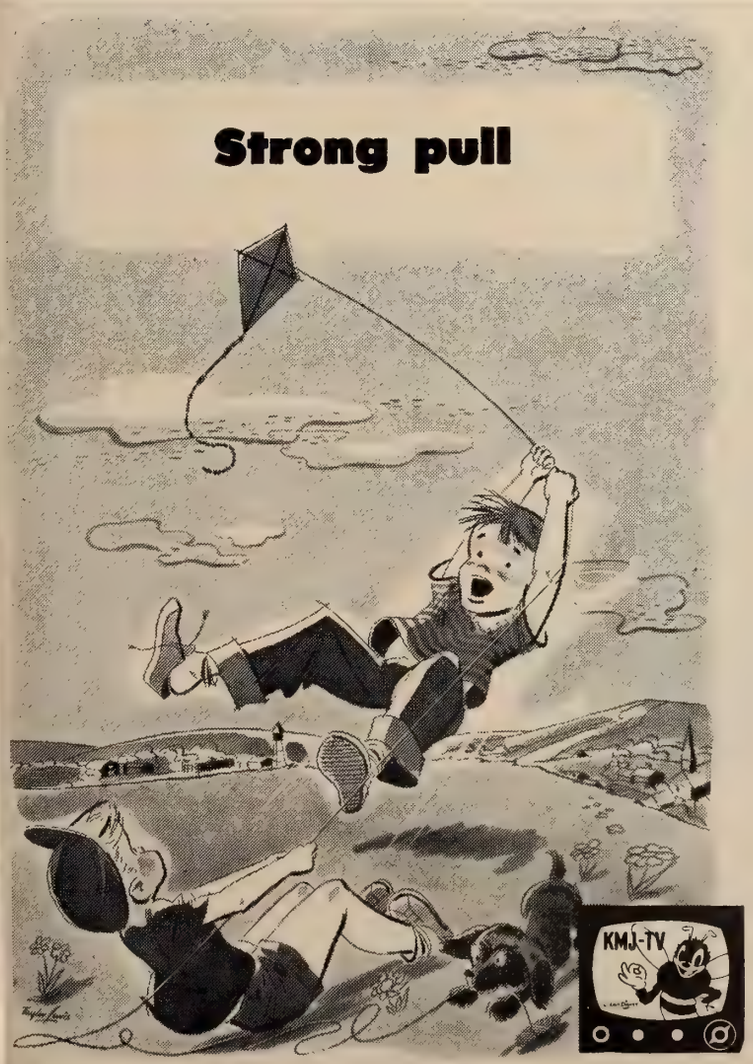
The problems of the pioneer tv broadcaster were discussed by one of them, Harold Hough, director of WBAP-TV Fort Worth, Texas. At the end of the war getting a tv grant from the FCC "did not mean a three-year hearing, but it did take a three-cent stamp," he recalled, and when the grant had been received there was the problem of what to do about it—go ahead or wait awhile. And, when WBAP-TV finally did get going, there were "no sets—no viewers—no viewers—no customers—no customers—no advertisers."

Today tv is an established advertising medium, Mr. Hough said, but he warned that "if it costs ten times as much to present a tv program as it does a radio program, then to be successful in secondary markets and serve the people of those places, television must obtain a sizable share of its revenue from those same communities—more than electronics have in the past.

"Fortunately it can, and the answer is color television," he declared. "Forget the outlay on color television," he urged. "It can be installed cheaper than you think. It can be operated as simply as the black-and-white, but the impact, once it is underway—and that will not be as long as you expect—will be the salvation of television in those markets.

"You may squabble between very high and ultra high, the mixture and demixture; you may have hearings, rules and regulations, but to settle this important problem for these communities there must be the economics which only color television can supply. We know color tv will revolutionize all advertising—and I do mean *all*," he asserted.

"Lack of acceptable available television stations, in order that the public may receive a



. . . keeps viewers tuned to

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the San Joaquin Valley's FIRST TV station in . . .

POWER now 447,000 watts.

RECEPTION Pacific Coast Measurement Bureau Survey (Oct. '54) shows KMJ-TV reception "most satisfactory" in area.

RATINGS KMJ-TV carries 24 out of the 35 top-rated nighttime programs in the Fresno area (ARB report, March '55).

COLOR KMJ-TV was the first local station equipped to transmit network color shows and has presented them on a regularly scheduled basis.

Paul H. Raymer, National Representative

variety of programs easily," is the "principal business problem" of tv broadcasters, the "principal private problem of millions of people . . . and the most pressing public problem of the FCC and Congress," Robert E. Kintner, ABC president, told the meeting.

Noting that today only 42 markets have three or more tv stations and that "under present allocations, 165 markets will continue to be monopoly or duopoly in the vhf channels for the foreseeable future," Mr. Kintner said that the basic problem is the existence of vhf and uhf stations, "with the vhf usually superior in public acceptance in mixed markets."

"Some degree of de-intermixture . . . represents a practical and an immediate solution," he said. He also advocated three other courses to alleviate the monopoly situation: speedier FCC action to end these monopolies; "drop-ins—allocations to communities of stations whose coverage area could deliver an outside signal to present monopoly markets"; "consideration of switching educational vhf allocations in certain markets to commercial operation."

Mr. Kintner vigorously endorsed advertising-supported commercial tv operation and attacked the principle of pay-tv, which he said "can only mean competitive bidding for programming" with paid tv "bound to win." The result, he said, "would be not only a serious effect on advertising—a basic part of our economy—but a more limited use of television facilities that would not be in the public interest."

"It is time we blasted back on the issue of commercialism instead of going on the defensive with reports on our public service schedules, as if we were ashamed of commercials," Mr. Kintner declared. He reported that a viewer survey of 750 tv viewers found 88% reporting that the latest tv commercial watched was either "informative" or "interesting."

Market Accessibility Important

Touching on the relationships of networks with their affiliates, Mr. Kintner said: "There is one simple point on network operation. In order for us to sell advertisers, whose revenues make possible important programming in all fields of television, they must be assured of market accessibility at the time in which they order the program." Only assurance of prime day and evening time in local communities for the networks, plus the networks' program know-how, "makes possible the type of programming being made available to your stations by all the networks," he said.

Mr. Kintner warned "that any congressional committee or the FCC should go slowly in further restricting the relationship between networks and stations."

Tv broadcasters who have been "most mindful" of the Television Code "are the broadcasters who, for the most part, have been commercially successful," John E. Fetzer, president, the Fetzer Stations, retiring as the first chairman of the Code Review Board, reported.

Noting "disturbing evidence" that some tv station operators seem to consider a dollar "a more important commodity than self-respect," Mr. Fetzer stated emphatically: "It is not. A dollar in television does not buy self-respect; on the contrary, self-respect attracts dollars."

Mr. Fetzer pointed out that "there are patterns for good behavior in all pursuits, both individual and corporate. In our profession, we have tried to set forth these patterns. . . . We have learned that it is better to initiate your own rules of the game than to have them written for you. For if you do not compose your own standards of good conduct, eventually the public—operative through its elected representatives—will do it for you."

AFFILIATES STYMIE CBS ONE-RATE PLAN

Radio group's board does not object to concept itself, but is opposed to allied plan which would reduce the affiliates income from network programming by 25%.

A PROPOSAL to set a single rate for all time periods on CBS Radio [B•T, May 23] was advanced by the network to the CBS Radio Affiliates Assn.'s board of directors last week but was stranded on the board's opposition to an allied plan to reduce affiliates' compensation by 25%.

Key officials of both the network and the affiliates board made clear, however, that study and discussion of the proposals will continue.

Board and network executives were in agreement on the plan to establish a single rate for all time periods since this would be accomplished through elimination of a complicated discount structure which already leaves the advertiser paying the same amount for evening hours as he does for prime daytime hours. The actual cost to the advertiser would not be lowered. Indeed, the price of Saturday and Sunday time would be boosted 11.11% to put it on a par with Monday-Friday rates.

The disagreement arose over the network proposal to reduce station compensation. To compensate for the reduction, CBS Radio offered to grant the stations an increased number of 70-second station breaks for local sale, in both daytime and evening periods, and also guarantees of greater stability in co-op programs.

Arthur Hull Hayes, CBS Radio president, and other officials of the network maintained that the additional 70-second announcements and greater stability on co-op programs would enable affiliates to more than offset the proposed 25% cut in station compensation for carrying network programs. Mr. Hayes said he based this appraisal on a study of what the proposal would mean to the six CBS-owned radio stations, the only ones whose books are open to CBS officials.

John Patt, WJR Detroit, chairman of the affiliates board, noted that this estimate assumes that the stations would sell the additional 70-second announcements and the co-op programs. But the board's principal objection, he indicated, is that affiliates have for a long time sought additional 70-second announcements and more certainty regarding co-ops, and that the board does not feel it should have to "barter" for these ends.

The present amendment to station affiliation contracts—the amendment which, via discounts, cut evening time costs some 20% to put them on a par with prime daytime costs, effective last fall—expires Aug. 25.

President Hayes said some new contractual arrangement definitely would be worked out before the Aug. 25 deadline. Both he and Mr. Patt pointed out that no general meeting of all CBS Radio affiliates is contemplated before the annual convention in Detroit, Sept. 12-13, although Mr. Hayes said he would call one in advance of the Aug. 25 date if that were the only course available. Whatever new change is made will require a new amendment of individual affiliation contracts (or new contracts).

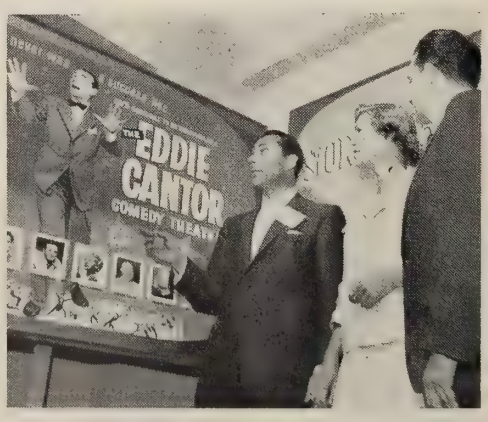
Harmony Marks Sessions

The meeting between affiliates board members and network officials, following on the heels of a similar session of network executives and members of the affiliates board's executive committee in New York the preceding week, was conducted last Monday through Tuesday morning in Washington.

Representatives of both the affiliates group and the network stressed that the sessions were marked by harmony and mutual understanding. This attitude was reflected in a joint conference held by Messrs. Patt and Hayes to discuss developments of the meeting.

Dr. Frank Stanton, president of CBS Inc., and Richard Salant, CBS vice president, joined the CBS Radio group in the meetings with the affiliates board. Network officials participating, in addition to President Hayes, included: J. Kelly Smith, administrative vice president; William Schudt, vice president in charge of station relations, and Ole Morby, station relations manager.

Affiliates board members—all 12 of whom were present for the meeting—are: Chairman Patt; Arnold Schoen, WPRO Providence, secretary-treasurer of the board; Kenyon Brown, KWFT Wichita Falls, Tex.; C. C. Caley, WMBD Peoria, Ill.; George Coleman, WGBI Scranton, Pa.; Saul Haas, KIRO Seattle; C. T. Lucy, WRVA Richmond; John Rivers, WCSC Columbia, S. C.; Victor A. Scholis, WHAS Louisville; F. C. Sowell, WLAC Nashville; George Storer, Storer Broadcasting Co., and Hugh Terry, KLZ Denver.



AGENCYMAN Lester Blumenthal (r), vice president in charge of radio and tv for William H. Weintraub & Co., New York, is shown a poster display for the *Eddie Cantor Show* at the convention by M. J. (Bud) Rifkin, vice president in charge of sales for the film company, and Dorothy Meyer, executive secretary to Ziv Television board chairman Frederic W. Ziv. Blatz beer, a Weintraub account, sponsors the show throughout Wisconsin.

Kintner Opposes Further Radio Cuts

A FIRM STAND against further reductions in network radio time costs was advocated by ABC President Robert E. Kintner in a meeting of the network's top officials with ABC radio and television affiliates in Washington on May 22.

The meeting also featured a presentation which, pointing up the growth of radio in recent years, showed that many radio programs—especially morning programs—are heard today, despite post-tv drop-offs in ratings, by more people than in pre-tv times [B•T, May 16].

While conceding that radio now is not what



LOUISIANA BROADCASTERS met at Monday morning convention breakfast with Sen. Allen J. Ellender and Sen. Russell B. Long, Democratic legislators. L to r: Robert Earle, WIBR Baton Rouge, vice president of Louisiana Broadcasters Assn.; Sen. Long; Edgar B. Stern Jr., WDSU-AM-TV New Orleans, LBA president; Sen. Ellender, and Henry B. Clay, KWKH Shreveport, NARTB Radio Board chairman.

it was before the television picture entered, network officials made clear their belief that it still is a powerful—and salable—advertising vehicle.

On the television front the delegates heard Leonard Goldenson, president of ABC's parent American Broadcasting-Paramount Theatres Inc., recount the recent upsurge in ABC-TV programming and give his assurance that the network, with millions in working capital available through AB-PT, does not intend to let itself be outdone by others in its quest for top-rung programs and talent.

Another key speaker at the meeting, attended by an estimated 350 representatives of ABC radio and television affiliates, was Edward J. Nobel, chairman of the AB-PT finance committee and former owner of ABC, who traced the history of the network and the decision to merge with United Paramount Theatres.

Technological Advances Seen As Means to More Employment

TECHNOLOGICAL advances such as automation will ultimately result in more employment, Steve Dunn, of the law firm of McCobb, Heanly & Dunn and former general counsel of the Dept. of Commerce, told NARTB delegates last Thursday at a labor relations-management breakfast.

The meeting was presided over by Charles H. (Chuck) Tower, manager of NARTB's Employer-Employe Relations Dept., who stated unions should understand that such things as remote-control operation amount to "economic necessity" in many cases to meet competition.

The general phases of labor relations were outlined by Mr. Dunn. These included entering into union relations and the rights of management as well as employes; collective bargaining, and what happens when an impasse in negotiations is reached.

As far as management is concerned, he said strikes should be avoided if possible because they are costly, but that strikes are not hedged by "giving in."

Monetary matters in negotiation should not be taken out of management hands and put under arbitration, he cautioned.

Mr. Tower said that many stations' labor relations go along from year to year with what can be described as "minimal friction." He said this can be improved by management or supervisory personnel sitting down with the employes and working out a labor relations policy to the satisfaction of all concerned.

State Associations Start Libraries on Radio-Tv

STATE broadcasters associations will start building library facilities covering national, state and local radio-tv activities. The project grew out of a meeting of state association presidents held Monday noon during the NARTB convention.

The state-level activities of NARTB have been developing steadily for several years. The association provides reference and background material on legislative, legal, technical and other problems. In turn the state groups have been keeping a close watch on legislation in their areas. With their library facilities, the state groups will be in a position to handle situations as they arise and keep the national association informed.

Fifty broadcasters and legislators attended the Tuesday breakfast held by North Carolina Assn. of Broadcasters. Sen. Sam Erwin (D-N. C.) and nine Representatives took part in the discussion.

Ten stations and five Congressmen attended the breakfast of the West Virginia Assn. of Broadcasters. Broadcasters discussed industry problems with the legislators.

Best attended (80) of the state meetings was the Thursday morning session of the Texas Assn. of Broadcasters. Louis Cook, KNOW Austin, presided. Sen Lyndon Johnson, majority leader and Price Daniel, other senator from the state, attended. Sen. Johnson introduced members of the state's congressional delegation.

The Louisiana group has moved its office to Triad Bldg., Baton Rouge, with Rolfe H. McCollister as executive secretary. He is an attorney, member of the state legislature, and has a background in advertising, public relations and journalism.

Broadcasters Urge FCC To Rule on Community Tv

MOVE to direct attention to property rights of tv stations in their programs and to obtain a clear FCC ruling on its jurisdiction over community tv services was started Wednesday morning by a group of western broadcasters, meeting during the NARTB convention.

Bernard Koteen, Washington radio attorney, was retained as counsel by the group. FCC will be asked to set up rule-making proceedings

ROMERO CAPTURES PITTSBURGH . . . 68.9% OF THE AUDIENCE

ARB rates Cesar Romero's new TV show, **PASSPORT TO DANGER,** a slightly phenomenal 43.3 in Pittsburgh. Share-of-audience: 68.9%. And look at these other ARB* ratings and shares:

Milwaukee—34.3—64.6%
Cincinnati—18.1—36.7%
San Francisco—15.1—75.5%
Jacksonville—37.0—86.7

Romero really delivers the audience. Get him while he's "hot"!

*Jan. 1955

CESAR ROMERO, starring in . . .



PASSPORT TO DANGER

produced by Hal Roach, Jr.

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO • ATLANTA • HOLLYWOOD • DALLAS



DOING some heavy looking on as Earl Moreland (2d r), WMCT (TV) Memphis, duels at cards with Joe Timlin, Branham Co., New York, are (l to r): Fred Watkins, KWKH Shreveport, La.; Drue Smith, WDEF Chattanooga, and B. G. Roberson, KTHS Little Rock, Ark.



ADVICE on broadcasting is passed out by Sterling Beeson (3d l), Headley-Reed Co., New York, to (l to r): Sam Altdoerffer, WLAN Lancaster, Pa.; Harold Froelich, WTVO (TV) Rockford, Ill.; Mrs. Helen Duhamel, KOTA Rapid City, S. D.; Andy Jarema, WKOP Binghamton, N. Y.; Merrill C. Johnson, WGL Fort Wayne, Ind., and Harry Travis, WNEM-TV Bay City, Mich.



THIS HARD-SELL business session seems to be an enjoyable one for (l to r): Robert Eastman, Blair & Co.; Otto Brandt, KING Seattle; Robert Swezey, WDSU New Orleans; John Blair, Blair & Co.; Pete Schloss, WWSW Pittsburgh, and Bill Weldon, Blair-Tv.

and to study the matter of its jurisdiction over community tv services.

The tv broadcasters emphasized they are not opposed to community services where they provide service to outlying communities not within range of existing tv stations. They felt, however, that artificial extension of stations to localities far beyond normal services areas can be contrary to the American concept of broadcasting.

Station operators contended that the FCC should study the problem created by unauthorized redistribution of programs by community systems, with commercials deleted in some cases. Substitution of commercials by community systems in broadcast video programs should be investigated, it was contended.

Another point of inquiry, they said, was deliberate mutilation of certain station signals by community systems as a means of building local interest in other signals carried over these wired setups.

Buying, Selling Problems Cited by Tv Film Panel

TV FILM buying, selling and station-distributor co-operation were themes of a panel discussion early Monday morning at the NARTB convention.

Dick Moore, general manager of KTTV (TV) Los Angeles, stressed the importance and advantages of obtaining the personal services of the star and leading players to sell the sponsor and keep the sponsor sold through filmed commercials and personal appearances.

Joe Floyd, president of KELO-TV, Sioux Falls, S. D., championed the cause of the small market tv station owner. Mr. Floyd objected to the tv film distributors' practice of setting a minimum price for the properties, noting that the demand for a high grade product is just as strong in the small market as in the big one and that the film price must be dependent on the set distribution. Mr. Floyd also criticized the "contract tricks" and "small print" in many contracts and called for simplified agreements.

Jerome (Tad) Reeves, program director of WBNS-TV Columbus, Ohio, admonished the distributors for overlooking the B and C time periods in vying for prime periods. He said that this is a vast source of revenue that needs exploitation.

Ken Fleming, Leo Burnett Agency, criticized the broadcasters for not encouraging national spot business to help themselves, claiming that the films can give network quality programs.

M. J. Rifkin, vice president in charge of sales for Ziv TV, emphasized the importance of time clearance on the local level and urged the broadcasters to go out and exploit the untapped local and regional markets—the public utilities, banks and other backyard "giants of industry." He said that these sponsors will prove to be the heart of the stations' business and will use tv if they can get good time clearance and are not "booted" about.

The panel was moderated by Walter Craig, vice president of William H. Weintraub & Co. Other speakers included: Jim Luce, J. Walter Thompson; Wynn Nathan, MCA-TV; Berman Swarttz, NATS; Michael M. Sillerman, TPA, and Harold See, KRON-TV San Francisco.

Comments on the speakers' remarks were heard from Carl Stanton, NBC Film Div.; Sy Weintraub, Flamingo Films; Charles Amory, U.M. & W., Reub Kaufman, Guild Films; George Shupert, ABC Film Syndication; Dwight Martin, General Teleradio; John Mitchell, Screen Gems; Leslie Harris, CBS-TV Film Sales; Len Firestone, Unity; Oliver Unger, NATS; Saul Turrell, Sterling Television, and Earle Collins, Hollywood Tv Service.

MBS AFFILIATES HEAR PROGRAM PLANS, FLEXIBILITY OF COMMERCIAL TIME IDEA

Six-second 'quickie' spots within the network identification cue are to be used. Total commercial time within a given program may be split into varying lengths. Additional five-minute programs are offered as well as Monday-Friday half-hour strip, 'Mutual Morning.'

A PLAN for greater flexibility in network selling—including six-second commercials within the network identification cue—was announced by Mutual officials to affiliates of the network at a meeting in Washington May 22.

The new sales formats were outlined at a meeting which included a suggestion that am-tv networks using "television money to finance radio networks" may be "a very dangerous practice for our competitors" and "in view of the current situation" may be "in violation of the antitrust laws of the U. S."

This observation was offered by Executive Vice President John B. Poor, a lawyer, who added that "I do not propose any specific action, but merely note the fact."

Mr. Poor also suggested that "two or three years from now" there may be "only one or two networks in existence." He made clear, along with other officials, that Mutual intends to survive.

The departures from the existing sales format were presented as a statement of intent, not a proposal for affiliate approval. "It is not our desire, nor our intent, to further amend your affiliation contracts," Station Relations and Engineering Vice President E. M. (Pete) Johnson said. He explained that MBS officials and the affiliates' advisory committee felt that "such commercial programming as we have outlined here is of such a nature as to be embraced by our present agreement."



MR. JOHNSON

There were rumblings of protest among some affiliates, but John M. Walter of WJPG Green Bay, Wis., chairman of the Mutual Affiliates Advisory Committee, followed them with a formal statement that "Mutual should be commended on facing realities of a new programming and sales concept for network radio."

The chairman of MAAC, with which MBS officials discussed their plans on May 21 before the meeting with some 200 affiliates the following day, also said:

"Further, my impression was that the members of the 14-man MAAC present recognize the foresight of the Mutual family in setting up a sound program-sales pattern in network radio through its planned flexibility for advertisers and general program appeal to people everywhere.

"The general expression of opinion was one of confidence in Mutual, and a feeling that the constructive criticisms and suggestions made at the affiliates meeting should result in further fresh and constructive approaches to overall network problems. And we further hope that the consummation of these plans will increase billings and improve audience ratings."

Aside from the more spectacular concept of six-second commercials, other changes in MBS' sales plans—attributed to changes in advertiser needs and to a need to match the flexibility of other networks' plans, specifically NBC's *Monitor*—included the following:

• Instead of sticking to one-minute commercials in programs which Mutual has a right to sell on a participating basis, the commercials may be of varying length. For example, if there is a total of five minutes of commercial time in a half-hour show, this total—instead of consisting of five one-minute commercials—might be split up into two one-minute announcements, one 90-second spot, one 30-second spot, a 50-second and one 10-second announcement. As before, Mutual would retain the revenue from the first 60 seconds of network sale "to cover the cost of commercializing the program," and affiliates would be free to sell locally (and without talent fee to Mutual) any availabilities not sold by MBS.

• To accommodate advertisers who want saturation announcements, Mutual will offer additional five-minute programs for network sale. Recognizing that affiliates may find it hard to program scattered five-minute network shows, "in certain instances" Mutual may let stations record and play back the commercial "at the convenience of your local schedule," rather than carry the program itself. To this end, these commercials will be fed daily on a closed circuit for recording by stations.

Station compensation for carrying the six-second "system cue" will be calculated, officials said, on the basis of a one-minute commercial program. Mr. Johnson explained: "For example, if you carry a five-minute commercial program and the commercial system cue which follows, you would be credited and paid for carrying a six-minute commercial program."

The six-second "quickie" would come within the system cue. Affiliates "will still have the 30-second pause between programs," Mr. Johnson assured them. To show how the "quickie" might work, he said: "Where your network cue now is: 'This is Mutual—the Radio Network for All America,' it may go 'This is Mutual—When you fly, go B.O.A.C.,' or 'This is Mutual—For the pause that refreshes, drink Old Grand Dad'."

Plans for program changes also were outlined to the affiliates. In line with Mutual's oft-expressed thinking that radio is now "companionate" and no longer a glamor medium, Programs Vice President Robert Monroe outlined tentative plans for two half-hour strips, Monday through Friday, to be called *Americana* and to consist of taped shows to be furnished free by affiliates to the network.

As a "test case" for *Americana*, Mutual will launch *Mutual Morning* on July 1 in the Monday-Friday 10:30-11 a.m. period.

In the field of co-op programs Roy Danish, director of that activity for Mutual, reported that MBS has signed a long-term agreement with the *Wild Bill Hickok* organization whereby that program will be scheduled back-to-back with the increasingly popular *Rin-Tin-Tin* on Sundays and will be available for local sale. Additionally, Mr. Danish said, the Delira organization which owns the *Hickok* properties "will help sell it for you—at your regular rates plus the small talent fee—to the local and regional advertisers on the fast-growing list of

ROMERO IS TOPS IN HIS TIME SPOT IN CINCINNATI!

Yes, **Passport to Danger,** starring Cesar Romero, is going over big in Cincinnati, with a 25.6 rating and an impressive 48.2% share-of-audience (source: ARB, Feb. 1955). In San Francisco, in Louisville, in city after city, the story's the same. For example, here are more ARB ratings:

PITTSBURGH	**43.3**	**68.9% share**
JACKSONVILLE	**37.0**	**86.7% share**
SAN ANTONIO	**26.1**	**56.4% share**
MILWAUKEE	**34.3**	**64.6% share**

All this, plus the fact that Romero's available to do commercials. No wonder he has so many happy sponsors!

CESAR ROMERO, starring in . . .



PASSPORT TO DANGER

produced by Hal Roach, Jr.

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.

7 West 66th St., N. Y.

CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

those who buy the complete *Hickok* merchandising service that Delira furnishes."

President Thomas F. O'Neil, opening the meeting with a discussion of "the most desirable type of network and station affiliate relationship," emphasized that Mutual management —like that of the affiliates—is engaged in station ownership and operation as well as in networking.

"Remember," he said, "that our primary interest is in the success of our local radio stations in New York, Los Angeles, Boston, San Francisco, Hartford and Memphis, and to that end the Mutual network must subordinate its philosophy of operation." But he made clear that, despite trade speculation as to the ultimate survival of radio networks, "we have every intention of surviving, and, furthermore, we feel that we are better equipped to survive . . ."

Speaking as station owner as well as network operator, Mr. O'Neil said the fact that Mutual has less business than other networks also means "we have more time in our own operations for the sale of national spot and local time." Further, he said, Mutual stockholder station WOR New York "is taking about 2% of all the national business going into all radio stations," so that "our one station in New York as a single station sale sells about 40% of what our national network embracing 560-odd stations sells."

"If," he continued, "Mutual is invading the national spot field, as it has been alleged, they are invading the national spot of WOR more than of any other Mutual station. I will go further to say that our research has indicated to us that WOR has more national spot business than any single radio station in the country."

Mutual Takes 10%

He estimated that Mutual and its affiliates "take only 10% of the total amount of national advertising expenditures in radio."

Executive Vice President Poor, asserting that in these times the "fundamental requirement" of a radio network "is one of newness," pointed up recent changes in Mutual personnel, plans for further changes in programming and sales, and said:

"Since our business is getting to be a dog-eat-dog affair, we've got to be efficient . . . All of our standards are going to be more exact and we're going to be more efficient in our relationship with you. In our ability to be more efficient than our competitors lies our strength. We can make money and be successful when our competitors are losing their shirts."

Stressing the need for the shorter commercials and other changes that would give greater sales flexibility, Mr. Poor concluded: "Two or three years from now when there are only one or two networks in existence, we hope that you will be with us in reaping the rewards which will flow from our proposals today."

Robert A. Schmid, vice president in charge of advertising, public relations and research, stressed the magnitude of radio set ownership and pointed out that, in a day, radio reaches only slightly fewer people than television.

He noted that different advertisers have different needs, ranging from saturation to pinpoint advertising, and emphasized that accordingly sales plans must be available to meet each need.

He also cited research studies to show that Mutual programs boost audiences for adjacent local shows; that Mutual affiliates in the markets studied have as much as 30-plus per cent more cumulative audience than their leading independently-owned rivals, and that in terms of store-traffic-produced, Mutual affiliates have shown a comparable edge over rival independents.



DAYTIME BROADCASTERS Assn. elected new officers at its meeting last week held concurrently with the NARTB convention in Washington. Elected were (l to r): George Volger, KWPT Muscatine, Iowa, secretary; Ray Livesay, WLBH Mattoon, Ill., chairman of the board; Joe M. Leonard Jr., KGAF Gainesville, Tex., treasurer, and Morris Mindel, KGST Fresno, Calif., vice president in charge of public information. Jack Younts, WEEB Southern Pines, N. C., was named president and Alf Landon, KSCB Liberal, Kan., a vice president.

Uniform Sign On, Off Sought By Daytimers

PROTECTION standards still in existence for a few clear channel stations are out of date and should be amended to allow daytime stations—comprising one-third of the total 2,700 am outlets—to extend their local community service to uniform sign on and off hours. This is the substance of the annual report by retiring Daytime Broadcasters Assn. President Ray Livesay, WLBH Mattoon, Ill., to the DBA meeting on Monday during the NARTB convention.

Mr. Livesay called for expanded membership and renewed efforts by DBA to secure from the FCC fixed hours daily the year-round for daytime stations. The hours asked are 5 a.m. to 7 p.m., he said, and noted the increased interference to other stations that would result will be more than offset by greater local service in many communities now without such service. He said that of 900 daytime outlets, 574 are in communities without any fulltime radio service.



MR. YOUNTS

Citing expansion of electrification into nearly all rural areas during the past quarter-century since the clear channel protection standard was adopted, Mr. Livesay pointed out that rural electric lines and the many motors and appliances now used on farms have "greatly raised the noise levels everywhere."

He said "there are now 2,700 standard stations instead of 500 serving our nation and people are no longer content to listen to a noisy one-tenth millivolt signal. Just go out and try to find anyone today who is making use of a one-tenth millivolt signal," considered the standard of clear channel protection.

In a brochure distributed by the DBA at its meeting it was pointed out that of a total of 107 broadcast channels 24 are Class I-A clears with one 50-kw outlet on each fulltime, 22 are I-B clears with two 50 kws or more on each fulltime, seven are Canadian clear channels, six are Mexican clears, one is a Bahama Island clear, 41 are U. S. regional channels and six are local channels, accommodating 934 stations. The brochure said the 900 daytimers constitute the "orphans of the radio spectrum."

New officers elected to serve for the coming year included Mr. Livesay, named chairman of the board; Jack S. Younts, WEEB Southern Pines, N. C., president; Alf M. Landon, KSCB Liberal, Kan., vice president (re-elected); Morris Mindel, KGST Fresno, Calif., vice president in charge of public information (re-elected); George Volger, KWPC Muscatine, Iowa, secretary (re-elected), and Joe Leonard Jr., KGAF Gainesville, Tex., treasurer.

Others elected directors included Richard E. Adams, WKOX Framingham, Mass.; Cecil Woodland, WQAN Scranton, Pa.; E. Z. Jones, WBBB Burlington, N. C.; Joe Martin, WDSC Dillon, S. D.; Arthur Mundorff, WPIN St. Petersburg, Fla.; Ted Woods, KOSE Osceola, Ark.; Edwin Evans, WWST Wooster, Ohio; Robert Enoch, WXLW Indianapolis; Jim Firmin, WMOK Metropolis, Ill.; Ralph E. Shepard, KWOA Muscatine, Iowa, and Ralph L. Weir Jr., KJCK Junction City, Kan.

NARTB Unit Votes Formation Of New Radio-Tv Educ. Assn.

APPROVAL was voted Tuesday for formation of the Assn. for Professional Radio & Television Education and to dissolve the Assn. for Professional Broadcasting Education. The new APRTE, which must be confirmed by a final vote of the NARTB board in June, will seek to improve the education and training of prospective broadcasters in cooperation with established schools and colleges.

Organization meeting was held in Washington at NARTB headquarters during the association's 33d annual convention, with Leo Martin, chairman of the division of communications arts at Boston U., presiding. Representatives of 13 other schools and the NARTB educational committee participated. Latter included Herbert Krueger, WTAG Worcester, Mass., chairman; Lee Ruwitch, WTVJ (TV) Miami, and Rex Howell, KXFJ Grand Junction, Colo.

Active members of the new APRTE will include NARTB and regionally accredited colleges and universities with comprehensive radio-tv departments or courses. Associate members will include other regionally accredited colleges without such curricula. New APRTE board will have 10 members, five chosen by the NARTB president from industry and five among the several schools.

NARTB Takes No Action On Omnipresent Pay Tv

Subject vital to telecasters brought up in various meetings, but generated no strong feeling among majority of industry members present and was finally tabled.

LIKE the drunken uncle at the wedding feast, pay tv at the NARTB convention was a much-whispered-about subject. Everyone was sort of embarrassed about it.

It was mentioned by NARTB President Harold Fellows. It was referred to by FCC Chairman George C. McConnaughey. It cropped up at the business meeting when a resolution urging the FCC to expand the subscription tv proceedings to include radio was tabled unanimously. A similar motion at the fm meeting met the same fate.

To the majority of broadcasters the subject apparently was one of small significance. If any "corridor conversations" ensued, they were of the most cursory nature, as far as B•T could learn.

Early in the convention, Gene O'Fallon, owner of Denver's ch. 2 KFEL-TV, initiated a petition seeking to repudiate the Tv Board's action of last month [B•T, April 18]. He announced he had eight signers and 20 pledges.

Zenith held open house during the convention demonstrating its Phonevision system of pay tv. A Zenith spokesman reported that more than 1,000 visitors attended the closed-circuit tests, of whom about 500 were broadcasters. Zenith plans to continue the tests for FCC and other government officials and Congressmen after a hiatus this week.

The Zenith demonstrations last week did not include off-the-air pickups from WMAL-TV Washington, which two weeks ago received experimental authority from the FCC to transmit scrambled signals in the 8 a.m.-12:30 p.m. hours before its official day begins [B•T, May 23]. However, WMAL-TV plans to begin transmitting subscription tv signals the middle of this week.

The week also saw Comdr. E. F. McDonald Jr., Zenith president, lash out at CBS for its stand against subscription tv [B•T, May 23]. Comdr. McDonald in a statement issued early last week said that Zenith intended asking the FCC to prevent subscription tv being used by existing networks or for regular network programs. In a contemptuous reference to tv commercials, Comdr. McDonald declared flatly: "There will be no commercials on subscription television." CBS' stand was also assailed by Arthur Levey, president of Skiatron Electronics & Tv Corp.

Late Wednesday the possibility that pay tv would be brought to the convention floor loomed when David Baylor, KCSJ-TV Pueblo, Colo., ch. 5 NBC, wired Mr. Fellows asking permission to introduce a resolution on the subject. But that evaporated Thursday morning when Mr. Fellows informed Mr. Baylor that NARTB rules required that any resolutions be submitted by noon of the day before the business meeting (2 p.m. Thursday at this convention).

Meanwhile, at the FCC the flow of communications from citizens hardly abated. The tide continued to run heavily in protest against the pay-tv idea. As volume 40 was filled, oppositions to pay tv were understood to be now running 6-1 against the letters in favor of the toll-tv idea.

It was estimated, by an unofficial source, that as of May 23 the grand total stood 10,000 in favor of pay tv and 5,000 opposed. The mail in the first weeks following the Commission's call for comments (due June 9) was overwhelmingly in favor of toll tv.



MARTIN UMANSKY of KAKE-TV Wichita, Kan., is presented with the Stetson Hat Certificate he won in the drawings held daily during the NARTB convention by Television Programs of America Inc. Making the presentation is Kurt Blumberg (r), TPA assistant vice president.

NARTB Not Against Pay-Tv as Such: Fellows

NARTB does not oppose pay-to-see television but it's not going to sit idly by while attempts are made to take away some of tv's frequencies for a paid service [B•T INTERVIEW, May 2], President Harold E. Fellows said Wednesday in addressing the annual convention.

He suggested the association may find it necessary to join the ballyhoo parade if public-pressure campaigns continue.

Mr. Fellows stated his views on subscription tv this way:

"There have been some conclusions drawn by trade papers, and by the general press, that your Convention Committee deliberately is avoiding any discussion of the various proposals of the pay-as-you-see television proponents. It has been suggested, too, in print, that the association has taken an official position opposing toll television. I'd like the record to be straight on both of these points.

"The FCC has asked interested parties to file comments on petitions relating to toll television now pending before the Commission. There are times when it is not prudent, or for that matter fair, to try the issues in public before they have been considered by the established federal authority in the matter.

"I realize that there are others, some among the proponents, who believe otherwise, and think that we should engage in some sort of gripping struggle on this subject here and now. If the matter comes to such an impasse at some time in the future, where the interests of the public require that the association must retain various public relations and legal counselors in order to inform the public on an organized basis, I'm sure the Television Board will consider such action.

"At the present time, however, the association is directing its attention only to the petition before the Commission, and our position has been made eminently clear, although variously misinterpreted by some observers. The association has not said that it is against subscription television; the association has said that it is opposed to any form of subscription television which, through the use of channels allocated for free television, will jeopardize the right of

WILKES-BARRE GOES FOR ROMERO... AND HOW!

Cesar Romero, starring in Passport to Danger, is as "hot" in Wilkes-Barre as he is in other cities, with a 16.9 rating plus 39.7% share-of-audience (source: ARB, Feb. 1955) And here are more ARB ratings:

SAN ANTONIO	26.1	56.4% share
MILWAUKEE	34.3	64.6% share
CINCINNATI	25.6	48.2% share
JACKSONVILLE	37.0	86.7% share

Advertisers go for Romero, too! No wonder: he's big "box office," and what's more, you can build exciting promotions around his name. Call us and check on your market.

CESAR ROMERO, starring in . . .

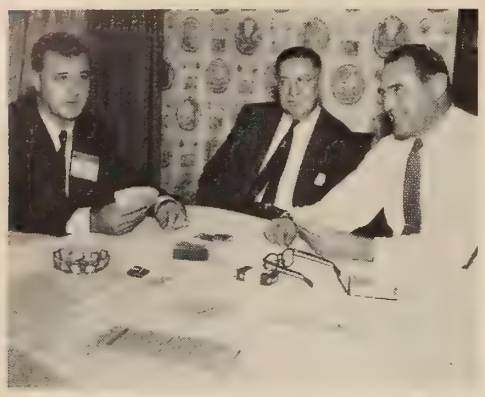


PASSPORT TO DANGER

produced by Hal Roach, Jr.

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO · ATLANTA · DALLAS · HOLLYWOOD



THIS GAME of gin, for matchsticks of course, is being played by Jack Harris (l), KPRC-TV Houston, and Ed Voynow, Edward Petry & Co., Chicago, and kibitzed by Ed Whitlock, WRNL Richmond, Va.

ADVERTISERS ATTEST RADIO'S POWER; RAB UNVEILS NEW SALES PRESENTATION

RAB's President Sweeney, Board Chairman Baudino, a national advertiser and two big retailers present details on radio's growth, its low cost, its special applications and what RAB is doing and intends to do in increasing radio's take from advertising totals.

THE MAGNITUDE of radio's selling power was delineated to delegates at the RAB portion of the NARTB convention last week, with advertisers' personal testimonials to prove it.

Three executives representing businesses differing widely in size and nature spelled out how radio has boosted their sales and recognition. On top of this, RAB President Kevin B. Sweeney put on a new slide presentation—to be used in selling radio to advertisers—to show that radio is "the biggest, fastest growing, most changed and America's newest advertising medium."

Mr. Sweeney also reported that the estimate to be released shortly by the networks will place the number of working-order radio sets in the U. S. at 117 million.

Opening the Wednesday afternoon session, Joseph E. Baudino of Westinghouse Broadcasting Co., RAB board chairman, pointed out that since Jan. 1 RAB has sold 19 national advertisers, who formerly spent their money in print or television, on use of the aural medium.

"Many of these commitments are small and in the nature of tests but none would have happened if RAB on behalf of the radio broadcasting industry did not have five full-time men devoting their efforts to reaching advertisers at the decision level with thorough-going presentations not alone on the radio medium but on how the advertiser can profitably use the medium," Mr. Baudino said.

He also reminded delegates that in the past 30 days "RAB has made two momentous assaults on two citadels that have resisted us for so many years"—the automobile and the radio set manufacturing industries. The set industry, he pointed out, launched last week a nationwide test "that can well bring radio broadcasters $2 million in additional revenue next year." And "unless there are no automobiles being made in Detroit this summer," car makers and dealers will spend "many hundreds of thousands of dollars" that they wouldn't have put into radio if RAB hadn't sold them on the plan.

Despite "substantial progress in the national field," Mr. Baudino continued, RAB's "real strides have been made in showing broadcasters how to cut themselves a far larger slice of the more than $4 billion that is spent annually at the local level."

Next Year: Double

He called attention to a brochure, distributed at the meeting, blueprinting a million-dollar RAB and said the budget increase to $1 million annually, "which we expect by this time next year," will permit a doubling of the bureau's activities. RAB's operation this year is at the $720,000 to $750,000 level.

Proof of radio's high advertising effectiveness was attested in speeches by Emanuel Katz, president of Doeskin Products; Gailord Zink of Zink's Supermarket in Washington County, Ind., and Irvin Feld, operator of four Super Music stores and a variety of theatrical enterprises in Washington.

The president of Doeskin, makers of household paper products and sponsor of Dr. Norman Vincent Peale on NBC Radio, told the group that "we made headlines when we switched from television to radio advertising. But if our experiences carry any considerable significance —and some hundreds of thousands of advertising dollars successfully invested carry weight even in this age of multi-million dollar budgets —then before too long, a switch to radio such as we have made will no longer be *news*worthy. It will only be *profit*-worthy."

Sketching the merchandising and promotion Doeskin employs in connection with the Peale program, Mr. Katz said:

"In television, even with an annual budget of $600,000, we were small fry. In radio, we are big-timers. We don't *share* a program. We *own* a program. We are not on for two-and-one-half minutes of commercial time a week. We have *five times* that amount of commercial time a week.

"We see to it that these basics are promoted constantly to our sales force, to our wholesalers, our wholesale salesmen, and to the retailer.

"If Dr. Peale delivered precisely the same message on a television program, there would be little gain. Radio is the perfect medium for him. Moreover, we have every reason to believe that a *substantial* amount of television programming is not *viewed*—it is only *listened* to. We think this is especially true of *daytime* television."

Mr. Katz said he was not trying to say that either radio or tv is a better advertising medium than the other, but, rather, that "under certain



REPRESENTATIVES from station, agency and national representative fields got together for this well-rounded confab. L to r: Ned Midgeley, Ted Bates, New York; Carroll Layman, Harrington, Righter & Parsons, Chicago; John Norton, WMTW (TV) Poland Spring, Me.; Turk Righter, HR&P; Ed Small, Ted Bates; John Crandall, McCann-Erickson, New York, and Jack Harrington, HR&P, New York.

the public to receive a full, free service. Meanwhile, any implication that free television cannot provide a fully acceptable program service for every home in the nation must be measured against the remarkable growth of the medium—in its product and in its acceptance—over the last decade.

"One of these, incidentally, who has been most articulate in his critiques on commercial television, is the syndicated columnist John Crosby. I commend to your attention his article in last week's *Collier's* magazine, in which he makes certain remarkable predictions about the growth of free television in this country.

"Now, if in respect to this most controversial and interesting subject, I have said anything that would indicate a disposition on the part of the association to stand in the way of the general public's ultimate demand, permit me to retract it now. Such has not been my intention. For the truth is that in all such matters, and despite the respective beliefs of all participants to the issue, the public will make the final decision."



PRINCIPAL SPEAKERS of the Radio Advertising Bureau portion of Radio Day at the convention were (l to r): Kevin B. Sweeney, president of RAB; Irvin Field, owner of Super Music Enterprises, Washington, D. C.; Gailor Zink, owner of Zink's Supermarket, Salem, Ind.; Emanuel Katz, president of Doeskin Products, and Joseph E. Baudino, Westinghouse Broadcasting Co. and RAB chairman of the board.

circumstances, radio can actually be a better media for a specific advertiser."

For Doeskin, he said, "the statistics prove beyond dispute that in radio we are getting greater consumer impact and trade impact for our advertising dollar than we were able to get on television," and "our sales results to date provide the final clincher—they have been excellent."

He also paid tribute to the promotional cooperation given the program by NBC and by *Look* magazine, which carries a column by Dr. Peale regularly.

Mr. Katz wound up his talk with an attack on what he called Attorney General Herbert Brownell's "campaign to kill fair trade." He predicted that neither this "campaign" nor the "effort to torpedo the advertising agency commission system" will be successful.

But he warned broadcasters that "a substantial percentage of your total advertising revenue in radio and television comes from advertisers whose lines are fair traded. If all price controls are removed, it is inevitable that many of these advertisers will be compelled to cut their advertising budgets."

Mr. Zink, who said he uses radio extensively, a portion of a page in a local shopping guide every other week, and newspapers not at all, cited numerous cases in which radio has sold for his rural store—seven tons of potatoes sold in a single day, for instance, and 160 picnic hams sold in 14 hours from a single radio announcement.

Wild About Advertising

He said he started using radio—Don H. Martin's WSLM Salem, Ind.—on a small scale and, with continuing success, expanded to a point where "people say I'm wild about advertising."

"To put it mildly," he said, "I'm sold on radio advertising. If any of you have any trouble selling radio to grocery stores, I'll be honored if you wish to use me as testimony that radio is doing a good selling job."

Mr. Feld, who with his brother Israel owns a $2 million-a-year business, said they started with $50 worth of announcements a week 14 years ago. Entering business with a drug store, they have expanded into numerous other lines—and their radio advertising, credited with a major role in the growth, moved past the $100,000-a-year mark in 1954.

Mr. Feld detailed how the "Super" enterprises used radio to sell 5,000 phonograph records in a single day; how they sold 5,000 "Hear It Now" record albums at $7.50 apiece after three playings on radio, and, among other successes, how radio helped fill Washington's Constitution Hall for one performance and packed Griffith Stadium for others. The Felds' Super Music Enterprises now buys eight hours of programming a week, plus 72 announcements.

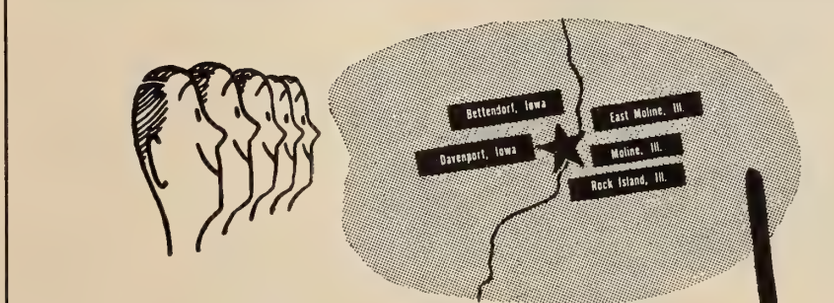
The new slide presentation shown by Mr. Sweeney emphasized the "essential" nature of radio in a "big, sound advertising plan that a national brand can afford." It stressed radio's expansion to a total of approximately 115 million working-order sets—117 million in the networks' upcoming new estimate, according to Mr. Sweeney, who estimated the number of automobile sets alone would reach 33 million by the end of this year—and showed that the aural medium is giving the national advertiser a means of making a "big" impression for a few hundred thousand dollars.

Mr. Sweeney showed spot radio budgets for 50 markets permitting four heavy saturation campaigns a year for $200,000 and a 70-market campaign "insuring complete dominance of areas representing 56% of all U. S. sales seven times annually for only $400,000."

In network radio, it was pointed out, the "multiple program campaign" has brought "complete coverage of the U. S. six times every month to the $100,000 advertiser and makes possible campaigns creating 15.6 million home impressions per week every month for only $250,000."

Assuming the $1-million-a-year budget for operation of RAB is reached, according to the brochure distributed to delegates, the national sales staff which now consists of five full-time salesmen making 300 presentations a month will be enlarged to 12 men who can make 800-900 presentations a month; the bureau's sales committee drive among local advertisers will be expanded almost three times; research will be expanded at least 50%, and national-level promotion will be increased at least 100%.

What does it take to reach the $1 million budget? The brochure explained it thus: Present members continuing on the adjusted rate structure, and the signing of 100 new station members.



The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market

WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.

WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . . a market with money in its pockets . . . a market blanketed by WOC.

Basic NBC Affiliate



WOC
5,000 W 1420 Kc

The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.

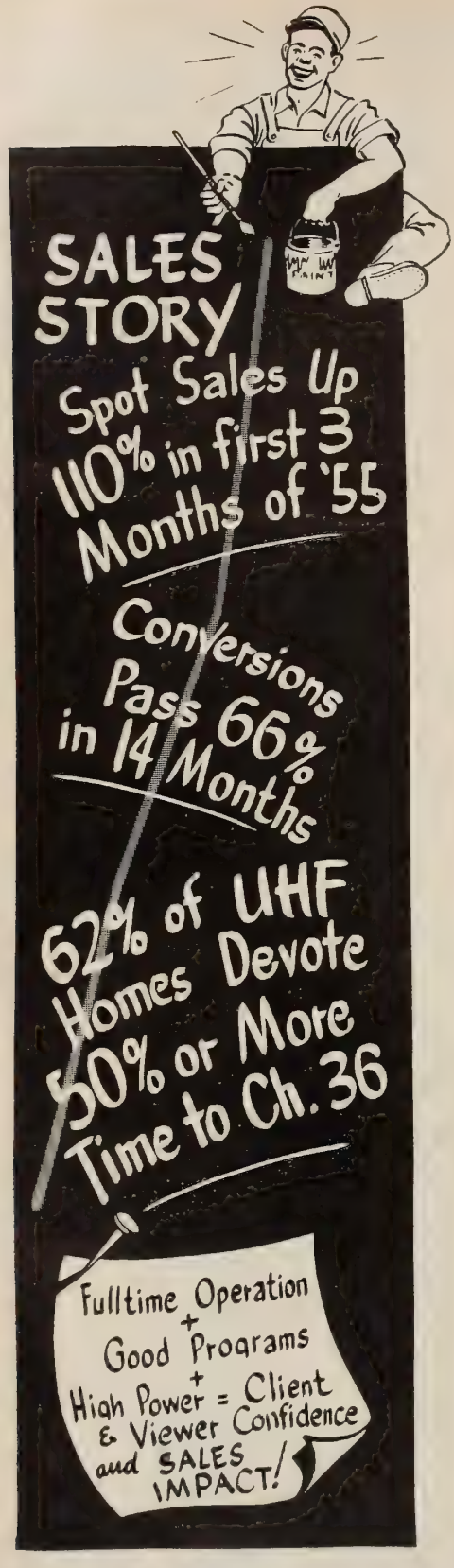
Select WOC for successful sales and campaigns.

Get the facts from your nearest F & P office . . . or from WOC direct.



Col. B. J. Palmer, President
Ernest C. Sanders, Manager

WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives



DEC JAN FEB MAR

NBC ABC DUMONT

WJHP-TV

Channel 36

JACKSONVILLE, FLORIDA

CONGRESSIONAL SENTIMENT GROWING FOR MORE RADIO-TV CURBS—PRIEST

House Interstate and Foreign Commerce Committee chairman tells convention that present Congress may not be as lenient with the industry as it was when the Communications Act was first written. 'Prove by your deeds,' he advises broadcasters, that the law 'should be left intact.'

A WARNING that sentiment for "more regulation of the broadcasting industry" is on the rise in Congress was delivered to the NARTB convention last Tuesday by Rep. J. Percy Priest (D-Tenn.), chairman of the House Interstate and Foreign Commerce Committee.

Speaking "as one member of a family would speak to other members," he told the broadcasters that constituents' pressures upon their legislators are such that "if Congress were confronted today anew with the problem of writing a broadcast law designed to safeguard the public interest, it is questionable whether you, the broadcasters, would be successful in persuading the Congress to give you the same degree of freedom that Congress gave you in 1927 and again in 1934 [Communications Act]."

Rep. Priest admonished broadcasters that "those of you who believe in free broadcasting will have to prove by your deeds" that the principles of freedom written into the broadcast law in the industry's infancy "should be left intact" today.

Mr. Priest cautioned that "the dead hand of government regulation can well become the most important impediment to progress and initiative. It is in the nature of regulation that it is negative. Regulation can never be a substitute for the initiative that must be exercised by broadcasters if broadcasting is to remain a vigorous and dynamic medium of communications." He continued:

"It is my sincere hope that the broadcasters to whom our people have given an important trust will be conscientious and foresighted in the administration of this trust. If the feeling should grow stronger among members of Congress that the broadcasters are abdicating more and more of their responsibilities to networks—and I have no quarrel with networks whatsoever—or to advertising agencies or advertisers (and I have no quarrel with advertising agencies or advertisers, either), then the demand will grow for a modification or repeal of the charter of freedom which was granted to broadcasters.

". . . It is my sincere hope that the American people and their elected representatives will have sound reasons for insisting that broadcasting be left free. I pledge you my full cooperation toward that end."

He quoted from letters and inquiries received by his committee which he said "reflect a strong undercurrent of feeling that something may be amiss with our broadcast law." A question which bobs up repeatedly from congressmen, he said is "Why doesn't the Commission do something about this or that—the Commission is supposed to regulate broadcasting, isn't it?"

"These members," Mr. Priest said, "usually are greatly surprised when I point out to them that the broadcast provisions of the Federal Communications Act provide for free broadcasting substantially unfettered by government regulation."

This answer satisfies some congressmen, he said, but others sometimes "feel strongly enough to introduce a bill to grant new powers to the Commission." Among pending bills he cited the one introduced by Rep. Carl Hinshaw (D-Calif.) to empower FCC to regulate the fees that may be charged by subscription broadcasters and one by Rep. John Heselton (R-Mass.) to give the Commission power to regulate the amount of radio and tv program time which may be devoted to advertising.

Public complaints listed by Mr. Priest included protests against closed-circuit telecasting of boxing bouts to theatres and theatres charging "three to five times" their regular prices for admission, some letter writer feeling that subscription tv would be more desirable; misleading advertising; triple and quadruple spotting of commercials; programs of violence during children's watching hours, and networks' "bumping" of programs out of their accustomed time spots and, sometimes, off a network entirely.

Congressmen want to know, Mr. Priest said, whether a network should "have the power to say what manufacturer may sponsor what program at what time"—whether a network might not in this way "try to help out a competing manufacturer by eliminating the successful advertising of the first manufacturer."

Another problem, he indicated, lies in the question of how many networks may survive. He quoted FCC Chairman George C. McConnaughey as saying he thought a third network will have an excellent chance.

Congress needs "the expert advice of the Commission if the Congress is to take a good hard second look before legislating with regard to broadcast problems," Rep. Priest said.

Accordingly, he said, "I believe you, the broadcasters, in your own enlightened self-interest will want to insist that the Commission should be strong and forthright so that it will be able to provide the Congress with honest and informed expert advice on how the public interest may best be protected, be it in the field of networks, uhf, clear channels, color television, or other important aspects of broadcasting."

Radio 'Clean' But Modest, Vadeboncoeur Tells Group

RADIO's code record is the "cleanest and most conscientious" of any advertising medium in the country but it has failed to inform the public of the high standards it practices, E. R. Vadeboncoeur, president of WSYR Syracuse, N. Y., asserted last Wednesday before a Radio Day meeting of convention delegates.

He declared the 18-year-old NARTB Radio Standards of Practice is a "spirit without a body" and urged that broadcasters give it a "body visible to the American people." There are millions of people who do not realize radio has a code, he charged.

Mr. Vadeboncoeur suggested that the Radio Standards of Practice be given a "symbol in sound to be heard from thousands of fine radio stations every day. . . . Whether this symbol be ten seconds, or five seconds, or even two seconds, let the words be spoken by the most magnificent voice and dictions we can find in all the world." This would serve as a reminder to those who may forget that radio "dwells on the highest plane of integrity of any medium of mass communications on earth," he concluded.



DISCUSSING the new DuMont Vitascan equipment at the DuMont exhibit are (l to r): Lewis Radford Jr., DuMont representative; Irving Rosenberg, DuMont vice president; Dr. Allen B. DuMont, and Robert Kessler, manager, DuMont Communication Products Div.

TV SUPREME SALESMAN IN STUDIES SHOWN AT FIRST TVB CONVENTION

TvB President Treyz presents filmed study showing tv influenced 54% of supermarket dollars in five-city survey; second survey shows national market potential for sudsless detergents, outlining tv spot campaign at $1.37 per thousand.

NEW STUDIES to demonstrate the supremacy of television among advertising media were unveiled by Television Bureau of Advertising (TvB) last Thursday as the young tv sales organization held its first convention as part of the NARTB convention.

In a film presented by TvB President Oliver Treyz, a special "after-purchase" survey was shown to have found that tv was credited by shoppers in supermarkets in five cities with having influenced the purchase of 54% of the dollars they had just spent—six times as much as radio, five times newspapers, two times national magazines.

Another study reported in the same film showed the size of the national market potential for sudsless detergents—and put the cost of reaching this market via a spot campaign on TvB member stations at $1.37 per thousand homes.

Television, Mr. Treyz said, is the greatest "catalyst" to bring buyer and product together and produce "the greatest of all economic miracles—the sale."

Another highlight of the meeting was the appearance of Tom Christensen, advertising director of Philip Morris, who told the tv station operators that "we've been with television for a long time and we expect to be with it for a long time to come."

Referring to PM's decision to drop *I Love Lucy*—about which the print media have made much—Mr. Christensen said that his company, like a fast-ball pitcher who occasionally throws a change-of-pace, is merely "changing-up." Situations have changed, he said, and the Philip Morris company feels it must use all media in the most effective way in light of those changes.

Philip Morris will use network as well as spot television, he said, but pointed out that a corporate "franchise in spot tv seems to offer the flexibility we need right now." He tipped his hat to TvB for helping show the company how such a spot franchise could be established, and quickly.

His company shares confidence in television and wants to participate in it "for our mutual benefit," he told the broadcasters.

Richard A. Moore of KTTV (TV) Los Angeles, who with Clair R. McCollough of the Steinman Stations is co-chairman of the board of TvB, presided over the session and stressed the need for an organization such as TvB to sell advertisers on putting more money into television.

He pointed out that the total annual advertising expenditure in the U.S. has grown from $3-plus billion in 1946 to an estimated $9 billion for 1955, but that only $1 billion of the gain has gone to television. If TvB can boost total tv revenues by 10% in the next 12 months—"and we think it can," he said—the increase would amount to $100 million.

Both Mr. Moore and TvB Station Relations Director Norman E. (Pete) Cash urged nonmember stations to join the organization promptly. Mr. Cash pointed out that membership, which stood at 133 as of May 16, had reached a total of 143 by the time the convention meeting opened.

The first year's budget of $400,000 has now been attained, Mr. Cash said (pointing out that the newspapers' Bureau of Advertising operates under a $1.7 million budget). From here on, it was pointed out, TvB's value to the television industry will "grow in geometric proportion to its financial growth. . . . Each new dollar will go directly to the financing of a new selling project and/or the hiring of new salesmen."

President Treyz noted that TvB's "selling

STARTING
JULY 4
ON KWTV
"MILLION DOLLAR MOVIES"
GENERAL TELERADIO SERIES
10 P. M.
MON. THRU FRI.
FIRST TIME IN OKLAHOMA
ONE MINUTES AVAILABLE
ACT NOW
PARTICIPATIONS LIMITED
CALL AVERY-KNODEL
ASK FOR BROCHURE!
CHANNEL 9
KWTV
OKLAHOMA CITY
CBS

phase" already has been expanded and that the "promotional phase" will be launched July 1, with the first mailing of sales aids to member stations on June 15.

The film, which will be used in selling advertisers on the values of television, traced the rapid growth of tv and its hold upon the public. The average set works 40 hours a week, Mr. Treyz said, calling it the most effective and first true "selling machine" available to advertisers.

While newspaper milline rates have gone up around 34% and rates for black-and-white pages in national magazines have increased by more than 30%, he noted, television's cost per thousand homes delivered has gone down by more than 37% in recent years.

The "after-purchase" survey results shown in the film were taken from a study conducted by the Institute of Mass Motivation under the direction of Dr. Ernest Dichter, widely known psychologist. In stores in five cities—Syracuse, Tarrytown and Peekskill, N. Y., Fresno and a suburb of Los Angeles—shoppers were asked. after completing their purchases, to put the items into separate bins according to whether they thought it was tv, radio, magazines or newspapers that led them to buy each one.

563 shoppers were thus surveyed. Count of the bins showed radio was given credit for leading to the purchase of 386 packages representing an expenditure of $116.42; newspapers, 540 packages ($160.10 worth); magazines, 1,157 packages worth $393.97, and television, 1,772 packages worth $788.55. Tv, in terms of dollars, was more than the three other media combined.

A further breakdown was made in the Peekskill and Syracuse studies. The following table shows what portion of each $100 expenditure was attributed to each of the media:

	OUT OF $100 EXPENDITURE			
Product Category	Magazines	Radio	Newspapers	Television
Soaps and cleansers	19	10	7	64
Canned fruits and vegetables	43	4	18	35
Condiments	48	8	9	35
Dairy products	20	18	13	49

In addition to leading in three of these five categories, televison was on top in nine of the next ten categories studied, the report showed. In the cigarette field it was credited with bringing in $77 of every $100 spent.

The other study, dealing with the automatic washing machine field, was made by A. C. Nielsen Co. It showed 1.9 million families do their laundering by hand; 4.4 million use commercial laundries; 2.2 million use "outside" laundromats, and 0.9 million use the machine supplied by their landlords. Altogether, it was found, one-third of the homes (or 15.1 million) have automatic washing machines.



MR. & MRS. C. Bruce McConnell, WISH-TV Indianapolis, were caught for a moment in the hall as they were making their way to convention exhibits.

Of these, more housewives (45%) are in the 16-34 age group than in any other—a significant factor to tv, it was pointed out, since it was found that young people watch television more, while time spent with print media increases in the higher age brackets—and 41% have three to four members in the family while 39% have five or more.

Taking the TvB membership list of 126 stations at the time of the survey, Mr. Treyz computed that a schedule of two announcements per station per day, Monday through Friday, would deliver 14 million different homes in a week at $57,600, or $1.37 per thousand.

CCBS Re-affirms Stand On Daytime Skywave Issue

POSITION of Clear Channel Broadcasting Service on FCC's daytime skywave proposal and other policy matters was re-affirmed Monday at the CCBS annual meeting held in conjunction with the NARTB convention. Some 35 representatives from U. S. clear channel outlets heard Director Hollis M. Seavey report on allocation negotiations with Mexico, expected to resume in Washington this July.

With President Harold Hough of WBAP Fort Worth presiding in the absence of Board Chairman Edwin W. Craig of WSM Nashville, the CCBS group learned that the daytime broadcasters have amended their petition before FCC (which seeks uniform sign on and off times) so as to exclude those Class II stations operating on clear channels. CCBS indicated it would not oppose efforts of the Class IV stations to increase power to 1 kw.

Mr. Seavey related efforts of the organization during the past year in the FCC daytime skywave case to point up weaknesses of the Commission proposal. Although CCBS agrees with FCC's intent to give added protection to Class 1-A stations from daytime skywave interference caused at sunrise and sunset by secondary stations, it is opposed to FCC's plan of transitional operation for the secondary stations. CCBS claims the clear channel stations won't get the protection intended, but rather will suffer greater interference at the critical hours.

Public Service Exhibit Held at Shoreham Wednesday

PUBLIC SERVICE advertising was the theme of the Special Projects Exhibit in the Shoreham Hotel's Exhibit Hall, Washington, where a government reception was held Wednesday evening. The project was sponsored jointly by NARTB and the Advertising Council.

The exhibit highlighted the work and problems of government agencies and non-profit welfare organizations, especially in their use of radio and tv to inform the public and enlist its support.

Pointing out that Americans prefer to solve their problems voluntarily, NARTB President Harold E. Fellows said the exhibit's theme, "The highest distinction is service to others," stresses the role of radio and tv and advertising agencies in fulfilling this responsibility.

A preview of the Special Projects Exhibit was held Monday evening.

The following organizations and government agencies were represented in the special projects exhibits:

American Cancer Society Inc.; American Diabetes Association Inc.; American Education Week; American Hearing Society; American Heart Association; The American National Red Cross; Arthritis & Rheumatism Foundation; Big Brothers of America Inc.; Boys' Clubs of America; Boy Scouts of America; Camp Fire Girls Inc.; CARE.

Committee on Careers in Nursing; Common Council for American Unity; Crusade for Freedom; Engineering Manpower Commission; Federal Civil Defense Administration; 4-H Clubs; Girl Scouts of the U.S.A.; The Ground Observer Corps.; The National Association for Mental Health; The National Citizens Commission for Public Schools; The National Citizens Committee for Educational Television.

National Conference of Christians & Jews; National Fire Protection Association; National Foundation for Infantile Paralysis; National Guard Bureau; National Safety Council; The National Society for Crippled Children and Adults, Inc.; National Society for the Prevention of Blindness; National Tuberculosis Association; President's Committee on Employment of the Physically Handicapped; Religion in American Life.

United Cerebral Palsy; United Community Campaigns; United Negro College Fund; United Service Organizations; U. S. Coast Guard; U. S. Committee for United Nations Day; U. S. Department of Defense (Army, Navy & Air Force); U. S. Forest Service; U. S. Information Agency; U. S. Marine Corps; U. S. Treasury Department.

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MAGNUSON HEARINGS TO BEGIN BY AUGUST

Senate Commerce Committee chairman says hearings will open at the end of this session of Congress. But radio-tv will not be a 'whipping boy,' he tells NARTB luncheon.

RADIO and television will be "studied" by the Senate Interstate & Foreign Commerce Committee after Congress takes a recess this summer but the industry will not be a "whipping boy," Chairman Warren G. Magnuson (D-Wash.), told the NARTB Thursday luncheon in Washington.

Hearings, expected to begin soon after the first session of the 84th Congress ends sometime between mid-July and mid-August, will open with the FCC as the first witness.

A last-minute addition to the final day program, Chairman Magnuson summed up the committee's purpose this way, "Out of it I want to see the industry develop further, the listener to get still better programs more conveniently."

Chairman Magnuson said the committee "will not set out to prove anybody bad, or too virtuous." Rather, he said, "I hope that as a result of what we do, this industry can grow in the public interest under the tent of free enterprise and not public control."

Flatly stating his position on American broadcasting, he said, "All of us believe in the free enterprise system, in the system of competition and the freedom of economic opportunity. I also believe that in the hands of your government rests an obligation to maintain that balance so that the individual loses none of his rights in either case."

Items to Be Studied

The committee will look at the state of competition in the industry, he said, and will point out any artificial roadblocks if the study should uncover them. "Of course, we're interested, too, in the availability of programming, in the affiliation practices of the networks, and only yesterday the FCC asked the [Senate Appropriations] committee for more funds to conduct its own study," he said, adding, "I hope there will be such a study" (see story page 97). He said the network phase will go into relationships of networks with their affiliates and the position of individual licensees.

Chairman Magnuson said the uhf question concerns the committee deeply, stating "most of the sets in the homes of the nation today cannot receive uhf." He recalled a meeting with set manufacturers and an agreement that the excise tax should be lifted on receivers [B•T, May 2]. He said he had urged Sen. Harry Byrd (D-Va.), chairman of the Senate Finance Committee, to take early action on legislation to repeal the excise tax on tv sets, feeling this will overcome one of the obstacles to uhf development.

Delay in getting the committee study underway, he said, is due to the need of deciding who to call, what questions to ask and "what answers should be had so that conclusions can be drawn and if legislation should be needed." He added this should be done "in a sane, sensible and fair way—we don't want to go off on any tangents."

The committee will reappraise the FCC's allocation plan, he said, calling in the best engineering talent available. "This is part of our program that is now underway," he said. "Undoubtedly, out of this engineering study will come more of the foundation for the hearings to be held later."

The original text of Chairman Magnuson's remarks had used the term "investigation" repeatedly but this was changed to "study." He said many of the industry's complex problems can be traced to its tremendous growth in a short time. "We shall try to serve the industry for in the long run we shall try to serve the public interest first."

Industry Is Trustee Of Freedom—Dr. Peale

AMERICAN broadcasters, whose convention "has more potential power than any group in the United States, including Capitol Hill," are serving as "trustees of free civilization," Rev. Dr. Norman Vincent Peale, pastor of Marble Collegiate Church, New York, told the NARTB meeting Thursday.

"The people have the right to listen and see every political convention, acts of Congress—any public proceeding with which the people are concerned," Dr. Peale said. "If it's the truth, the people will know it. If it's a lie, they will know it." He warned broadcasters of the danger of "highly organized groups" because they can also become "highly disorganized," and suggested "studio tension" was a problem deserving industry attention.

Radio and tv were credited by Dr. Peale with "the great religious revival that is sweeping the United States." Churches are crowded, having two or more services a Sunday, he said, adding, "This is due in a very large degree to the fact you allow us to go into homes with the gospel. I hail you as fellow evangelists in the name of God."

Broadcaster, telecaster and periodical writer, Dr. Peale recalled the early history of the nation and the influence of books such as the Bible, McGuffey's Reader and the Alger books. "If the American people are to have ideals, they must get them out of the television set," he said. His favorite program, he said, is *Roy Rogers*, which he watches before his Sunday evening sermon. He pointed out that "the crook always comes to a bad end."

As to the American system of broadcasting, he said, "There's nothing wrong with profit, or free enterprise." He paid tribute to FCC Chairman George C. McConnaughey.

NATRFD Information Unit Set For Farm Broadcasting Jobs

AN INFORMATION and job-clearing bureau has been established by the National Assn. of Television & Radio Farm Directors, Donald A. Tuttle, farm director, WGY Schenectady, N. Y., and chairman of the newly-created NATRFD Professional Guidance Committee, has announced.

The main duty of the committee is to provide a central meeting ground for farm broadcasters seeking new jobs and for stations looking for such personnel. Another phase of the committee's work deals with disseminating information about the work of the NATRFD and the field of farm broadcasting in general.

Mr. Tuttle also plans, where requested to do so, to arrange for farm broadcasters to address classes in veterinary schools around the country and to provide speakers for schools which offer radio courses and where questions on farm broadcasting might be under discussion.

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HIGGINS AGAIN CAPTURES B•T TROPHY

Fashions gross 73 in downpour at Goose Creek Country Club for his fourth silver cup in eight years. Vice President Richard Nixon presents B•T trophies to winners.

WHEN Vice President Richard E. Nixon awarded Joe Higgins, WTHI Terre Haute, Ind., the B•T silver trophy for low gross honors in the annual NARTB-B•T golf tournament, held May 22 at Goose Creek Country Club, Va., he expressed the sentiments of 94 radio-tv golfers by saying: "Mr. Higgins should join the touring pros if he can continue to shoot par golf under such adverse weather conditions."

The 73 gross score Mr. Higgins carded during a day of torrential rain, earned him his fourth silver B•T trophy, emblematic of the radio-tv golfing championship. He was first in 1948, 1950 and 1954.

Utilizing a maximum 30 handicap in the blind bogey tournament, Marshall Pengra, KLTV (TV) Tyler, Tex., won low net honors with a 59. He, too, was awarded a silver B•T cup by Vice President Nixon.

Second low gross honors went to Eddie Gallaher, WTOP Washington, with a 77. James Firmin, WMOK Metropolis, Ill., Wally Cochran, RCA Thesaurus, Atlanta, Ga., and Les Rawlins, KDKA Pittsburgh, Pa., shot 78's to tie for third low gross.

Low net second place went to Ernest (Dutch) Lackey, WHOP Hopkinsville, Ky., who scored a 60. Third low net honors were divided between Merrill Lindsay, WSOY Decatur, Ill., and Howard Schellenberg of O'Laughin & Schellenberg, Washington attorneys. The scores:

	Gross	Handicap	Net
E. W. Allen, FCC, Washington	113	27	86
Sherman Adler, NBC New York	9 holes, no score		
Gene Archer, NBC Washington	87	18	69
R. M. Allerton, NARTB Washington	105	30	75
Dick Bates, WGAN-TV Portland, Me.	91	12	79
Robert Burrow, WDAN Danville, Ill.	81	12	69
T. K. Barton, KARK Little Rock	82	12	70
Paul Brandt, WCEN Mt. Pleasant, Mich.	89	15	74
Orville Burda, WDIX Dickenson, S. D.	109	30	79
George Bolling, Bolling Co., New York	82	12	70
Walter Brown, WSPA Spartanburg	90	21	69
Sterling Beeson, Headley-Reed, New York	100	30	70
Hugh Boice, WEMP Milwaukee	92	18	74
Harry Burke, KFAB Omaha	100	30	70
Hart Cowperthwaite, FCC, Washington	89	15	74
Charles Caley, WMBD Peoria	91	15	76
Wally Cochran, RCA Thesaurus, Atlanta	78	9	69
Grover Cobb, KVGB Great Bend	89	12	77
George Dorsey, WRC Washington	83	9	74
John C. Doerfer, FCC, Washington	86	6	80
Ernie Dallier, KTVH (TV) Wichita	92	18	74
Nat Donato, ABC Film, New York	90	18	72
Russ Eagan, Kirkland, Fleming, Green, Martin & Ellis, Washington	79	9	70
Max Everett, Everett-McKinney, New York	89	15	74
F. E. ("Fitz") Fitzsimmonds, KFYR Bismarck	102	30	72
Millard French, FCC, Washington	144	30	114
Frank Fletcher, Spearman-Roberson, Washington	106	30	76
Horace Fitzpatrick, WSLS Roanoke	100	24	76
Dick Fairbanks, WIBC Indianapolis	103	30	73
Jim Firman, WMOK Metropolis, Ill.	78	0	78
Charles Goudy, FCC, Washington	85	12	73
Joe Goodfellow, WRC Washington	83	9	74
Eddie Gallaher, WTOP Washington	77	0	77
Fred Houwink, WMAL Washington	85	10	75
John Henzel, WHDL Olean, N. Y.	9 holes	44	
Joe Higgins, WTHI Terre Haute	73	0	73
Paul Hancock, NBC New York	92	18	74
Andy Jarema, WKOP Binghamton	84	6	78
Gene Kelly, KCRA Sacramento	9 holes	44	
Ed Klym, WJAC Johnstown, Pa.	9 holes	59	
Ernest Lackey, WHOP Hopkinsville, Ky.	84	24	60
Robert E. Lee, FCC, Washington	129	30	99
Maury Long, B•T, Washington	80	9	71
Bob Lambe, WTAR Norfolk	95	18	77
Chuck Lanphier, WTVW (TV) Milwaukee	97	30	67
Merrill Lindsay, WSOY Decatur, Ill.	83	21	62
Fred Methot, INS, New York	109	30	79
Paul Monroe (unaffiliated)	91	27	64
Watters Milbourne, WCAO Baltimore	100	30	70
Fred Miller, FCC, Washington	99	30	69
Alden Murphy, WRC Washington	81	15	66
Shawn Murphy, WTVP (TV) Decatur, Ill.	88	15	73
Bill Maillefert, Edward Petry Co., New York	94	18	76
Jack Nedell, WGBI Scranton	85	3	82
Marty Nierman, Edward Petry Co., New York	9 holes	49	
Len Nasman, (unaffiliated)	98	21	77
Al Powley, WMAL Washington	86	15	71
Jerry Padberg, FCC, Washington	107	30	77
Frank Pellegrin, H-R, New York	81	6	75
Marshall Pengra, KLTV (TV) Tyler, Tex.	89	30	59
Bob Rosencrans, Box Office Television, New York	80	9	71
Les Rawlins, KDKA Pittsburgh	78	9	69
Bob Rawson, KDKA Pittsburgh	82	12	70
Paul Raibourn, Paramount Television Productions, New York	94	18	76
Paul Raymer, Paul Raymer Co., New York	109	30	79
Frank Roberson, Spearman & Roberson, Washington	98	30	68
Andy Ring, A. D. Ring & Associates, Washington	100	30	70
Jim Richdale, KOTV (TV) Tulsa	86	9	77
Mort Robbins, WJAC Johnstown, Pa.	9 holes	58	
Bud Rogers, WSAZ-AM-TV Huntington	9 holes	50	
Al Schrott, WJAC Johnstown, Pa.	no score reported		
Lou Smith, Edward Petry Co., Chicago	80	6	74
Earl Stanley, Dow, Lohnes & Albertson, Washington	113	30	83
Dick Swift, Bolling Co., New York	94	24	70



RICHARD G. BLAINE, Raymond Spector Co., New York, with a natural eye for the camera, listens to the activity that is being watched by F. Sibley Moore (l) and Worth Kramer, both WJR Detroit.



DAVID BALTIMORE, WBRE Wilkes-Barre, Pa., tries to get a call through the harassed hotel switchboard as C. B. (Brownie) Akers, KVOO-TV Tulsa, gives him a friendly nudge for want of a word with the long distance operator.

	Gross	Hand-icap	Net
Howard Schellenberg, Washington	86	24	62
Andy Speeris, WEMP Milwaukee	111	27	84
Jones Scovern, Free & Peters, New York	90	27	63
Needham Smith, WTRF-TV Wheeling, West Va.	90	9	81
George Stevens	9 holes	61	
Joe Sierer	9 holes	54	
Bill Townsley, KVGB Great Bend	119	30	89
Harry Trenner, Station Film Library, New York	96	18	78
Fred Watkins, KWKH Shreveport, La.	79	9	70
Russ Woodward, Free & Peters, New York	90	18	72
George Whitney, KFMB-TV San Diego	108	30	78
Jack White, Pepsi Cola, New York	9 holes, no score		
Bill Young, Unity Television, New York	107	30	77

FM MEET ALMOST PASSES TOLL ISSUE

PAY-TV almost won approval in principle at Monday's fm session of the NARTB convention. So did pay-fm and pay-radio. But the resolution which would have given endorsement to the controversial concept—and which almost passed unnoticed in the closing minutes of the meeting—finally was referred to the incoming Fm Committee for study.

Introduced by Ben Strouse, manager of WWDC-FM Washington and chairman of NARTB's Fm Committee, who presided at the panel session, the resolution would have given consent to the proposition that "it is correct as a matter of law, principle and public interest for a broadcast licensee to make a direct charge to a listener for a service rendered by the broadcaster over his licensed frequency."

The resolution's preamble noted FCC has allowed fm stations to charge for subsidiary communication services and found such operation to be "in the public interest."

Three resolutions did win the approval of the fm session. These were:

1. "The fm broadcasters . . . request NARTB to affirm to FCC the continuing faith of the fm broadcasters in the future of fm and the necessity of retaining all the present fm band for fm broadcast and secondary purposes."

2. "The fm broadcasters request FCC to modify its proposed Order Docket No. 10832 relating to required multiplexing so as to permit a licensee to demonstrate through a hearing the public interest of his operation before being forced to multiplex" (his background music service).

3. "The fm broadcasters request NARTB . . . to indicate to Sen. Russell B. Long [Select Committee on Small Business] the justification for the expanding of his uhf tax credit bill so as to include an appropriate tax credit on radio revenues including facilities for fm reception."

The fm session, called to consider "The Potential and Practicality of Multiplexing," featured a panel including A. Prose Walker, manager of NARTB Engineering Dept., who reviewed the "very critical" problem of fm's occupancy of its present frequency band; William S. Halstead, president of Multiplex Engineering Corp., who foresees multiplexing opening new economic horizons for fm; Dwight Harkins, KTYL-FM Mesa, Ariz., who predicted double today's fm stations on the air a year from now because of multiplexing, and Edward A. Wheeler, WEAW-FM Evanston, Ill., who cautioned fm operators not to forget their primary function of being broadcasters.

Other panel participants included Edward Davis, KDFC (FM) San Francisco, who was skeptical about whether conversion to multiplex background music service will be economically feasible for many stations; John H. Bose, Electronic Research Labs, Columbia U., who felt multiplexing is a "practical tool" but ingenuity will be required to use it; Raymond S. Green, WFLN (FM) Philadelphia, who said fm should be kept in the broadcasting business; Donald K. de Neuf, Rural Radio Network; Lloyd Jacquet, WGHF (FM) New York, and Mr. Strouse.

It Almost Passed

HERE'S the text of the controversial resolution that almost passed without notice in the closing minutes of the Monday session on fm at the NARTB convention:

Whereas, fm licensees over the past several years have rendered a variety of services to the public in some of which a direct charge was made to specialized listeners for the service rendered, and

Whereas, the revenue received by many fm licensees from such subsidiary communications services has made it economically possible for them to continue their fm operations, and

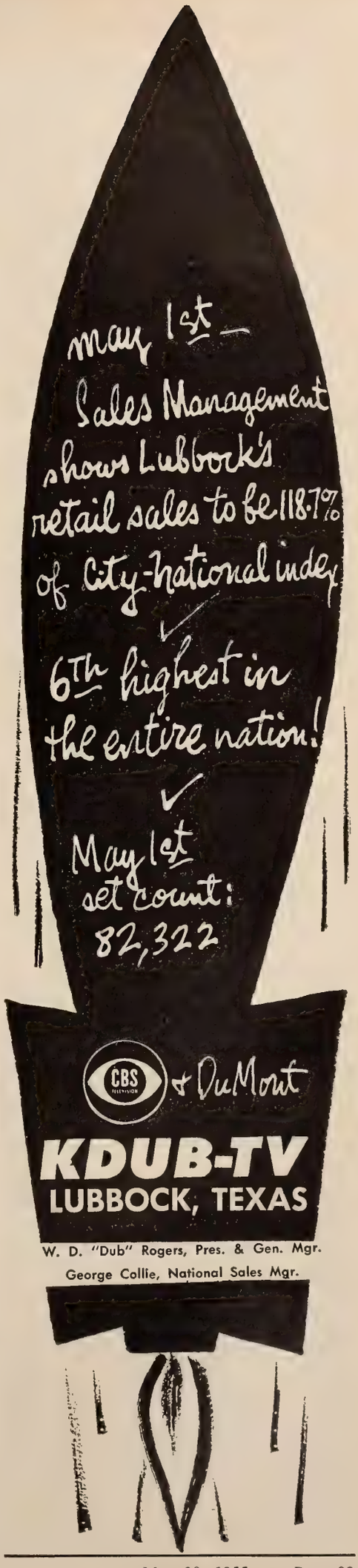
Whereas, the FCC has found that the use of broadcast frequencies to render services for which a direct charge is made to the listener-user is in the public interest,

Now, Therefore, Be It Resolved That: It is correct as a matter of law, principle and public interest for a broadcast licensee to make a direct charge to a listener for a service rendered by the broadcaster over his licensed frequency.

CBA Incorporates; Lackey Elected Head

INCORPORATION of Community Broadcasters Assn., with F. Ernest Lackey of WHOP Hopkinsville, Ky., as president, was announced Monday at a luncheon meeting during the NARTB convention. CBA was organized last year to seek FCC consent to a horizontal





power boost to 1 kw for all 250 w Class IV stations. A 100 w Class IV outlet would be allowed to increase to 400 w under the plan.

Robert Mason, WMRN Marion, Ohio, was elected vice president of CBA while John R. Henzel, WHDL Olean, N. Y., was named secretary-treasurer. Membership, open to all Class IV stations, now totals 187, the group was told.

Ex-FCC Comr. T. A. M. Craven, retained as engineering consultant by CBA, strongly emphasized that the great majority of Class IV outlets must support the horizontal power boost proposal if the plan is to win consideration by the Commission. He said the four-fold power boost by all Class IV outlets—to be permissive, not mandatory—would not alter present co-channel interference, but would double the signal strength within the interference-free areas. No change in adjacent channel interference would occur, he said, if FCC's adjacent channel ratios are modified to reflect existing receiver selectivity.

Problem of financing a nationwide engineering study of each of some 900 Class IV stations was discussed. Reports, to back CBA's petition to FCC, also would be given member stations for their own use. Conflict of power limitations set forth in the 1950 North American Regional Broadcasting Agreement was raised and the group was told Mexico wants to boost its Class IVs to 1 kw, Cuba already has done so in certain cases and Canada appears interested. Individual station cost to boost power to 1 kw would range from $1,000-2,000, CBA was told, if existing transmitters can be modified.

CBA directors announced at the meeting, besides Messrs. Lackey, Mason and Henzel, included: Harold H. Meyer, WPOR Portland, Me.; Frank R. Smith, WBVP Beaver Falls, Pa.; Earl M. Key, WKEY Covington, Va.; John W. Jacobs, WDUN Gainesville, Ga.; W. N. McKinney, KELD El Dorado, Ark.; Merrill Lindsay, WSOY Decatur, Ill.; Ben B. Sanders, KICD Spencer, Iowa; John Alexander, KODY North Platte, Neb.; David Morris, KNUZ Houston, Tex.; Ken Nybo, KBMY Billings, Mont,; Lee Little, KTUC Tucson, Ariz., and Lee Bishop, KORE Eugene, Ore.

Anti-Radio-Tv Efforts Focus Industry Failure

LEGISLATIVE efforts to shackle broadcasters with restrictions and limited access to public proceedings should direct attention to the industry's failure to let public officials know the good work stations and networks are doing, NARTB President Harold E. Fellows said Wednesday in his annual address to the association.

He said NARTB does not oppose pay-to-see tv as such (see separate story page 85).

He suggested broadcasters may have "failed in the process of taking issues to the public when we know our cause is right; failed in gaining fully the confidence of elected officials, even though we have been instruments in their election."

Mr. Fellows asserted that broadcasters, as custodians of powerful facilities, can not afford to be complacent or indulge in endless compromise. He dramatized the Washington situation this way: "If you spend much time here in Washington, your viewpoint changes; broadcasting is like a bomb with a short fuse. And you never saw so many people with matches."

As to current economics, Mr. Fellows said that in the face of a 25% decline in national network time sales from 1952-54, individual radio station members of NARTB have been doing well, with 1,012 of 1,220 am members having increased sales or holding their own during 1954. He said radio's "return to stability as the basic low-cost advertising medium in the United States can be traced to two developments—improvement of management and improvement in selling techniques. The order takers have been weeded out of the ranks."

Mr. Fellows gave much of the credit to the work of Radio Advertising Bureau. He said alert stations are doing a more aggressive job locally, re-awakening the interest of new generations of listeners and re-emphasizing radio's solid value as an advertising medium. He called it "quite a revolution in radio" and noted that networks are not following station program patterns instead of the former opposite custom.

He called for authentic rate practices, saying, "The good broadcaster has learned that he sets rates based upon the value of his facility; his rates are not established by some fellow down the street."

Uhf problems are "vexations," he said, discussing tv's growth, and have not been solved. He recalled suggestions that only two solutions can be found—more and better program sources and more receivers.

The board has been working on a tv circulation measurement plan for two years, Mr. Fellows said, and now is in the field with a series of pilot studies. He voiced hope the problem could be solved before the next industry convention.

William C. Grove, KFBC-TV Cheyenne, Wyo., was elected temporary chairman of the group with C. N. Layne, KID-TV Idaho Falls, Idaho as temporary treasurer.

Uhf Committee to Give Relief Ideas to FCC

UHF INDUSTRY Coordinating Committee, meeting several times last week during the NARTB convention, resolved to confer with FCC commissioners "at an early date" to present informally its ideas on how to give relief to uhf and "make possible a greater number of equally competitive television facilities." Contact with industry suppliers and services also is planned.

The group "reaffirmed its position that subscription television should be fully considered by FCC in order to determine its capacity to provide additional program service for the public and revenue for all stations in a practical manner and consistent with the best interest of the public and broadcasters."

However, the committee "does not endorse or oppose subscription television," the report on its closed sessions stated.

Topics on the committee agenda included methods of relieving uhf broadcasters of the heavy financial burden of meeting equipment obligations; uhf-vhf de-intermixture; reduction of vhf power, antenna and mileage separations and use of directional antennas; confinement of stations to their own markets; reduction of cable and microwave relay costs by making available competitive common carrier service to AT&T or private systems; receiving set performance standardization and elimination of cost differentials for all-band sets, and ways to get network shows for uhf outlets.

Committee Chairman Harold H. Thoms, president of ch. 62 WISE-TV Asheville, N. C., and Vice Chairman Fred Weber, president of the suspended ch. 46 WFPG-TV Atlantic City, noted that congressional and FCC action within the past year to help uhf has given some measure of hope to "many, if not most, uhf broadcasters who otherwise may have been disposed to terminate their operations.



PROGRAMS from an unidentified network are picked up by Arthur Hull Hayes, president of CBS Radio, for the benefit of John Rivers (l), WCSC Charleston, S. C., and Jay Wright, KSL Salt Lake City.

Broadcasters Told to Keep Vigil on FLSA Amendments

STATE associations and individual broadcasters were urged last week by Charles H. Tower, manager of NARTB's Employer-Employe Relations Dept., to keep a constant vigil on certain proposed amendments to the Fair Labor Standards Act, now before Congress that would work "hardships" on broadcasters.

Addressing a wage-hour panel breakfast, Mr. Tower told convention delegates that high on the amendments that needed watching was one that would raise the minimum wage to $1.25 an hour. He estimated this would adversely affect about one-third of the radio stations in the U. S.

Another proposal that broadcasters should watch, Mr. Tower advised, was the amendment to set a flat statutory salary minimum of $6,000 a year for employes in the exempt (supervisory) category. This compares with current scales of between $55 and $75 a week, he stated.

Mr. Tower, aided by his assistant Jim Hulbert, led the informal session and covered wage-hour problems of a general nature. Among them was the method of payment for such combination men as news director-salesman, chief engineer-announcer and announcer-salesman.

BMI Holds 6th Reunion Along With NARTB Meet

OFFICERS, directors and founders of Broadcast Music Inc., established 15 years ago to introduce competition in the music copyright field, held their 6th annual reunion in Washington last Monday night in conjunction with the NARTB convention.

Goar Mestre, president of Circuito CMQ-AM-TV of Cuba and former president of the Inter-American Assn. of Broacasters, toasted Carl Haverlin, BMI president and its officers and directors for the contribution made to music, letters and culture by the organization.

President Haverlin in response paid high tribute to those responsible for the founding of BMI, including Sydney M. Kaye, chairman and general counsel, Paul W. Morency, president of WTIC Hartford, and Samuel R. Rosenbaum, former president of WFIL Philadelphia, and now trustee of Music Performance Trust Fund.

Approximately 200 attended the annual dinner at the Woodner. Guests included all present and former board members of BMI and NARTB and former NAB presidents.

CBS WANTS RADIO-TV ACT CHANGED TO PERMIT 'LINCOLN-DOUGLAS' DEBATES

Stanton tells tv affiliates that free time in prime hours could be allotted the principal 1956 presidential candidates. Drawback is current regulation of equal time to all comers.

IF CONGRESS would go along with an appropriate amendment to the political broadcast law, CBS and its tv affiliates would give free time—two or three hours in prime evening periods—to the two major party candidates in next year's presidential campaign, CBS President Frank Stanton said last week.

Under Sec. 315 of the Communications Act, if any licensee permits a "legally qualified candidate for any public office" to use broadcast facilities, he must in turn give an equal opportunity to all other such candidates for that office to use the facilities.

Dr. Stanton said that if this section were modified by Congress, CBS could then offer "perhaps two, perhaps three" hours of prime evening time to the presidential candidates of the two major political parties to take part in a series of "Lincoln-Douglas" debates. CBS, in addition, would invite leading candidates to take part in discussion programs, now virtually impossible because of Sec. 315. Dr. Stanton noted that there were 18 candidates for president in the 1952 campaign.

The proposed amendment to Sec. 315 would be additional language, reading:

"Appearance by a legally qualified candidate on any news, news interview, panel discussion, debate or similar type program where the format and production of the program and the participants therein are determined by the broadcasting station, or by the network in the case of a network program, shall not be deemed to be use of a broadcasting station within the meaning of this subsection."

Dr. Stanton's statement follows:

"We believe that television as a full-fledged member of the free press, with perhaps more impact and more excitement than any other part of the press, does have an enormous responsibility in providing information and enlightenment during election campaigns. More and more not only do politicians look first to television, but also the voters themselves are turning to television for the faces and facts upon which they can make the judgment which they finally record in the voting booth.

"We can all be proud of that fact, but we must also recognize the responsibilities that go with it. We feel that we should be able to do just what responsible newspapers do—be free to exercise our best judgment in deciding the content of our electronic news columns.

"In order to be free this way, Sec. 315 would have to be inapplicable to those of our public service programs which are primarily of the type which fall in the area of news and public discussion and which of course are within our own supervision, control and production. We do not ask for freedom to pick and choose in carrying ordinary campaign speeches of the candidate whether those campaign speeches are in the course of political rallies or moved into our studios. There we recognize that there is a good deal to be said for the applicability of Sec. 315 in requiring us to give free time to all if we give free time to any one candidate. And for such speeches, we do not propose to modify our existing policy of not granting free time once the campaign has begun."

Dr. Stanton's statement was taken from the speech he made to CBS-TV affiliates the preceding week, dealing with the proposed amendment to Sec. 315 and also detailing CBS' opposition to subscription television and its position on the pending governmental investigation of networks [B•T, May 23].

He told the affiliates in that speech that CBS had refrained previously from making affirmative proposals to the Senate subcommittee regarding Sec. 315 because "we decided that it was better to discuss our thoughts on this subject with you first, rather than with the Senate subcommittee." CBS' release of his statement and the proposed amendment last week was taken as an indication that the affiliates in general had approved.

MAGNUSON ENDORSES STANTON PROPOSAL

SUGGESTION by CBS President Frank Stanton that existing regulations governing political campaigns on tv and radio networks should be revised—has drawn the support of Sen. Warren G. Magnuson, chairman of the Senate Interstate & Foreign Commerce Committee. On last Tuesday's CBS-TV Morning Show, *the Washington State Democrat had this to say to newsman Charles Collingwood:*

COLLINGWOOD: Yesterday, Frank Stanton, who's the president of CBS, made a proposal that the law be changed regarding political candidates and the time that networks have to give them, so that the networks would be able to put on a series of Lincoln-Douglas debates between the major candidates. The reason that the law has to be changed, as you know better than I, is that presently we have to give equal time to any candidate—and often there are a lot of small, non-serious parties. You know, there could be . . . there've been as many as 18 candidates.

MAGNUSON: Well, I think, Charles, Mr. Stanton's idea is, of course, well worth considering because, although it sounds good to say you give equal time to candidates, from practical experience it doesn't work out that way. And one of the problems we have under study now . . . is the political implications of television in particular and the cost to the candidate. Campaigns will cost fantastic sums; if candidates want to use the greatest medium of expression the world's ever known in politics it's television.

I think that Mr. Stanton's idea is not only worth considering, but I do think that we're going to have to change the law so that a legitimate and a qualified candidate of any given major political party, without this tremendous cost, will have an opportunity, and the public will have an opportunity to see him, and he'll have the opportunity to tell them not only about his views but what he thinks they should hear in regard to his campaign.

COLLINGWOOD: So that you would favor changes in the existing Federal Communications Act to make it possible for the networks to . . .

MAGNUSON: Yes, I don't know just how we're going to spell it out, whether we spell it out in X number of hours or give it to the political parties to distribute among their candidates, but we're going to have to meet the problem—and I'm glad to see Mr. Stanton was farsighted enough, as head of a big network, to realize it.

Sarnoff Picked by AFM To Address Convention

AS ONE SIGNPOST of more amicable relationship between the broadcasting industry and the American Federation of Musicians, the latter announced last week that Brig. Gen. David Sarnoff, chairman of the board of RCA and NBC, has been invited to be main speaker at the union's 58th annual convention in Cleveland June 6-9.

Gen. Sarnoff, who will talk on "industrial statesmanship" on June 7, is said to be the first industrial personage to deliver the principal address at an AFM convention.

Approximately 1,200 delegates representing 698 musicians' locals in the U. S., Canada, Puerto Rico, Alaska and Hawaii will gather at the auditorium to elect officers and transact the legislative and policy-making business of the 59-year-old AFL international union.

Major business of the convention is expected to center around the union's drive for repeal of the federal 20% amusement tax, which AFM contends is most discriminatory of all the wartime excise taxes and a job deterrent to musicians.

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NBC Names Parks

APPOINTMENT of Ben Parks, NBC-TV Chicago network program manager, as director of public affairs for NBC was announced last week by Davidson Taylor, the network's vice president in charge of public affairs.

CBS-TV PROMOTES HARRY OMMERLE

HARRY G. OMMERLE, CBS-TV program director, has been named CBS-TV vice president in charge of network programs at New York.

According to J. L. Van Volkenburg, CBS-TV president, Mr. Ommerle will be responsible for coordinating tv programming originating from New York. He reports to Hubbell Robinson Jr., vice president in charge of network programs.



MR. OMMERLE

Mr. Ommerle has both network and advertising agency experience. He started with N. W. Ayer & Son in its radio department, becoming vice president in charge of radio. He joined CBS in 1935, moving in 1937 to the William Morris Agency. In 1943 he became vice president and account executive with Ruthrauff & Ryan.

GUAM AM FIGHTS MILITARY TV THERE

Armed forces propose 'morale' television outlet to serve personnel. It would have programs of all networks, plus commercials, free. KUAM decries 'unfair competition.'

POTENTIAL political bombshell was dropped in FCC's lap last week by KUAM Guam—a protest against establishment of a low power military "morale" television station on ch. 8 there, which would use free kinescopes of major network tv shows, including commercials.

KUAM described the prospective military station as unfair government competition with private business and contrary to the overriding government plan to put Guam on a self-sustaining private enterprise basis.

Harry Engel, KUAM founder who flew to Washington last week upon learning of the impending military station, was quoted by FCC officials as having been advised by certain major KUAM sponsors that they would drop their paid radio advertising if they obtained a free ride into the rapidly growing Guam market on the government tv station.

The military outlet would be located on an Air Force base there and designed only to serve base personnel, according to Armed Forces Radio Service spokesmen. AFRS policy historically has been not to compete with commercial stations, it was pointed out, but this has been confined to radio or tv as two distinct media since FCC policy in the U. S. does not afford radio stations protection from television, or vice versa.

KUAM is a CBS and NBC radio affiliate. The prospective AFRS station in Guam, like other AFRS tv stations around the world, would air kinescopes from all four tv networks.

Lt. Col. Melvin E. Williamson of AFRS Washington headquarters, an ex-NBC executive, told B•T the networks supply the kinescopes after the programs are released by the various advertising agencies for military base showings. He emphasized that it is AFRS policy in operating its low power tv outlets "to make it as difficult as possible for civilian reception of the signal, since we are concerned entirely with the military."

AFRS records show that the military radio station at Guam was de-commissioned when KUAM took the air. This was in line with the established policy of non-competition.

The explosive nature of the broad public policies in issue—which some observers felt could mushroom and involve Congressional leaders, top Defense Dept. officials or even the White House—prompted an emergency meeting Thursday morning among Mr. Engel, FCC staff officials and representatives of the Interdepartmental Radio Advisory Committee, Office of Defense Mobilization and AFRS, it was learned at the Commission.

Since IRAC was responsible for assigning the broadcast facility (ch. 8) to the military, with FCC entitled only to "comment" on the use of it, speculation arose as to whether the ancient conflict of dual authority for spectrum allocation between IRAC and FCC might be renewed. Functioning under ODM, IRAC is charged with handling all federal government spectrum assignments for the President, pursuant to blanket provisions of the Communications Act which sometimes are described as "ambiguous."

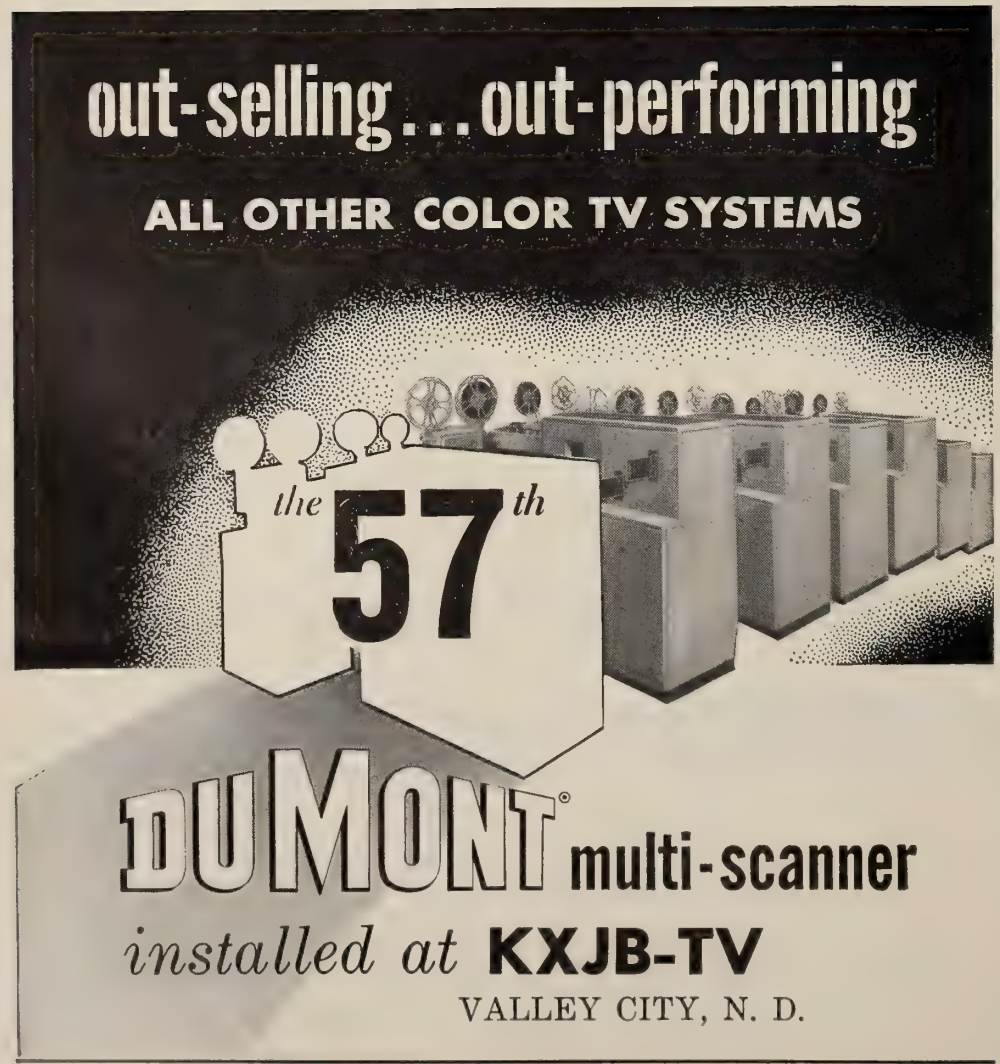
The Thursday morning meeting at FCC, a Commission representative said, resulted in a "gentlemen's agreement" to hold up installation of the Guam AFRS tv station until the various military elements involved can "re-evaluate" the proposal. An FCC official also said the matter of protection for KUAM may go before the Commission on its regular agenda within the next two weeks.

It was noted that if a commercial broadcaster wanted to put a tv station in Guam or any other territory where no tv allocation is listed, he first would have to petition for a formal rule-making hearing, wait 30 days for comments once FCC issued its notice, and then file formal application and await its regular processing. If a competitive bid were filed, he would face comparative hearing too, it was explained.

Mr. Engel's protest to FCC was incorporated in a letter to the Commission secretary, Miss Mary Jane Morris.

Mr. Engel noted that "under existing policy it is clear that the AFRS will not establish a radio service competitive to a commercial broadcaster. And it is the understanding of KUAM that this policy is a matter to be determined by the FCC. Therefore, the problem that KUAM faces in terms of the impact of television upon its am station revolves about a Commission policy with respect to television competition to an am station.

"KUAM has considered very seriously the establishment of a commercial television station on Guam, and there is no doubt that at this time such a commercial operation is not feasible. Such a television operation can be established by the AFRS since all of its programming is available to it at absolutely no cost



and its television program budget is not dependent upon the size of its audience."

Concerning the network kinescopes Mr. Engel wrote, "These programs are made available to the AFRS on the specific condition that no commercials shall be deleted. This means that television on the Island of Guam will not only compete with KUAM in terms of a bid for audience but the advertisers' messages contained within those television programs will be brought in free to consumers of those products on the island. It is this kind of unfair competition that KUAM does not think the Commission would foster by aiding and abetting the establishment of such a television station on the Island of Guam."

STORER MIAMI BID RETURNED

FCC contends application for ch. 10 was entered too late for consideration in already-completed hearing.

STORER Broadcasting Co.'s application for Miami's ch. 10 [B•T, May 9] was returned by the FCC last week on the ground that it was filed too late to be considered in the hearing already completed for that facility [CLOSED CIRCUIT, May 9].

The Commission said that: "In view of the rights of the other parties concerned, and Storer's failure to pursue the remedies available to it when its application was dismissed, we are constrained to hold that the [petition for reinstatement and hearing] must be denied."

Storer never took an appeal from the FCC's 1953 refusal to accept its ch. 10 application for Miami, the FCC declared. Therefore, it added, this must be a new application. Since the ch. 10 hearing has ended and an initial decision has been rendered (favoring WKAT Miami Beach), the Storer application is too late.

George B. Storer Sr., president of the company bearing his name, said last Thursday that the application and petition for hearing had been filed "pursuant to the suggestion of the Court of Appeals." Since the Commission has dismissed the application, Mr. Storer said, "we will take no further action to prosecute the reinstatement of the application."

An appeal was taken to the courts by Storer following the 1953 refusal of the Commission to accept the original ch. 10 application, but it was an attack on the legality of the FCC's mulitiple ownership rule and not on the FCC's action refusing the application, the Commission said. The application was refused because of Storer's ownership of the then maximum limit of five tv stations.

The appellate court's ruling in this case, invalidating the FCC's multiple ownership rules [B•T, Feb. 28], also suggested that the Commission reinstate the Storer ch. 10 application and allow it a hearing.

The Commission last week appealed this decision to the Supreme Court.

Late last year, Storer bought two Florida uhf stations, merged them into what is now WGBS-TV Miami on ch. 23. This was shortly after the Commission amended its multiple ownership rules to permit a single owner to own up to seven tv stations, of which not more than five may be in the vhf band.

Last month, Storer filed a de-intermixture petition with the FCC, calling on the deletion of all non-granted vhf channels and the substitution for them of uhf facilities [B•T, April 18]. This has been under attack by most of the contestants for Miami chs. 7 and 10.

HEARINGS ON FCC BUDGET CUT SHORT

CHAIRMAN Warren G. Magnuson (D-Wash.) of a Senate Appropriations subcommittee cut short testimony after a brief hearing Wednesday on the FCC's fiscal 1956 budget when no other senators appeared to ask questions on the proposed $6,870,000 funds for the FCC.

He said he hoped his Independent Offices Appropriations Subcommittee could mark up the bill (HR 5240) over the weekend for reporting it on the Senate floor. The bill then would be acted upon by the Senate, go to a Senate-House conference to resolve expected differences, and, Sen. Magnuson hoped, be sent to the White House by June 15.

The Senate subcommittee had held initial hearings earlier in the month on the FCC portion of the independent offices appropriations measure [B•T, May 9]. Last week's hearing was to have been a recall session on policy aspects of the proposed FCC budget, especially a proposed FCC study of the broadcasting industry. The House had increased by $170,000 the $6.7 million recommended by the Budget Bureau, with $80,000 of the boost earmarked for the FCC study.

FCC Comr. Frieda B. Hennock appeared at the hearing to protest what she said was the narrow scope of the proposed $80,000 FCC study. She spoke after Sen. Magnuson had asked perfunctory questions of FCC Chairman George C. McConnaughey and was about to adjourn the hearing because no other senators were present to ask questions.

Lamb Case Record Closed by Sharfman

RECORD in FCC's controversial license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa., was closed Tuesday by Examiner Herbert Sharfman after approving a motion by counsel for Mr. Lamb to strike in part the testimony of William Garfield Cummings, the first witness called by the Commission's Broadcast Bureau at the start of the case last fall [B•T, Sept. 20, 1954 *et seq.*].

Examiner Sharfman called for proposed findings to be filed by July 25 by the Broadcast Bureau and WICU. After receipt of these and the ultimate replies thereto, the examiner will prepare his initial decision. Chief issue in the case is whether Mr. Lamb falsely represented he never had communist ties. WICU witnesses in recent weeks have testified to Mr. Lamb's anti-communist record.

Meanwhile, the U. S. Court of Appeals last week denied an appeal by Mr. Lamb from a U. S. District Court ruling of last summer which refused to stop the Commission renewal hearing. The court said Mr. Lamb had not yet exhausted his remedy before FCC.

In another action, the Commission, at the request of counsel for Mr. Lamb, dismissed an application for sale of Mr. Lamb's WHOO-AM-FM Orlando, Fla., for $295,000 to Mowry Lowe and associates. Mr. Lowe formerly was manager of WEAN Providence. The WHOO bid was dropped because the nine-month sale contract had expired, FCC said.

Airspace Group Approves KWWL-TV High Tower

SUDDEN switch in the attitude of military representatives on the Airspace Panel of the Air Coordinating Committee to towers higher than 1,000 ft. took place last week when the application of ch. 7 KWWL-TV Waterloo, Iowa, to build a 1,110-ft. tower at a new site was approved without objection. The Navy representative abstained, as did the FCC member. The FCC delegate regularly abstains from voting on broadcast tower applications.

The NBC-affiliated Iowa station now operates from a 550-ft. tower at a site less than a mile east of Waterloo. The new site is five miles southeast of Jessup, Iowa, 15 miles from Waterloo and 35 miles from Cedar Rapids. Airspace approval was conditioned on the removal of KWWL-TV's present tower.

The military about face occurred after the armed service representatives on the Washington Airspace Panel consistently objected during the last few months to tv towers more than 1,000 ft. above ground. In three instances, the military has intervened in FCC hearings regarding above-1,000-ft. towers proposed by KGEO-TV Enid, Okla., and KSWS-TV Roswell, N. M. [B•T, April 18].

Memphis Grant Made Final

FINAL decision to grant tv ch. 3 at Memphis to Hoyt B. Wooten's WREC there and deny the competitive bid of local WMPS, a Plough Inc. interest, was announced by FCC Thursday. The unanimous ruling upheld the recommendation of the FCC hearing examiner issued last year [B•T, Sept. 6, 1954].

SELLING–THE NATION'S 37TH FOOD MARKET

WONE

RONALD B. WOODYARD, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

980 KC • 5,000 WATTS

PHONE HEADLEY REED CO.

DAYTON, O.

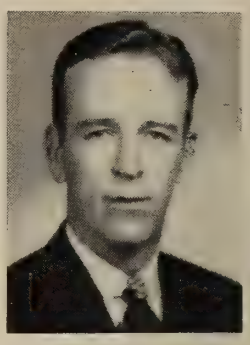
"THE CITY BEAUTIFUL"



ENTERING the 23d consecutive year of association between WSB Atlanta and Edward Petry & Co., officials of the station and of the representation firm prepare to sign a long-term renewal for Petry representation of both WSB and WSB-TV. The two stations have never had another representation organization. L to r: seated, Edward Petry, head of the Petry company, and J. Leonard Reinsch, executive director of the Cox radio and television properties; standing, Tom Knode, Petry vice president in charge of television; John M. Outler Jr., general manager of WSB-AM-TV, and Edward E. Voynow, executive vice president of the Petry firm.

A-K Promotes O'Sullivan

APPOINTMENT of Roger O'Sullivan as radio sales manager of the Chicago office of Avery-Knodel Inc., effective June 1, was announced last week by J. W. Knodel, Chicago office manager and partner in the national station representative firm. Mr. O'Sullivan succeeds B. P. (Tim) Timothy, who resigns as general sales manager to enter the station ownership field [B•T, May 23].



MR. O'SULLIVAN

Mr. O'Sullivan has been associated with Avery-Knodel since his return from military service in June 1947, working as account executive on radio in the representative's Chicago office. Ray Neihengen is television sales manager in the Chicago office.

Harry Hyett to Represent Three Midwest Tv Stations

HARRY HYETT, formerly station manager of WEAU Eau Claire, Wis., has opened a station representative firm in Minneapolis to represent KDAL-TV Duluth, Minn.; KROC-TV Rochester, Minn., and WBAY-TV Green Bay.

A "launching luncheon" was held for the new company at the Radisson Hotel in Minneapolis. More than 100 agency and advertising executives were presented with sailor caps with their names on them.



ADVERTISING problems are discussed by Harry Hyett (l), station representative, and Vince Lonergan, assistant advertising manager, Hamm's Brewing Co., at the launching of Mr. Hyett's new representation firm in Minneapolis.

O'Dea Retires; Sells WOV to Morris Novik

RICHARD E. O'DEA, veteran broadcaster and founder of WODA New York, later merged into WOV, announced his retirement from radio last week with the sale of his 70% interest in WOV to consultant Morris Novik for $200,000. Transfer is subject to FCC approval.

Mr. Novik, also a pioneer in the industry, was active in establishing WEVD New York and for many years was director of New York City's WNYC. He now is radio-tv consultant and leader in the educational broadcasting field.

Ralph Weil, WOV general manager, and Arnold Hartley, program director, retain their minority interests in the station. Mr. Novik said WOV's established program structure and policies, including Italian-language programs, would remain unchanged.



MR. O'DEA

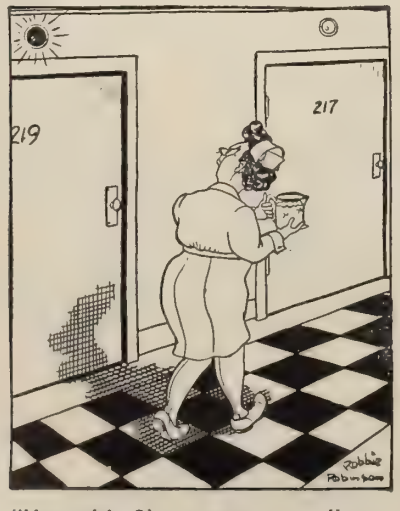


MR. NOVIK

WFRV-TV Starts Wednesday As ABC and DTN Affiliate

WFRV-TV Green Bay, Wis., will begin network broadcasting Wednesday, affiliated with ABC-TV and DuMont, it was announced last week by Don C. Wirth, vice president. The ch. 5 station represents a merger with WNAM-TV ch. 42 Neenah, Wis., which turned in its permit in March to complete the consolidation pact.

WFRV-TV is the third tv outlet covering Green Bay and will operate with maximum 100 kw from a transmitter located on Scray's Hill, overlooking the Fox River Valley. Mr. Wirth reports an "excellent picture in Wisconsin and upper Michigan" is being received.



"Humph! She wants to tell me Bill Bailey's latest gag on KRIZ Phoenix."

Hirsch to Petry Radio Post

JAMES C. HIRSCH has been appointed manager of promotion and sales development for radio at Edward Petry & Co., New York, it was announced last week by William B. Maillefert, eastern sales manager for the representative firm. Mr. Hirsch formerly was sales manager of WRC Washington.

Previously he was director of advertising and promotion and head of sales development, WRCA-AM-TV New York, and vice president of W. B. Doner & Co., Chicago.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET
NEW YORK 22, N. Y.
EL 5-0405
All Inquiries Confidential



MISS KOSI of 1955 (Esther Zgut) lends a helping hand to Edward M. Guss, manager of KOSI Aurora-Denver, Colo., in ground-breaking ceremonies for the station's new transmitter building. Miss KOSI also will throw the switch that increases KOSI power to 5 kw on June 1. Miss Zgut was chosen Miss KOSI over 150 other contestants in a contest sponsored by the station [B•T, May 2].

KAKC to Evangelist

SALE of KAKC Tulsa, Okla., by Sam E. and P. S. Avey and James L. Neal for $85,000 to evangelist Rev. Forrest G. Conley has been approved by FCC. Commission records show that Rev. Conley had been in dispute with a newspaper editor concerning a local trial involving Carl Austin DeWolf, but others, including a former state governor, defended Rev. Conley's position. Comrs. Robert E. Lee and John C. Doerfer dissented.

WSJS-TV Plans Power Increase

WSJS-TV Winston-Salem, N. C., is constructing new transmitting facilities which will bring the station's power to the maximum permitted on ch. 12—316 kw. The new 692-ft. tower will be 2,000 ft. above average terrain. The station is presently operating with 40 kw from a tower 770 ft. above average terrain.

Station engineers expect to begin test patterns with the new power by August 1 and to begin telecasting on 316 kw by September 1.

WEOK Notes 75% Spot Gain

GAIN of 75% in national spot revenue for the 12 months ended last March 31 has been announced by Arthur J. Barry, president of WEOK Poughkeepsie, N. Y. Mr. Barry attributed the increase to: market growth, including a new IBM plant employing 8,000 workers; sales coordination between WEOK and its representative, Everett-McKinney, with emphasis on first selling the local dealer and distributor, and a revamping of programming away from music and news only.



THE **ONLY** 3-SPEED, 16-INCH TRANSCRIPTION TURNTABLE WITH HYSTERESIS SYNCHRONOUS MOTOR PRICED AT **$250.00**

THE

REK-O-KUT B-16H

FOR BROADCASTERS AND RECORDING STUDIOS

The B-16H offers you the finest professional performance at the lowest cost. Functionally and economically it is the outstanding investment in the turntable field.

Mechanical simplification is the engineering secret of the B-16H. No more parts have been used than are absolutely essential for efficient operation. Because of this, the B-16H has proven itself to be consistently reliable in performance. And it requires no more than routine maintenance.

Here are some of the feature advantages:

• Hysteresis synchronous constant-speed motor • Cast aluminum turntable—lathe-turned with extra-heavy rim—dynamically balanced • Single-ball pivot bearing suspension • Instantaneous selection of record speeds: 33⅓, 45 and 78 rpm • Built-in, retractable 45 rpm record hub • Attains operating speed within ½ revolution • Speed regulation well within NARTB standards • 15¾-inch turntable diameter allows ⅛ inch overhang for cueing • Fits most existing consoles.

Extremely low distortion—rumble, wow and flutter—has been achieved through effective acoustical damping—in idler design and motor suspension—careful attention to motor bearings—concentricity of parts—proper hardening of surfaces—and the many techniques which make up the years of specialized experience acquired in the development of high quality recording and playback equipment.



CONSOLE CABINET
Model C-7B for B-16H **$109.95**

Write for complete specifications to Dept. AE-3

REK-O-KUT COMPANY
Makers of Fine Recording and Playback Equipment
38-01 Queens Boulevard, Long Island City 1, N. Y.



JUMBO-SIZED pens in the hands of (l to r) Robert J. McAndrews, vice president and commercial manager, KBIG Avalon, Calif.; Jimmy Fritz, president, Jimmy Fritz & Assoc., Hollywood advertising agency; Albert L. Wolins, general manager, McDaniel's Markets, Los Angeles food store chain; Carl Brandes Jr., executive vice president, Jimmy Fritz & Assoc., and Phil Dexheimer, KBIG account executive, are used to sign the jumbo-sized contract by which the McDaniel's Markets start a 3,120-spot announcement campaign during the forthcoming 52 weeks.

Notre Dame Makes Shifts In Radio, Tv Management

KEY executive appointments involving the U. of Notre Dame radio and tv properties have been announced by W. T. Hamilton, general manager of WHOT and sales manager of WNDU-TV, both South Bend.

C. J. Pajakowski, sales manager of WHOT, was named manager of the radio outlet, while Frank Crosiar was appointed director of the local sales development for WNDU-TV, slated to begin operation about July 15. Simultaneously Mr. Hamilton announced the appointment of Bob Laffoon as administrative sales manager of WHOT. All appointments were effective May 27.

Mr. Pajakowski has been with WHOT for nine years and in sales work for 20 years. Mr. Crosiar has been serving as station manager and sports director for WHOT and has been with the station since 1944. Mr. Laffoon joined WHOT recently as sales promotion manager and will continue to handle those and publicity duties.

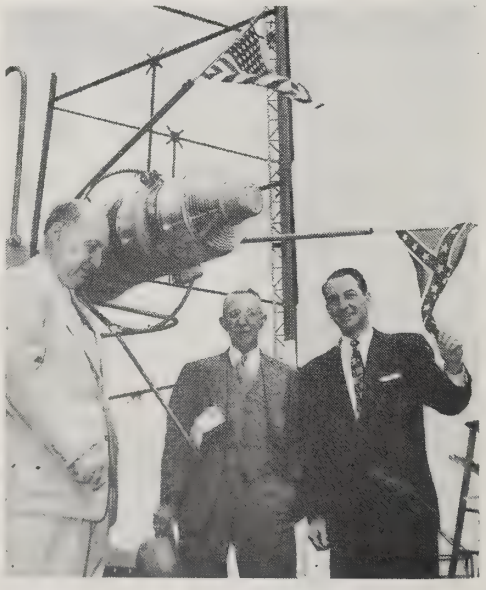
WBRV Booneville, N. Y. Plans Late June Start

WBRV Boonville, N. Y., expects to be on the air in late June, covering the Black River Valley and western Adirondack area, Livingston Lansing, president and general manager, has announced. The new station, on 900 kc with 500 w daytime, will program music, weather and news with emphasis on local news and farm programs aimed at the dairy farmers in its area.

Warren R. Kirkander, formerly with WALL Middletown, N. Y., and recently manager of several Armed Forces Network stations in Germany, has been appointed manager. WBRV, with auxiliary studios in Lowville, will be affiliated with the Keystone network and will take AP news service.

WABT (TV) Expands Quarters

WABT (TV) Birmingham, Ala., sales department has moved into larger quarters, and the new production offices were expected to be occupied last week. A second tv studio, which the station reports will be "one of the largest and most modern in the South," is to be dedicated in July.



FLAGS, U. S. and Confederate, and a "lucky" dollar bill are attached to the tip of the six-bay, six-ton antenna before it is raised to the top of the 460-ft. tower of ch. 4 WRBL-TV Columbus, Ga., which afterwards went to maximum 100 kw. L to r: Maynard R. Ashworth, secretary-treasurer of licensee Columbus Broadcasting Co.; J. W. Woodruff Sr., Columbus board member, and J. W. Woodruff Jr., WRBL general manager and also a Columbus Broadcasting board member.

KABC Expands Fm Operation After Stereophonic Acclaim

KABC-AM-FM Los Angeles broadcasts in stereophonic sound have met with such satisfactory response that the fm transmitter was moved from the am transmitter site in west Los Angeles to the top of Mt. Wilson, thereby increasing its coverage 10-fold, according to John Hansen, KABC general manager.

Work on the transfer, under temporary authorization from the FCC, was completed in one weekend instead of the originally estimated 10 days, it was announced by Cameron Pierce, ABC Western Div. chief engineer.

Station officials anticipate an ever-growing schedule of broadcasts with the improved fm transmission and broader coverage. The schedule already has been expanded from two to seven regular programs per week with the emphasis on "live" music shows. Ultimately, it is expected, studio dramatic shows and even outside special events will be picked up and transmitted over the combined facilities of KABC-AM-FM, Mr. Hansen said.

QRG Offers 'At Home Abroad' Musical Series to Sponsors

AVAILABILITY of *At Home Abroad,* a half-hour series starring mezzo-soprano Gladys Swarthout and harmonica virtuoso John Sebastian, was announced last week by the Quality Radio Group. The new program is being taped in Italy.

William B. Ryan, QRG's executive vice president, said the show is being offered for broadcast at a peak Sunday afternoon listening period at a total time and talent cost of $4,500. For that sum each week on a 52-week basis, Mr. Ryan stated, the advertiser "gets 36 of the nation's most powerful stations blanketing 90% of the nation's radio homes and gets two top-drawer names . . . The program is also available at night."

Mr. Ryan claimed that if the cost is analyzed on the price of each minute of commercials, the cost is about $1,000 less per minute than a network spot.

WBAP-TV Takes Coliseum To Show Color Programs

A SPECIAL five-hour showing of color tv was held by WBAP-TV Fort Worth in the city's Will Rogers Memorial Coliseum to stimulate local interest in the new medium.

Over 5,000 people turned out between 7 p.m. and midnight to see on big-screen color tv sets programs that originated in WBAP-TV's studios. The station devoted the whole day to color tv, starting with a colorcast of a children's program that morning.

WBAP-TV has been equipped for color for over a year and presently transmits six hours of local color shows a week, plus NBC-TV color programs.

WISH-TV's New Tower Up

CONSTRUCTION of the new 1,000-ft. tower of WISH-TV Indianapolis has been completed with only minor adjustments and tests remaining, C. Bruce McConnell, president of WISH-AM-TV, has announced.

The 138-ton steel tower was built by Dresser-Ideco Co. of Columbus, Ohio. It also will serve WISH-AM. Exact date for operation will depend on testing, Stokes Gresham Jr., WISH-TV chief engineer, said, adding that an early date is expected.

WOR'S Business News

CONTINUED interest of listeners in business and financial news was pointed up last week in an announcement from WOR New York that Bache & Co., New York, investment brokers, has renewed the station's *Today's Business* program, and has begun its third year of sponsorship. The business-news program, featuring WOR commentator Henry Gladstone, originally was carried three times a week from 7:15-7:20 p.m., but after six months was stepped up to an across-the-board basis in the same time periods. The program never has taken a summer hiatus, according to WOR sales manager Bill Dix.

WPIT Buys Building

PURCHASE by WPIT Pittsburgh, Pa., of a three-story building at 333 Fourth Ave. in that city has been announced by Don Ioset, vice president-manager of the station. WPIT expects to occupy the space in the fall. The building is undergoing an extensive remodeling, which includes modern, air-conditioned offices and studios, according to the station. Transmitter and tower facilities will remain on Mt. Troy Rd. in Reserve Township.

Negotiations for the purchase of the building were handled by Allen H. Berkman, secretary and general counsel of WPIT.

New Quarters for WNAO

NEW radio and television center for WNAO-AM-TV Raleigh, N. C., has been taken over by the radio station with the tv slated to move in in about two weeks. Construction is not yet complete on the ultra modern building, described as "the largest radio-tv studios in the Carolinas." The building is located at 2128 Western Blvd. Formal opening will be held on completion of the structure, the stations said.



EDWARD ELLENGT, assistant general sales manager of Wilson & Co., Chicago (meat packers, food products), passes contract to Jack Sterling (l), host of WCBS New York *Jack Sterling Show*, for Wilson Co. 26-week, alternate sponsorship of 7:30 news segment of Mr. Sterling's program. Witnessing the transaction are Carl Ward (2d l), WCBS general manager, and Gordon Hayes, manager of the Chicago office of CBS Radio Spot Sales.

Connie B. Gay Acquires Fairmont, W. Va., Station

TRANSFER of control of WVVW (AM) and WJPB (FM) Fairmont, W. Va., from Don D. Baer to Connie B. Gay, of Arlington, Va., for approximately $55,000 was closed May 20 through Blackburn-Hamilton Inc., subject to FCC approval.

J. Patrick Beacom, who had sold control to Mr. Baer last November, will continue to hold minority interest and serve as vice president. Mr. Gay will become president and Jane E. Trimner, of Arlington, secretary-treasurer.

Mr. Gay acquires 75% from Mr. Baer, and 20% from Mr. Beacom, latter retaining 5%. Mr. Beacom, who becomes mayor of Fairmont in July, announced that simultaneously application to transfer Mr. Baer's 75% interest in WJPB-TV Inc. back to him was filed with FCC, and upon approval, he would become sole owner of ch. 35 station. The tv station has pending a petition to move educational ch. 5 from Westen, W. Va., and redesignate it commercial at Fairmont.

WVVW operates on 1490 kc with 250 w and is affiliated with ABC.

Crawford Leaves WABD (TV)

RESIGNATION of William Crawford, sales manager, WABD (TV) New York, was announced last week by George L. BarenBregge, general manager. Mr. Crawford has not yet announced his future plans. Because the station is planning a new sales concept, Mr. BarenBregge said, the sales position will not be filled now.

FM-SCA LICENSEES:

Present and Prospective

Make this top-quality, tape-recorded multiplex subscription service *exclusively yours!*

MAGNE-TRONICS Motivational Music

Visualize the profit potential and sales advantages of multiplexing a subscription music service offering fresh, new, sparkling music content never before available for public performance! The Magne-Tronics Musical Tape Program Service is just that—and it can be exclusively yours on terms determined by program and budget requirements.

Recorded on eight-hour tapes for automatic playback, Magne-Tronics Motivational Music is programmed from a master tape library of 5,000 smartly styled selections. 50 new titles, including current hits and modernized standards, are recorded and added to this repertoire every month.

Don't confuse Magne-Tronics with transcription libraries available to anyone which, when dubbed onto tape, are offered as exclusive. Magne-Tronics means tape to tape, not transcription to tape, programming. Magne-Tronics means exclusive in the strictest sense.

Franchise applications for the Magne-Tronics Musical Tape Program Service are now being screened and exclusive territories allocated on the basis of non-conflicting coverage.

Wire, phone or mail coupon today for franchise particulars and availabilities

MAGNE-TRONICS *Inc.*
122 EAST 42ND STREET
NEW YORK 17, N. Y.
MURRAY HILL 7-3935

MAGNE-TRONICS, INC.
122 East 42nd Street, New York 17, N. Y.

Please rush complete particulars on Magne-Tronics Musical Tape Program Service and exclusive franchise plan for FM-SCA licensees.

NAME.....

TITLE..... STATION.....

STREET.....

CITY..... STATE.....

WJOB-AM-FM Breaks Ground For New Indianapolis Studios

WJOB-AM-FM Hammond, Ind., has broken ground for its new studios, to be located at 165th St. and Indianapolis Blvd. there. Participating in the ceremonies were Robert C. Adair, president; Joseph R. Fife, commercial manager; Vernon Anderson, mayor of Hammond; Stanley Begjer, mayor of Calumet City, and State Senator Walter Baran, among others.

The proposed studios will comprise 4,500 ft. of floor space. It will be completely air-conditioned, according to WJOB, and will have radiant heating and sound proofing.

There will be three main and three auxiliary studios, complete interoffice and monitoring systems for both am and fm programs and a lunchroom for employes.

Quinlan Adds Sales Chores

STERLING C. (RED) QUINLAN, vice president in charge of ABC's o&o WBKB (TV) Chicago, has added sales responsibilities and Harold R. Wettersten has been promoted to post of sales manager of ABC-TV Central Div., it was reported last week. James W. Beach, former WBKB sales manager, is new director of ABC-TV Central Div. Mr. Wettersten was incorrectly identified as the new sales manager of WBKB instead of the network's Central Div. in the May 23 issue of B•T.

REPRESENTATIVE APPOINTMENTS

WBML Macon, Ga., appoints Forjoe & Co., N. Y., as national representative, and Dora-Clayton agency, Atlanta, as southeast regional representative, both effective July 1.

STATION SHORTS

WOKY Milwaukee, to eliminate off-color records, has banned all discs of small independent recording companies.

KOWL Santa Monica, Calif., is exchanging programs for regular daily broadcasts with Radio Mil, Mexico City.

Three Minutes a Day

THE POWER of radio to stir up public opinion was demonstrated by KXYZ Houston, Tex., through a three-minutes-a-day appeal by Fred Nahas, executive vice president-general manager and commentator, whose 18-month campaign to curb the distribution of objectionable comic books reached a conclusion on May 9. On that day Gov. Allen Shivers signed into law two bills designed to curtail the distribution of offensive comic books. Mr. Nahas began his campaign on Nov. 13, 1953, by devoting three minutes each day to a discussion of the bad-taste comic books and urging parents to look at the material their children were reading. Mr. Nahas began his campaign after finding some offensive comic books in the hands of his own children. The appeal was made on Mr. Nahas' 6:15 Mon.-Fri. news commentary *Tomorrow's History*. Despite opposition from comic book distributors and even from members of the state legislature, Mr. Nahas' efforts bore fruit. During those 18 months Mr. Nahas made many speeches before civic, veteran and religious groups climaxing his fight with an appearance before the House Criminal Jurisprudence Committee in Austin to support the two bills that were written into law two months later. As KXYZ put it: "By the use of only three minutes a day, radio has proved again that it is a very powerful influence in the American way of life."

WOL Washington has installed new Gates am transmitter.

KWIZ Santa Ana, Calif., opens national sales office in L. A., with Richard Leader, former account executive, KCOP (TV) Hollywood, named national sales manager. New office located at 221 S. LaBrea Ave.; telephone: Webster 5-0302.

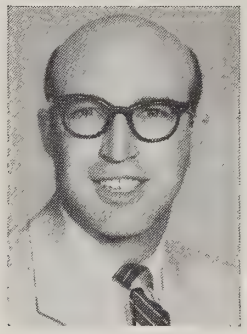


TAKEN on a tour of the new studio-office building of WBT-WBTV (TV) Charlotte, N. C., on May 2 were 14 managers and account executives of CBS Radio Spot Sales [B•T, May 16]. L to r: Virgil V. Evans, WBT sales manager; David Kittrell, manager of CRSS Atlanta office; Gene Thornton, WBT sales promotion department; Milton F. Allison, assistant to CRSS general sales manager; Tom Peterson, CRSS Chicago account executive; Ted McLoney, CRSS Chicago account executive; Ralph Dennis, CRSS New York account executive; Hal Davis, CRSS New York account executive; J. Robert Covington, WBT vice president in charge of sales and promotion; Ralph Goshen, CRSS New York account executive; John McCorkle, CRSS New York account executive; Richard Hess, CRSS manager of research; Gordon Hayes, CRSS western sales manager; Robert Sinnett, CRSS Chicago account executive; H. W. Maier, CRSS New York account executive; Warren Jennings, CRSS New York account executive, and Fred Heywood, CRSS promotion manager.

STATION PEOPLE

Stan Marshall, formerly with KSTN Stockton, Calif., appointed manager, KCRE Crescent City, Calif.

Charles C. Palmisano, radio-tv director, Keller-Cresent Adv. Agency, Evansville, Ind., to WEHT (TV) Henderson, Ky., as sales manager.



MR. PALMISANO

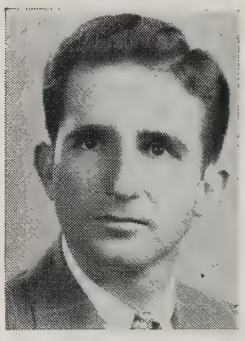
Clay Cline, program director, WJZM Clarksville, Tenn., to WSEV Sevierville, Tenn., as manager, effective June 1.

Ray Gallagher, formerly program manager and operations director, KTVK (TV) Phoenix, Ariz., appointed executive producer and director, KBTV (TV) Denver.

Dan Valentine, announcer, WFAA Dallas, named chief announcer and assistant program director, succeeding **Ralph Widman,** who has been named WFAA recording div. manager.

Earl H. Wells, formerly with WMUR-TV Manchester, N. H., named chief photographer-cameraman, news dept., WBTV (TV) Charlotte, N. C., succeeding **J. Nathan Tucker,** who has been promoted to film supervisor.

J. G. Carden Jr. appointed sales manager, WBOF Virginia Beach, Va.



MR. CARDEN

Lloyd Oliver, formerly farm specialist, KIOW Des Moines, named farm field director, KFAB Omaha.

Richard S. Zavon, formerly promotion manager, WFMY-TV Greensboro, N. C., apointed client service director, WLWC (TV) Columbus, Ohio.

Ensor Stoddard, producer-director, WGLV (TV) Easton, Pa., promoted to assistant programming and production director.

Jose Armendariz, chief engineer, KOLD Yuma, Ariz., adds duties as Spanish language news director.

Irwin A. Spiegel to WMGM New York as traffic manager; **Jerome Ellner** to traffic dept.; **Phyllis Stollmack** to WMGM publicity staff.

Robert I. Price, sales staff, KLX Oakland, Calif., named sales account executive, KCBS San Francisco.

Gerald C. Gray to WMBR-AM-FM Jacksonville, Fla., as account executive.

Tom Bender, sports director, WSPD Toledo, Ohio, to KDKA Pittsburgh, handling sportscasts.

Baxter Ward, Baltimore tv news commentator, to KCOP (TV) Hollywood in similar capacity.

Richard P. McCauley to news staff, WBAL-AM-TV Baltimore as newswriter and reporter.

Harold Heath, formerly with sales staff, WOC-TV Davenport, Iowa, to sales dept., KCRG-TV Cedar Rapids, Iowa; **Herb James,** formerly with KWWL-TV Waterloo, Iowa, to KCRG-TV announcing staff.

John Johnson, graduate, National Academy of Broadcasting, Washington, to WHHH Warren, Pa.

Mildred Wren, media manager, Botsford, Constantine & Gardner, S. F., to KROY Sacramento, Calif., as sales representative, effective June 1.

Elliott Wolff, formerly announcer-salesman, WANE Ft. Wayne, Ind., to sales staff, WCPO Cincinnati; **Peter T. Marino** to WCPO-TV sales staff; **Bill Gallop,** WCPO salesman, to WCPO-TV sales staff.

Duane Beck, graduate, National Academy of Broadcasting, Washington, to WCHA Chambersburg, Pa.

Robert Saida to engineering staff, KGMB-TV Honolulu.

Marilou Miller to KCBS San Francisco as secretary to promotion director, succeeding **Fran Wager,** who moves to Harrington, Righter & Parsons Inc. (tv representatives), N. Y.; **Joan Heron** to KCBS as secretary to contract artists; **Hilde Clark,** former assistant program director, KTUC Tucson, Ariz., to station as sales secretary.

Charles Rhoades, graduate, National Academy of Broadcasting, Washington, to WFMD Frederick, Md.

DelVina Wheeldon to WCKY Cincinnati as program personality, succeeding **Virginia James.**

Roger Peichert to WDRC Hartford, Conn., as assistant bookkeeper.

Jack Lennhoff to WDRC Hartford, Conn., as parttime announcer.

Fred Wilcox, formerly with KOY Phoenix, Ariz., to KCBS San Francisco, as summer relief announcer; **Anne Lista** to KCBS program dept. as script typist.

Bob Norman to WNHC New Haven, Conn., as summer relief announcer; **Charles Polio** to WNHC-TV production dept. as summer relief assistant floor manager.

J. Patrick Beacom, president, WJPB-TV Fairmont, W. Va., elected to four-man Fairmont Board of City Directors with largest vote polled of any of 19 candidates.

Victor C. Diehm, president, WAZL Hazleton, Pa., and head of Vic Diehm Group of radio stations, last Thursday honored with Honorary Degree of Doctor of Art of Oratory from Staley College, Brookline, Mass.

Lester W. Lindow, vice president and general manager, WFDF Flint, Mich., re-elected treasurer, Genesee County (Mich.) chapter, American Red Cross.

Edward H. Rowley Sr., president, KWFT-AM-TV Wichita Falls, Tex., additionally appointed executive vice president, United Artists Theatres Circuit Inc.

Robert R. Tincher, vice president and general manager, WNAX Yankton, S. D., and KVTV (TV) Sioux City, Iowa, being presented honorary doctor of law degree from Morningside College, Sioux City, today (Mon.).

William H. Sylk, president, WPEN Philadelphia, installed as president, Golden Slipper Square Club.



CURT PETERSON of McCann-Erickson (seated) signs a contract bringing *Esso Reporter* to viewers of WFBC-TV Greenville, S. C., starting April 25, Mon.-Fri., 10:30 p.m. EDT. The program has been carried by WFBC radio for 15½ years. L to r (standing): Wallace Rusher, advertising-sales promotion, Esso Standard Oil; Norvin C. Duncan, WFBC-TV assistant manager and "Esso Reporter" for WFBC-TV; Bevo Whitmire, manager of the station, and George Williams, manager of the Greenville Esso plant. In the fall, the show will move to the WFBC-TV 6:30 p.m. time slot.

Terry Lee, general manager, KOVR (TV) Stockton, Calif., named to information committee, United Nations Anniversary meeting, to be held in S. F. in June.

Arthur W. Weber, executive vice president, WOHO Toledo, Ohio, elected president, Toledo Bar Assn., effective July 1.

Margaret Janis, music librarian, WEEI Boston, and Joseph Regan to be married July 30; **Kenneth R. Ovenden,** program director, father of boy.

Linton Taylor, prop dept., WTVJ (TV) Miami, and Betty Crumpton, secretary, administrative dept., were married May 25.

Arnold Rabin, writer-producer, WCAU-TV Philadelphia, and Sydell Grossman were married May 8; **George Pious,** WCAU-TV sales staff, father of girl, Kathleen Rose, April 28.

Frank Struzzieri, film editor, WJNO-TV West Palm Beach, Fla., father of boy, Craig Allen, May 16.

Fred Harper, program operations supervisor, KYW Philadelphia, father of girl, Lisa, May 16.

W. C Porsow, station manager, WNAM Neenah-Menasha, Wis., father of boy, Mark, May 14.

Jed L. Riddell, stage manager, KCOP (TV) Hollywood, father of boy, Jed Steven, May 13.

George A. Heinemann, programming director, WMAQ-WNBQ (TV) Chicago, father of girl, Robin Ann, May 10.

Joe Parker, independent Hollywood tv commercial producer, and Mrs. Parker, professionally known as **Marilyn Hare,** singer-m.c., KCOP (TV) Hollywood, parents of girl, Germaine Marie, May 7.

Larry Doran, KGMB-TV Honolulu, father of girl May 7.

Hal Swaney, program director, WIDE Biddeford, Me., father of girl, Patricia Elaine.

Howard R. Malcolm, 35, disc jockey, WONE Dayton, Ohio, died May 19 of cancer.

Honorable Fishermen

THE AUTHENTICITY of many fishing stories is dubious, but in New Hampshire at least one fishing fete was given public acclaim and entered into official state records.

At a brief ceremony in Concord, the state capital, Gov. Lane Dwinell presented honorary fishing licenses to Norman A. Gittleson, executive vice president and general manager of WMUR-AM-TV Manchester, and rod and reel expert Gadabout Gaddis, who hosts *Outdoors With Gadabout Gaddis* on WMUR-TV. The presentation was in recognition of their outstanding work in promoting fishing in New Hampshire.

Mr. Gaddis' program is sponsored by the Cities Service Dealers and a recent Cities Service Oil Co. fishing promotion featuring the expert has received tremendous response throughout New England, according to WMUR-TV.

Hyde Makes BMI Clinic Bow At Idaho, Utah Meetings

BROADCAST MUSIC INC. radio program clinic for Idaho will be held June 13 at the Turf Club in Twin Falls. Clinics for Utah and Colorado will be held June 15 at the Newhouse Hotel, Salt Lake City, and June 17 at Hotel Denver, Glenwood Springs, respectively.



MR. THOMAS

FCC Comr. Rosel Hyde, making his first BMI clinic appearance, will be the the featured luncheon speaker at the Twin Falls and Salt Lake City sessions. Other traveling speakers for the three radio program clinics are: John Charles Thomas, executive vice president and managing director, KAVR Apple Valley, Calif., who will discuss "Hi and Lo Notes in Radio Programming"; Gordon Davis, program director, KYW Philadelphia, "Program and Station Promotion"; Margie Abbott, program director, KONI Phoenix, "Women's Programming", and John W. Shultz, president and general manager, WHEE Martinsville, Va., "Making the Most of Local News."

'Screaming' Commercials Rejected by Tv Announcers

TELEVISION commercials that are "screaming and over-aggressive" are "irritating and monotonous," according to the results of a survey among tv commercial announcers made public last week by Henry C. Brown, president of Henry Brown Inc., New York theatrical agency.

Many announcers, Mr. Brown said, expressed concern that "the prolonged use of extra hard-sell tv tactics might result in making the sponsor and/or his product objects of ridicule, and they practically pleaded for more of the relaxed and informal commercials that, if not actually entertaining, were, at least, quietly informative."

The survey covered some 232 announcers, many of whom are clients of the Brown agency.

A highlight of the survey was the finding that 82% of the announcers said they would like to have more information about the products they sold than was found in their scripts.

Some 68% of the announcers said they consistently used the products they themselves sold to others; 30% wrote they used the products at least occasionally, and only 2% reported they never used the products they sold on tv.

The most effective television commericals, according to 98% of the announcers, are those that are "simple, informal, relaxed, sincere and informative."

Over 150 Outlets Signed For RCA Thesaurus Plan

RCA Recorded Program Services has announced that more than 153 radio stations are using RCA Thesaurus' "Shop at the Store With the Mike on the Door" merchandising and promotion plan and more than 37,500 retail stores are participating in the project.

Under the plan, radio station subscribers to the library service may arrange tie-ins with local retail advertisers, whereby stores are provided with custom-made decals calling attention to the campaign. Stations are supplied with recorded messages by Thesaurus stars, broadcasting the "Shop at the Store" theme, operating manuals with tips for local exploitation; sponsor-selling brochures, and advertising and promotional kits.

Kagran Corp. Takes Over NBC Licensing Activities

OPERATIONS of the NBC Enterprises Licensing Div. have been transferred to the Kagran Corp., firm acquired by NBC three months ago, it has been announced by J. M. Clifford, administrative vice president of NBC and president of Kagran. In addition to licensing *Howdy Doody, Gabby Hayes* and *Sparky*, Kagran will now be in charge of licensing all other NBC-owned properties including *J. Fred Muggs, Pinky Lee, Today, Home, Tonight* and *Victory at Sea.*

Mr. Clifford will remain as president of Kagran. Operating vice president is Edward L. Justin. Sydney Rubin, who has been manager of licensing for NBC, will join Kagran, Mr. Clifford said.

Kagran Corp. also owns the Canadian rights for *Howdy Doody,* which is telecast on 24 Canadian stations, and is negotiating with the Independent Television Authority in England to present the show there in the fall. The company also owns a series of films of the program produced in Spanish and entitled *Jaudi Dudi.*

80% of All Uhf Stations Near Bankruptcy—Doherty

FOUR out of five uhf stations will be "actually flirting with bankruptcy within the next six months to a year unless they find a financial angel or develop a cohesive, cooperative means to instill life into the total uhf picture," Richard P. Doherty, president of Television-Radio Management Corp., said last fortnight. Mr. Doherty also is director of management services for National Affiliated Television Stations, General Electric Co. all-channel sales-program organization.

Not more than 12 or 15 uhf stations in the U. S. are making a true profit and these are in markets without immediate vhf competition, according to Mr. Doherty. He said station income of $5,000-$6,000 a month is "not at all uncommon for a considerable number of uhf operations." In general, he added, when a new vhf comes into an all-uhf market, uhf station revenue drops 20-30%, at least; 40-50% when two vhf stations arrive.

Between 40-45% of post-freeze vhf stations "are currently either losing money or technically breaking even," he said, many of them in small markets or the third vhf station in markets outside major cities plus some independents in top centers.

'Herald Tribune' May Expand Tv-Radio Log Nationally

MANAGEMENT of the New York *Herald Tribune* is giving "serious consideration" to possible distribution of the paper's new digest-sized tv-radio log-fan magazine as a national newspaper supplement, it is reported.

First edition of the new Sunday magazine was published May 15. Distribution was within the metropolitan radius of New York tv stations, and in the coverage areas of certain Connecticut and New Jersey stations within the metropolitan region. Wraparound of the magazine is of coated stock and contains liberal use of color. Articles are by *Tribune* staffers and tv-radio stars. The *Tribune* said its venture was greeted with a great deal of interest and enthusiasm among subscribers and people in the field.

The possibility of national distribution was the first definite sign that the program listing may be pitted against *Tv Guide,* a profitable venture that has claimed high large-city newsstand circulation, and other similar magazines [CLOSED CIRCUIT, May 16]. The *Tribune* management, which is making a study of "cost and transportation" that would be involved, feels that its product will have an edge "because it does not have to stand on its own feet." This was a reference to the failure of *Tv Program Week,* published by Curtis Publications' circulation branch, to jostle *Tv Guide*'s supremacy in the field. *Program Week* ceased publication some weeks after its debut.

Coincidentally with the appearance of the new fan-log magazine, the *Tribune* raised the price of its Sunday edition from 20 cents to 25 cents. This, a *Tribune* spokesman said, contributed to a rash of cancellations from subscribers. It was said by the *Tribune* that whenever the price of a newspaper is increased, many sales are lost. Normal drop expected for the *Tribune* after the price rise: 3,000 to 4,000.

Mercer to AP Radio-Tv Post

CHARLES MERCER, feature service writer for the Associated Press, reportedly will take over the duties of Wayne Oliver, radio-tv editor of the AP, who has resigned to become executive editor of *Television* magazine, effective Aug. 1. Mr. Oliver has been with AP for 18 years, the last three as radio-tv specialist.

GATES
Your One Source
For All Broadcasting Equipment

• Quincy, Illinois	123 Hampshire Street	Baldwin 2-8202
• New York City	51 East 42nd Street	Murray Hill 7-7971
• Washington, D.C.	13th & E Streets, N. W.	Metropolitan 8-0522
• Houston, Texas	2700 Polk Avenue	Atwood 8536
• Los Angeles, Calif.	7501 Sunset Blvd.	Hollywood 2-6351
• Atlanta, Georgia	1133 Spring St., N. W.	Elgin 0369
• New York, International Div.	13 East 40th Street	Murray Hill 9-0200
• Montreal, Quebec, Canada	Canadian Marconi Co.	Regent 8-9441

THESE OFFICES TO SERVE YOU

IN PUBLIC INTEREST

Bridgeport: Potential A-Target

COMMERCIALS were completely eliminated from WICC Bridgeport, Conn., during the 24-hour "Alert Day" during which the station aired evacuation and survival procedures in the event of an enemy attack. Except for news and a few music programs the entire schedule was devoted to civil defense information. Philip Merryman, WICC general manager, was at Yucca Flats, Nev., during the recent A-bomb tests there and described them to the audience. Taped and live interviews were held with government officials and Civil Defense experts who were available for telephoned questions after their air appearances.

June Is Safety Month

WAAM (TV) Baltimore has designated June as "Summer Safety Month." The station plans to air a nine-program live and film series during which such pertinent topics as snakes, poisonous plants and insects, boating safety, first aid and swimming precautions will be discussed.

School's Out

DURING the semester's last week of junior and senior high school in Salt Lake City KTVT (TV) there aired the special activities scheduled by the schools. The station's *Today in the West* showed such events as ROTC inspection, musical selections and school athletic events.

KIRO Nylon Derby

NYLON DERBY conducted by KIRO Seattle, Wash., on behalf of a local tuberculosis sanatorium whose patients used the material to make rugs, dolls and toys, netted 26,000 stockings—15 miles of footwear weighing 330 pounds. In six months, when at its present rate of use the supply will be exhausted, the station plans another drive.

Man No Longer Missing

WGUY Bangor, Me., by airing the description and circumstances surrounding the disappearance of a man 14 years ago, reunited the man with his son who was seriously ill in a local hospital. Leads furnished by several of the station's listeners led to his eventual discovery even though the trail was an old one.

Preventing Auto Fatalities

WBAL Baltimore is promoting the local voluntary inspection of automobiles. Space in front of the station's studios has been set aside for drivers who wish their cars safety-checked by expert mechanics. There is no compulsory inspection in Maryland.

Tampa Contributes $130,000

CASH and pledges totaling $130,000 were collected by WFLA-TV Tampa, Fla., during a 17-hour telethon there. Over $12,000 was contributed at the telethon's site. Auction of a $2,500 automobile and some donated real estate are expected to raise the total still further.

KTVH (TV) Blasts Cerebral Palsy

KTVH (TV) Hutchinson, Kan., collected over $120,000 in cash and pledges for the 1955 Wichita Cerebral Palsy fund drive. Last year's figure was $51,000, the station reported.

'Howdy Doody' for Hospitals

NBC-TV has available for showing to hospitalized children a special 40-minute *Howdy Doody Show* film. The idea for the additional film was originated by Bob Smith, creator and star of the tv show.

EDUCATION

$6 Million Columbia Center Houses Communications Arts

DETAILS of a plan to construct a $6 million art center at Columbia U., New York, were announced last week at a luncheon meeting at the Waldorf-Astoria, New York, under sponsorship of Columbia Assoc., a group of professional and business men who serve the university in an advisory capacity. The proposed structure, which will be built on the Columbia campus, will house the communications arts, music, painting and sculpture, archaeology and architecture departments.

Among speakers at the meeting were representatives of the various art forms which will be included in the center. Gilbert Seldes, author of *The Seven Lively Arts* and *The Great Audience,* spoke to the group on the function of motion pictures, television and radio in the arts field. Commenting on the inclusion of communications in the art center plans, Mr. Seldes said: "It's a challenge to be admitted to the big league." He said he welcomed the indication that communications were finally achieving recognition among the arts. He pointed out that in addition to the creative aspects of the communications arts they can also serve as "transmission belts for all other arts forms as radio, for example, has served as a transmission belt for music." Mr. Seldes also told his audience that only the communications arts could serve as a bridge between other art forms and the vast audience which should enjoy them.

The center will provide facilities for teaching, experiment, practice and research in the art forms. According to Dr. Grayson Kirk, Columbia president, the center will contain classrooms, work rooms, studios, theatres and libraries for academic training on an undergraduate, graduate and professional level. Construction will begin as soon as necessary funds are on hand. A portion of the $6 million has already been contributed or pledged. An additional $3 million will be sought for endowment and scholarships.

EDUCATION SHORTS

RCA Institutes, N. Y., presented diplomas to 253 students at second largest commencement in school's 46-year history. Graduates completed courses in radio-tv broadcasting, servicing, advanced technology and radiotelegraph operating. Included in class were students from England, France, Norway, Thailand, Puerto Rico, Hawaii and British West Indies, as well as U. S.

AWARDS

Murrow Is Among Winners Of Club Federation Awards

GENERAL Federation of Women's Clubs last week made awards in radio and television at its convention in Philadelphia. The winners and classifications:

Radio—Edward R. Murrow, CBS Radio, news; *Man's Right to Knowledge,* CBS Radio, education; *Let's Pretend,* CBS Radio, children; *Conversation,* NBC Radio, promotion of individual responsibility; *New York Times Youth Forum,* WQXR New York, meeting the problem of juvenile delinquency, and *The Greatest Story Ever Told,* ABC Radio, stressing spiritual values.

Television—John Daly, ABC-TV, and John Cameron Swayze, NBC-TV, news; *Omnibus,* CBS-TV, education; *Disneyland,* ABC-TV, and *Zoo Parade,* NBC-TV, children; *Lassie* filmed series, Campbell Soup Co., promotion of individual responsibility; *Mr. Wizard,* NBC-TV, meeting problem of juvenile delinquency, and *Howard Whitman Series,* NBC-TV, stressing spiritual values.

BMI Announces 1954 Winners Of Student Composer Awards

BMI last week announced the names of the winners of the 1954 Student Composers Radio Awards, totaling $7,500. The competition, which was established by BMI in 1951 in cooperation with state associations of broadcasters and music educators and composers, annually offers $7,500 in scholarships and subsistence prizes to student composers in the U. S. and Canada.

The 1954 winners and the amounts of their awards are: Ramon Cortes of Dallas, Tex., $2,000; Roland Trogan of Saginaw, Mich., $1,500; Jack S. Gottlieb of New Rochelle, N. Y., $1,000; Arno Safran of New York City, $750; David M. Epstein of Woodmere, N. J., $750; Edwin A. Freeman of Clemson, S. C., $500. Prizes of $250 went to Donald Jenni of Milwaukee; David Ward-Steinman of Alexandria, La.; Genevieve Chinn of Malba, L. I., and John Harbison of Princeton, N. J.

Opening of the 1955 competition will be announced shortly. Information and entry blanks may be obtained from Russell Sanjek, director, SCRA Project, BMI, 589 Fifth Ave., New York.

AWARD SHORTS

KCOH Houston, Tex., presented first Distinguished Service Award of Houston Negro Chamber of Commerce May 17 for two 13-

THE LATEST WCKY STORY

What in Radio Can You Buy for 6¢?

Here's What!
1,000 Listening Homes
Here's Where!
823,500 Homes in 10 Southern States*
Here's How!
WCKY Open 1 minute rate $50.00
823 | 50.00 | .06.
* WCKY Audience, according to Nielsen Coverage Service.

Where in Radio Can You Buy More for 6¢?



SIG MICKELSON (r), CBS vice president in charge of news and public affairs, accepts on behalf of CBS Radio a 1955 Distinguished Service Award of Sigma Delta Chi, national journalism fraternity, from Bernard Kilgore, *Wall Street Journal*.

hour radiothons for benefit of Eliza Johnson Home for Aged Negroes (22 tons of food and clothing received) and for South Central Branch YMCA Building Fund ($10,000 in contributions received).

Philip Dexheimer, account executive, KBIG Avalon, Calif., presented "Sammy" award, presented annually to 10 top Los Angeles area salesmen by Los Angeles Sales Executive Club.

H. Leslie Atlass, CBS vice president in charge of the Central Div. and general manager of WBBM Chicago, presented honorary degree at commencement exercises at Lincoln College, Lincoln, Ill.

WPIX (TV) New York's *Club House Gang Comedies* program presented citation from Police Athletic League for "outstanding service to PAL in its effort to promote wholesome recreation and social opportunities for the boys and girls of the City of New York."

Dr. John Wesley Howard, pastor, WLS Chicago, received 1954-55 John Howard Award of John Howard Assn. at 54th annual meeting at Chicago Bar Assn. May 19 for "50 years of devoted ministry."

Clifton Utley, NBC Chicago commentator, honored with national citation from Disabled American Veterans at Chicago meeting May 18 for "outstanding service to his fellow man by his exemplary courage in a fight to overcome physical adversity."

Sally Work, women's commentator, WBEN Buffalo, N. Y., cited by Inter-Club Council of Western New York for "meritorious service and the consistently high standards with which she has served her community and state in her chosen profession."

WSAZ-TV Huntington, W. Va., presented annual award for advertising layout from Adv. Club of Huntington.

WTRY Troy, N. Y., honored by Troy Citizen's Civic Committee on occasion of 15th anniversary. Harry C. Wilder, WTRY president, presented plaque of tribute from committee.

KYW-WPTZ (TV) Philadelphia presented citation from Treasury Dept.

Shearson-Hammill & Co. (investment brokers), L. A., presented plaque from L. A. Stock Exchange for public service to American free enterprise system through weekly *Private Wire* program, KABC Hollywood, as part of "Invest in America" week ceremonies.

ROYAL COMMISSION SET FOR RADIO-TV

Prime Minister Louis St. Laurent tells Canadian House of Commons that commission soon will be appointed to inquire into radio and television broadcasting.

A ROYAL COMMISSION is expected to be appointed at an early date by the Canadian government to inquire into Canadian radio and television broadcasting, Prime Minister Louis St. Laurent told the Canadian House of Commons at Ottawa on May 19. The inquiry, he hinted, might look into the possibility of a change in government policy to allow more than one television station to be licensed in any one Canadian city.

Radio and tv have been taking a great deal of time of Parliamentarians in recent weeks. The Parliamentary Broadcasting Committee, in its investigations of the Canadian Broadcasting Corp. during the past week, learned from CBC officials that travel costs of $313,000 in the past fiscal year and entertainment expenses of $26,000 were not out of line considering the CBC has 22 operating offices and over 4,000 employes and has to entertain industry executives from many countries over a vast territory.

The committee also was told by G. W. C. Brown, director of telecommunications in the Dept. of Transport, that regulations are under preparation for the licensing of community television antennas. Mr. Brown stated that there were a number of applicants for community antennas for fringe areas of tv stations.

A. D. Dunton, CBC board chairman, questioned by the committee on competition from privately-owned stations in major Canadian markets where only CBC stations are now in operation, stated that the CBC would be against unfair competition. He pointed out that competition would increase CBC expenses to do a continually better job of turning out Canadian tv programs. He felt that independent stations would import network or film shows from outside Canada to keep their costs down, and would not endeavor to develop Canadian programs, a requirement of the CBC under the Canada Broadcasting Act.

Announcement by Prime Minister St. Laurent that a Royal Commission inquiry into radio and tv broadcasting is to be established is a change in government thinking, for only recently he had stated in Parliament that a commission or independent regulatory body was not necessary at present. Pressure from his own Liberal Party has grown in recent months for an independent regulatory body to administer both the CBC and independent operators, a job now done by the CBC.

Canadian Broadcasters Urge Independent Regulatory Body

CANADIAN broadcasters appearing before the Parliamentary Committee on Broadcasting at Ottawa last Tuesday urged a change in the Canadian government's single service television policy and the establishment of an independent regulatory body for all broadcasting. The brief was presented to the committee by T. J. Allard, executive vice president of the Canadian Assn. of Radio & Television Broadcasters, with the full board of directors of the CARTB present to answer any committee questions.

The brief asked the committee to consider making recommendations that "there be now permitted licensing of non-government tv stations in all areas of Canada, including Toronto, Montreal, Vancouver, Winnipeg, Ottawa and Halifax. This would not be consistent with the recommendations of the Massey Commission, with the general outline of previous government policy statements, and would give Canadians in these areas a choice of more than one television program at one time from Canadian sources."

Regarding an independent regulatory body, the brief asked the committee "to correct the present situation in which one body competes and regulates at the same time; to bring broadcasting regulation into harmony with parallel regulatory situations in all parts of Canada, and with like situations in every part of the democratic world, and so to create for Canadian broadcasting a regulatory structure based upon fundamental democratic principles."

Highest Tv Tower Planned

WHAT is believed to be the highest television tower in the world—a 2,160 ft. structure to be built of concrete—is planned by 1958 at the Brussels International Exhibition, according to Edouard Anselle, Belgian Minister of Communications. Mr. Anselle told reporters in London last week that the tower will be part of a vast European interchange television system and will eliminate the need for relay stations. The tower will range between 2,160 and 2,180 ft., he said, more than twice as high as the Eiffel Tower.

International Ad Meet Set

INTERNATIONAL advertising conference on "Advertising in World Markets" will be held in Zurich, Switzerland, July 28 and 29 under the auspices of the International Advertising Assn. and the Swiss Advertising Assn. A panel discussion on "Fact Finding on Markets and Media" will present Emilio Azcarraga, Inter-American Broadcasters Assn.; Dr. Eric Stoetzner, *New York Times,* and other members to be announced later.

Swiss Tv May Go Commercial

GOVERNMENT-owned tv in Switzerland will be commercialized if a Swiss Broadcasting System decision is not revised. The SWS board voted 62-11 to allow advertising as an additional source of income "if not very severe reasons against such a measure are submitted." The Swiss press is opposing the proposal.

INTERNATIONAL PEOPLE

T. Gordon Ferris, advertising director, Household Finance Corp. of Canada, Toronto, to Robert Otto & Co. (Canada) Ltd., Toronto, as vice president and director; **G. J. Stacy,** assistant manager, Household Finance of Canada, London, Ont., and **R. A. Pitt,** manager of Household Finance, Halifax, named western and eastern Canadian advertising managers, respectively.

Dean Kaye, chief announcer, CFCF Montreal, appointed production supervisor; **Gordon Sinclair Jr.** named chief announcer.

John M. Ramsay, formerly with international service of Canadian Broadcasting Corp., Montreal, and **Harold S. Stubbs,** announcer and producer, CKVL Verdun, to radio and tv dept., Cockfield, Brown & Co., Montreal.

NEWSPAPER NEWSCAST

FIVE-MINUTE newscast direct from the desk of Ed Jones, editor of the *Salem* (Ill.) *Republican,* is broadcast daily on WCNT Centralia, Ill., according to Benjamin E. Shore, general manager of the station. The program is aired five days a week and has proved very successful, Mr. Shore reports.

'UNCOMMON VALOR' PREMIERE

KTTV (TV) Hollywood transported the press via Greyhound bus to El Toro Air Facilities Base, Santa Ana, Calif., to attend the national premiere of *Uncommon Valor,* new half-hour documentary tv film series telling the story of the Marine Corps and which started on KTTV last Wednesday. The series was launched by a special live telecast including a demonstration of new combat techniques by Marine Corps helicopters. The program was followed by a dinner, the introduction of Gen. Holland "Howlin' Mad" Smith, USMC ret., who hosts the series, and a screening of one of the films. *Uncommon Valor* is produced by Executive Productions and distributed by General Teleradio.

DISCUSSION ON WQAN

DISCUSSION of how extension workers may more effectively use radio to present agricultural and homemaking information to rural, town and city people featured a regional conference two weeks ago of extension agricultural agents and extension home economists from 11 counties in the Scranton, Pa., area. The proceeding was held at WQAN Scranton studios and broadcast on the *Bill Pierce Noon Show.*

N. Y. NEGRO REPORT

BROCHURE based on a Pulse report on the listening habits of the New York metropolitan area's Negro population has been issued by WOV New York, which claims a top popularity among more than 1 million Negroes in the area. The Pulse findings are supplemented with photographs of WOV's Negro personalities, along with lists of national advertisers now on WOV and the agencies which place business on the station.

Auto Auction

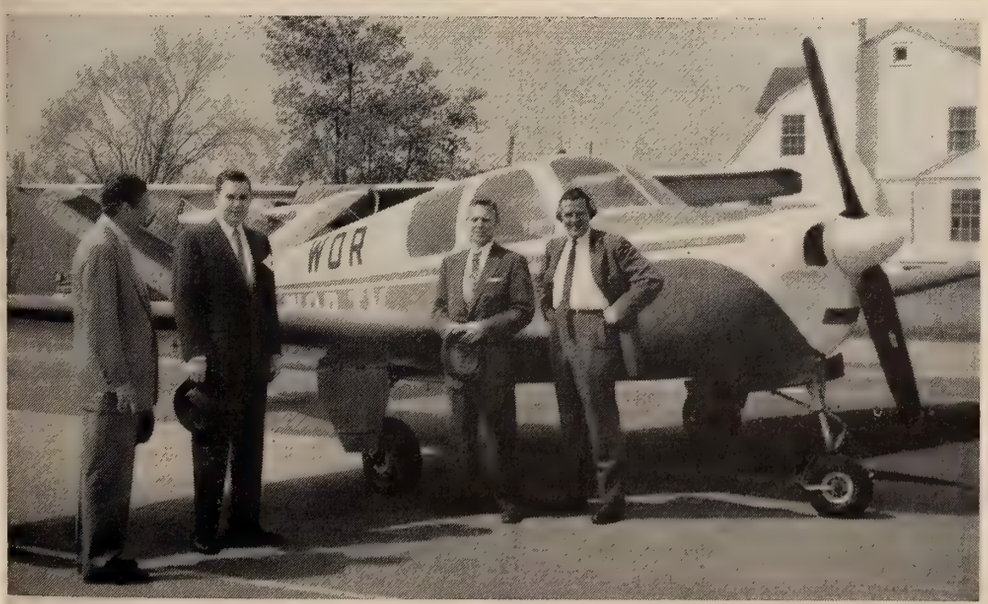
NEARLY $30,000 an hour changed hands in an 8½-hour televised automobile auction over KGUL-TV Galveston, Tex., when Lane Oldsmobile Co. staged an all-night "Deal-O-Rama" on behalf of its new cars. With actor Jerry Colonna as m.c. of the May 6, 1:30 p.m.-8 a.m. "autothon," more than 100 cars were sold for a grand total of $250,000 according to the station. As soon as new cars were sold, the trade-ins were brought before the tv cameras and auctioned off, KGUL-TV reports. The show also featured entertainment provided by Dixieland and hillbilly bands, and enthusiastic viewers from as far away as Beaumont, 80 miles distant, were attracted to the site of the telecast, according to KGUL-TV.

BOB AND RAY ON WGTH

BOB ELLIOTT and Ray Goulding, radio-tv comedy team, will air a radio series on WGTH Hartford, Conn., Monday through Saturday, effective June 6, in addition to their broadcasts on WINS New York and WBZ Boston. The team also has a weekly tv show, *The Name's the Same,* on ABC-TV.

'TWO O'CLOCK HIGH'

WTVJ (TV) Miami has distributed to members of Congress and all tv station managers 1,500 copies of a booklet describing its hour-long weekly successful teenage program, *Two O'Clock High.* The station states it wishes to share its experience in the teenage field in the hope that other communities will inaugurate similar series in their areas. The series is produced in cooperation with the Dade County (Fla.) School Board and is a "television vehicle which has succeeded in giving the viewing public of south Florida an awareness of the teenager. . . ." On the average of 250 to 300 students take part in the presentation each week and as many as 800 have participated. The program also helps reduce juvenile delinquency, according to WTVJ.



WOR-AM-TV New York salesmen will be taking to the air for sales in this Beechcraft Bonanza. L to r: Charlie Philips, WOR-TV sales manager; Bill Dix, WOR sales manager; Bob Kolb, WOR-AM-TV regional sales manager, and Carl Getchell, account executive. Plane is expected to speed up client calls in the stations' 13-state coverage area.

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WIBW CBS RADIO in Topeka
Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN
Rep. Capper Publications, Inc.

OLD FAVORITES

NEW PROGRAM, *McCoy's Music Shop*, has been started over the Intermountain Network, Salt Lake City, originating on KALL there. The show features disc m.c. Ron McCoy airing all-time hit records which he has collected over a ten-year period. Many of the records are rare collector's items, according to IN. Mr. McCoy, who is manager of operations for the 52-station network, also relates stories of stars and their top discs.

HELP WANTED

WKNE Keene, N. H., has started a series of "help wanted" programs, broadcast every morning Monday through Saturday. The first program was aired May 16 and by the following noon the station received word that four jobs had been filled as a direct result. The show is prepared in cooperation with the employment security offices in the station's primary coverage area.

WFBM 'HOOSIER HOUSE PARTY'

WHEN its emphasis goes to local programming June 6, WFBM Indianapolis plans to give its audience a new hour-long live musical program, *Hoosier House Party* Monday through Friday. With the majority of its day to be originated locally, the station's programming will be supplemented by ABC and Mutual shows. *Hoosier House Party* will be heard from 11 a.m. to noon and will feature 13 of the WFBM's talent lineup. Emcee will be Ken Linn, veteran network broadcaster. Extensive promotion will back up the show during its first few months.

T-DAY

"T-DAY" contest in which 2,500 advertising agency personnel throughout the country are invited to guess the completion time of WTVW (TV) Milwaukee's 1,105-ft tower is underway. Twelve cash prizes totaling $1,000 are being offered by the station. When completed, the tower will be the highest structure in Wisconsin and will give the station comparable coverage with any other in the country, WTVW claims. The contest is a companion to the consumer "T-Day" contest in which $5,000 worth of prizes, including a new Plymouth and a color tv set, are being given away. Entries in the consumer contest are averaging 300 a day, according to the station. The contests close June 25 and the exact second of completion will be determined in a stop-watch ceremony by WTVW officials.



NEW mobile radio studio of WXYZ Detroit, housed in a specially designed 33-ft. trailer which allows passers-by to watch actual broadcasts, has been put into operation. Visiting the studio are (l to r): James G. Riddell, president of WXYZ Inc. (WXYZ-AM-TV); Hal Neal, manager of WXYZ sales; Fred Wolf; Phil Brestoff, WXYZ manager; John Lyon, WXYZ sales representative; Robert Baldrica, advertising and promotion manager of WXYZ, and Harold Christian, WXYZ vice president.

TOP VALUE WEEK

SALES GAINS of up to 400% for participating products were reported as a result of the Top Value Week merchandising plan inaugurated by KFSD-TV San Diego, according to Jay Grill, sales manager. The plan includes in-store point-of-sale promotion, stack displays and cards, shelf strips, newspaper advertising by KFSD-TV and the participating stores and of on-the-air ID spots. One such week, conducted in the three-store chain of Roy's Markets in the city, brought 400% sales increases in Chase & Sanborn coffee and Nabisco Ritz crackers. Similar gains in the same and other chains, from 20% to 300%, were also recorded.

WTTG (TV) SALES CONTEST

SALES CONTEST for its account executives has been instituted by WTTG (TV) Washington. Prizes, ranging from "new automobiles and mink capes to portable radios and electric razors," will be awarded on the basis of new business written and any dollar increase in current business. WTTG thinks the contest sales drive will be successful because any "account executive who doesn't bring home his share of the magnificent loot offered had better be sure his membership dues in the YMCA are paid up."

'SANDLOT GAME OF THE WEEK'

"SANDLOT Game of the Week" will be televised this summer by WNBK (TV) Cleveland with the Cleveland Coca-Cola Bottling Co. as sponsor. Starting June 4, greater Cleveland youngsters, from 12 to 21, will appear before WNBK cameras Saturdays, noon to 1 p.m. Gail Egan, veteran sportscaster and publicist, now public relations director of the Cleveland Recreation Dept., will do the play-by-play. Tentative plans call for the appearance of leading athletes and sports personalities as guests.

SIGNATURES FOR WKMI

WKMI Kalamazoo, Mich., staged a contest in which contestants were to solicit the signatures of listeners of the station. A list of at least 15 names won a WKMI cigarette lighter and the three contestants with the highest number received diamond rings. Thousands of entries were received, according to the station, with the top three containing 2,104, 1,462 and 915 signatures.

WCOJ BROCHURE

WCOJ Coatesville, Pa., has sent advertisers and agencies a brochure billing itself as first in public service, with the news and in facilities. The brochure also says the station is in an area of "first class industry," listing the names of the manufacturers. WCOJ won first prize in the *New York Herald Tribune* Fresh Air Fund competition, was first with the news of a recent twister in the area, beating other media by hours, and utilizes "first class facilities" for "first class broadcasting."

ALLEN KANDER
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1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
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'BRIDES SCHOOL'

"BRIDES SCHOOL" section to the mid-morning *Club 4* show of Grace Lundberg on KTVT (TV) Salt Lake City has been added "in preparation for the 'marry, marry' month of June." The section started May 16 and covers fashion, etiquette, honeymoon spots and other items of interest to the prospective brides and their families. Subjects on "Brides School" include a marriage counseling discussion; a feature on furniture a bride should consider in setting up her first home; etiquette and protocol of a wedding reception, and others.

MCCAW AT BANQUET

J. ELROY McCAW, owner of WINS New York and several radio-tv stations in the West and Honolulu and president of the Washington State Assn. of Broadcasters, was the guest of honor and speaker at the Ninth Annual Awards Banquet at the State College of Washington May 14. The banquet was sponsored by the National Collegiate Radio & Tv Guild and KWSC Pullman, Wash., owned and operated by the school. Mr. McCaw, a Washington State graduate, presented the Edward R. Murrow and Judith Waller awards to the outstanding young man and woman in radio and tv at the college.

RECORD CONTEST

SPECIAL PROMOTION in cooperation with Coral Records was conducted by KNUZ Houston, Tex., in which the station asked listeners to guess the number of times during a week it played Lawrence Welk's Coral recording, "Hey, Mr. Banjo." The record was spun 177 times during the week, including times when just portions of the disc were played. KNUZ reports 1,263 entries were received with 13 having the correct answer. Based on earliest postmarks, prizes were a radio-phonograph combination, seven electric coffee makers and five new record albums.



PICK TEMPLE, cowboy star and host of his own program on WTOP-TV Washington, signs what is described as "the largest contract ever negotiated between a Washington advertiser and an entertainment personality." The five-year, $250,000 pact with Giant Food Department Stores is witnessed by Clarkson Gemmill (l), Giant stores advertising and public relations director, and Robert S. Maurer of Henry J. Kaufman & Assoc.

Teamwork in Tulsa

TELEVISION, a magazine and a shopping center teamed up in Tulsa, Okla., to climax a two-week promotion with an hour-long tv show that brought plaudits from all concerned. KOTV (TV) Tulsa joined with *Life* magazine and the Utica Square shopping center in an elaborate production which was designed as the pattern for a series of *Life* promotions to be launched in other cities. The show originated from an outdoor garden area in Utica Square.

Featured in the program, titled *Life Under the Stars,* were Gov. Raymond Gary of Oklahoma; officials of *Life* and *Time;* movies starlets, and KOTV representatives Cy Tuma, newscaster; Hugh Finnerty, sportscaster; Barbara Smith, women's page editor, and Dick Campbell, operations manager. Mr. Campbell served as m.c. of the telecast.

Highlight of the program was the selection of the winning contestant in the Oklahoma Tulip Maid contest. The winner is scheduled to make a guest appearance on CBS-TV's *Toast of the Town* and then fly to Holland as a guest of KLM Dutch Royal Airlines and the Associated Bulb Growers of Holland. Two other Tulsans won trips to Mexico City and Acapulco as guests of American Airlines.

BASEBALL CONTEST

WEEKLY baseball contest in which listeners predict the outcome of a week's National League activity is being conducted by WFOX Milwaukee. Scorecards with printed baseball bases are distributed by the station. On first base contestants predict the team which will score the most runs during a week; on second, the number of runs the Braves will score; third, the runs all National League teams will score; at home plate, the home runs all NL teams will hit. If the first two bases are guessed correctly, entrants win tickets to the Brave games; the first three, Brave tickets plus $500 in cash; if all four are correct, an all-expense paid trip to all the 1955 World Series games is won, in addition to the other prizes.

WPTR 'NEWSBEAT'

NEWSBEAT on newspapers of several hours is claimed by WPTR Albany, N. Y., for its on-the-spot coverage of a $150,000 fire to the New York Central main passenger bridge between Albany and Rensselaer, N. Y. Within minutes after the blaze broke out and before most of the fire fighting equipment had arrived at the two-alarm fire, Ken Parker, WPTR news director, was at the scene giving an eye-witness account. Regular programming schedules were interrupted in order that he might be the first to bring the news.

MBS TO COVER GOLF EVENT

MBS will air five shows in its coverage of the 14th annual Palm Beach Golf Tournament, held June 1-3 at Long Island's Deepdale Golf Club for benefit of the New York Boys' Club anti-delinquency program. Among "amateur celebrities" slated for Wednesday's round: Thomas F. O'Neil (president and board chairman of Mutual), Dan Topping, J. H. Whitney, Robert R. Young (New York Central board chairman) and former Army Secretary Frank Pace Jr.

MORE THAN "JUST A TOWER"

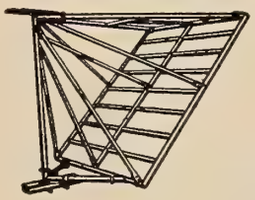
IT'S THE WHOLE JOB WRAPPED UP

From coast to coast you will find installations where TOWER'S "Package" service is paying off. We manufacture the tower and erect it—handle your job from the planning stage on through complete maintenance service.

A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type . . . heavy legs and braces . . . designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coat of primer undercoat . . . supports all types of television antennas and coaxial feed line or wave guide . . . complete erection by experienced crews.

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TOWER is a pioneer in Microwave towers and Microwave reflectors. We are manufacturers of famous Microwave passive reflectors used by the U. S Government, Bell Telephone System and leading manufacturers . . . TOWER reflectors are used widely by TV stations to direct microwave signal from studio to transmitter. We invite you to check with our satisfied customers.

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Construction Co.

SIOUX CITY, IOWA

Station Authorizations, Applications

(As Compiled by B • T)

May 19 through May 25

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of April 30, 1955 *

	AM	FM	TV
Licensed (all on air)	2,704	522	134
CPs on air	13	17	†319
CPs not on air	98	13	121
Total on air	2,717	539	453
Total authorized	2,815	552	574
Applications in hearing	127	3	180
New station requests	201	8	18
New station bids in hearing	69	0	127
Facilities change requests	142	9	38
Total applications pending	823	80	196
Licenses deleted in April	0	1	0
CPs deleted in April	1	0	4

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially, but station may not yet be on air.

* * *

Am and FM Summary through May 25

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,725	2,707	125	214	67
Fm	539	522	32	3	0

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	283	322	607[1]
Noncom. Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	310	106	416
Noncom. Educ. on Air	9	3	12

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	964	337	744	539	1,284[2]
Noncom. Educ.	58		30	28	58[3]
Total	1,022	337	774	567	1,342[4]

[1] One hundred-forty-one CPs (29 vhf, 112 uhf) have been deleted.

[2] One applicant did not specify channel.

[3] Includes 35 already granted.

[4] Includes 640 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

Shreveport, La.—Shreveport Television Co. granted vhf ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,207 ft., above ground 1,200 ft. Estimated construction cost $379,184, first year operating cost $350,256, revenue not estimated. Post office address: 516 Crockett Street, Shreveport, La. Studio location: 3318 Line Avenue. Transmitter location: 2 miles E. of Mooringsport, La. Geographic coordinates 32° 40′ 44″ N. Lat., 93° 55′ 18″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Weaver & Glassie, Washington. Consulting engineer L. J. N. du Treil & Assoc. Principals include Manager **Don George** (43%), **Ben Beckham** (25%), **William C. Henderson** (7%), and **Henry E. Linam** (25%). Granted May 20.

Bismarck, N. D.—North Dakota Bcstg. Co. (KXJB-TV Valley City, KCJB-AM-TV Minot, N. D.) granted vhf ch. 12 (204-210 mc); ERP 13.2 kw visual, 6.6 kw aural; antenna height above average terrain 310 ft., above ground 279 ft. Estimated construction cost $49,550, first year operating cost $36,000, revenue $60,000. Post office address % John W. Boler, Box 32, Fargo, N. D. Studio and transmitter location State Capitol Bldg., Bismarck, N. D. Geographic coordinates 46° 49′ 45″ N. Lat., 100° 46′ 55″ W. Long. Transmitter and antenna RCA. Legal counsel D. F. Prince, Washington, D. C. Consulting engineer Lloyd R. Amoo, Valley City, N. D. Principals include Pres. **John W. Boler**, pres.-gen. manager-majority stockholder Jamestown Bcstg. Co., licensee of KSJB Jamestown, N. D.; Sec. **John Hjellum**, attorney, and Jamestown Bcstg. Co. (61%). Granted May 18.

APPLICATION

Las Vegas, Nev.—Moritz Zenoff (KBMI Henderson, Nev.), vhf ch. 13 (210-216 mc); ERP 12.7 kw visual, 6.8 kw aural; antenna height above average terrain 98 ft., above ground 207 ft. Estimated construction cost $74,900, first year operating cost $200,000, revenue $250,000. Post office address 343 Desert Inn Rd., Las Vegas. Studio and transmitter location Fremont Hotel, 2d & Fremont, Las Vegas. Geographic coordinates 36° 10′ 12.5″ N. Lat., 115° 8′ 34″ W. Long. Transmitter and antenna RCA. Legal counsel David Zenoff, Las Vegas. Consulting engineer Grant R. Wrathall, Aptos, Calif. Mr. Zenoff is owner of the *Boulder City* (Nev.) *News* and the *Henderson Home News*. Filed May 20.

Existing Tv Stations . . .

ACTIONS BY FCC

WPRO-TV Providence, R. I.—Cherry & Webb Bcstg. Co. granted mod. of CP for ch. 12 to change ERP to 309 kw visual, 182 kw aural; antenna height above average terrain 610 ft. Granted May 19; announced May 24.

New Am Stations . . .

ACTIONS BY FCC

Washington, Iowa—John Garrett tr/as Washington County Bcstg. Co. granted 1220 kc, 250 w daytime. Post office address 205 S. Marion Ave. Estimated construction cost $7,700, first year operating cost $27,000, revenue $35,000. Mr. Garrett is radio engineering consultant. Granted May 25.

Harlan, Ky.—KY-VA Bcstg. Corp. (WTCW Whitesburg, Ky.) granted 1410 kc, 1 kw daytime. Post office address Box 398, Whitesburg, Ky. Estimated construction cost $14,967, first year operating cost $30,000, revenue $37,000. Principals include Pres. **Kenneth J. Crosthwait** (97.5%); Vice Pres. **Donald S. Crosthwait** (0.4%), and Sec.-Treas. **Betsy S. Crosthwait.** Granted May 18.

Plymouth, Mass.—Plymouth Rock Bcstg. Co. granted 1390 kc, 500 w daytime. Post office address % Robert Clark Jr., 106 Main St., Brockton, Mass. Estimated construction cost $16,415, first year operating cost $35,000, revenue $40,000. Principals include Pres.-General Manager **Joseph M. Corcoran** (51%), show salesman; Treas. **Robert G. Clark Jr.** (39%), attorney, and **Eleanor Corcoran** (10%), school teacher. Granted May 18.

Monroe, Mich.—Charles S. McIntyre granted 560 kc, 500 w daytime, directional. Post office address 1426 E. 1st St., Monroe, Mich. Estimated construction cost $48,030, first year operating cost $65,000, revenue $75,000. Mr. McIntyre is associated with manufacturer of automotive parts and accessories. Granted May 25.

Clarksdale, Miss.—Anne P. McLendon, Harding Corley & Harvey T. Ross d/b as Coahoma Bcstg. Co. granted 1600 kc, 1 kw daytime. Post office address % Harvey T. Ross, P. O. Box 339, Clarksdale. Estimated construction cost $14,500, first year operating cost $32,400, revenue $43,200. Principals in general partnership include **Anne P. McLendon** (60%), retail furniture; **Harding Corley** (20%), accountant, and **Harvey T. Ross** (20%), attorney. Granted May 18.

Washington, N. J.—Simon Geller granted 1580 kc, 250 w daytime. Post office address 537 45 St., Union City, N. J. Granted May 25.

Spruce Pine, N. C.—Toe River Valley Bcstg. Co. granted 1470 kc, 1 kw daytime. Post office address % Tom N. Cooper, RFD #1, Box 20-B, Spruce Pine. Estimated construction cost $14,000, first year operating cost $25,000, revenue $30,000. Principals include Pres. **Tom N. Cooper** (41.3%), drive-in theatre owner; Vice Pres. **O. D. Calhoun** (2.7%), motion picture theatre manager; Sec.-Treas. **Baxter D. Johnson** (2.7%), electrical contracting; **Joe B. Cooper** (11%), and 21 other stockholders, none holding more than 3% interest.. Granted May 18.

APPLICATIONS

Eau Gallie, Fla.—Mel-Eau Bcstg. Corp., 1050 kc, 500 w daytime. Post office address 512 Riverview Drive, Melbourne, Fla. Estimated construction cost $15,550, first year operating cost $36,000, revenue $40,000. Principals include Pres. **Norman E. Jorgensen** (25%), pres.-41.6% owner WSBB New Smyrna Beach, Fla., 40% owner new am station at Herkimer, N. Y., and D. C. attorney; Sec. **Seymour Krieger** (25%), sec.-treas.-41.6% owner WSBB and D. C. attorney; Treas. **Victoria C. Martin** (25%), former employe at WMMB Melbourne, Fla., and Vice Pres. **A. V. Catterton** (25%), general manager-⅛ owner of WSBB. Filed May 16.

Sanderville, Ga.—Washington Bcstg. Co., 1490 kc, 250 w unlimited. Post office address Morningside Drive. Estimated construction cost $12,200. first year operating cost $40,000, revenue $48,000. Principals include Pres. **Jack Bradley** (½), 48% stockholder WCON Cornelia, Ga., and Vice Pres. **Claude Williams Jr.** (½), 48% stockholder WCON. Filed May 18.

Skowhegan, Me.—Pineland Bcstg. Co., 1150 kc, 1 kw daytime. Post office address 89 Congress St., Rumford, Me. Estimated construction cost $16,896, first year operating cost $40,000, revenue $45,000. Principals include Pres. Melvin L. Stone (55.4%), pres.-49.8% of WRUM Rumford, and Treas. **Edward J. Trembley** (44.3%), chief engineer WRUM. Filed May 18.

Milford, Mass.—James W. Miller, 1490 kc, 250 w unlimited. Post office address Blanchard Bldg., Southbridge, Mass. Estimated construction cost $13,000, first year operating cost $40,000, revenue $50,000. Mr. Miller is pres.-50% owner WESO Southbridge, Mass., and pres.-treas. of The Tele-Pool Corp., radio-tv advertising agency. Filed May 18.

(Continued on page 115)

MIDWEST
5,000 Watt Independent
$50,000 DOWN
Balance of $75,000 on liberal Terms
Appraisals • Negotiations • Financing
BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

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James W. Blackburn
Clifford Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Phil Jackson
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
111 Sutter St.
Exbrook 2-5671-2

PROFESSIONAL CARDS

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Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
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JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
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—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
*Member AFCCE **

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
*Member AFCCE **

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
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A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
*Member AFCCE **

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
*Member AFCCE **

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
*Member AFCCE **

Frank H. McIntosh & Assocs.
CONSULTING RADIO ENGINEERS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
*Member AFCCE **

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
*Member AFCCE **

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
*Member AFCCE **

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
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All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Sales manager, New Mexico. Need imagination, versatility and aggressiveness. Future station manager. Good salary. All details first letter. Box 540A, B•T.

General manager must be successful sales manager. Young, aggressive, anxious for promotion similar position, metropolitan market. East. Unusual opportunity. Box 649A, B•T.

Wanted: Commercial manager for small, high-income, non tv market. Salary plus commission. Opportunity to earn good money. Send full details first letter, photo, references, and tape if you do air work. Must be aggressive, honest and reliable. No floaters. Car necessary. KSCB, Liberal, Kansas.

Salesmen

Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B•T.

Salesman for outstanding western New York station in an outstanding city. Excellent opportunity with salary, plus commission. Send full information to Box 616A, B•T.

For Your

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RADIO

Help Wanted—(Cont'd)

Immediate opening radio time salesman with or without first phone ticket. Guarantee $380.00 monthly and commission. Send experience and photo. KCHJ, P. O. Box 262, Delano, California.

Wanted: two salesmen for CBS affiliates. $100 weekly salary, plus commission. Apply in person only. WAIM Radio and TV, Anderson, S. C.

Experienced salesman. 15% commission. Immediate list of excellent active accounts. Ideal working conditions. Chance for advancement in broadcasting. Send full details to Wayne Wright, WBCK, Battle Creek, Michigan.

Managers—salesmen. Our men earn from $6,000 to $12,000 yearly selling special features for radio and tv station from coast-to-coast since 1931. We prefer married couples (wives can earn $60-$80 weekly) who can travel continuously. Write Merle V. Watson, Inc., First National Bank Bldg., Peoria, Ill.

Announcers

Humorous DJ—Fast flowing ad lib. Jovial, full of fun, infectious personality. Production minded. Actor background. Single. For Pa., N. Y., Michigan, Ohio, Illinois area. Box 933G, B•T.

Experienced announcer. Must have above average delivery, voice and intelligence. West Pennsylvania indie. $75 up. Send tape, photo and resume. Box 526A, B•T.

One of America's great independent stations will hire top-flight disc jockey. Don't answer unless you are capable of hard sell and strong in audience building. This is a major job in a major market. Box 555A, B•T.

Attractive opening for staff announcer; extra inducements for man who can broadcast play-by-play. Flexible working arrangements if can sell, with additional income based on production. Box 592A, B•T.

Fast growing regional station in Illinois—not Chicago—wants to add to its staff a young announcer who also can write news. Fine opportunity to get ahead in highly successful newspaper-radio organization which needs alert, resourceful young men. Prosperous, unusually progressive community. Best working conditions, liberal salary, bonus, extra benefits. Send full details, audition, to Box 603A, B•T.

Hard-hitting announcer who can really sell 'em. Experienced in mail order pitching desired, but not necessary. Must be versatile, sober, reliable. Group owned stations; excellent future; good starting salary. This station 50kw clear channel, in medium-sized midwestern city. Send photo, tape, educational background and complete resume of previous and present employer. Send to Box 613A, B•T.

Announcer with more than three years experience to learn sales. Salary and commission. Box 625A, B•T.

Experienced baseball play-by-play announcer with staff job after season ends. Send tape, photo, references to Box 638A, B•T.

Miami, Florida market. Old, established network affiliate needs top morning DJ who can prove current high-rated record and sales. None others need apply. Submit current ratings, sales stories, background, references, picture, tape audition, salary required. Box 648A, B•T.

Want dependable married night duty experienced announcer. ABC network. Send resume. KFRO, Longview, Texas.

DJ, straight disc job. Good hours and pay. Two years experience. Details and picture to WFIN, Findlay, Ohio.

Immediate opening for engineer-announcer. Must have experience in announcing. Clint Formby, KPAN, Hereford, Texas.

RADIO

Help Wanted—(Cont'd)

Announcer. Have immediate opening for personality DJ hillbilly and pop work. Southeasterner preferred. Contact manager or send tape and letter WACL, Waycross, Georgia.

Attention—hillbilly morning men! Need immediately. Character hillbilly DJ that can capture early morning audience and sell commercial! Write: Rex Osborne, Manager, Radio Station WPRT, Prestonburg, Ky.

Technical

Radio operator for control board, some maintenance. Midwest's most modern am and tv station. Chance to break into tv. Box 549A, B•T.

First class engineer, reliable, steady, report at once. Will be chief. Phone Carty, WWGP, Sanford, N. C.

Production-Programming, Others

Reporter-newscaster—send complete information. KVOR, Colorado Springs.

Copywriter, typist. Give full details. WFIN, Findlay, Ohio.

Situations Wanted

Managerial

Three years: Sales manager; five years; radio sales; ten years radio experience; seeking exceptional, permanent sales opportunity. Box 601A, B•T.

Is your log jammed? Want a fulltime manager? Percentage only, you gain, I gain. Seven years experience, engineer, announcer, program and sales. 34, family. Presently employed as assistant manager. Box 628A, B•T.

Manager—sales manager. Desires permanent move with future. Eight years all phases independent radio. Successful record. Top business and personal recommendations guaranteed. High calibre station only. Box 637A, B•T.

General manager—thoroughly experienced, 15 years all phases, including sales, successful. Desires medium or small market. Excellent references. Box 639A, B•T.

Florida: Ten years radio—five as sales manager. Excellent programming background. Will arrange personal interview. Box 640A, B•T.

Former radio station owner desires management or chief engineer position. Experienced all phases of broadcast including FCC detail work in engineering. 12 years broadcast with top billing stations. Box 641A, B•T.

Salesmen

13 years selling radio also sports. Like permanent job southeast. Box 612A, B•T.

Announcers

Superior, experienced announcer available. Good salary, working conditions required. Family. Box 326A, B•T.

Excellent announcer . . . nine years experience. First phone . . . employed. Wants Florida. Box 376A, B•T.

Announcer, disc jockey, veteran, 25, single. Versatile, earnest worker, seeking experience, radio-tv training, broad musical knowledge, pleasing personality, photo, tape, resume. Box 528A, B•T.

Announcer—DJ, strong news, excellent commercials, college graduate, veteran—tape and resume. Box 554A, B•A.

Negro disc jockey, rhythm and blues, with commercial, Good spiritual. Box 563A, B•T.

Announcer. Third phone. Sharp on news, DJ, ad-lib. Will travel. Box 580A, B•T.

Personality DJ. 10 years radio. Want large market. Good base plus talent. Employed. Family. Box 591A, B•T.

Announcer-engineer seeks advancement. Six years experience. Music, news, and sports. Box 594A, B•T.

Announcer-copywriter with first class license. Also experienced in small market management, sales and programming. Seeks opportunity in southern city. Work samples and references. Will phone immediately to arrange interview. Box 597A, B•T.

DJ-newsman. Seven years experience including news gathering and writing. Strong pitchman. Conscientious, sober family man. Currently employed CBS-AM-TV outlet. College-music background. Seeking honest employer, living wage and chance for advancement. Box 599A, B•T.

Staff announcer, news, sports, DJ, commercials, control board, third ticket. Married, veteran, will travel. Tape, resume on request. Box 600A, B•T.

RADIO

Situations Wanted—(Cont'd)

Summer replacement announcer. Experienced, mature. Also copy. Taught radio production. Box 602A, B•T.

Light experience, good potential, excellent commercials and news, have sales ability. Box 606A, B•T.

Sportscaster—wants agency or big station connection. Interested only in college or professional football and basketball and AAA or major league baseball. Topnotch sports and mc. Available after Sept. 5th. Now employed metropolitan market. Top references. Tapes and film. Prefer east, midwest or California. Box 611A, B•T.

Staff announcer—strong news, good commercial delivery, married with child, request midwest area. Box 617A, B•T.

Announcer—3 years experience. Married, veteran. Seeks permanent position. Tape, photo, details on request. Box 618A, B•T.

Dramatic radio experience. Would like position as staff announcer. Recent Midwestern Broadcasting School graduate. Single, veteran. Box 619A, B•T.

Announcer: Interested in news and sports; city class D or C baseball. Prefer south. Employed. Tape. References. Reply Box 620A, B•T.

Single—all around announcer—DJ. Sports and play-by-play. No drifter. Limited experience. Good clear bass voice. Will travel anywhere if offer is good. Tape and resume upon request. Box 622A, B•T.

Deejay-announcer-cartoonist. Interested in permanent position with potentialities. Eleven years experience including major markets. Ideal for tv, radio, or both. West coast preferred but will travel for good deal! Tape, photo and resume immediately upon request. Box 623A, B•T.

Somewhere there must be station willing to pay a living wage to really top combo man . . . 8 years experience . . . capable chief . . . make an offer. Box 624A, B•T.

Chicago preferred. 5 years radio and tv commercial copywriting. Experienced in promotion. Male. College grad. Married. Box 626A, B•T.

Experienced, mature announcer, newsman, DJ, writer. Employed midwest, want west coast. Available interview last week June, first week July. Married, family. Box 629A, B•T.

Announcer presently employed present location eight years desire to relocate, experienced all phases of broadcast and sales. Excellent news DJ. Family, 32, sober, stable, reliable. Box 632A, B•T.

Announcer—army veteran, desires staff opening, 1 year experience, will travel, tapes to go. Box, 633A, B•T.

General manager—fully experienced all phases radio, including engineering and construction. Young family man with excellent record. Will manage and engineer or lease am station. Strong on sales and good operation. Box 636A, B•T.

Announcer, negro, crazy bop disc jockey, light experience, tape available. Box 642A, B•T.

Experienced negro DJ, announcer, excellent references, will travel, tape on request. Box 643A, B•T.

Announcer, excellent news, DJ, play-by-play. Reliable. Available now! Tape. Box 645A, B•T.

Ambitious young deejay—nice commercials. Recent graduate, Willing to work hard—easy to please! Box 646A, B•T.

Announcer—authoritative news. Good commercials, DJ. 25, vet. Tape, resume. Box 647A, B•T.

Top-flight experienced announcer seeks change. Presently with major market indie. College grad, NBC trained. Know all phases. Want progressive station that offers fine future. Box 649A, B•T.

Radio-television staff announcer. 8 years radio, 20 months tv. No floater—last station 7 years. Seek new opportunity in larger market. Single, veteran, 31, car. Available immediately. Write Ken Bryant, Box 132, RR 3, Mound, Minnesota, or call Mound, Minnesota, 905-J.

DJ, live voice, versatile, sports, play-by-play, 28, married, vet, two years experience, reliable. Pete Franklin, 73 Propp Avenue, Franklin Square, L. I., New York. Floral Park 2-6268.

Mature announcer, 28, 1st phone, sales experience, 5 years in radio. Available June 1st. Tv or am. Morris Genthner, 329 Grace, Newark, New York. Phone 1112J.

Experienced announcer—solid background, relocating permanent connection. General staff, smooth platter man, teen-age appeal, commercial personality. Travel, references, tape. Tom Hopkins, Box 92, Bernardsville, N. J.; Bernardsville 8-0538.

Announcer—Staff, singer. Strong on news, commercials. Do copywriting, DJ, 3rd class ticket, married, will travel. Tony Lamont, 1153 70 Street, Brooklyn, N. Y.

RADIO

Situations Wanted—(Cont'd)

Announcer: Radio school graduate needs start. News, friendly DJ, commercials, college, married, vet. Mike Lepre, 760 William St., Harrison, New Jersey.

Small stations only. Announcer, copywriter. Strong commercials, news. James L. Moran, 1061 Mayfair Road, Union, New Jersey.

Summer replacement; Chicago area; college man; experienced; available immediately. Paul Scott, 5736 Henderson; Chicago. AV 3-5092.

Announcer—excellent, cultured voice. Varied experience. Single, MC, commentator, actor—radio, tv, stage. Top-class newscaster, classical music commentator. Do not have "common touch", station desiring such need not contact me. Tape and pix, William Timblin, German Dept., Lincoln-Hall—University of Illinois, Urbana, Illinois.

Staff announcer. Superior, friendly, mature voice. Strong news, commercials. Some copywrite. Recent graduate. Reliable family man. New England to midwest. Matt Watson, 24 Wappanocca Avenue, Rye, New York.

Technical

Chief engineer—salesman, 7 years experience, good billing, family man, desire change, prefer midwest remote control. Box 517A, B•T.

Chief engineer-program director. First class ticket. Thoroughly experienced both. Can do sports and copy. Southern stations only. Box 546A, B•T.

First phone engineer. 13 months experience. 10 am transmitter, 3 tv. Age 29, married. Midwest preferred. Box 590A, B•T.

Engineer-announcer-first phone. Experienced in maintenance. Limited experience in announcing, married, sober, reliable. Prefer Texas, Stewart Bean, 211 Elm Ave., Dumas, Texas. Phone 2-5416.

Programming-Production, Others

PD for successful midwest indie looking for an opportunity. Familiar with all phases. Seven years experience, married, 27. Consider all offers. Box 615A, B•T.

Ten years radio. News, promotion, programming. Mature voice. Good disposition. BA degree. Family. $6,000. Midwest preferred. Box 621A, B•T.

Girl, college background, newspaper, radio, tv, film experience, desires interesting job. Preferably with travel. Box 630A, B•T.

Proven successful indie program director desires to relocate. Presently employed, present location eight years. Experienced all phases of broadcast and sales also excellent all-around announcer and DJ, country and popular. Family, 32 years, sober and civic minded. Box 631A, B•T.

TELEVISION

Help Wanted

Managerial

Commercial manager. Operator of well-known am-fm station in southeast now recruiting key personnel in preparation start vhf operations this fall. Immediately interested in young, aggressive commercial manager with sound business judgement and proven sales and executive ability, preferably some tv experience. Excellent opportunity for right man. Replies confidential. Box 607A, B•T.

Salesmen

Sales—outstanding opportunity for salesmen and sales manager KSAN-TV, growing station, ideal market, San Francisco. Send complete experience and qualifications first letter to Norwood J. Patterson.

Announcer

Need young men with or without radio experience. Send complete information to Smullin tv, Box 1189, Medford, Oregon or Box 1021, Eureka, California.

Technical

Well-known radio and fm operator now ready start construction vhf tv station for opening in fall interested in qualified tv technical personnel with tv construction experience. Send complete information background and experience to Box 627A, B•T.

Top tv engineer—thoroughly experienced man capable of taking charge and assuming full responsibility for technical operation of full power vhf station with GE equipment. Write in full, stating salary requirements to Walter M. Windsor, General Manager, KCMC-TV, Texarkana, Texas.

Programming-Production, Others

Experienced film cutter for large metropolitan station, east. Top pay for top man to fill in as summer replacement. Send references, salary requirements and experience to Box 575A, B•T.

TELEVISION

Help Wanted

Tv program director-producer. Operator well-known am-fm stations in southeast now recruiting key personnel in preparation start vhf operations this fall. Immediately interested program director and two top-notch producers. Will consider only experienced, highly-professional applicants of proven ability both production and administrative phases. Those selected these key positions will have excellent opportunity grow with winning tv team. Submit details. Replies confidential. Box 608A, B•T.

Program director would like to enter tv directing. 2½ years PD, 250w indie, northern Illinois. Seven years in radio; announcing, production. Available mid-June. Box 614A, B•T.

California medium market. For network station, needs fast, versatile film editor, who can double in brass, rough art, sets and other production duties. Ideal climate and working conditions. State salary expected and complete background, first letter. Box 651A, B•T.

WLWD-TV, Dayton, requires traffic manager.

Situations Wanted

Managerial

Sales manager. Experience: General sales manager of two vhf stations. Family man, young, aggresive. Wants to settle with progressive operation. Box 595A, B•T.

Programming-Production, Others

Tv producer-director with network experience desires change. Presently employed by a leading net-originating station. Radio and N. Y. ad agency background. Box 519A, B•T.

Offering you economical and intelligent production based on and tempered by direct contact experience. Box 593A, B•T.

WE HAVE YOUR MAN

EXECUTIVE & STAFF LEVELS
CONFIDENTIAL CONTACT

There is no need to burden yourself and your secretary with reams of needless correspondence and dozens of telephone contacts. This work has already been accomplished for YOU by our skilled personnel specialists, headed by Howard S. Frazier, the pioneer TV and Radio Station Management Consultant.

Our placement clients constitute the LARGEST NATION-WIDE POOL of well qualified and carefully investigated personnel ready to go to work for you.

CURRENT AVAILABILITIES
TV AND RADIO

General Managers	Continuity Editors
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Producers/ Directors	Program Managers
Special Events Director	Production Managers
Announcers	TV Floor Personnel
Technicians	Announcer/Actors
Newscasters	News Editors
TV Film Editors	Sportscasters
	Film Buyers
	Continuity Writers

INQUIRE ABOUT OTHER CATEGORIES

In most of the above categories we have clients qualified for both major and smaller market stations. Please write or wire your requirements, describing the position, qualifications desired and the salary range.

We will screen availabilities and furnish a carefully selected group for your consideration and direct contact.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.
708 Bond Bldg., Washington 5, D. C.

TELEVISION

Situations Wanted—(Cont'd)

Young woman, thoroughly experienced producer /conductor of women's and public interest shows, am and two years in tv, interested in responsible position with tv station in sizable market. College graduate, related experience in education, public relations, sales service. Box 605A, B•T.

Top sports and newsman contemplating change. 15 years radio news and sports. Two years in television. Network trained plus experience. Served with Associated Press as correspondent and Office of War Information. Sales and on-camera commercial experience. University education. Age 40. Married and father of one daughter. References from top officials. Interested in permanency and minimum of $125.00 per week. Box 634A, B•T.

Producer-director. 2 years experience in all phases of television production: Directing, camera operation, audio and video engineering, film directing of various remote telecasts. Wish to remain in southwestern states. Write F. H. Barron, % KUHT, University of Houston, Houston, Texas.

FOR SALE

Station

Mississippi small market $25,000, ⅓rd down; Florida "Gold Coast," $60,000; Tennessee earning $40,000, priced at $150,000 with liberal terms. Paul H. Chapman, 84 Peachtree, Atlanta.

Southwest. Single station market. Thriving oil, cattle, wheat, cotton center. Retail sales over $20,000,000. County seat. In-town population over 12,500. Detailed inspection of this property and market invited. Principals only. Ralph Erwin. Broker. Box 811, Tulsa.

Ozark recreational wonderland. A station adapted to efficient operation. Combo optional. Year-round recreational and tourist center. Delightful climate. Market inspection invited. Ralph Erwin, Broker, Box 811, Tulsa.

Texas. 250 watts. Long established am operation. One-site facilities. Completely air-conditioned. Ralph Erwin, Broker, Box 811, Tulsa.

Semi-metropolitan southwest. Owner states market over half-million, spending $500,000,000 annually. This station is priced to sell immediately, to dissolve multiple ownership. Please do not request information this station unless ready to buy and operate early date. Ralph Erwin, Broker, Box 811, Tulsa.

Profitable Florida fulltime exclusive. Small industrial city. $67,000.00. Ideal for owner-operator. J. T. Snowden, Box 129, Augusta, Georgia. Qualified clients only.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment

For Sale: One Collins 733-A fm transmitter, 2504-R in final stage. Uses GL-2H21 as phase modulator. 1 to 3 kw continous operation. Frequency 103.5 mc. Power demand 8.5 kva. 90% PF at maximum output, space required 37½" deep, 100" wide by 79½ 5/16" high. Perfect condition. Price $5,000.00. Inspection upon appointment. Located southwest Ohio. Write Box 596A, B•T.

Magnecord-two PT-6 tape recorders, amplifier, loop mechanism, mixer, battery operated power supply for remote use. Excellent condition and will sacrifice for quick sale. Gennett Records, Box 38, Foulke Station, Richmond, Indiana.

Presto 6N recorder, Presto PB 17A, 8 hour tape reproducer, A 904 amplifier; best offer JCTech, 880 Bergen Ave., Jersey City, N. J.

For sale: 1-type 250-K RCA 250 watt transmitter. 1-type 681-B General Radio frequency monitor. 1-86-A1 RCA limiting amplifier. Reasonably for immediate shipment, FOB, Sumter. Contact F. B. Creech, Jr., Box 30, Sumter, S. C.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies crystal regrinding, etc., fastest service. Send for catalog. Also monitor and frequency measuring service. Edison Electronic Company, Temple, Texas.

WANTED TO BUY

Stations

Radio station, small or medium market, east of Mississippi. Have 22 years broadcast experience. Replies confidential. Box 644A, B•T.

WANTED TO BUY

Equipment

Radio. Texas, Oklahoma, Arkansas, Missouri, Kansas. Professionally licensed service. Ralph Erwin, Broker, Box 811, Tulsa.

Wanted: 435 foot guyed, insulated am tower, ready for shipment, also used "progar" amplifier. Box 598A, B•T.

Wanted: RCA portable mixer pre-amplifier type OP 7—used. Box 604A, B•T.

Need used fm xmtr, 1 kw or more. State all including lowest price first letter. Box 609A, B•T.

Wanted to buy: RCA-76B audio console or equivalent. Please state price, condition and availability. KSBW-TV, 1651, Salinas, Calif.

Good used 250 watt transmitter, frequency and modulation monitors, limiter, console, turntables, tuning unit. State condition, age, make why removed, lowest prices. WHIT, New Bern, N. C.

Wanted: 1,000 watt transmitter in operating condition. State price and condition. WMFC, Monroeville, Alabama.

Wanted, used, good synchronizing generator. Preferably portable, and video switcher. Write: Chief Engineer, WTOM-TV, 407 N. Washington, Lansing, Michigan.

Wanted: Used 1 kw am transmitter and console, good condition. Send information and price to Rogersville Broadcasting Company, Rogersville, Tennessee.

INSTRUCTION

Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesmen will call). Get the best—it costs no more! Northwest Radio & Television School, 1221 N. W. 21st Avenue, Portland 9, Oregon.

Get your FCC first phone license in 8 weeks. Intensive, personalized instruction in residence or by correspondence. For details, write Grantham School, Dept. 1-K. Address either 6064 Hollywood Blvd., Hollywood, Calif., or 737 11th Street N.W., Washington, D. C.

FCC 1st phone license in 5 to 6 weeks. Bill Ogden, 1150 W. Olive, Burbank, California. See display ad next week.

MISCELLANEOUS

SRT-TV graduates! Interested in tv workshop? Send name, address, phone to: Video Showcase Assn., % Jay Haas, 241 W. 97th Street, New York City.

RADIO

Help Wanted

Managerial

MANAGER WANTED

A successful daytime independent playing specialized music in one of the midwest's biggest markets is looking for a manager. He must have independent station experience and be strong in local sales. Salary and override. Our staff knows of this ad. Write details immediately.

Box 495A, B•T.

RADIO

Situations Wanted

R & B
ANYONE?

hard sell . . . but sells! show moves, can deliver for alert, sharpshooting management in met. market. personal interview.

Box 610A, B•T.

To Station Managers

I have a truly top flight announcer available for your station. Superior commercial delivery, excellent board operator, wide music knowledge, authoritative news delivery, very deep voice. Twelve years in radio, last five at this station. No drifter, married, veteran. I know what a manager wants in an announcer—this man carries my personal recommendation. Contact E. M. Allen, General Manager, KWNO Winona, Minn.

TELEVISION

Help Wanted

Qualified
TV Engineers
Needed

1st class license required. Send resume to Chief Engineer WXEX 124 W. Tabb Street, Petersburg, Virginia.

Situations Wanted

TV TECHNICIAN

Experience in amateur theatre production. Single, age 26, hard worker, will relocate. Willing to accept responsibility. Knowledge of remotes. Good personality, cooperative attitude. Salary secondary. Tv workshop graduate.

Box 652A

FOR SALE

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Wanted to Buy

SMALL MARKET STATION

Interested in single station small market in West, preferably Central California, Washington or Oregon. Will consider Texas. Must be profitable operation at present priced right. Tim Timothy, 75 E. Wacker Drive, Chicago 1, Ill.

(Continued from page 110)

Charlotte, Mich.—Craig E. Davids & Roy W. McLean d/b as Eaton County Bcstg. Co., 1390 kc, 1 kw daytime. Post office address 408 Federal Square Bldg., Grand Rapids, Mich. Estimated construction cost $25,537, first year operating cost $42,000, revenue $50,000. Principals include **Craig E. Davids** (⅓), attorney, and **Roy W. McLean** (⅔), accountant. Filed May 17.

Rutherfordton, N. C.—J. S. Meadows & R. R. Hilker d/b as Rutherford Bcstg. Co., 1320 kc 500 w daytime. Post office address % R. R. Hilker, 612 Dartmouth Ave., Gastonia, N. C. Estimated construction cost $9,954, first year operating cost $28,500, revenue $37.500. Principals include **J. S. Meadows** (½), food store owner, and **R. R. Hilker**, general manager-26% owner of WCGS Belmont, N. C. Filed May 16.

Athens, Tenn.—Arthur Wilkerson tr/as Arthur Wilkerson Lumber Co., 1360 kc, 1 kw daytime. Post office address Lenoir City, Tenn. Estimated construction cost $26,337, first year operating cost $25,000, revenue $35,000. Mr. Wilkerson is owner of WILL-AM-FM Lenoir City, and WAEW Crossville, Tenn. Filed May 19.

Existing Am Stations . . .

ACTIONS BY FCC

WWNS Statesboro, Ga.—Robert H. Thompson Jr. granted CP to change from 1490 kc to 1240 kc using its present power of 250 w unlimited time. Granted May 25.

WHLN Harlan, Ky.—Blanfox Radio Co. granted CP to change from 1230 kc 250 w unlimited to 1280 kc 1 kw daytime. Granted May 18.

WFIG Sumter, S. C.—Radio Station WFIG Inc. granted CP to change from directional day and night to directional night only while operating on 1290 kc, 1 kw unlimited; subject to condition that non-directional operation will not be authorized or licensed until WDKD Kingstree, S. C., has commenced program tests and is licensed on some other frequency. Granted May 19.

WOKW Sturgeon Bay, Wis.—Door County Radio Co. granted CP to change from 1050 kc, 250 w daytime to 1260 kc, 1 kw daytime. Granted May 25.

New Fm Stations . . .

ACTIONS BY FCC

Providence, R. I.—Plantations Bcstg. Corp.— granted CP for Class B fm station on ch. 238 (95.5 mc); ERP 3.2 kw; antenna height above average terrain 170 ft. Granted May 25.

Providence, R. I.—General Bcstg. Corp.—granted CP for new Class B fm station on ch. 268 (101.5 mc); ERP 20 kw; antenna height above average terrain 500 ft. Granted May 18.

Existing Fm Stations . . .

ACTIONS BY FCC

WDUN-FM Gainesville, Ga.—Northeast Georgia Bcstg. Co. granted CP to change ERP to 185 w; transmitter-studio location to 1140 Thompson Bridge Road; antenna height above average terrain 540 ft. Granted May 16; announced May 24.

WEFM (FM) Chicago, Ill.—Zenith Radio Corp. granted CP to change ERP to 44 kw. Granted May 19; announced May 24.

STATION DELETED

WINL (FM) Lebanon, Ind.—Radio Station WINL. FCC granted request to cancel license for fm station on ch. 296. Deleted May 17; announced May 24.

Ownership Changes . . .

ACTIONS BY FCC

KWRF Warren, Ark.—Paul Fiser & John G. Rye d/b as Pines Bcstg. Co. granted voluntary assignment of license to Paul Fiser, John G. Rye and Lee Reaves d/b as Pines Bcstg. Co. through sale of ⅓ interest to Lee Reaves, manager of KWRF, for $10,000. Granted May 25.

WRCD Dalton, Ga.—James Q. Honey & Kenneth H. Flynt d/b as Whitfield Bcstg. Co. granted voluntary assignment of license to Whitfield Bcstg. Co. with recapitalization. Principals will now include **James Q. Honey** (50%), **Kenneth E. Flynt** (25%) and **Edwin B. Jordan** (25%). Granted May 25.

KBLI Blackfoot, Idaho—William L. Palmer granted assignment of license to Granite District Radio Co. for $1,000. Granite District Radio is operator of KNAK Salt Lake City, Utah. Granted May 25.

KLEE Ottumwa, Iowa—David M. Segal granted assignment of license to Mid-America Bcstg. Co. for $27,200. Mr. Segal owns 79% of Mid-America Bcstg. Co. Granted May 25.

WLOL Minneapolis, Minn.—Independent Bcstg. Co. granted voluntary assignment to B F R Bcstg. Corp. for $300,000. Principals include **N. L. Bentson, Edmund Ruben** and **Joe Floyd,** each owning ⅓ interest. Same interests own KELO-AM-TV Sioux Falls, S. D., and KDLO-TV Florence, S. D. Granted May 25.

WNRC-AM-FM New Rochelle, N. Y.—Radio New Rochelle Inc. granted voluntary transfer of control to Donald Daniels through sale of 54.4% interest by James A. and Don R. Iodice in lieu of cancellation of $16,800 notes. Mr. Daniels has interest in real estate and investments. Granted May 25.

WTIK Durham, N. C.—WTIK Inc. granted transfer of control from Chanticleer Bcstg. Co. to John B. Harris through sale of 51% interest for $1, plus $3,256 to Gertrude R. Midlen for 9% of stock and cancellation of indebtedness to John H. Midlen. Granted May 25.

WARM-AM-TV Scranton, Pa.—Union Bcstg. Co. granted voluntary transfer of control to William W. Scranton. Mr. Scranton, vice pres.-treasurer of the stations, purchases an additional 740 shares for $740,000 and will now own 790 shares. Martin F. Menolo, president, purchases an additional 84 shares for $8,400 and will now own 207 shares. Granted May 25.

WCDT Winchester Tenn.—Royce E. Richards, Ernest F. Richards Sr. and Ernest F. Richards Jr. d/b as Franklin County Bcstg. Co. granted voluntary assignment corporation to Franklin County Bcstg. Co. Each partner retains identical ⅓ interest. Granted May 25.

KSAM Huntsville, Tex.—Theodore F. Lott & M. B. Cauthen d/b as Huntsville Bcstg. Co. granted voluntary assignment to M. B. Cauthen tr/as Huntsville Bcstg. Co. Mr. Cauthen purchases remaining 50% interest from Mr. Lott for $5,500. Granted May 25.

KHMT Marshall, Tex.—Marshall Bcstg. Co. granted assignment of license to Harrison County Bcstg. Co. for $62,500. Harrison Bcstg. is headed by Edwin W. Mahone Jr. Granted May 25.

WDWD Dawson, Ga.—Dawson Bcstg. Co. granted involuntary transfer of negative control (50%) to The Fulton National Bank of Atlanta, executor of the estate of Ed Stevens, deceased. Granted May 20. Announced May 24.

WROV-AM-FM Roanoke, Va.—Radio Roanoke Inc. granted assignment to WROV Bcstrs., for $45,000. Principals include **Burton Levine** (40%), former station manager WCAN-TV Milwaukee; **Joseph Goodman** (30%), former WPWA Chester, Pa., engineer; **Nidra** and **Leon Levine** (20%), and **Cy Blumenthal** (10%), owner of WCMS Norfolk, and stockholder of WARL Arlington, Va. Granted May 25.

WLSD Big Stone Gap Va.—W. H. Wren Jr., Jean B. Wren & Bradley G. Wren and L. M. Downs executors of the estate of William H. Wren Sr., deceased, d/b as Gap Bcstg. Co. granted voluntary assignment to W. H. Wren Jr. and Jean B. Wren d/b as Gap Bcstg. Co., through purchase of 20% interest from estate of W. H. Wren Sr. for $5.000. W. H. Wren Jr. and Jean B. Wren now will each own 50% interest. Granted May 25.

APPLICATIONS

WFMJ Daytona Beach, Fla.—W. Wright Esch seeks assignment to WFMJ Inc. for $40,000. Principals include **Harold Kay** (50%), vice pres. -25% owner WORC Worcester, Mass., and **Emil J. Arnold** (50%). Filed May 9.

WSBB New Smyrna Beach, Fla.—Broadcasters Inc. seek voluntary transfer of control to A. V. Tidmore through sale of all stock for $15,000 and obligation totalling $29,900. Mr. Tidmore is owner of WPPA-AM-FM Pottsville, Pa., and 22.8% owner of WJEJ-AM-FM Hagerstown, Md. Filed May 17.

WHBN Harrodsburg, Ky.—Pioneer Bcstg. Co. seeks voluntary assignment from corporation to equal partnership C. H. Hulse, Charles R. Shuffett and Frank Orwin d/b as Pioneer Bcstg. Co. Filed May 18.

WMOR Morehead, Ky.—Morehead Bcstg. Co. seeks assignment to new partnership Morehead Bcstg. Co., composed of W. J. Wample, Claude L. Clayton and Roy Cornette. Original partner R. S. Bishop sells his ¼ interest for $700. Filed May 16.

WPXY Punxsutawney Pa.—Jefferson Bcstg. Co. seeks transfer of control to C. H. Simpson through purchase of 41% interest from Farm & Home Bcstg. Co. for $1,263. Mr. Simpson will now own 89%. Filed May 16.

WPLY Plymouth, Wis.—Arthur L. Gerber, Harold C. Steinke, Clair G. Burrill & William C. Fischer d/b as Eastern Wis. Bcstg. Co. seeks assignment to corporation Eastern Wis. Bcstg. Co. Filed May 18.

WEIR Weirton, W. Va.—the Tri-State Bcstg. Co. seeks voluntary transfer of control to WEDO McKeesport. Pa. (25%), Edward J. Hirshberg (15%), pres.-general manager-stockholder WEDO, and Robert E. Badger (10%), station manager-stockholder WEDO. Consideration is $23,200 in back salary and expense due Mr. Hirshberg for managerial services. Filed May 18.

Hearing Cases . . .

OTHER ACTIONS

WHMA Anniston, Ala., Anniston Bcstg. Co.— FCC Examiner James D. Cunningham granted petition to dismiss bid to change from 1450 kc to 1240 kc, without prejudice. Action May 18.

Deintermixture—FCC by order extended the time from May 27 to May 31 for filing reply comments in the deintermixture tv rule making proceedings involving Peoria, Ill., Evansville, Ind., Madison, Wis. and Hartford, Conn. Action May 23.

Fm Allocation—FCC invites comments by June 17 to proposed rule making to amend the tentative allocation plan for Class B fm stations to delete ch. 247 from Greensboro, N. C., and add that channel to Leaksville, N. C., and delete ch. 250 from Danville, Va. Action May 18.

Shreveport, La.—FCC by memorandum opinion and order denied a petition for rehearing filed by International Bcstg. Corp. directed to the Commission's decision released Feb. 18 denying petitioner's application for new tv station on ch. 3 in Shreveport, La., and granting competing application of KTBS Inc. Action May 19.

Cadillac-Flint, Mich.—FCC by order, denied petition by Sparton Bcstg. Co., permittee of station WWTV (TV) ch. 13, Cadillac, Mich., requesting interim stay of grant made April 14 to WJR Detroit for Mod. of CP of station WJRT (TV) ch. 12, Flint, Mich., to specify a new transmitter site and make other changes pending disposition by the Commission of Sparton's protest and petition for rehearing. Action May 25.

WWBZ Vineland, N. J.—FCC by order denied a petition filed by Community Bcstg. Service Inc., to remove from hearing, reconsider and grant application for renewal of license of station WWBZ Vineland, N. J. Action May 19.

INSTRUCTION

EMPLOYERS WANTED . . .

by ambitious men and women highly trained as:

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* Disc Jockeys
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* Scenic Designers
* Camera Operators
* Costume Designers
* Wardrobe Managers
* Technical Directors
* Floor Managers
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* Program Directors
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Let us help you with your personnel problems WITHOUT CHARGE. Use our Free National Placement Service. It is designed to help you NO MATTER WHERE YOU ARE in the United States.

These men and women are well-screened and highly trained. Give me your specific needs and I will go to work for you NOW. Write: R. H. Deutsch, Vocational Director.

RADIO TELEVISION TRAINING SCHOOL

5100 S. Vermont, L. A. 37, Cal.

CANCELLATION

G. F. Roberts of KGFL, Roswell, N. M., writes:

"Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response."

We don't like to deal with cancellations at B•T. But we are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion.

If you have any equipment gathering dust in your station, why not try B•T and see what results we can get for you, too.

KOAT Albuquerque, N. M.—FCC by memorandum opinion and order, effective immediately, (1) postponed effective date of grant made Feb. 4, 1954, of application of Alvarado Bcstg. Co., to change facilities of station KOAT Albuquerque, N. M., from 1240 kc, 250 w, U, to 860 kc, 1 kw-N, 5 kw-LS, DA-N; (2) designated same for hearing on June 23 and made KOA Denver, protestant, and Broadcast Bureau, parties to proceeding; (3) ordered KOAT to cease operation on 860 kc as of midnight June 17, and resume operation on its regularly licensed facility of 1240 kc with 250 w, U, on or after June 18. Matters pertaining to KOAT application for license on 860 kc are also in issue, with burden of proof placed on KOAT. This case was remanded to FCC by the U. S. Court of Appeals for the District of Columbia on April 14 which granted protest of KOA Denver, to the above grant. Action May 18.

WSIC Statesville, N. C.—FCC adopted memorandum opinion and order granting protest, insofar as it requests hearing, filed by WSIC Statesville, N. C., on April 22, directed against grant on March 23 of application of Iredell Bcstg Co. for new am station on 550 kc, 500 w, daytime at Statesville, N. C.; ordered the effective date of said grant postponed pending hearing to be held June 7 before the Commission en banc; made WSIC and Broadcast Bureau parties to proceeding. Commissioner Hennock voted for evidentiary hearing. Action May 18.

Pendleton, Ore.—W. Gordon Allen. FCC Examiner James D. Cunningham granted petition to dismiss without prejudice application for new am station on 1050 kc 1 kw daytime. Action May 17.

WJET Erie, Pa.—FCC scheduled oral argument for June 7 in proceeding involving application of The Jet Bcstg. Co., for construction permit to change frequency of station WJET Erie, Pa., from 1570 kc to 1400 kc and hours of operation from daytime only to unlimited time, with power of 250 w. Action May 19.

YORK Harrisburg, Pa.—FCC by memorandum opinion and order, denied petition of The Helm Coal Co., permittee of WNOW-TV, ch. 49, York, Pa., filed March 29, to substitute ch. 15 or 21 for ch. 49 in York, Pa., and petition of Patriot News Co., permittee of WTPA (TV), ch. 71, Harrisburg, Pa., filed March 31 to substitute ch. 21 for ch. 71 in Harrisburg. Action May 19.

Rules and Standards Amended—FCC by report and order, amended Part 3 of its Rules and Regulations Governing Radio Broadcast Services and its Standards of Good Engineering Practice Concerning Standard Broadcast Stations to bring them up to date, and to transfer certain am engineering standards to the rules. In so doing, it finalized, with some modifications, rule making proposals of May 6, 1954, to become effective June 30. One major change is to provide for "type acceptance" of tv transmitters, and for "type acceptance" instead of "type approval" for am and fm transmitters. This brings the broadcast rules in conformity with the recently adopted type acceptance procedure set forth in Part 2 of the rules. Lists of type accepted equipment will no longer appear in the rules but will be available for inspection at the Washington office of the FCC and at its field offices. Action May 19.

KSEY Seymour, Tex.—FCC by order granted petition of William C. Moss and removed from hearing docket and returned to Broadcast Bureau for further processing of application for modification of license of station KSEY Seymour, Tex. Action May 19.

Green Bay-Marinette, Wis.—FCC announced its decision making effective immediately a grant made Feb. 23 of transfer of Valley Telecasting Co. (WFRV-TV, ch. 5), Green Bay, Wis., from Clayton Ewing, et al., to Neenah-Menasha Broadcasting Co., which had been postponed pending hearing. M & M Broadcasting Co. (WMBV-TV, ch. 11), Marinette, Wis., was protestant in this proceeding. Commissioners Hennock and Bartley not voting. Action May 20.

Routine Roundup . . .

May 19 Decisions

ACTIONS ON MOTIONS

By Examiner James D. Cunningham on May 17

WOL Washington, D. C., Washington Bcstg. Co.—Granted petition for dismissal without prejudice of application for renewal of license of synchronous amplifier located in Silver Spring, Md. (Docket 9967; BR-1130) (Action of 5/16).

By Examiner Annie Neal Huntting on May 18

Trenton, N. J., Mercer Bcstg. Co.; Levittown-Fairless Hills, Pa., Drew J. T. O'Keefe, et al.—Ordered that the portions of the engineering evidence of applicants which are based upon conductivity values derived from certain field intensity measurements on operation of WTNJ will not be received in evidence herein; further ordered that revised engineering testimony in substitution of the exhibits or portions thereof which are herein rejected on grounds of competency shall be prepared and exchanged by June 13. Also issued a third statement concerning prehearing conferences and order which shall govern the course of the proceeding to the extent indicated, said hearing to commence June 15 (Dockets 10931-33).

By Examiner H. Gifford Irion on May 16

WSLA Selma, Ala., Deep South Bcstg. Co.—Continued hearing scheduled for May 27 to June 1 in re application (Docket 11371; BMPCT-2100).

May 19 Applications

ACCEPTED FOR FILING

License for CP

KCUL Fort Worth, Tex., East West Bcstg. Co.—License to cover CP (BP-9813); CP to replace expired CP (BML-1474) which authorized increase power, installation of new transmitter and directional antenna (BL-5723).

Renewal of License

WGBF Evansville, Ind., On The Air Inc.—(BR-490).
WANE Fort Wayne, Ind., Radio Fort Wayne Inc.—(BR-1943).
WILO Frankfort, Ind., A Partnership d/b as Radio Frankfort—(BR-2897).
WIOU Kokomo, Ind., North Central Indiana Bcstg. Corp.—(BR-2040).
WBAT Marion Ind., Marion Radio Corp.—(BR-1733).
WRSW Warsaw, Ind., Reub Williams and Sons Inc.—(BR-2751).
WKCT Bowling Green, Ky., The Daily News Bcstg. Co.—(BR-1908).
WAVE Louisville, Ky., WAVE Inc.—(BR-308).
WHAS Louisville, Ky., WHAS Inc.—(BR-310).
WKLO Louisville, Ky., Mid-America Bcstg. Corp.—(BR-2224).
WKYW Louisville, Ky., Radio Kentucky Inc.—(BR-1520).
WNGO Mayfield, Ky., West Kentucky Bcstg. Co.—(BR-1474).
WVJS Owensboro, Ky., Owensboro On The Air Inc.—(BR-1960).
WPAD Paducah, Ky., Paducah Bcstg. Co.—(BR-794).
WKYB Paducah, Ky., WKYB Inc.—(BR-1353).
WEKY Richmond, Ky., Dages I. Boyle—(BR-2945).
WTCW Whitesburg, Ky., KY-VA Bcstg. Corp.—(BR-2807).
WWKY Winchester, Ky., Winchester Bcstg. Co.—(BR-3019).
WHUB Cookeville, Tenn., WHUB Inc.—(BR-1077).
WKBL Covington, Tenn., Tipton County Bcstg. Co.—(BR-2982).
WKRM Columbia, Tenn., The Middle Tennessee Bcstg. Co.—(BR-1355).
WKIN Kingsport, Tenn., Radio Station WKIN Inc.—(BR-2667).
WKPT Kingsport, Tenn., Kingsport Bcstg. Co.—(BR-1074).
WBIR Knoxville, Tenn., Radio Station WBIR Inc.—(BR-1113).
WCOR Lebanon, Tenn., The Lebanon Bcstg. Co.—(BR-2367).
WJJM Lewisburg, Tenn., Louis D. Lingner—(BR-1574).
WMPS Memphis, Tenn., WMPS Inc.—(BR-479).
WSIX Nashville, Tenn., WSIX Inc.—(BR-484).
WLIK Newport, Tenn., WLIK Inc.—(BR-2947).
WHAL Shelbyville, Tenn., The Shelbyville Bcstg. Co.—(BR-1373).

Remote Control

WPAD Paducah, Ky., Paducah Bcstg. Co.—(BRC-728).
WLAN Lancaster, Pa., Peoples Bcstg. Co.—(BRC-727).
KVOS Bellingham, Wash., KVOS Inc.—(BRC-723).
WPAD-FM Paducah, Ky., Paducah Bcstg. Co.—Operation by remote control from 4th & Broadway, Taylor Bldg., Paducah, Ky. (BRCH-132).
WLAN-FM Lancaster, Pa., Peoples Bcstg. Co.—Operation by remote control from 252 N. Queen St., Lancaster, Pa. (BRCH-131).

Modification of CP

WHP-FM Harrisburg, Pa., WHP Inc.—Mod. of CP (BPH-410) as mod. which authorized new fm station for extension of completion date (BMPH-4996).

Renewal of License

WCNB-FM Connersville, Ind., News Examiner Co.—(BRH-121).
WFML (FM) Washington, Ind., Washington Radio Inc.—(BRH-247).
WFIU (FM) Bloomington, Ind., The Trustees of Indiana U.—(BRH-698).
WOPI-FM Bristol, Tenn., Radiophone Bcstg. Station WOPI Inc.—(BRH-50).
WMCF (FM) Memphis, Tenn., Memphis Pub. Co.—(BRH-327).

Modification of CP

KEDD (TV) Wichita, Kan., KEDD Inc.—Mod. of CP (BPCT-1412) as mod. which authorized new tv station to extend completion date to 11-27-55 (BMPCT-3113).

License for CP

KGLO-TV Mason City, Iowa, Lee Radio Inc.—License to cover CP (BPCT-1230) as mod. which authorized new tv station (BLCT-311).

WSTV-TV Steubenville, Ohio, WSTV Inc.—License to cover CP (BPCT-1049) as mod. which authorized new tv station (BLCT-299).

WHBQ-TV Memphis, Tenn., General Teleradio Inc.—License to cover CP (BPCT-563) as mod. which authorized new tv station and to specify S-L at 1381 Madison Avenue, Memphis, Tenn. (BLCT-304).

WGBH-TV Boston Mass., WGBH Educational Foundation—License to cover CP (BPET-40) as mod. which authorized new educational tv station (BLET-2).

May 23 Decisions

ACTIONS ON MOTIONS

By Examiner James D. Cunningham

Biloxi, Miss., Radio Associates Inc.; WLOX Bcstg. Co.—Denied petition of WLOX Bcstg. Co. for continuance of hearing in re ch. 13, presently scheduled for May 24; and, further ordered, on the Examiner's own motion, the hearing was continued to a date in the near future to be specified by the Examiner designated to preside therein (Dockets 10844-45). (Action May 18).

WMID Atlantic City, N. J., Mid-Atlantic Bcstg. Co.—On his own motion, the Examiner extended to June 13 the period for filing proposed findings in proceeding re transfer of control and renewal of license of licensee corporation (Dockets 11045-46) (Action 5/17).

Granted joint motion of the five applicants for ch. 5 in Boston, Mass. (Dockets 8739 et al.), for additional time to file certain pleadings as indicated in the following schedule: June 10, Adverse findings; June 17, Corrections to the record, and July 1, Rebuttal findings and conclusions (Action of 5/18).

Toledo, Ohio, Anthony Wayne Television Corp.—Denied petition for continuance of hearing presently scheduled for June 14 and 20 in ch. 11 proceeding (Dockets 11084 et al.). (Action May 19).

May 23 Applications

ACCEPTED FOR FILING

Modification of CP

KWWL Waterloo, Iowa, Black Hawk Bcstg. Co.—Mod. of CP (BP-9727) as reinstated, which authorized increase in nighttime power and make changes in nighttime DA system for extension of completion date (BMP-6847).

Remote Control

KSFO San Francisco, Calif., San Francisco Bcstrs. Inc.—(BRC-733).
WPFD Darlington, S. C., Blue Ridge Bcstg. Co.—(BRC-734).
KRBC Abilene, Tex., Abilene Radio and Television Co.—(BRC-732).
WAZF Yazoo City, Miss., WAZF Inc.—(BRC-731).

Renewal of License

WCSI Columbus, Ind., Syndicate Theatres Inc.—(BR-2550).
WFTM Maysville, Ky., Standard Tobacco Co.—(BR-1863).
WPKY Princeton, Ky., Princeton Bcstg. Co.—(BR-2430).

Applications Returned

West Point, Ga., Confederate Radio Co. (PO Box 427, West Point, Ga.)—CP for new standard station on 1570 kc, 1 kw, daytime hours only (Articles & Exhibit I dated after Section I).
WBBA Pittsfield, Ill., Pike Bcstg. Co.—Voluntary transfer of stock from Keith Moyer to Sam Morton and Caterina Chesi (To be reported on 323).
WBBA Pittsfield, Ill., Pike Bcstg. Co.—Voluntary transfer of stock from Keith Moyer to G. B. Meyer (To be reported on 323).
WCGC Belmont, N. C., R. R. Hilker, Otis Shepherd, Lucielle Hand and Arthur Hilker Jr., d/b as Central Bcstg. Co.—Voluntary assignment of license to Central Bcstg. Co. (To be filed on 314).

Renewal of License Returned

WLAF LaFollette, Tenn., LaFollette Bcstg. Co.—(Signed by general manager).
WJIG Tullahoma, Tenn., Raymond L. Prescott Jr.—(Name wrong).

License for CP

KTYL-FM Mesa, Ariz., Harkins Bcstg. Inc.—License to cover CP (BPH-2004) which authorized changes in licensed station (BLH-1053).

Remote Control

WLIN (FM) Merrill, Wis., Alvin E. O'Konski—(BRCH-133).

Modification of CP

KSCU (FM) Santa Clara, Calif., The U. of Santa Clara—Mod. of CP (BPED-213) as mod. which authorized new educational fm station for extension of completion date (BMPED-293).

May 24 Decisions

BROADCAST ACTIONS
By the Broadcast Bureau
Actions of May 20
Granted License

WLEW Bad Axe, Mich., Port Huron Bcstg Co.—Granted license covering change of facilities (BL-5704).

WPDM Potsdam, N. Y., St. Lawrence Radio Inc.—Granted license for am broadcast station (BL-5708).

KSGM Ste. Genevieve, Mo., Donze Enterprises Inc.—Granted license for change from employing DA day and night (DA-1) to DA night only (DA-N) (BL-5696).

KTTN Trenton, Mo., Trenton Bcstg. Co.—Granted license for am broadcast station (BL-5691).

WCTA Andalusia, Ala., Andalusia Bcstg. Co.—Granted license covering change of facilities, in stallation new transmitter and directional antenna (DA-N) and mount fm antenna on South tower; condition (BL-5661).

WNBT Wellsboro, Pa., Farm & Home Bcstg. Co.—Granted license for am broadcast station (BL-5720).

KUGN-FM Eugene, Ore., KUGN Inc.—Granted license to cover CP (BPH-2026) which replaced expired permit (expired 2-20-55) for new fm station (BLH-1047).

Modification of CP

The following were granted extensions of completion dates as shown: KSCU Santa Clara, Calif., to 9-9-55; WABJ Adrain, Mich., to 9-6-55; WBRV Boonville, N. Y., to 7-15-55.

Remote Control

The following stations were granted authority to operate transmitters by remote control:
KSFO San Francisco, Calif.; KRBC Abilene, Tex.; WPFD Darlington, S. C.; WSAC Elizabethtown, Ky.

Actions of May 19
Early Sign-off

WOCH North Vernon, Ind., Dorrell Ochs—Granted authority to sign-off at 5 p.m., CST, for period ending Sept. 30.

Actions of May 18
Modification of CP

The following were granted extensions of completion dates as shown: KFVS-TV Cape Girardeau, Mo., to 12-14-55; KEDD Wichita, Kan., to 11-27-55.

Remote Control

The following stations were granted authority to operate transmitters by remote control:
WPAD Paducah, Ky.; WLAN Lancaster, Pa., while using nondirectional antenna.

Actions of May 16
Remote Control

The following stations were granted authority to operate transmitters by remote control:
WSGN Birmingham, Ala., while using non-directional antenna; WHEP Foley, Ala.

May 24 Applications

Accepted for Filing

Renewal of License

WTTS Bloomington, Ind., Sarkes Tarzian Inc.—(BR-2240).

WIKY Evansville, Ind., South Central Bcstg. Corp.—(BR-1591).

WIBC Indianapolis, Ind., WIBC Inc.—(BR-985).

WITZ Jasper, Ind., Jasper On The Air Inc.—(BR-2070).

WBTO Linton, Ind., The Linton Bcstg. Co.—(BR-2879).

WAZF Yazoo City, Miss., WAZF Inc.—(BR-1728).

WKDA Nashville, Tenn., Capitol Bcstg. Co.—(BR-1425).

WLAC Nashville, Tenn., WLAC Inc.—(BR-482).

Remote Control Returned

WILD Birmingham, Ala., Pilot Broadcasting Corp.—(Re: Paragraph 4).

WKOZ Kosciusko, Miss., Cy N. Bahakel—(Unneccessary).

Modification of CP

KBAK-TV Bakersfield, Calif., Bakersfield Bcstg. Co.—Mod. of CP (BPCT-1165) as mod., which authorized new tv station to extend completion date to 12-10-55 (BMPCT-3121).

KJEO (TV) Fresno, Calif., O'Neill Bcstg. Co.—Mod. of CP (BPCT-1194) as mod., which authorized a new tv station to extend completion date to 12-8-55 (BMPCT-3122).

KBET-TV Sacramento, Calif., Sacramento Telecasters Inc.—Mod. of CP (BPCT-976) as mod., which authorized new tv staion to extend completion date to 12-9-55 (BMPCT-3120).

KLRJ-TV Henderson, Nev., Southwestern Pub. Co.—Mod. of CP (BPCT-663) as mod., which authorized new tv station to extend completion date to 12-3-55 (BMPCT-3119).

WHIZ-TV Zanesville, Ohio, Southeastern Ohio Television System—Mod. of CP (BPCT-1190) as mod., which authorized a new tv station to extend completon date to 12-7-55 (BMPCT-3118).

Application Returned

Kalispell, Mont., Leslie L. Sterling and William H. Patterson d/b as Flathead Valley Bcstrs. (PO % W. H. Patterson, Route 3, Box 125, Spokane, Wash.)—CP for new standard station on 730 kc, 1 kw, daytime hours of operation (Tower Contract Agreement dated after Section I).

Renewal of License

WCTW (FM) New Castle, Ind., Courier-Times Inc.—(BRH-61).

License for CP

WINA-FM Charlottesville, Va., Charlottesville Bcstg. Corp.—License to cover CP (BPH-1946) as mod. which authorized new fm station (BLH-1054).

WINK-TV Ft. Myers, Fla., Ft. Myers Bcstg. Co.—License to cover CP (BPCT-875) as mod. which authorized new tv station (BLCT-308).

WOC-TV Davenport, Iowa, Central Bcstg. Co.—License to cover (BPCT-1021) as mod. which authorized changes in existing tv station and to change description of T-L to R. R. # 1, Bettendorf, Iowa, 3 miles East of Davenport, Iowa (not a move) (BLCT-309).

Modification of CP

WTVX (TV) Gastonia, N. C., Air-Pix Corp.—Mod. of CP (BPCT-1848) as mod. which authorized new tv station to extend completion date (BMPCT-3115).

May 25 Decisions

BROADCAST ACTIONS
Renewal of License

Granted renewal of license of following stations on regular basis:

WTPS New Orleans, La.; WGAI Elizabeth City, N. C.; WFEB Sylacauga, Ala.; WHAP Hopewell, Va.; KBIS Bakersfield, Calif.; KALB Alexandria, La.; KTRY Bastrop, La.; WABG Greenwood, Miss.; WBOK New Orleans, La.; KAPK Minden, La.; KARK Little Rock, Ark.; KBSF Springhill, La.; KCIL Houma, La.; KFPW-AM-FM Ft. Smith, Ark.; KFSA-AM-FM Fort Smith, Ark.; KGRH Fayetteville, Ark.; KOSE Osceola, Ark.; KTIB Thibodaux, La.; KTLD Tallulah, La.; WAPF McComb, Miss.; WGRM Greenwood, Miss.; WJBW New Orleans, La.; WNAT Natchez, Miss.; KWAR Waverly, Iowa; KBHS Hot Springs, Ark.

UPCOMING

MAY

May 31: Deadline, Fund for the Republic Television Awards (script contest), New York.
May 31: RAB Clinic, St. Louis.

JUNE

June 1: Deadline, Nominations for Outstanding Young Advertising Man, Assn. of Adv. Men & Women of New York.
June 1: RAB Clinic, Wichita, Kan.
June 2: RAB Clinic, Denver.
June 3: RAB Clinic, Salt Lake City.
June 5-8: Adv. Federation of America golden anniversary convention, Palmer House, Chicago.
June 5-8: Alpha Delta Sigma convention (adv. fraternity), Palmer House, Chicago.
June 6-8: National Community Tv Assn. convention, Park Sheraton Hotel, New York.
June 12-14: Iowa Broadcasters Assn., Crescent Beach Lodge, Lake Okaboji.
June 13: BMI Clinic, Turf Club, Twin Falls, Idaho.
June 13: RAB Clinic, New York.
June 14: BMI Clinic, Rainbow Hotel, Great Falls, Mont.
June 14: RAB Clinic, Hartford, Conn.
June 15: BMI Clinic, Hotel Utah, Salt Lake City.
June 15: RAB Clinic, Boston.
June 16: RAB Clinic, Manchester, N. H.
June 16-18: Maryland-D. C. Radio & Television Broadcasters, Stephen Decatur Hotel, Ocean City, Md.
June 17: BMI Clinic, Hotel Denver, Glenwood Springs, Colo.
June 17: BMI Clinic, Edgewater Beach Hotel, Detroit Lakes, Minn.
June 17: RAB Clinic, Bangor, Me.
June 17-18: Colorado Broadcasters Assn. meeting, Denver Hotel, Glenwood Spring.
June 19-22: National Assn. of Television-Radio Farm Directors, Washington.
June 20-July 1: WSM-Peabody College Radio-Tv Workshop, Nashville, Tenn.
June 21: Television News Institute, Northwestern U., Evanston, Ill.
June 23-25: NARTB combined boards of directors, The Homestead, Hot Springs, Va.
June 24-25: Virginia Assn. of Broadcasters, Engleside Hotel, Staunton.
June 26-29: Adv. Assn. of the West convention, Portland, Ore.
June 27-30: Western Assn. of Broadcasters (Canadian) convention, Jasper Park Lodge, Jasper, Alberta.
June 28: Presentation, Outstanding Young Advertising Man, Assn. of Adv. Men & Women of New York.

JULY

July 1: RAB Clinic, Cedar Rapids, Iowa.
July 11-31: Institute in Live & Filmed Tv, U. of Miami, Coral Gables, Fla.
July 18-29: WSM-Peabody Tv Workshop, Peabody College, Nashville, Tenn.

AUGUST

Aug. 1-9: Educational Television Workshop, Michigan State College, East Lansing.
Aug. 8: RAB Clinic, Atlanta.
Aug. 9: RAB Clinic, Charleston, S. C.
Aug. 10: RAB Clinic, Winston-Salem, N. C.
Aug. 11: RAB Clinic, Norfolk, Va.
Aug. 12: RAB Clinic, Philadelphia.
Aug. 14-Sept. 3: National Assn. of Educational Broadcasters television production workshop, State U. of Iowa, Iowa City.
Aug. 22: RAB Clinic, Tampa, Fla.
Aug. 23: RAB Clinic, Birmingham, Ala.
Aug. 24: RAB Clinic, Baton Rouge, La.
Aug. 24-26: West Coast Electronics Manufacturers' Assn. and Los Angeles and San Francisco Institute of Radio Engineers sections show and convention, San Francisco.
Aug. 25: RAB Clinic, Ft. Worth, Tex.
Aug. 26: RAB Clinic, San Antonio, Tex.

SEPTEMBER

Sept. 6: RAB Clinic, Los Angeles.
Sept. 7: RAB Clinic, Bakersfield, Calif.
Sept. 8: RAB Clinic, San Francisco.
Sept. 9: RAB Clinic, Ogden, Utah.
Sept. 12-14: CBS Radio Affiliates meeting, Detroit.
Sept. 12-16: National Assn. of Educational Broadcasters engineering workshop, Michigan State College, East Lansing.
Sept. 19: RAB Clinic, Seattle, Wash.
Sept. 20: RAB Clinic, Portland, Ore.

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.
I've checked service desired.

☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Mr. President

DATELINE, Washington, May 24, 1955—NARTB.
On this day history was made. The President of the United States rated radio and television above the press in their impact as news media. He said it off the cuff, and he recognized that in so doing he was inviting the criticism of the press.

Read it for yourself, in full text, on pages 30-31 of this issue. Read it, and read it again. Read it and realize the "tremendous responsibility" that you who have any part in broadcasting bear in today's One World.

What President Eisenhower said in his informal talk to more than 3,000 radio, television, advertiser and agency men and women will be analyzed, bisected and dissected from now on. But he spoke clearly. It isn't necessary to read between the lines or to draw inferences. He called radio and television the methods of communication upon which reposes "tremendous responsibility"—"in some ways, I think transcending that that is placed before the publisher."

The President called radio and television "professions." He didn't toy with phrases in asserting that radio and television must be free from government interference except for that "one canopy of air" which entails government regulation in what we have always alluded to as the "traffic cop" concept.

What President Eisenhower postulated in the first appearance of a President of the United States before a broadcasters' convention must be construed as a mandate to the Congress and the FCC. He recognized radio and television as modern, more ubiquitous and vibrant extensions of the press, with all the rights and prerogatives of a free press—and with even greater responsibilities. He espoused news in news programs, and editorial opinion which must be clearly labeled.

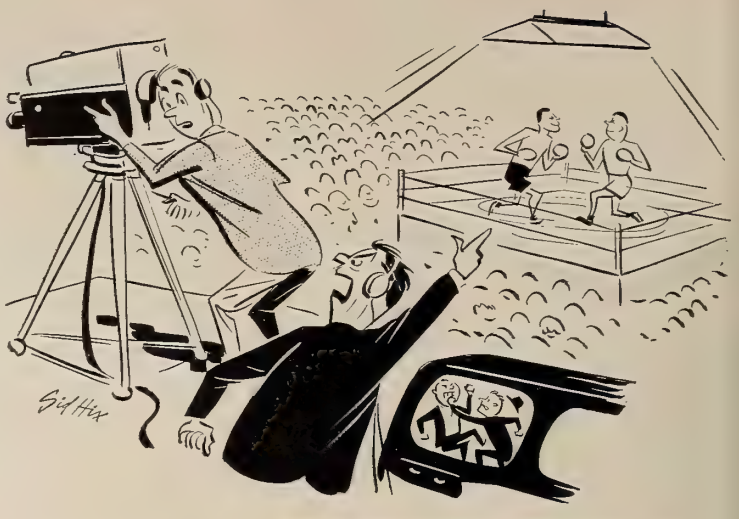
It was *President* Eisenhower, the statesman and world leader, who spoke those phrases that make the broadcast media proud of their estate. But it was *General* Eisenhower, who commanded the Allied legions in World War II, who knew that even a decade back radio had overtaken the press in reaching the hearts and the minds of people. Since those days have come the eyes of television to supplement the ears of radio.

General Eisenhower knew what the totalitarian Hitlers and Mussolinis wrought through their puppet radio stations; he also knew that a "confidential" survey by the U. S. Office of Facts & Figures (which became the Office of War Information) made in 1942 (and published in facsimile and text in B•T's issue of June 22, 1942) proved that the public relied on radio for its war news to the extent of nearly two-to-one over newspapers.

So *President* Eisenhower last Tuesday gave to the nation's broadcasters a new catechism. The full significance of his comments will become accepted in time. The press will probably be disposed to let them be forgotten.

THERE were other talks that gave broadcasters pause at the 33d annual convention. For the most part the speakers were less generous than was the President. FCC Chairman McConnaughey reiterated his philosophy of minimum regulation, but he warned that more attention will be given to station license renewals now that the processing lines and the hearing schedules in television enable release of manpower from these other activities.

Keynoter Mark Ethridge, publisher of the *Courier-Journal* and the *Louisville Times* (WHAS-AM-TV), who 18 years ago rescued a faltering National Assn. of Broadcasters from internecine strife, warned of the "agonizing reappraisal" ahead at the hands of Congress and the FCC. He spoke more from his position as a publisher than as a broadcaster. He said some things that needed saying,



Drawn for BROADCASTING • TELECASTING by Sid Hix

"I don't care if it is a better fight, get that camera back on the ring!"

and it is just as well that the broadcasters heard them as a prelude to the President's observations.

From House Commerce Committee Chairman Priest came comments that must have had their origin in informed sources close to the FCC. He cautioned that Congress is of a mind to tighten up the law; that subscription television could be an open road to common carrier regulation, thus destroying the very free estate of which the President spoke and which Chairman McConnaughey had espoused. He ran up another red flag in commenting that there is a growing demand for modification or repeal of the "charter of freedom" which has been granted broadcasters.

The convention left broadcasters with plenty to ponder. The President told them, almost in so many words, that they should editorialize, like the newspapers. But how many stations are staffed to assume this grave responsibility? Our admonition now, as it was several years ago when "editorializing" was blessed, rather guardedly, by the FCC, is to go slow, and to think it through calmly and soberly. Do it first at the local level. Do it with experienced newsmen. Make progress slowly, but solidly.

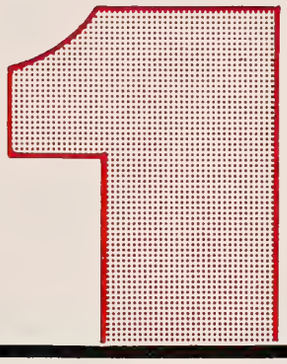
Some will draw wishful inferences from the comments of the President and other officials who addressed the convention. Some who heard the President, insist that he inveighed against toll tv because he repeatedly alluded to "free" radio and television. One has to reach pretty far to draw that inference.

President Eisenhower recognized the importance of being the first Chief Executive to personally appear before a broadcasters' convention. He said he was "very proud" of establishing this precedent, and predicted that future presidents would find it "practically necessary" to "appear before you, and tell you in their turn, what is in their hearts at the moment."

Perhaps the President did not know the travail involved in breaking through White House barriers to get him to establish this precedent. Repeated rebuffs did not deter those who were determined to have the President there. Clair R. McCollough and Henry Clay, co-chairmen of the convention, made it their first order of business. Robert K. Richards, former second-in-command at NARTB and now its public relations consultant, followed through with such tenacity that the White House guard found itself forced to capitulate.

When recognition came, it more than justified the effort. President Eisenhower's talk was monumental. If nothing else had happened, it would have offset any inconveniences experienced in holding a big convention in the nation's capital. Another thing did happen: Broadcasting became a full-fledged profession in Washington last week.

LEADERSHIP IN PITTSBURGH

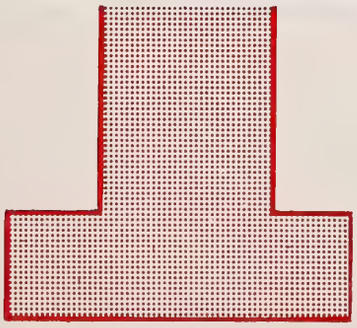


1ST

		*In Home**	*Out of Home†*
6 a. m.—12 noon	Mon.-Fri.	**WWSW** LEADS	**WWSW** LEADS
	Saturday	**WWSW** LEADS	**WWSW** LEADS
	Sunday	**WWSW** LEADS	**WWSW** LEADS
12 noon—6 p. m.	Mon.-Fri.	**WWSW** SECOND	**WWSW** LEADS
	Saturday	**WWSW** LEADS	**WWSW** LEADS
	Sunday	**WWSW** LEADS	**WWSW** LEADS
6 p. m.—12 mid.	Mon.-Fri.	**WWSW** SECOND	**WWSW** LEADS
	Saturday	**WWSW** SECOND	**WWSW** LEADS
	Sunday	**WWSW** THIRD	**WWSW** SECOND

*Pulse Jan.-Feb. '55

†Pulse Winter '55



WWSW

5000 WATTS—970 KC

24 HOURS EVERY DAY

the SWING is to...

KMBC-TV

Kansas City's Most Powerful TV Station



When it comes to attracting kids, the Pied Piper of Hamelin has nothing on our fascinating space personality, "Commander 9." The Commander's half-hour television triumph, programmed at 5:30 p.m. Monday through Friday, is the *highest rated* locally produced kids' show in the Kansas City market! Format includes the spellbinding M.C.-ing of the Commander plus filmed action serials – presented via a space gimmick that's strictly out of this world!

As a merchandising tie-in, the Commander is available for personal in-store appearances. Recently more than 3,000 youngsters turned out to see him at the opening of a small suburban variety store. Equally enthusiastic reports have come from every sponsor who has booked a similiar appearance.

"Commander 9" is just *one* of the *top-rated* local shows offered by KMBC-TV. Ask your Free & Peters Colonel to show you the latest Telepulse listings on Channel 9 news, weather, sports, "Happy Home" and "Comiclub." The ratings prove conclusively that "the Swing is to KMBC-TV."

KMBC-TV

Kansas City's Most Powerful TV Station

Primary CBS-TV Basic Affiliate

DON DAVIS, *Vice President*
JOHN SCHILLING, *Vice President and General Manager*
GEORGE HIGGINS, *Vice President and Sales Manager*

And in Radio, it's the KMBC-KFRM Team

1st *in the Heart of America*

KMBC *of Kansas City*
KFRM *for the State of Kansas*



FREE & PET
Exclusive National

CBS TELEVISION

JUNE 6, 1955 35c PER COPY

BROADCASTING TELECASTING

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24TH year

THE NEWSWEEKLY OF RADIO AND TV

KPRC-TV

. . . 5 YEARS OLD THIS MONTH

And Still FIRST in Houston . . . thanks to 552 Man Years of TV Experience



BOTH ARB and Pulse confirm the dominance of KPRC-TV, Channel 2, in the Houston market.

KPRC-TV
Channel 2 • Houston
Jack Harris, Vice President and General Manager
Represented Nationally by Edward Petry & Co.

"The South's First Television Station"

WTVR

Channel 6, Richmond, Virginia

takes Pleasure

in Announcing

its New

Interconnections

with

CBS and ABC



Maximum Power
100,000 watts

Maximum Height
1049 Ft.

Represented Nationally by Blair TV Inc.

WBRE-TV

COVERAGE LEADERSHIP

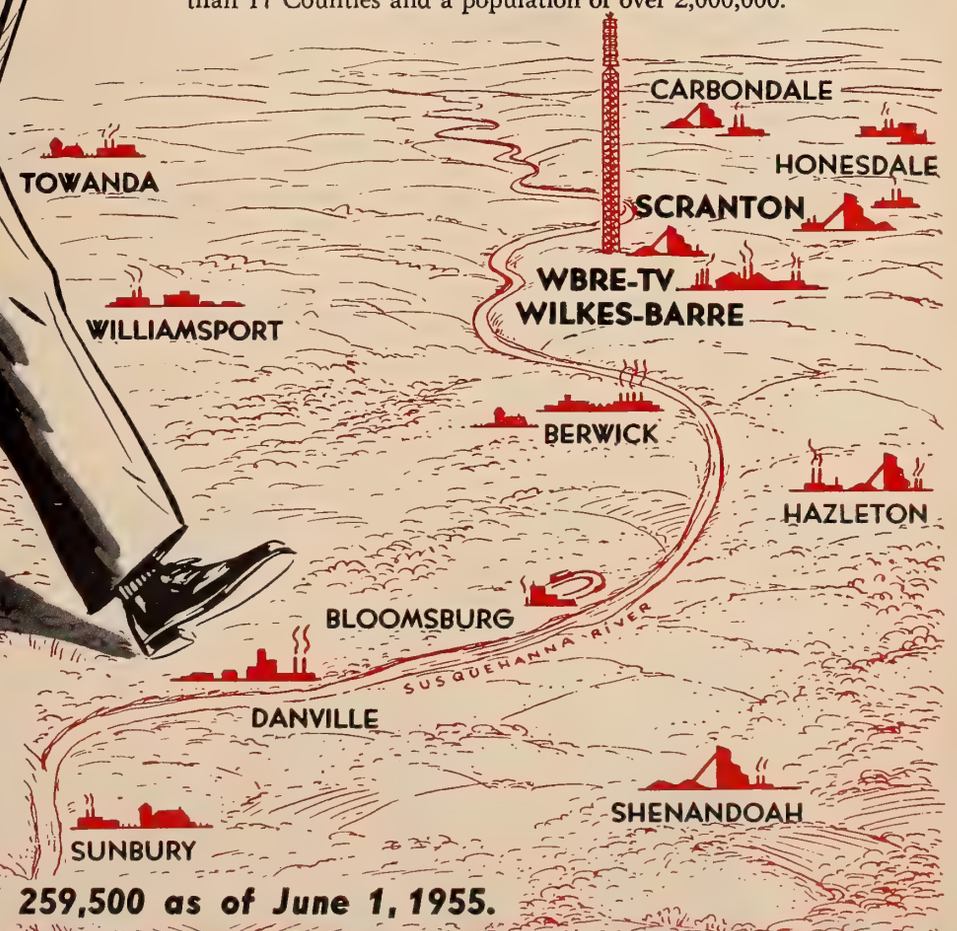
VERIFIED
by ARB* and PULSE*

*WBRE-TV .... the nation's first MILLION WATT STATION delivers to the advertiser the majority of viewers in the key marketing area of Wilkes-Barre, Scranton, Hazleton, Sunbury and Williamsport with an average weekly share of audience of better then 40% and leads all other stations coming into this vast manufacturing and agricultural market by 23% to 400%.

*WBRE-TV not only leads in audience ratings in the Wilkes-Barre-Scranton area, but also delivers more than 40,000 more sets than the second station in the market.

*These two thoroughly competent survey organizations show that WBRE-TV unquestionably is the leading TV station in Northeastern Pennsylvania which comprises more than 17 Counties and a population of over 2,000,000.





*Your Headley-Reed representative has all ARB studies that prove WBRE-TV's leadership in coverage; in audience; in programming; in perfect picture ... which all adds up to making it the leader in Advertising Value.

VERIFIED SET COUNT OF 259,500 as of June 1, 1955.

WBRE-TV Ch. 28 Wilkes-Barre, Pa.

AN NBC BASIC BUY!

National Representative
The Headley-Reed Co.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

STEINMAN STATION
Clair McCollough, Pres.



HAVE *YOU* USED

the $5¼ billion winner—

Channel 8 Mighty Market Place?

WGAL-TV

LANCASTER, PENNA.

NBC • CBS • DuMont

Here's the TV market that *everybody's* talking about! A mighty market with an effective buying income of $5¼ billion—with more than 3 million prospects for your product. Get you share of sales—buy WGAL-TV.

Channel 8 Mighty Market Place

Harrisburg
York
Lebanon
Reading
Hanover
Pottsville
Gettysburg
Hazleton
Chambersburg
Shamokin
Waynesboro
Mount Carmel
Frederick
Bloomsburg
Westminster
Lewisburg
Carlisle
Lewistown
Sunbury
Lock Haven
Martinsburg
Hagerstown



316,000 WATTS

Representatives:

MEEKER TV, Inc.

New York • Los Angeles • Chicago • San Francisco

closed circuit.

POST TIME, SEPTEMBER? Senate Commerce Committee investigation on tv won't begin before mid-September or early October. Chairman Magnuson has approved manpower recommendations of Majority Counsel Sidney Davis, authorizing prompt appointment of six professional staff members as beginning (see lead story page 27).

B•T

RIDER has been written into all Ford tv-radio contracts, including Lincoln-Mercury spot announcements scheduled to be launched this month, providing that if current labor negotiations end in strike, contracts are cancellable within 24 hours. Kenyon & Eckhardt, New York, handles Lincoln-Mercury. J. Walter Thompson Co., New York, places Ford Motor schedules.

B•T

MACK'S DATE • Senate Commerce Committee hearings on Richard Mack's nomination to FCC would have been held this Wednesday if fellow Floridian Sen. George Smathers, committee member, had had his way. He asked Chairman Warren Magnuson near weekend to set hearing for regular committee meeting Wednesday, but failed to wedge it in so near deadline. With pressure to get Mack nomination through Senate before incumbent Comr. Frieda Hennock's term expires June 30, it's possible Wednesday meeting may bring announcement that hearing date is being set several days ahead of next regular committee meeting June 22.

B•T

COMR. Frieda B. Hennock will establish law offices in Washington after leaving FCC. It's understood she has several offers of partnerships in New York as well as in Washington but has decided to specialize in communications and administrative fields in Washington, rather than return to New York.

B•T

NEW FTC CODE • Trade practice rules for radio-tv industry which were proposed in September 1953 are expected to be promulgated by Federal Trade Commission last week in June. Rules seek to maintain fair competitive conditions in advertising and sale of radio sets, tv sets and parts and accessories. New code will amend old rules for radio receiving set manufacturing industry of July 1939.

B•T

FCC VETERAN hearing examiner Fanney Neyman Litvin will retire Oct. 1 after 30 years of government service—27 in communications. Mrs. Litvin joined original Federal Radio Commission in 1928 and has served continuously as attorney and hearing examiner since. She handed in her initial decision in Hartford ch. 3 case (story page 58) last Tuesday and will file her retirement request as of Sept. 17. She plans to travel extensively and does not now contemplate entering private law practice in Washington. She is a Montana native and before joining FCC served for three years as law clerk on staff of late Senator Walsh (D-Mont.).

B•T

OUT OF TOWN • Mass evacuation of key government agencies from Washington week of June 13 in civil defense test includes FCC. Destination: Classified. But don't expect normal business that week, since FCC will not hold regular meeting. FCC role in test is to see how it could keep vital communication services functioning in event of surprise enemy attack.

B•T

THIS couldn't be confirmed last week, but understanding is that International Telemeter Corp. (80% owned by Paramount Pictures) plans to include recommendation in subscription tv comments to FCC that pay-tv entrepreneur purchase necessary time from stations at card rates, cut station in for any spots or IDs it may sell within that period. ITC attorney Paul A. Porter and colleagues spent all last week in New York doing spade work in preparation for June 9 deadline comments.

B•T

MEXICAN MEETING • Long delayed resumption of radio allocation talks with Mexico is now tentatively scheduled July 6 in Washington, but firm date still hangs on outcome of Cuban visit to Mexico on their mutual frequency problems. Mexicans went to Cuba earlier this year, but nothing was settled. State Dept. is calling U. S. industry-government conference June 24 in Capital to prepare for July 6 session.

B•T

FCC CHAIRMAN George C. McConnaughey leaves for Europe July 22 on month's quasi-official trip and will confer with heads of communication administrations of various countries. Accompanied by Mrs. McConnaughey, he will visit Paris, Geneva, Heidelberg, Bonn, Scandinavian countries and Scotland, his ancestral land. FCC authorized trip holding that visit by FCC chairman has been long overdue.

B•T

FORCED DRAFT • FCC is under virtual mandate to Congress to clear up all pending "ready" cases by end of July. This commitment was made orally by Chairman McConnaughey at recent Appropriations Subcommittee hearing and chairman since has been cracking whip on staff. Commission plans to be in recess during entire month of August except for emergency matters.

B•T

NASTY incident was barely avoided by Advertising Federation of America in annual $500-convention trip essay contest among high school students. Two national judges already had picked entry of eastern girl as top winner when third judge read opening line, "All advertising stopped at 10 o'clock today," and felt it had familiar ring. Entry was lifted word-for-word from NARTB President Harold E. Fellows' famed speech of three years ago.

B•T

COMMUNITY QUARREL • There's bit of irony in fight building up between some telecasters and community tv systems and it may be pointed up at National Community Television Assn. convention in New York beginning today (Monday). It is this: William C. Grove, KFBC-TV Cheyenne, Wyo., who has been leading fight to get broadcasters to take stand on property rights in programs and their use by community tv systems, once was hell-bent to become cable operator himself in Sydney and Scottsbluff, Neb. He lost out, it is understood, when Collier Electric Co. offered to furnish not only Cheyenne signals but also those from Denver vhf stations.

B•T

GEORGE B. STORER, president of Storer Broadcasting Co., played round of golf at Burning Tree Country Club with President Eisenhower last Thursday as part of foursome. Scores, following custom, were not divulged.

B•T

HOUSE HUNT • Quest for FCC's own headquarters in Washington is underway in earnest since Chairman Warren G. Magnuson (D-Wash.) got behind project recently. FCC and its predecessor FRC have been quartered in borrowed or temporary space virtually since creation of original Commission in 1927. Since 1934 Commission has been "stepchild" of Post Office Dept., utilizing portion of 13th & Pennsylvania Ave. building, plus temporary headquarters for its examiners and some of its clerical operations.

B•T

REPORTS that Terrence Clyne, vice president and chairman of plans review board, McCann-Erickson, would succeed Alfred Scalpone as vice president in charge of radio-tv at agency, circulated last week but could not be confirmed. Mr. Scalpone resigned to join CBS-TV (story page 91).

Outstanding...

say the time buyers who know us best!



Weymouth Symmes
PARIS & PEART
says . . .

"The signal dominates the entire market."



Mildred Fulton
McCANN-ERICKSON, INC. says . . .

"It's the right station in the right market for sales results."

WNHC Television

Channel 8

SERVING HARTFORD & NEW HAVEN AREAS

Population 3,564,150 TV Homes 934,448

represented by the katz agency, inc.



Reggie Schuebel
REGGIE SCHUEBEL, INC.
says . . .

"Buying WNHC-TV is no shot in the dark — you can't miss."



John Murphy
KUDNER AGENCY, INC.
says . . .

"I have found product sales satisfaction every time."

at deadline

FREE TV, FEE TV CAN'T CO-EXIST, SARNOFF SAYS IN FCC STATEMENT

ASSERTING that free tv and fee tv cannot co-exist practically, Brig. Gen. David Sarnoff, chairman of NBC and RCA boards, says in statement to be filed with FCC today (Mon.) that subscription television would cause degradation of free tv program quality, jeopardize free tv economically, might lead to government regulation of broadcast services on common-carrier basis and could ultimately destroy free-tv system altogether (text of main portion, page 48).

Statement, being filed on behalf of NBC, also says fee tv would lure free tv's top programs and talent, take over sports coverage, cause public service programming to suffer and black out free television for millions (in single-station markets, whenever fee-tv programs were being carried). Gen. Sarnoff also notes that petitions filed by pay-tv promoters "carefully avoid any commitment that pay-television would not carry advertising," and says "obviously this omission was not merely inadvertent."

Appendix to statement charges that Zenith Radio Corp., long-time advocate of Phonevision pay-tv system, "has a record of first opposing introduction of black-and-white television and, thereafter, taking the position that free television was economically unsound and could never succeed."

Comdr. E. F. McDonald Jr., president, and other Zenith officials are quoted as having said that "without a box office to pay for good programming, [television] is economically so unsound that it will never succeed (1937)"; "We [Zenith] are not making and do not plan to make any black-and-white receivers (1946)"; "I have said that television required a box office to pay for the type of programming that would give it mass appeal, and events have borne me out (1947)"; "We have always said that television would eventually be a great industry—but not until a box office was found which would provide the type of programs necessary to put television set sales into the millions (1948)"; "The [Zenith] new line of television receivers to be placed on the market this fall will contain many improvements and advanced features. Provision will be made in all models for the incorporation of Phonevision. . . . Phonevision in no way interferes with regular free-television service, which will make television economically sound (1948)."

ABC and CBS plan to file with FCC on Thursday—deadline—in opposition to pay tv.

ANA Plans One-Day Clinic On Research in Advertising

ASSN. of National Advertisers will hold special one-day forum Friday at New York's Hotel Plaza, with discussion centering around "How Research Contributes to the Management of Advertising." Seminar is limited to representatives of ANA companies and guest speakers, according to Stanley Frame, marketing research manager, National Biscuit Co., who is program chairman. Registration has exceeded 100.

Frank W. Mansfield, director, sales research, Sylvania Electric Products Co., chairman of ANA advertising research committee, will present highlights of some of the work of committee in connection with ANA's advertising management program. Other speakers, who will touch on various phases of research during morning session, will be Henry Schachte, senior vice president, Bryan Houston Inc.; Alfred Politz, president, Alfred Politz Inc.; Paul Gerhold, vice president, media and research, Foote, Cone & Belding.

Afternoon session will be devoted to discussion of various advertising research subjects.

Creomulsion 'Packages'

RADIO stations report getting letters from district sales manager of Creomulsion Co. asking for their "best local rate or package offers" on minute and 20-second spots. Letters note Creomulsion already is buying "about 180 spots per season on some stations," add that "I want more of these radio announcements in my territory," promise that "if you give me something good to work with in comparison with other stations I'll do my best to get you an order." Letters explain: "I work on commission and in need all the advertising help I can get to help me increase sales and thus increase my income."

Two More Groups Join Organizations for Free Tv

ORGANIZATIONS for free tv announced citizen groups in Ohio and New Jersey have joined its ranks in opposition to pay-tv: National League of Televiewers, Newark, N. J., which already has asked FCC for postponement of June 9 deadline for comments, and Greater Cleveland Set-Owners for Free Tv, with headquarters at suburban Berea, Ohio.

Joseph J. Mahoney, chairman of New Jersey unit, claims at least 7 million letters would reach FCC if adequate time were allowed for public to make views known on pay tv. Postponement to Sept. 9 for comments, and proposal for networks to conduct "honest poll" via 30-second announcements on 10 most popular programs asked by Mr. Mahoney.

SLOAN'S ABROAD

WARNER LAMBERT (Sloan's liniment and Waterbury's compound) currently recording radio commercials in 13 foreign languages with aim "to tap the vast, potential foreign market," according to Henry Olmsted, president of Olmsted Sound Studios, New York, which is making recordings. Languages being used include: Hindustani and Gujarati (for area covered by Radio Ceylon in Pakistan and Ceylon); also for liniment product, in basic Ceylonese, Tagalog, Illongo, Cebuano and Haitian Creole "in order to test the potential buying markets in these areas." Mr. Olmsted claimed radio coverage in foreign lands trebled in post-war years and nearly every home either owns or has access to radio.

• BUSINESS BRIEFLY

GEN. FOODS ON SAT. • General Foods, N. Y., has picked up Saturday 11-11:30 a.m. period on CBS-TV, effective July 9. It will sponsor *Commander Cody* as summer series, then follow with new program called *Thunder*, starting Oct. 8. Latter show, produced by Television Programs of America, is based on famed Black Beauty horse story. Benton & Bowles, N. Y., is agency.

GEN. FOODS, REVLON • General Foods, N. Y., through Young & Rubicam, N. Y., expected to co-sponsor with Revlon cosmetics through William Weintraub Co., N. Y., new *Johnny Carson Show*, Thursday, 10-10:30 p.m. on CBS-TV, effective June 30. *Public Defender* currently is co-sponsored in that period by Revlon and Philip Morris Inc. Latter client did not pick up its first option and General Foods signed up immediately.

MAXWELL HOUSE SPOTS • General Foods, for Instant Maxwell House coffee, breaking television spot campaign in 30 markets, effective June 13, to run to July 3. Agency, Benton & Bowles, N. Y.

MARGARINE BUYING • E. F. Drew Co., N. Y., for its newest product, Trinut margarine, buying combined radio-tv-newspaper campaign all along Eastern Seaboard, effective in mid-June until forbid. Firm looking for participation cooking shows and Class A spot times. MacManus, John & Adams, N. Y., is agency.

WHITE ROCK SPOTS • White Rock Sparkling Beverages, N. Y., will start heavy radio spot campaign July 13 using 200 spots per week for duration of summer, New York stations only. Agency: David J. Mahoney Adv., N. Y.

Senate Appropriations Unit Approves FCC Funds in Budget

SENATE Appropriations Committee Friday reported favorably on Independent Offices Appropriations Bill for fiscal 1956 (HR 5240), which carries House boost of $170,000 over Budget Bureau figure for total of $6,870,000. Of boost, committee specified FCC must use $80,000 for study of broadcasting industry and $90,000 to work off applications backlog in line with FCC assurances in testimony before Congressional committees. Bill now goes to Senate floor.

Appropriations subcommittee headed by Sen. Warren Magnuson (D-Wash.), which held hearings on bill, was backed by full committee in issuing statement scolding FCC and other regulatory agencies for not keeping closer "liaison" with Congress.

Statement said agencies should not be primarily concerned with giving testimony on legislation, but also should perform "dual function" of keeping Congress informed of agency's work and providing "general source" to which congressmen may turn to "secure prompt answers to inquiries from constituents for information, copies of decisions, rulings and so forth."

WMAL-TV Gets Power Boost

WMAL-TV Washington, operating on ch. 7, granted permit by FCC Friday for boost in effective radiated power from 22.9 kw visual, 11.7 kw aural to 252 kw visual, 134.5 kw aural.



STORER NATIONAL
SALES HEADQUARTERS

TOM HARKER, V. P., National Sales Director, 118 E. 57th Street, New York, ELdorado 5-7690
GAYLE V. GRUBB, V. P., West Coast Sales Manager, 111 Sutter St., San Francisco, SUtter 1-8689
BOB WOOD, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago, FRanklin 2-6498

Represented Nationally by NBC Spot Sales

at deadline

WTSP Claims WFLA Grant Departed From FCC Policy

FCC departed from established policy when it held local ownership and integration preference by WTSP St. Petersburg, Fla., not significant enough to win grant of Tampa-St. Petersburg ch. 8, U. S. Court of Appeals was told Friday in Washington. Case was on appeal by WTSP from FCC grant last year to WFLA-*Tampa Tribune* and denial of WTSP's application for same ch. 8 facility.

WTSP counsel Telford Taylor argued that Commission always gave heavy weight to local ownership and integration. WTSP is owned by Nelson Poynter *(St. Petersburg Times)*. WFLA, on other hand, said Mr. Taylor, is owned by principals living in Richmond, Chicago and New York.

FCC reply, by General Counsel Warren Baker, was that Commission policy is to give weight to local ownership and integration when there's question of carrying out program proposals. In this case, Mr. Baker said, FCC held that on basis of past operations it could rely on WFLA to carry out what Commission called better program proposals.

Argument was before Circuit Judges E. Barrett Prettyman, David L. Bazelon and George Thomas Washington.

WFMF Chicago Asks FCC To Consider Multiplex Plea

WFMF (FM) Chicago, functional music station, petitioned FCC Friday for separate consideration of its petition filed earlier in week supporting plea of WWDC-FM Washington which asked reconsideration of Commission's new functional music-multiplex rules.

FCC Wednesday denied WWDC-FM plea, WFMF noted, but its own petition was not considered since it was filed Tuesday. WFMF claimed its new legal arguments and factual data deserve review. WPEN-FM Philadelphia also petitioned Tuesday for relief under fm rules, ordered effective July 1 (earlier story page 61).

New Mexico Application

KSVP Artesia, N. M., petitioned FCC Friday for rule-making proceeding to switch ch. 10 from nearby Roswell to Artesia, now allocated ch. 21. KSWS-TV operates on ch. 8 at Roswell. No bid pends for ch. 10.

Orlando Tv Petition Filed

NEW TV station on ch. 18 at Orlando, Fla., requested in bid filed with FCC Friday by WABR Winter Park, Fla. Orlando now served by ch. 6 WDBO-TV. Proposed ch. 18 outlet asks effective radiated power of 20.9 kw visual with antenna height 228 ft. above average terrain. Estimated construction cost $88,700, first year operating cost $60,000, revenue $96,000.

Jackson Outlet Withdraws

POST-THAW tv deletions increased to 143 (29 vhf, 114 uhf) with surrender Friday of operating ch. 25 WJTV (TV) Jackson, Miss., pursuant to merger agreement with ch. 12 WSLI-TV there, approved by FCC last month [B•T, May 23, April 18]. Jackson becomes vhf-only market, is also served by ch. 3 WLBT (TV).

FLIER PHONED

PHONE conversation was recorded Friday afternoon with Lt. Col. Edwin L. Heller, Wynnewood, Pa., released last week from communist captivity, by Sam Serota, special events director of WIP Philadelphia. Flier was contacted in Honolulu. Ten-minute interview was broadcast at 3 p.m. by WIP and repeated at 6 p.m. Earlier in week Mr. Serota had interviewed pilot's wife at her Wynnewood home.

Robert Soule WFBL President

ROBERT G. SOULE elected president of Onondaga Radio Broadcasting Co. (WFBL Syracuse), succeeding Oscar F. Soule, his brother, who becomes chairman of board. New president said no changes in station personnel or management contemplated. Robert Soule, active in civic affairs, served as president of Syracuse Chamber of Commerce, was one of organizers of Syracuse Governmental Research Bureau.

FCC Satellite Ruling

WAY cleared Friday for FCC to act on surviving application of Southwest Oregon Tv Bcstg. Corp. for satellite tv station on ch. 4 at Roseburg, Ore., with dismissal of competitive bid by Southern Oregon Bcstg. Co. Under merger agreement, latter gets 50% interest in prospective grantee. Southwest is under common ownership with ch. 13 KVAL-TV Eugene, Ore., which it would rebroadcast. Southern is identified with ch. 5 KBES-TV Medford, Ore.

FCC Outlines Test Procedure

RADIO stations in local areas may go into Conelrad operation on voluntary basis during June 15-16 national civil defense test, FCC said Friday, but first must obtain Commission approval if daytime transmission is planned. Stations may obtain permission for Conelrad during midnight-6 a.m. experimental period from FCC field supervisor for Conelrad. Commission emphasized no national Conelrad exercise is planned and urged stations to cooperate with local state or federal civil defense authorities in any tests they may consider. Chief communication role during national test will involve amateur stations under Races (Radio Amateur Civil Emergency Service) plan, Commission said.

UPCOMING

June 5-8: Adv. Federation of America golden anniversary convention, Palmer House, Chicago.

June 5-8: Alpha Delta Sigma (adv. fraternity), convention, Palmer House, Chicago.

June 6-8: National Community Tv Assn. convention, Park Sheraton Hotel, New York.

June 12-14: Iowa Broadcasters Assn., Crescent Beach Lodge, Lake Okaboji.

For other Upcomings see page 107.

PEOPLE

SIDNEY J. NATKIN, formerly vice president and director, Mandel Bros., Chicago department store, to Gordon Best Co., advertising agency, as vice president.

DIANE YOUNG, formerly in public relations work with Art Franklin Inc. and Mal Braveman Assoc., both N. Y., joins Screen Gems Inc., N. Y., as promotion writer.

JOEL McPHERON, vice president, Geyer Adv., N. Y., to Compton Adv., same city, as member of account group of Socony Mobile Oil Co.

CBS Color Microscope To Be Shown Medical Group

NEW electronic color microscope, using equipment developed by CBS Labs, division of CBS Inc., will be demonstrated today (Monday) by Smith, French, Kline & French Labs at annual meeting of American Medical Assn. in Atlantic City. In demonstration, cancer cells, magnified 15,000 times, will be shown in full color on large screen.

Peter C. Goldmark, president of CBS Labs, said demonstration will culminate six years of experience in application of electronics to medical education by his organization. He added that system, developed under direction of John W. Christensen, vice president of CBS Labs, enables microscopic specimens, living or dead, to be enlarged and projected electronically in full color with magnifications up to 30,000 on six-foot screen.

Four Affiliate With ABC-TV

AFFILIATION of four stations with ABC-TV being announced today (Monday) by Alfred R. Beckman, ABC-TV director of station relations. They are: KWTX-TV Waco (ch. 10), owned and operated by KWTX Broadcasting Co., with M. N. Bostic as general manager; WMGT (TV) Pittsfield, Mass. (ch. 19), owned and operated by Graylock Broadcasting Co., of which John T. Parsons is general manager; KCCC-TV Sacramento (ch. 40), owned and operated by Capitol City Tv Corp., with Ashley R. Robison as general manager, and KLTV (TV) Reno, Nev. (ch. 8), owned and operated by Nevada Radio-Television Inc., of which Harry Huey is general manager.

AAAA Committee Named

AMERICAN Assn. of Advertising Agencies last Friday announced members of operations committee who will supervise 1955-56 AAAA activities. They are: J. Paul Hoag, Hoag & Provandie Inc., Boston, in charge of executive section, including association finances, general information service and group insurance plan; Victor O. Schwab, Schwab & Beatty, in charge of agency administration, mechanical production and AAAA's area of personnel; George C. Reeves, J. Walter Thompson Co., Chicago, in charge of media operations, international advertising and area of research; Robert D. Holbrook, Compton Adv., New York, in charge of region and council activities, membership and area of ethics, and J. Davis Danforth, BBDO, New York, in charge of television and radio administration and area of relations.

Inside Grey Adv. Agency

"THE Story of Advertising" will be told on *Mr. Executive* program Saturday on NBC-TV, 12:30 p.m., when cameras will take viewers to Grey Adv. in New York so they can see for themselves how agency works on campaign. Agency is planning, with producers, to give filmed version of program fullest possible distribution to colleges and other institutions across country.

the week in brief

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*Reg. U. S. Patent Office

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stacking up nicely!

WNBQ famous "Chicago School" of television has a bright new honor pupil on its roster—the BOB & KAY WITH EDDIE DOUCETTE show.

Every weekday, 12:45 to 2:00 p.m., these three Chicago favorites turn the pages of their TV Magazine of the Air. Women are making a pleasant daily habit of Bob & Kay's interviews with fascinating people, Eddie Doucette's cooking demonstrations, and musical features by the Art Van Damme Quintet and Joe Gallicchio's orchestra.

Yes, the new show is stacking up nicely! And, backed by an active promotion and merchandising service, it's well embarked on a career of making sure for advertisers that

THE PAY-OFF IS AT THE POINT OF SALE!

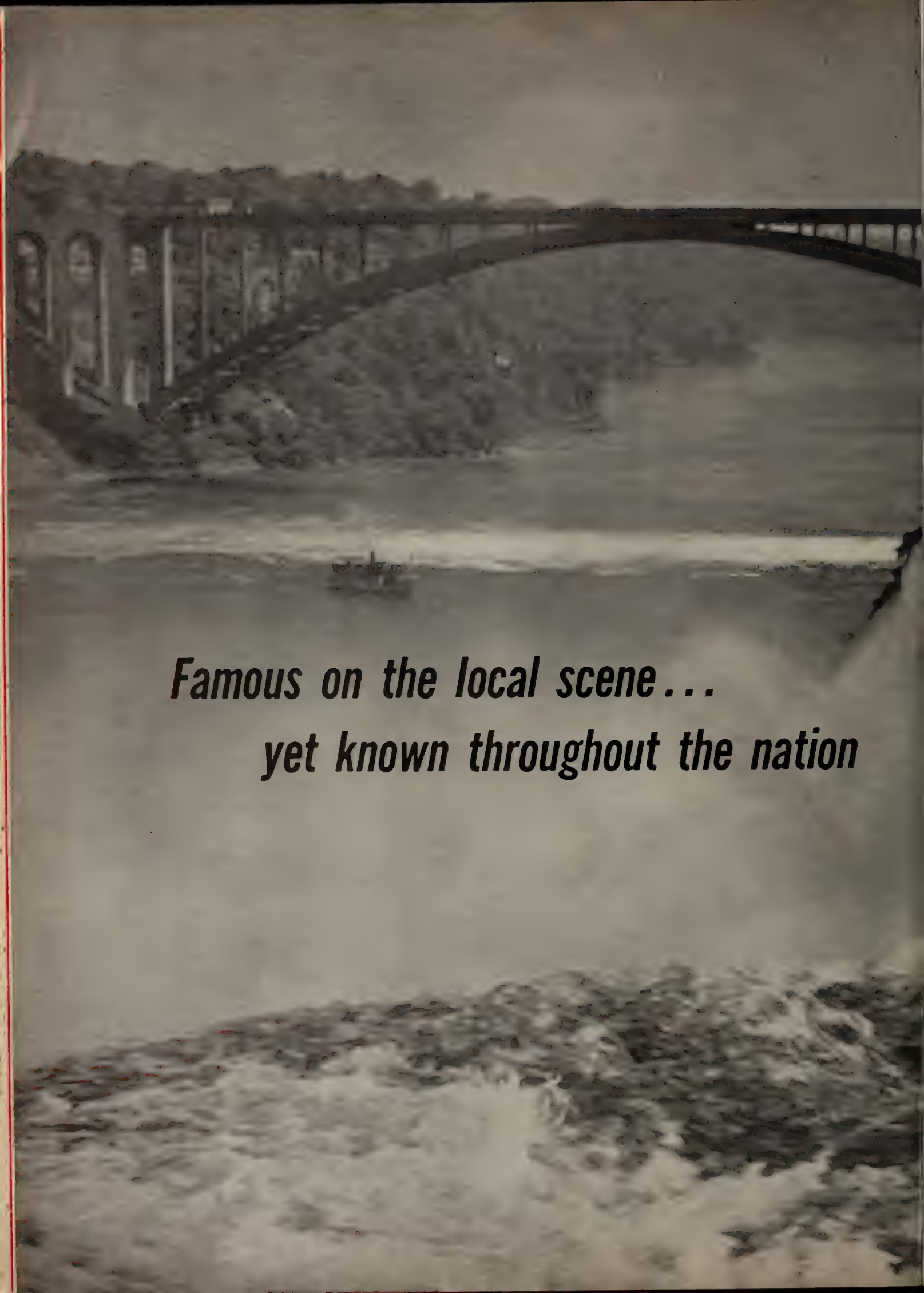
A few weeks after its premiere, BOB & KAY WITH EDDIE DOUCETTE invited its viewers to send in their names, addresses and telephone numbers, to qualify for attractive prizes. For four weeks running, the mail stacked up at the rate of 2,500 pieces a week. A grand total of 10,000 pieces of mail—and the show's just getting going!

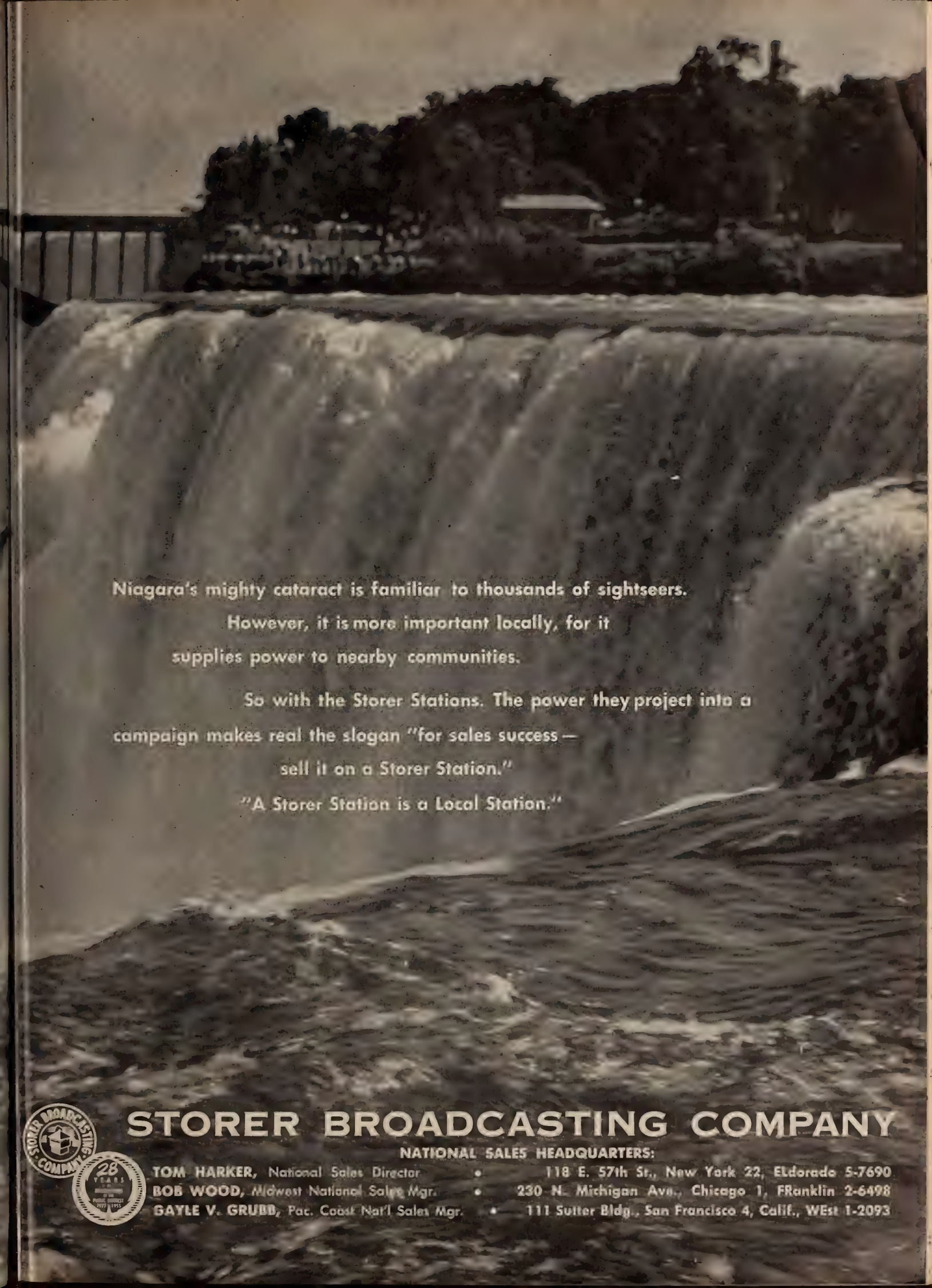
For stirring audiences to action, there's nothing like a "Chicago School" television program on WNBQ. That's how things stack up in the Midwest.



WNBQ NBC TELEVISION IN CHICAGO
a service of RCA

represented by NBC SPOT SALES


Famous on the local scene...
yet known throughout the nation

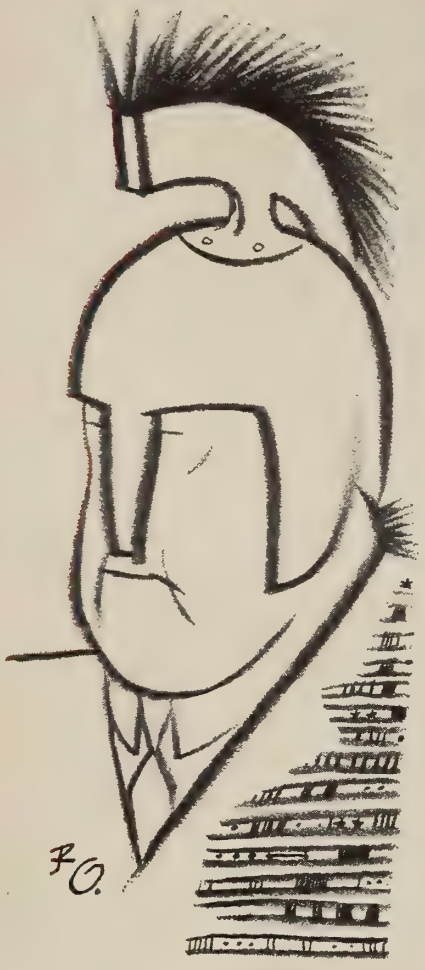


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CAPITAL TYPES # 3



THE TOP BRASS

Misses the Old Outfit, especially when the Old Hip Wound stiffens up on rainy days. Hates civilian red tape; fights back with requisitions.

In the Washington area, advertisers commanding the biggest audiences use WTOP Radio. WTOP has (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular local personalities and (4) ten times the power of any other radio station. You too can get top sales results with Washington's top station.

WTOP RADIO

Represented by CBS Radio Spot Sales

TOWN MEETING: A 20-YEAR CAVALCADE

ON MAY 30, 1935, George V. Denny Jr. stepped up to a microphone on the stage of Town Hall, just off New York's Times Square, and called to order the first *America's Town Meeting of the Air.* A week ago yesterday, May 29, 1955, the program celebrated the completion of 20 years on the air by replacing its usual topical debate with a documentary on the series itself, made up of excerpts from the *Town Meeting* broadcasts through the years.

The voices of the speakers, raised in defense of or in opposition to some burning issue of the day, were vivid reminders of some of the most stirring broadcasts of the past two decades. The skilfully selected excerpts from the nearly 900 *Town Meeting* broadcasts were individually interesting and nostalgic; in combination they created a vivid summary of American history from the early days of the New Deal to the present Eisenhower era.

On the anniversary broadcast was heard again the debate on President Roosevelt's proposal to enlarge the membership of the Supreme Court between Hugo L. Black, then Senator from Alabama and later a Supreme Court justice himself, and Sen. William H. King of Utah. Here was Wendell Willkie, in his first nationwide broadcast, arguing for business in a debate with Robert H. Jackson, trust-busting Assistant Attorney General. Here was a vigorous exchange of pointed views and amiable insults between two New Deal stalwarts, Harold L. Ickes, FDR's Secretary of the Interior, and Gen. Hugh S. (Iron Pants) Johnson, NRA administrator. Mr. Ickes also was heard in a debate on freedom of the press with publisher Frank E. Gannett.

Dean Acheson, later to be Secretary of State, was a little known Washington lawyer in January 1941 when he debated the question, "Is a Hitler Defeat Essential to the United States?," with Verne Marshall, chairman of the "No Foreign War" Committee. Not much later, Norman Thomas, Socialist Party leader, from the Town Hall platform, opposed President Roosevelt's lend-lease plan, with Mr. Willkie, who had lost the previous year's election to FDR, rising from his seat in the audience to "call upon all Americans to give him [the President] such power in this most severe crisis . . . so that he may save America" by helping Britain save herself.

Other voices reminded the anniversary audience how much has happened in recent years: Jan Masaryk, Czech patriot, calling for negotiations with Russia in prewar Europe; Alabama Congressman John Sparkman and Nebraska Sen. Edward R. Burke debating the merits of a fourth term for FDR; Sen. Tom Connally of Texas, speaking from San Francisco in April 1945 when the United Nations came into being, with commentators Raymond Swing and H. V. Kaltenborn also discussing this attempt to insure peace, and a report on UN's effectiveness made only a few months ago by former UN Secretary-General Trygve Lie.

There were voices that needed no identification—Adlai Stevenson, Richard Nixon, Fiorello LaGuardia, Thomas E. Dewey, Joseph R. McCarthy—and others whose names were extremely familiar, if their voices were less so—India's Jawaharlal Nehru, Korea's Dr. You Chan Yang, historian Arnold Toynbee, cartoonist Al Capp, Father Edward J. Flanagan, revivalist Billy Graham, Rabbi Joshua Loth Liebman. And many more.

For adept editing of 20 years of *Town Meeting history* into a memorable hour of listening, an arduous task admirably carried out, producer-writer William R. Traum, Town Hall's radio-tv director, and co-producer Harriet C. Halsband deserve a prominent place in next year's Peabody awards list.

Broadcast on ABC Radio Network, Sun. 8-9 p.m. Special anniversary program, May 29.
Producers: William R. Traum, Harriet C. Halsband; director: Richard Ritter; writer: William R. Traum.
Narrator: John Charles Daly.

THE PETRIFIED FOREST

ONE of Robert Sherwood's most successful dramas was picked for NBC's *Producer's Showcase* last week and, in both color and monochrome, it came off very well indeed.

The story is of a life-quickening moment in a gas station-barbecue oasis near the Petrified Forest of Arizona after a visitation by (1) a "writer" who comes from nowhere bound for nowhere, and (2) a fleeing gangster who is on his way to the border with his gang.

Mr. Bogart breathed vivid life into the role of the gangster, Duke Mantee. Grim visaged, unshaven and tight-lipped, he expressed the epitome of a man living tautly between life and death. Henry Fonda, who had the difficult assignment of portraying the rootless writer, was properly philosophical in the part. The writer, Alan Squier, was himself shot by Duke Mantee so that Gabrielle, the daughter of the roadstand owner, could collect his insurance and keep her rendezvous with destiny in France. This sacrificial scene was superbly played by Mr. Fonda.

Gabrielle was, in our opinion, somewhat miscast. The part was played by Lauren Bacall, whose rangy characterization did not jibe with the imaginative, delicate desert flower, yearning for France and art, and reading Francois Villon while keeping her football player beau at arm's length. And while we're on the subject of miscasting, that football player looked as if he had been out of school for at least a decade.

A bow should go in the direction of Natalie Schafer, who played Mrs. Chisholm. At the right moment and with the proper quickening of her attitude, she changed from a stuffy matron to a hot blooded woman eager for some hard lovin'.

There was some excellent camera work—Miss Bacall in a pensive listening attitude held on camera for what seemed to be a full minute, while Mr. Fonda expounded his belief that nature was in revolt against the intellectuals; the Duke and his men with guns at the ready advancing into the lights of the oncoming Dusenberg. The setting of the beleagured cafe was also in the best tradition of staging.

All in all a rewarding performance; another plus for tv's ability to do serious drama.

Production cost: $44,000.
Broadcast in color and monochrome on NBC-TV, May 30, 8-9:30 p.m., one of the Producer's Showcase *series, telecast at that time every fourth Monday, sponsored by RCA and Ford Motor Co.*
Producer: Fred Coe; director: Delbert Mann; associate producer: Bill Nichols; technical director: Lawrence Elikann; associate director: Dominick Dunne.
Adapted for tv by Tad Mosel from the original stage play of Robert E. Sherwood.
Music director: Harry Sosnik; settings: Edward Stephenson; costumes: Robert Campbell; unit manager: Perry Cross; make-up: Fred Williams.
Cast: Humphrey Bogart, Henry Fonda, Lauren Bacall, Paul Hartman, Jack Warden, Joseph Sweeney, Richard Jaeckel, Natalie Schafer, Richard Gaines, Jack Klugman, Syeve Ritch, Dick Elliott, Morris Buchanan, Julia Montoya, Frank London.



IN BALTIMORE BUY **W-I-T-H**

Tom Tinsley, President
R. C. Embry, Vice-President

Represented by Forjoe & Co.

It's Here! RCA's Production



MORE EFFICIENT

"All-in-one" Processing Amplifier combines the signal processing functions of previous channel amplifier, gamma corrector, shading generator, and monitor auxiliary.



COMPACT

The new equipment utilizes only 100 inches of rack space; can be mounted in only 1⅓ racks for efficient, compact installation.



LOW OPERATING COST

Requires half the ac power needs of conventional equipment and permits elimination of 50% of former dc power supplies. Uses 9 less rack-mounted units, and 134 fewer tubes — conservatively operated for extended life.



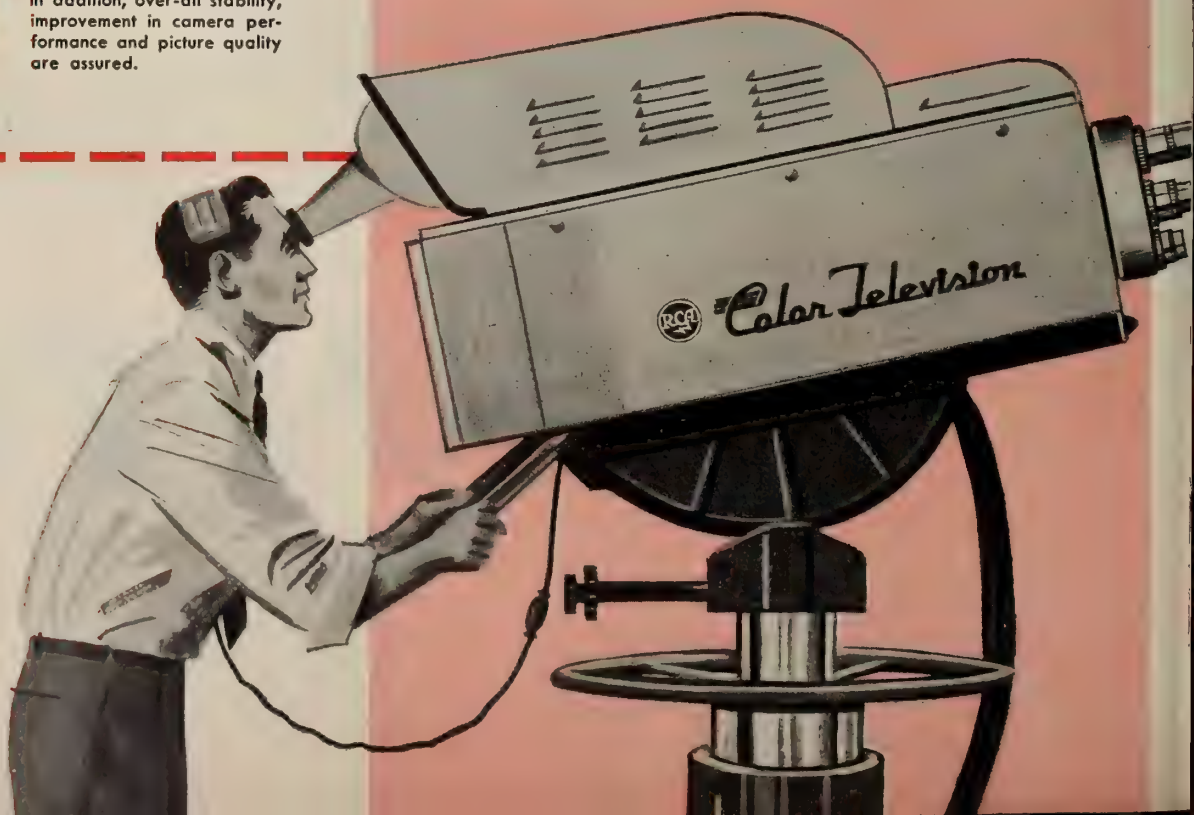
FAST SETUP

Centralized controls minimize setup time, require but a single operator for control functions. In addition, over-all stability, improvement in camera performance and picture quality are assured.

No need to wait any longer for *production* live color TV equipment! RCA has it now . . . a complete new TK-41 Color Camera chain with new all-in-one Processing Amplifier, which combines four major functions in one. It not only provides important savings in components, floor space and operating costs, but assures highest quality at lowest expense.

This is the complete color camera TV equipment that television stations are now using in their swing to color, or in expanding their color facilities. For complete technical information, call your RCA Broadcast Sales representative. In Canada, write RCA VICTOR Company Limited, Montreal.

RCA TK-41 TYPE COLOR CAMERA



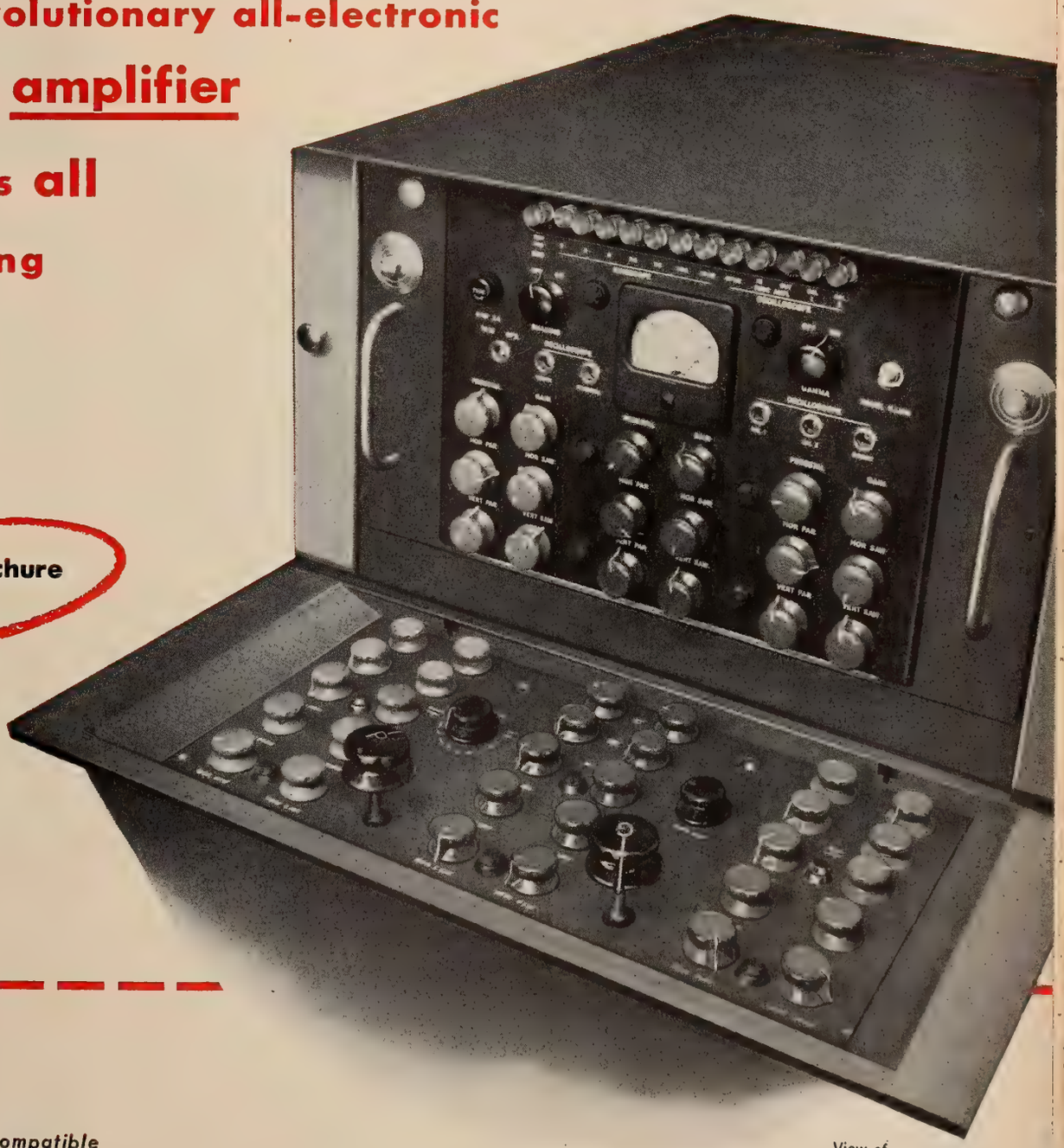
COLOR CAMERA TV EQUIPMENT

. . . with the revolutionary all-electronic

processing amplifier

which combines all signal processing functions in a single chassis.

12-Page Descriptive Brochure Available on Request.



CA Pioneered and Developed Compatible Color Television

View of Processing Amplifier with front shelf removed

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION **CAMDEN, N.J.**



Cal Douglas
Star of
"WAPI NEWS"
8 am and 6:30 pm Monday-Friday
"NOON EDITION"
WABT 12 to 12:30 Monday-Friday

Now News Director of the 3 stations WAPI, WAFM, and WABT

As an able newscaster, Cal Douglas has proved his ability on individual programs. He now assumes the responsibility of coordinating all news programs and developing broader coverage of local news. He will continue on the air in addition to his work behind the scenes.

Stars Sell on Alabama's greatest radio station

WAPI

Represented by John Blair & Co.
Southeast, Harry Cummings

greatest TV station

WABT
Birmingham
Represented by BLAIR-TV

our respects

to JULES MAURICE COLLINS



IN 18 years of intimate association with broadcasting, Jules M. Collins, sales manager in charge of licensing activities of the American Society of Composers, Authors and Publishers, has become increasingly impressed with the interdependence of music and broadcasting.

Since radio and television account for more than 75% of ASCAP's income, Mr. Collins recognizes the media's contributions to the well-being of the performance rights organization and is determined to help broadcasting prosper, so that ASCAP will prosper, too. Conversely, he believes that "the life blood of radio and television is entertainment, and music is the 'basic material' of entertainment."

Though Mr. Collins' tenure with ASCAP dates back to 1937, when he joined the organization as manager of the radio department in charge of licensing stations, he says his role in the famed "war" with broadcasters in 1940 was minor. But from the sidelines he absorbed the import of the struggle: broadcasters and ASCAP must learn to live together in harmony. He is grateful that both sides have acquired a maturity that presages cooperation for many years to come.

Mr. Collins always has been a music lover, but his career took several turns before ASCAP beckoned.

Jules Maurice Collins was born in Pittsburgh on March 10, 1901, but was raised in Boston where his father was a shoe manufacturer. He attended the Boston Latin School and was graduated from Harvard College in 1923.

For several years, Mr. Collins worked for his father's shoe business, but decided to return to school for a law degree. He was graduated from the Harvard Law School in 1930. After three years with a Wall Street law firm and several more years in the legal departments of Paramount Pictures and Universal Pictures, Mr. Collins joined ASCAP in 1937.

Mr. Collins recalls that the Society's radio station licensees then numbered 600, as compared with about 3,000 at the present time. There are now about 400 tv station licensees also.

The mushrooming growth of ASCAP's broadcasting activities, Mr. Collins says, is graphically illustrated by the drastic overhauling of the Society's operational methods. In 1937, he points out, ASCAP's contacts with radio stations were handled almost exclusively through correspondence from the New York office, with occasional visits from managers of the Society's branch offices. Today, a specially-created radio-television station relations division, staffed by a crew of eight trained men, services ASCAP's radio-tv licensees.

The division is the culmination of a plan that Mr. Collins had in mind for many years. In the 12 years from 1937 to 1949 that Mr. Collins served as manager of the radio department, he gradually became dissatisfied with what he called "the long-distance approach" existing between the Society and broadcasting licensees. He believed it was necessary to organize a trained staff that would personalize relationships with the radio industry. Lack of personnel during the war years upset his timetable, but in July 1954 the division finally was established.

Following his appointment as sales manager of ASCAP in March 1949, Mr. Collins retained his interest in broadcasting; he still is overall supervisor in this field. Additionally, he is responsible for the administration of 21 ASCAP branch offices throughout the United States.

The latest project designed to assist stations is a new program guide entitled *ASCAP Music on Records*. The guide is a listing of ASCAP music by categories, which provides the program director with a ready source of material for programming ASCAP music. This identifies the composition by giving a listing of the composer, author, publisher and the serial numbers and type of recordings. A category is sent to stations each month and, according to Mr. Collins, *ASCAP Music on Records* has proved "an instantaneous success and of great help to program directors."

At 54, Mr. Collins is a slim, graying man, full of bounce, who derives much pleasure from hobnobbing with broadcasting executives. He is a familiar figure at NARTB conventions, where he has been most cordially received by many friends in the radio-tv industry. But he confesses that many of the oldtimers he knew in years past have been replaced by newer and younger faces.

Looking back at the past 14 years of amiable co-existence between ASCAP and broadcasters, Mr. Collins views the future with optimism. He points out that the first agreement between the Society and broadcasters was extended after the first nine years and voices the belief that another contract will be negotiated without fuss in 1958.

Mr. Collins and his wife, the former Ethel Quint, reside in New Rochelle, N. Y. They have two sons, Arnold, 19, a sophomore at Harvard College, and Matthew, 14, a cadet at New York Military Academy, Cornwall, N. Y.

In between frequent business trips throughout the country, Mr. Collins tries his hand at golf but believes his game can be "greatly improved." He also enjoys photography and listening to new recordings, both popular and classical.

Mr. Collins is a member of the Radio & Television Executives Society, the Westchester Harvard Club, the Harrison (N. Y.) Country Club and the Variety Club.

Starting this week:

The biggest year in ABC's history

The first-round gong of the **Wednesday Night Fight** of June 1 opens a year of new programs, new excitement, new progress on ABC-TV. The FIGHTS are the first of many additions and innovations that will give terrific audience and advertising punch to ABC's programing.

This new building, on a solid foundation of successful shows from last season, adds up to our biggest, busiest year ever. We're starting early and punching hard.



NEW PROGRAMING:

WEDNESDAY NIGHT FIGHTS — TV's top-rated regular sports show helps give ABC the brightest Wednesday night on any network.

MICKEY MOUSE CLUB — Walt Disney's newest programing magic should do for weekday afternoon television what DISNEYLAND did for nighttime this past season . . . a lot of blue-chip advertisers agree with us.

WARNER BROS. PRESENTS—A major Hollywood studio comes to television with a regular program that shapes up as a Tuesday evening "blockbuster."

LIFE IS WORTH LIVING—Bishop Sheen's famous "lectures" move to ABC for their fall debut on *both* radio and television.

WYATT EARP—Television's first *adult* "western," a *new* program type, produced by an old master, Lou Edelman (who has made the Danny Thomas Show a top-award winner.)

. . . and plenty more, on the schedule and on the way.

NEW BUSINESS:

Since January, ABC-TV has signed more than $43 million in new business and renewals—a record that already tops our television billings for *all* 1954—a thumping vote of confidence from the country's leading advertisers and agencies.

NEW SPONSORS:

18 brand-new network sponsors have come to ABC-TV since January. They join a list that reads like a "Who's Who of Advertising."

You'll be glad you turned to ABC TELEVISION NETWORK

WERE

PULSE proves WERE has the highest rated quarter hours – Daytime, Evening, and Saturday and Sunday. (Pulse: March – April 1955)

HOOPER proves WERE has the highest share of radio audience in every time segment. (Hooper Radio Audience Index: January – April 1955)

NIELSEN proves WERE has the highest Total Day audience (6 am-Midnight) every day in Cleveland and its eight county area. Nielsen: March 1955)

Buy WERE and

RED HOT!



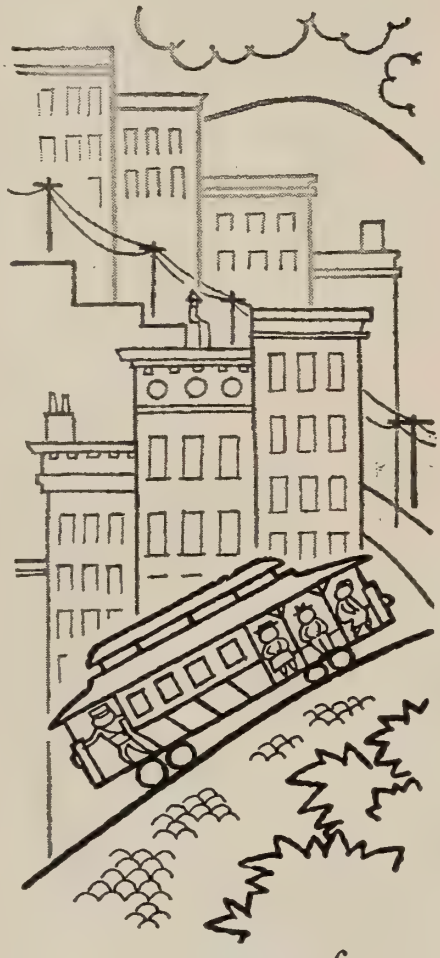
WERE
CLEVELAND/OHIO

Richard M. Klaus, General Manager

Represented by:
Venard, Rintoul & McConnell, Inc.

SELL Cleveland!

to cover the
SAN FRANCISCO
Bay area...



. . . use one of America's **2**
GREAT *independents!*

KYA

The Personality Station
. . . 1260 k. c.

NEW YORK OFFICE:
John Barry
28 West 44th St.
BRyant 9-6013-14

CHICAGO OFFICE:
George Clark
316 N. Michigan Ave.
RAndolph 6-0712

OPEN MIKE

Accentuate the Positive

EDITOR:

Thanks for giving extracts of the fine talk made by Oliver Gramling of The Associated Press before a recent meeting of the Alabama Broadcasters Association. I think this was an excellent talk and it ought to inspire many people to think in a positive manner regarding the future of radio.

It has been my feeling that if broadcasters, that is, radio broadcasters, looked upon radio as a new medium, and television as something which has been here for thirty or more years, they might make a more positive approach to the job ahead.

I am happy to report that the first five months of 1955 show the largest billings for our station WTWA. The gain is a very healthy one and is an indication that our people in Thomson are on their toes. Listening is holding up very well in spite of the fact that there are a number of television stations that put strong signals into Thomson. . . .

Edgar Kobak
WTWA Thomson, Ga.

Invitation to Chaos

EDITOR:

May I add to the cheers for perforated showsheets? Now I can return my blades to the razor.

Would it be possible to add the editorial "Invitation to Chaos" and the accompanying cartoon [B•T, May 2] to the list of reprinted material available? I cannot understand how a person running for office would be in favor of a change which would give opportunity for more competition to their office, let alone comprehend how the advocates of this expect the broadcaster to keep his financial head above water.

James F. Vormelker
Syracuse, N. Y.

Long Runs for Operas

EDITOR:

Reference is made to the item appearing in your May 9 issue headed "Opera Theatre Return." . . .

We read that ". . . the series, which features complete opera programs, is the only one of its kind on the air today and will have a longer run (21 weeks) than any opera series."

As the originator and producer of *Festival of Opera* with well over 150 consecutive weeks of broadcasting over Mutual's New York station, WOR, I would like to point out that here is another important program featuring complete operas and with certainly a much longer run than 21 weeks.

Erberto Landi
Landi Adv. Co.
New York

Newscast Carbons

EDITOR:

Your article on page 104, May 9 issue, entitled "CKLB's Carbon Copies" [of news announcements about local organizations and clubs which the station sends them for their scrapbooks], made us smile here. We've done that for months, only we go a step further. We realize that many of our clients never hear our news due to the fact that we are a daytimer and they are in a position where they have no radios. Hence, we send a carbon copy to any person whose name is mentioned in a news story.

Charles J. Ellis, President
KCHA Charles City, Iowa

to cover NOT ONLY the
NEW YORK
Metropolitan area...
...but...



a total of
4,598,850
Radio homes day and night!

use one of America's **2**
GREAT *independents*

WINS
1010
50,000 watts...24 hours a day

WEST COAST OFFICE:
Adam J. Young, Jr.
593 Market Street
Los Angeles, Calif.
Yukon 6-6769

CHICAGO OFFICE:
George Clark
360 N. Michigan Ave.
RAndolph 6-0712



CHECK YOUR CATALOGUE
on the double-billion dollar, two-station Houston market. The best buy is I.

A

B(lack)

C(at). Full schedule plus other net shows, top local artists, syndicated film, top power with 316,000 watts — all at lower rates. And we're all alone with local color programs — at least one half-hour show daily.

Log in this cat — as your best buy — KTRK-TV — Channel 13 — lucky for Houston — lucky for you.

KTRK-TV The Chronicle Station, P. O. Box 12, Houston 1, Texas, Channel 13
Houston Consolidated Television Co. — General Mgr., Willard E. Walbridge; Commercial Mgr., Bill Bennett
National Representatives: BLAIR-TV, 150 E. 43rd St., New York 17, N.Y.; Basic ABC

BLAIR-TV.



VIC DIEHM Says:

IN MY BOOK

WVDA

BOSTON
1260 KC
5000 WTS.

has the Gems in Radio . . .

"The Jim Pansullo Show" . . . a brand new early morning feature on WVDA is conducted by that jovial record spinner . . . Jim Pansullo, and we predict many a phenomenal sales record for the products advertised on his show. Jim opens the show at 6 AM, Monday through Saturday. 9 o'clock is closing time, and every minute of those three hours are packed full of good music, good selling and good will.

From one to six it's "A Guy Named Smith" every week-day afternoon over WVDA. Here is a disc jockey show handled by a well seasoned spinner. Joe packs a tremendous amount of entertainment and enthusiastic know-how into five hours. Joe is a former Chelsea, Massachusetts boy, with a wealth of experience and a wonderful record for product promotion.

The same high caliber of personalities here representing WVDA are typical of all stations under the masterful guidance of Vic Diehm.

Sherm Feller is one of the busiest, hardest working disc jockey's in the business. Sherm has the late stint on WVDA from 10:45 to 1:00 AM. Sherm's many accomplishments include his ability as a composer of music . . . he has several hits to his credit. The studio is packed to overflowing with his faithful admirers who range from newsboys to potentates. Sherm is a one man show packed with personality, entertainment and selling ability! If you have something to sell, Sherm will sell it.

Cornelius T. Scanlon, City Editor of the Boston Evening American is the latest top talent member of WVDA's staff. "C. T." brings with him a wealth of news-gathering experience, both newspaper and radio. He has done across-the-boards news analysis on CBS and NBC affiliates here. Mr. Scanlon has a ready made audience valuable to any advertiser. Besides his newspaper and radio talents, he holds A.B. and LL.B. degrees, and is a member of the Massachusetts and Federal Bars.

WHOL Allentown, Pa. CBS
WAZL Hazleton, Pa. NBC-MBS
WHLM Bloomsburg, Pa.
WIDE Biddeford-Saco, Me. MBS-Yankee
WVDA Boston, Mass. ABC

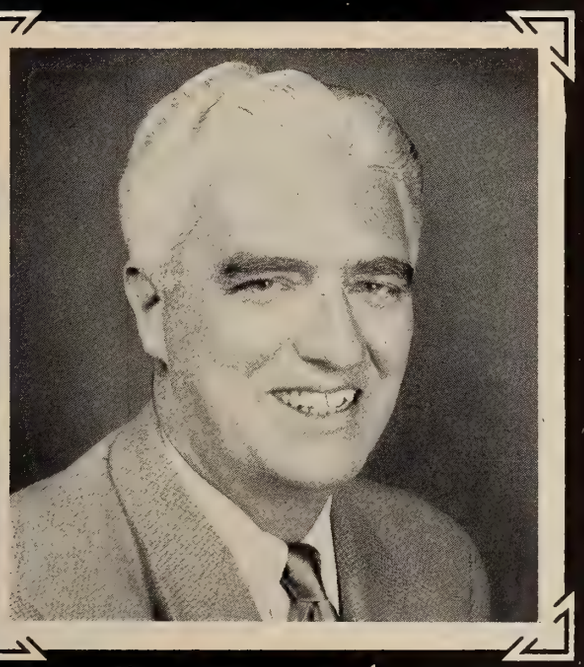
(All Stations Represented by Paul H. Raymer Company)



Jim Pansullo



Joe Smith



C. T. Scanlon

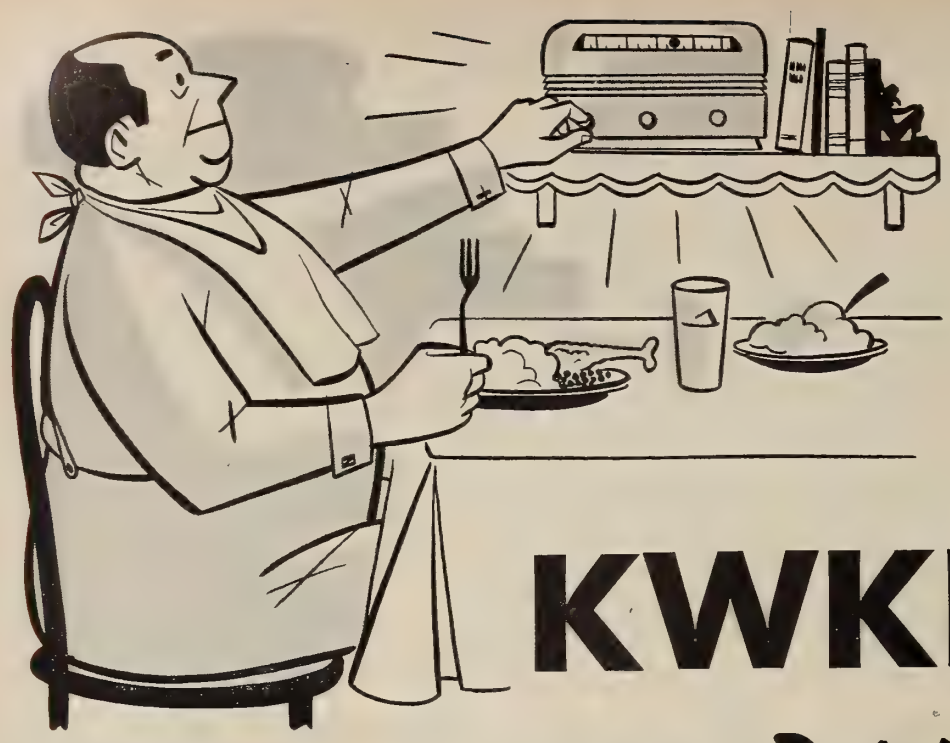


Sherm Feller

New Personalities
Easy Listening
Wonderful Music
Select Commentaries

. . . and Here are 4 that Sparkle Brightly!





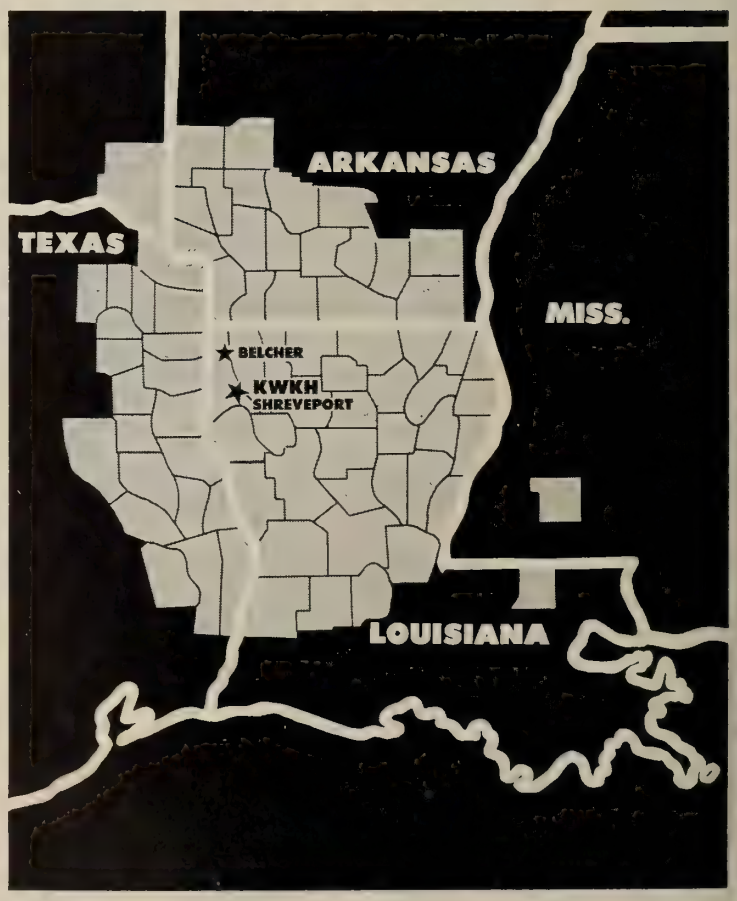
KWKH (SHREVEPORT)

IS BIG NOISE IN *Belcher,* TOO!

KWKH's daytime SAMS area covers 80 counties . . . *hundreds* of towns and villages like *Belcher,* Louisiana (pop. 260). And oh, how we whet their appetites for KWKH programming!

Latest Hoopers show that KWKH is preferred over the second station in Metropolitan Shreveport—*morning, noon* and *night*—up to 104%!

In *listeners per dollar* KWKH outstrips the next-best Shreveport station by 89.4%. Get all the facts from The Branham Company.



Nearly **2 million** people live within the KWKH daytime SAMS area. (The area includes additional counties in Texas, Oklahoma and New Mexico not shown on map.)

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager

BROADCASTING TELECASTING

June 6, 1955 Vol. 48, No. 23

TELEVISION INVESTIGATION: COUNSEL MAPS HIS TARGETS

Sidney Davis, who'll head Sen. Magnuson's probe of everything tv, submits master plan. Keystone: study of a new allocations system, perhaps squeezing three new vhf channels into the fm band. Study is apart from network-monopoly one to be undertaken by FCC.

A BROAD PLAN for investigation of television, tapping innermost aspects of network operations, affiliations, programming, talent, packaging and rates and—most important—allocations, has been submitted to Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.) by Sidney Davis, majority counsel to the committee, B•T learned authoritatively last week.

Keystone of the plan is an allocations study and the recommendation that an *ad hoc* (for this case alone) committee of engineers be named to reappraise existing allocations, with a view toward enlargement of the vhf spectrum to accommodate as many stations as possible. This phase, as a matter of fact, already has been activated, with requests made of the FCC, the major networks in tv, the Radio-Electronics-Television Mfrs. Assn. and the Ultra High Frequency Coordinating Council to designate engineers to undertake this technical study, under auspices of the committee.

Mr. Davis, young New York attorney who last March was induced by Chairman Magnuson to accept the majority counselship, has been exploring the television scene in Washington and New York intensively since he assumed office. He had been chief counsel of the Senate Judiciary Anti-Monopoly Subcommittee during the last Congress. He had planned to return to his lucrative New York law practice, but at the insistence of Sen. Magnuson took an additional nine-months' leave of absence.

The reallocation study by the *ad hoc* committee, while basic, nevertheless would constitute only one facet of the overall inquiry. Mr. Davis, it is reliably reported, proposes a study by an initial staff of eight professional members, six of them lawyers, an economist and an accountant, along with four non-professional clerks and typists. The scope of the inquiry would cut across the entire framework of network affiliate relations, dealings with advertisers and agencies, rates, discounts, program packaging, multiple ownership and, in fact, cover practically every question that has been raised regarding monopoly, or purported trends toward monopoly, in the television broadcast field.

The reallocation study, however, is regarded by Mr. Davis as the root of the problem. Before other drastic proposals are considered, he is represented as feeling that the committee owes it to the public and to the industry to ascertain whether there are possible alternatives that can be speedily applied, and without undue violence to existing operations.

The reallocations proposal, it was learned, is contained in a separate memorandum to Chairman Magnuson. The other proposals are advanced in a more voluminous document. The memoranda were submitted May 18—before the May 25 address of Sen. Magnuson to the NARTB convention in Washington.

The non-technical recommendations, it is understood, cover nearly a dozen sub-inquiries. No phase of network operations, including talent, programming or rate structures, would be left untouched. Separate staff members would be assigned to each phase.

The recommendations are totally apart from the network-monopoly study which would be undertaken by the FCC with a special fund earmarked of $80,000 already approved by the House and awaiting Senate action. Approval of the funds is regarded as assured.

Chairman Magnuson, in an informal address before the NARTB convention on May 25, emphasized that the committee would make a "study" rather than an investigation and that the industry would not be made a "whipping boy." He said hearings were expected to begin after Congress recesses late this summer.

That the committee intends to proceed with the engineering allocation phase is foreshadowed by the request made through counsel Davis for appointment of members to the *ad hoc* committee. This committee of perhaps six would represent a cross-section of the best informed engineers. The aim would be to bring about a more equitable distribution of vhf channels and increase their number to the point where sufficient vhf stations could be authorized for "a national and truly competitive system." It was held this would be the least costly to the public and result in minimum dislocations.

Implicit in the plan is minimum use of uhf facilities if the vhf re-evaluation works. Every plan looking toward salvation of uhf, Mr. Davis is said to believe, appeared to have serious handicaps and would involve such major dislocations as to place undue burdens upon the public. Hence, the new approach.

This project would involve: An engineering study to determine the feasibility of using the 88-108 mc band (the fm portion of the spectrum) for three additional vhf channels, leaving room for the existing 522 licensed fm stations on "in between" buffer channels.

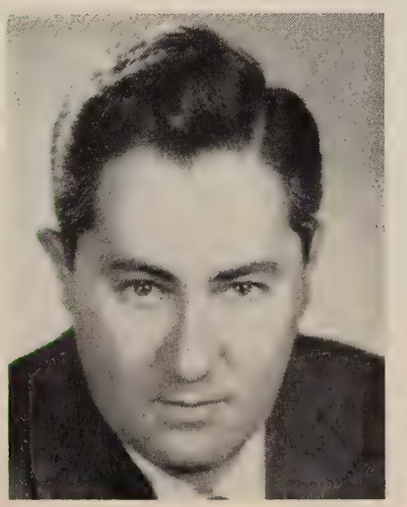
Since there are only 12 channels in the present vhf band, the provision of three additional channels would pave the way for increasing the number of vhf stations by 25%.

The *ad hoc* committee would be called upon to devise appropriate channel separations in the fm portion of the spectrum to eliminate co-channel interference, thus possibly paving for assignments in excess of the 25% minimum.

The *ad hoc* committee also would work with the FCC in re-examining the present allocation tables incorporated in the sixth and final television report of 1952. Unused vhf assignments, including the 29 that have been turned back, could be incorporated in a new projected allocation table, according to this view, and the engineers could also upgrade the allocations

ROAD MAP FOR MAGNUSON'S TOUR THROUGH TELEVISION

Here are major points Sidney Davis (see cut), majority counsel, proposes Magnuson committee study during its full-scale tv probe.



- **Reallocation of the spectrum to create more vhf.**
- **Monopolistic trends throughout the tv industry.**
- **Control of programming and talent.**
- **Problems of independent program packagers.**
- **How time is sold and priced.**
- **Network affiliation practices.**
- **Multiple station ownership and its effect on competition.**
- **AT&T network charges.**

plan based on experience since the Sixth Report was invoked.

The committee also would consider re-assignment of channels under a more realistic plan. One such avenue, it was indicated, could be use of the "drop-in" technique and possible directionalization along both seaboards so that signals would not be dissipated over the oceans.

Finally, the Magnuson committee was told by Mr. Davis that if the *ad hoc* committee concluded that utilization of known techniques, plus the suggestions advanced, fell short of solving the overall problem of uhf alone, then it might consider proposals for selective de-intermixture.

Another reallocation plan going beyond the proposals suggested by Mr. Davis, but nevertheless paralleling it in some measure, had been proposed a fortnight ago by FCC Comr. Robert E. Lee in an address at the NARTB convention. His proposal, "designed to provoke study," was to move all tv into 47 vhf channels, moving fm and all non-broadcast services elsewhere. Comr. Lee and Mr. Davis had not conferred on their respective plans. Comr. Lee's, covering the range from 50 to 362 mc, was outlined in B•T's postconvention issue [page 72, May 30].

Networks and Balance

Mr. Davis reportedly recommends that the over-all network study begin with an investigation of the "economic impact" of networks on the balance of the television field, the economic justification for the fixed trade practices in the field, and network relations with advertising agencies, talent agencies, independent station licensees, affiliates and program packaging concerns.

The study, he suggests, should contrast the emerging tv patterns of doing business with the history of radio's development. The truth or falsity of allegations that two networks dominate television as to business affairs likewise should be explored, he proposes.

In this sphere, Mr. Davis is understood to suggest that the FCC be asked to supply germaine available material in its files. Last year, when the inquiry was under Republican auspices, the FCC declined to supply any information obtained "in confidence."

Mr. Davis is represented as believing that this phase of the study would entail the services of two experienced communications lawyers, an accountant and an economist. He also suggests that perhaps much of this information could be supplied by the FCC through the new investigation it proposes to conduct in the network-affiliate field.

"Restrictive trade practices" constitutes another area proposed for study. This would survey "monopolistic trends and tendencies" and trade practices which allegedly have grown up in the field and which would tend to limit competition and foster monopoly.

Among these would be such questions as: Do the networks control programming? If so, do they accomplish this by control of talent (actors, directors, writers, producers, etc.)? Do they control more talent than they can use? Have they suppressed some of this talent to keep it out of independent channels and competition? To what extent is programming available or not available to uhf? Do the networks make it difficult for uhf to get programming? Do they unreasonably discriminate against uhf?

Mr. Davis, here, is understood simply to pose questions tossed at him in conversations with those in the television field. He believes that several hundred people in various advertising agencies, talent agencies, performers and related fields, would have to be interviewed. Facts would have to be separated from gossip and conjecture. He reportedly estimates that at least two lawyers would be needed.

A projected "time study" would cover purported network control of prime time in top markets. Mr. Davis is understood to suggest that a study in this area would show whether tie-in sales (the alleged reluctance of networks to sell prime time unless the sponsor will accept a network package show) is practiced to any appreciable degree. One man would be assigned to this study.

The chief counsel also is represented as feeling that a study should be made of rate cards and the rate structures generally in the television field to ascertain whether there is support for allegations of price discounts which are discriminatory and tend to limit competition. One man would be assigned to this project.

In the independent packaging field, Mr. Davis reportedly advises Chairman Magnuson that there are indications that no independent packager can produce a new format or show without what amounts to network clearance and acquiescence. In many instances, he is said to have reported, the independents find themselves faced with relinquishing control and ownership of their shows, often to the extent of cutting in the networks for 50%. One man would be assigned to this project.

Another exploration would be in network affiliation practices. Mr. Davis, it is understood, reported there were charges that the networks tend to make tie-in arrangements with the larger multiple owners, thereby "excluding" other competition. Tie-ins between talent and affiliates also might be involved. He is said to feel the study should determine how far the networks have gone in making tie-in affiliations with such of their talent as own stations (e.g., Bob Hope with NBC [KOA-AM-TV Denver] and Gene Autry with CBS [KOOL-AM-TV Phoenix]). Here the question would be, in Mr. Davis' view, whether networks bind some talent to them through affiliation and whether they agree to eliminate possible competition from independent licensees against such talent ownership. One lawyer would be assigned this problem.

In the area of multiple ownership, *per se*, the Davis report is understood to recommend a study of patterns of purported concentration of control which may be emerging from the FCC's relaxation of rules. Are there being created economic alliances through friendly cooperation in networks which may foreclose competition of single-owner stations which might be denied network affiliation as against chain-owned stations? That would appear to be the main tack in this phase of the proposed inquiry.

The large multiple owners, according to the analysis, should be studied with a view to gathering evidence to determine whether they are adversely affecting independent single-ownership competition. Mr. Davis would raise the question whether it is easier for the multiple owner to get a network affiliation and, if so, how widespread is the practice and what are the consequences in terms of developing a nationwide competitive system; further, whether this development, if it exists, would threaten regional and grass roots ownership; whether regionally-owned stations are being forced to sell out to chains by threat of loss of network affiliation.

Also in this sphere would be the magnitude of multiple ownership and whether it is becoming the rule, the effect of such ownership on competition between stations and whether multiple owned stations are selling time as a unit or package for the entire chain with joint rates used; finally, whether multiple ownership results in cheaper rates and discounts. Possibly two men would be needed for this phase of the study.

Suggestion also is made that allegations of excessive cost of coaxial cable and microwave rates be studied, this as a separate project which would involve primarily AT&T and its associated Bell companies. One man would be assigned this at the outset.

A system of priorities would be set up, presumably with the allocations study the first phase and the programming, talent next in line. Additional manpower would be added as circumstances indicated. The suggestions for a staff of eight professional and four non-professional people was regarded by Mr. Davis as on a minimal basis.

Senator Magnuson's committee has a budget of $200,000 for investigations during the current sessions. Senator Magnuson previously had indicated that $100,000-$150,000 of this fund would be expended for the television-network study.



ABC-TV's new hour-long musical show which begins July 2 (9-10 p.m. EDT) and features Lawrence Welk and his Champaign Music will be co-sponsored by the Dodge Dealers and the Dodge Div. of Chrysler Corp. Witnessing Mr. Welk sign the pact are these top Dodge Div. executives (l to r): Robert C. Somerville, vice president in charge of sales; Jack W. Minor, director of advertising and merchandising, and W. C. Newberg, president.

CITRUS COMMISSION, S. C. JOHNSON SWELL B&B ACCOUNTS $4.8 MILLION

Florida group turns over $3.3 million account and wax company switches $1.5 million to Benton & Bowles. Bon Ami and five other firms report new agency appointments.

BENTON & BOWLES Inc. has been appointed by the Florida Citrus Commission to handle its approximately $3.3 million dollar radio-tv-magazine-newspaper account which had been held for the past five years by J. Walter Thompson, and also picked up the $1.5 million S. C. Johnson & Son (wax) account.

The appointments last week capped agency realignments that saw Bon Ami & Co. (cleanser), New York, after 11 years with BBDO, switch to William H. Weintraub Co.

In addition changes were made or about to be made by Charles Antell Inc., Colgate-Palmolive Co. for its new shampoo, John C. Breck Co., Bymart-Tintair Inc. and Eastco Inc.

About two dozen agencies returned Citrus Commission questionnaires indicating an interest in handling the account. Of these the commission invited six to make presentations in Florida. BBDO withdrew "due to a competitive situation." B&B, JWT, Dancer-Fitzgerald-Sample, Grant Adv., and Cunningham & Walsh displayed their ideas in what was termed by agencymen as a $150,000 two-day hearing.

The budget, based on the amount of fruit sold and which this year was $3.5 million, shows $1,875,000 for tv, $375,000 for radio, $650,000 for magazines, and $400,000 for newspapers. Radio and tv will be mostly in spots and station breaks and represents an increase in expenditures for television, a decrease in radio and newspapers, and about the same for magazine space.

The new budget probably means the end of the Commission's sponsorship of *Florida Calling* on 567 Mutual stations and the $750,000 *Twenty Questions* on ABC-TV.

B&B, which will pick up the account as soon as JWT's commitments are fulfilled—in about 90 days, held the account once before for seven years and then relinquished it to JWT in 1950.

Wax Accounts Split

S. C. Johnson & Son, Racine, appointed Benton & Bowles to handle the advertising budget of approximately $1.5 million of Johnsons' new wax polisher and scrubber, paste wax and Jubilee kitchen wax, all of which had been handled by Needham, Louis & Brorby, Chicago. The latter agency will continue to handle advertising for Glo-Coat, Pride furniture polish and all industrial and maintenance products. NL&B also will continue to handle the *Robert Montgomery Presents* show, which Johnson sponsors on alternate weeks on NBC-TV. Foote, Cone & Belding continues with all of Johnson's automotive products, plus Beautifier liquid cleaning and polishing wax.

Bon Ami, which has an advertising budget of approximately $750,000 and is a spot user, moves to Weintraub, New York, effective July 1. This is the third account the Weintraub agency has landed within the past month, the others being Chanel Inc. and Selcho & Richter (Scrabble and Parchesi).

Bon Ami was understood to have made its choice on the basis of Weintraub's success for Bab-O, a competitor, which the Weintraub agency serviced for approximately three years.

Although the plans for Bon Ami are still in the contemplative stage, a spokesman for the agency told B•T that radio and television will be used. In addition, the agency plans to put a good deal of the advertising budget of Selcho & Richter into television spots starting next fall.

Charles Antell Inc. appointed Product Services Inc. for its beauty division in addition to its other poducts. Details of an extensive national campaign in all media will be released within a month.

Colgate-Palmolive Co. has a new shampoo product, tentatively called Glance, which will be handled by Cunningham & Walsh, New York. Media plans are being worked out.

International Silver Co. appointed Young & Rubicam, which handles its other products, to supervise the budget for the firm's hotel division.

Bymart-Tintair named Kastor, Farrell, Chesley & Clifford, New York, to handle its Hair Magic shampoo hair coloring, in addition to the other products that agency has been servicing. Media plans for the new product are being completed.

Eastco Inc., White Plains, N. Y., serviced by Ruthrauff & Ryan, named Lennen & Newell, New York, for advertising on Clearsil, Clearsil medicated soap, Dr. Merrick's Scratchex, and new products to be developed under the company's plans for expansion. The firm has an advertising budget of a half million and is expected to continue using radio and television spots.

John C. Breck Co., Springfield, Mass., whose advertising has been handled by Charles Sheldon Inc. for the past 18 years, is understood to be looking over other agency presentations and is expected to make an announcement shortly. Firm is one of the oldest manufacturers of hair preparations on the market.



PARSONS Ammonia Co. has purchased a five-times a week schedule on WABC New York disc jockey programs calling for a 13-week series now and another 13-week block in the fall. L to r: Arthur Van Horn, WABC disc m.c., Philip C. Ingham, ammonia company president, and Martin Block, WABC disc m.c. The account is handled by Kiesewetter, Baker, Hagedorn & Smith, New York.

COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV

June 9 (8:30-9:30 p.m.): *Shower of Stars,* "Musical Review," Chrysler Corp. through McCann-Erickson.

NBC-TV

June 6 (11 a.m.-12 noon): *Home,* pick-ups of U. S. Military Academy's pre-commencement activities.

June 7 (10-10:30 a.m.): President Eisenhower's address to the graduating class at West Point.

June 8 (11 a.m.-12 noon): *Home,* insert on fashion, participating sponsors.

[Note: This schedule will be corrected to press time of each issue of B•T.]

NBC-TV Time for Chevrolet

CHEVROLET Div. of General Motors has signed for sponsorship, either by itself or through Chevrolet dealers, of 13 Tuesday 8-9 p.m. periods on NBC-TV starting next fall and four others in the summer of 1956. The shows will be presented every third week, with either six or eight of the fall-winter series starring Bob Hope, two with Dinah Shore, and the others yet to be filled. In the Tuesday 8-9 period in interim weeks, RCA, Sunbeam Corp., and Whirlpool Corp., will present Milton Berle and Martha Raye alternately.

'OMNIBUS' SPONSORS PAID OVER HALF OF SHOW COST

Ford Foundation's annual report says its Workshop spent over a million dollars for the weekly, 90-minute show.

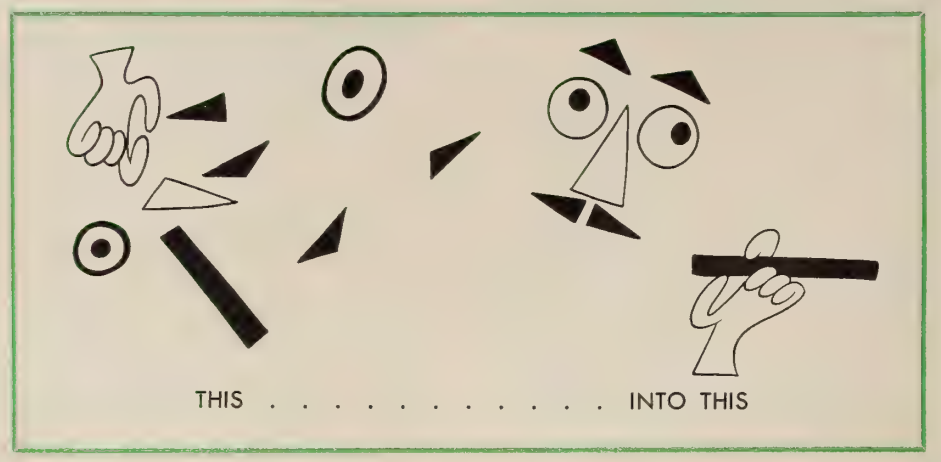
COMMERCIAL sponsors defrayed the cost of *Omnibus* on CBS-TV by more than half in the first nine months of 1954. The program is produced by the Tv-Radio Workshop, which is administered by the Ford Foundation.

The Workshop during this period received $508,125 from *Omnibus* advertisers, reducing the overall nine-months expenditure of $1,006,632 to $426,507.

Data on *Omnibus* was contained in the Foundation's report for 1954, released last week. The report covers only the first nine months because the Foundation's fiscal year has been changed to cover the 12 months from Oct. 1 to Sept. 30 instead of the calendar year.

In a statement on expenses, the Foundation's report noted that $1,637,602 for Workshop expenses, before deduction of income from sponsors, had been authorized but unexpended at the end of September.

The Foundation last year made available $7.5 million to The Fund for Adult Education (set up in 1951) to support activities until Jan. 1, 1957. As of Sept. 30, $2,165,000 was granted in 1954—$2,075,000 of this amount allocated for the construction of educational tv stations and development of programs for educational tv and radio. One of the approaches used in this fund was the establishment of an Educational Television & Radio Center at Ann Arbor,



PREVIEW

Abstract animation for a DeSoto commercial

EVERY once in awhile, an advertising agency comes up with what it considers a humdinger of a commercial. BBDO has come up with such a one for DeSoto, which will burst upon the scene Thursday via NBC-TV's *You Bet Your Life.*

Responsible for the execution of this "something different" in tv film spots is Playhouse Pictures, Hollywood. Owned by Adrian Woolery, a former partner in United Productions of America with a background going back to Walt Disney Productions, PP came into being three years ago. Gathering men, who like him were experienced in animated film making and filled with the desire to make "entertaining" commercial spots, Mr. Woolery has chalked up assignments for Wildroot Cream Oil, Kellogg's corn flakes, Mars candy bars, Eversharp's Inka ink, Bondex paint, Coppertone Suntan Oil, Ideal dog food and other accounts.

This history of accomplishment has reached a peak, according to all concerned, in three one-minute PP-produced DeSoto commercials, the last one, in particular.

As to style, it is abstract fragmentary animation. After six weeks to secure a meeting of minds among BBDO, DeSoto Division of Chrysler Corp. and PP, another six weeks was spent completing the project.

The agency sent PP a full face of star Groucho Marx from which to work. PP started fiddling around with designs and came up with the abstract that was sent to and approved by BBDO in New York. A big problem at this stage was to get the abstract drawings to look like and please Groucho. BBDO then wrote the script and PP designed the business and action to fit it. After BBDO accepted the models, PP put them into animation and it went back to the agency to be put together with an original musical soundtrack.



The new commercial combines animation with live action shots of the new DeSoto line, and it opens with the stylized Groucho, whose eyebrows and cigar keep time as he sings:

"*New* DeSoto! The car that's built for beauty!

New DeSoto! Longer, lower—wider, too.
Smartest of the smart cars,
DeSoto is all new!
Smartest of the smart cars,
It's the car for you!
See DeSoto! It's stylish all the way!
Go drive the new DeSoto
At DeSoto-Plymouth dealers today!"

As Groucho sings, the camera moves in to a closeup of his glasses; his eyes fade out and the lenses reflect two images of a DeSoto Fireflite four-door; then switches to one frame of the spectacles, with the car practically filling the screen, and match dissolves to live car running along the highway. As the announcer describes the various special features of the DeSoto Fireflite they are illustrated in closeup, with occasional interruptions from Groucho who pops into the picture to emphasize some copy point.

Cost of the animated portion of the one-minute film spot—comprising 90 feet per one minute—figures out at $50 per foot.

And how important is this particular one-minute commercial?

Playhouse Pictures feels its aim to make tv film spots that will sell through their entertainment value is being satisfied. BBDO believes it has a quality commercial that is novel and entertaining, according to Harry Grey, head of the agency's tv film department in Hollywood. DeSoto, contingent upon the reaction and public acceptance of the fragmentary technique, may just decide to apply this same technique to the introduction of its new model and in future magazine and newspaper advertising.

Mich., for origination and production of program material.

Other activities of interest to radio-tv:

• A grant of $20,000 to the Assn. of the Bar of City of New York Fund Inc. for the production of an educational tv program (bar group had for six years produced *On Trial* on tv) "to help increase knowledge and understanding of important public questions."

• A grant of $33,850 to Syracuse U. for a survey of mass communications "needs and practices" in the Near East.

• A $500,000 grant, unpaid as of Sept. 30, 1954, to the Massachusetts Institute of Technology for the purpose of research on international communications.

• Some $11,894 was spent for a study committee on tv which completed its work in 1954. This group provided information and background on the medium for the Foundation's own use.

For the first nine months of 1954, the Foundation made grants totaling $49,438,558. Largest grants in education included $25 million to the Fund for the Advancement of Education and the $7.5 million to the Fund for Adult Education. The Foundation's assets at the end of September were reported to be $493,213,842. The more than $49 million in grants for the nine months compared with more than $60.5 million made for the entire year of 1953.

Heavy Radio-Tv Campaign Underway for Rheingold Beer

HEAVY Southern California radio and tv campaign for Rheingold beer, to continue through the summer months, has already started, Philip Liebmann, president of Rheingold Brewing Co., Los Angeles, told sales representatives during a sales meeting there.

Through Foote, Cone & Belding, Los Angeles, over 320 station-break spot announcements are scheduled monthly for the Los Angeles market alone, on KRCA (TV), KNXT (TV) and KABC-TV. Additionally, the weekly syndicated film, *Rheingold Theatre,* with Douglas Fairbanks Jr. as host, has been renewed on KRCA, KFMB-TV San Diego, and KMJ-TV Fresno, as has the weekly live bilingual half-hour KNXT *Fandango Rheingold,* aimed at Spanish-speaking audiences.

In radio, a total of over 2,000 station-break spot announcements and participations are scheduled, averaging over 300 regular spots and participations weekly in the Los Angeles market alone. Included are spots on Spanish, Negro and German programs.

Bait Ad Practices Draw Jail Sentences, Fines

STIFF jail sentences and fines were given a Lynwood, Calif., used car dealer and one of his salesmen, who were found guilty of fraudulent "bait-switch" tv advertising on a Hollywood station by a Los Angeles Municipal Court jury [B•T, May 23, *et seq.*].

Sentenced by Judge Byron J. Walter to 180 days in jail and a $1,000 fine on two California business and professional code violations was Jack Tankersley, owner of Farmer Jack's used car lot. Gene King, the salesman, received a 90-day sentence and a $500 fine. Additionally, Farmer Jack's, as a corporation, was assessed another $1,000 fine.

Messrs. Tankersley and King were both convicted of selling a 1953 Chevrolet, advertised on KCOP (TV) Hollywood on Jan. 30 for $999, to a Los Angeles Better Business Bureau shopper for $1,300. Only Mr. Tankersley and Farmer Jack's were found guilty of the second

count, the Feb. 6 sale of a 1951 Plymouth offered on KCOP for $699, at $1,045.

Calling the bait-switch practices "reprehensible from several aspects," Judge Walters commented that the evidence of "trickery and deception" was "overwhelming."

Meanwhile, the Municipal Court trial of Cal Worthington Motors, Huntington Park, on similar charges, the result of a campaign against alleged false tv advertising practices by Los Angeles police and the Better Business Bureau, was postponed until June 15.

Fidler Misrepresented Show, Advertiser Charges in Suit

RETURN of a $2,750 advance payment on a 13-week tv program has been asked of Jimmy Fidler, former KCOP (TV) Hollywood movie commentator and newspaper columnist, in a suit filed in Los Angeles Superior Court.

Ernest A. Henriques, Southern California distributor of Hi-Pro Products (protein reducing preparation), Hollywood, charged Mr. Fidler with misrepresenting his former KCOP program and with several other contract breaches.

Through attorney William Sarnoff, Mr. Henriques alleged that Mr. Fidler had promised a national tv campaign for the product, although KCOP is a local independent station and the movie commentator had no plans for national syndication; that Mr. Fidler promoted a rival product, E-Z Off E-Z On, in which he purportedly has a personal interest, on the same KCOP program; and that after three telecasts, only approximately 10 orders for Hi-Pro had been received.

KCOP canceled the Fidler program on May 27 for lack of advertisers, station spokesmen stated.

Lady Esther Sets $160,000, 20-Market Spot Radio Drive

LADY ESTHER Div. of Zonite Products Corp. will launch a $160,000 spot radio campaign on about 25 stations in 20 markets June 13, it was reported last week by its agency, Dancer-Fitzgerald-Sample.

The campaign will run nine weeks and consist of one-minute announcements and chain breaks, according to Harry C. Pick, the agency's media director. The firm recently concluded a tv spot campaign on about 20 stations.

At the same time Mr. Pick denied the implication in published reports that D-F-S may have sought rate discounts from certain Philadelphia radio stations in a request for availabilities. He described the incident as a "misunderstanding."

LATEST RATINGS

ARB

Top ten network tv programs—May 1-7

	Program & Network	Rating
1.	I Love Lucy (CBS)	47.9
2.	Toast of the Town (CBS)	45.3
3.	You Bet Your Life (NBC)	41.8
4.	I've Got a Secret (CBS)	37.4
5.	This Is Your Life (NBC)	37.3
6.	Stage Show—Dorsey Brothers (CBS)	36.5
7.	Person to Person (CBS)	35.5
8.	Two for the Money (CBS)	35.2
9.	Jack Benny (CBS)	34.9
10.	Ford Theatre (NBC)	34.4

	Program & Station	Viewers (000)
1.	Toast of the Town (CBS)	45,000
2.	I Love Lucy (CBS)	42,750
3.	You Bet Your Life (NBC)	34,240
4.	Jack Benny (CBS)	33,050
5.	Stage Show—Dorsey Brothers (CBS)	31,910
6.	Disneyland (ABC)	30,890
7.	Your Hit Parade (NBC)	30,190
8.	I've Got a Secret (CBS)	29,060
9.	Two for the Money (CBS)	28,190
10.	Ford Theatre (NBC)	27,950

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NIELSEN

Top 10 Radio Programs
Two Weeks Ending April 23
NIELSEN-RATING

Rank	Program	Homes (000)
	Evening, Once-a-Week (Average for all programs)	(1,055)
1.	Amos 'n' Andy (CBS)	2,706
2.	People Are Funny (Paper Mate) (NBC)	2,614
3.	Lux Radio Theatre (NBC)	2,568
4.	Jack Benny Show (CBS)	2,431
5.	Dragnet (NBC)	2,293
6.	You Bet Your Life (NBC)	2,064
7.	People Are Funny (Toni) (NBC)	2,018
8.	Our Miss Brooks (Amer. Home) (CBS)	1,880
9.	FBI in Peace and War (CBS)	1,743
10.	Gunsmoke (CBS)	1,743
	Evening, Multi-Weekly (Average for all programs)	(1,009)
1.	One Man's Family (NBC)	1,789
2.	News of the World (NBC)	1,743
3.	Amos 'n' Andy (CBS)	1,559
	Weekday (Average for all programs)	(1,422)
1.	Guiding Light (CBS)	2,476
2.	Young Dr. Malone (CBS)	2,385
3.	Our Gal, Sunday (Participating) (CBS)	2,385
4.	Ma Perkins (CBS)	2,385
5.	Helen Trent (Amer. Home) (CBS)	2,385
6.	Our Gal, Sunday (Amer. Home) (CBS)	2,247
7.	Perry Mason (CBS)	2,247
8.	This Is Nora Drake (B. Myers) (CBS)	2,201
9.	Helen Trent (Participating) (CBS)	2,201
10.	Second Mrs. Burton (CBS)	2,155
	Day, Sunday (Average for all programs)	(459)
1.	Adventures of Rin Tin Tin (MBS)	1,101
2.	Old Fashioned Revival Hour (ABC)	917
3.	Symphonette	825
	Day, Saturday (Average for all persons)	(734)
1.	Gunsmoke (CBS)	1,789
2.	Robert Q. Lewis (Milner) (CBS)	1,422
3.	Larry Lesueur (12:00) (CBS)	1,192

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PULSE

Top 20 Regularly Scheduled Once-a-Week Tv Shows

	Rating Apr.	Mar.
Jackie Gleason (CBS)	46.7	45.4
Toast of the Town (CBS)	41.2	41.8
Groucho Marx (NBC)	40.5	40.0
Dragnet (NBC)	40.4	40.2
I Love Lucy (CBS)	38.7	27.4
George Gobel (NBC)	35.3	34.7
Jack Benny (CBS)	35.0	30.8
Milton Berle (NBC)	33.7	
This Is Your Life (NBC)	32.4	
Disneyland (ABC)	32.3	31.7
Two for the Money (CBS)	31.5	30.9
Producer's Showcase (NBC)	29.8	44.1
December Bride (CBS)	29.6	
Ford Theatre (NBC)	29.5	29.6
Our Miss Brooks (CBS)	29.2	28.7
Godfrey's Talent Scouts (CBS)	28.8	
Burns & Allen (CBS)	28.0	
I've Got a Secret (CBS)	27.9	27.7
Your Hit Parade (NBC)	27.8	27.4
Robert Montgomery (NBC)	27.7	30.7

Top Ten Regularly Scheduled Multi-Weekly Tv Shows

	Rating Apr.	Mar.
Howdy Doody (NBC)	16.1	16.1
Perry Como (CBS)	15.4	14.3
Dinah Shore (NBC)	15.3	15.7
News Caravan (NBC)	15.1	16.1
Eddie Fisher (NBC)	14.6	15.3
Search for Tomorrow (CBS)	14.4	13.7
Pinky Lee (NBC)	14.2	14.3
Guiding Light (CBS)	13.6	12.9
CBS News (CBS)	13.4	12.8
Love of Life (CBS)	13.1	12.8

'Leading Cities' Monitoring Proposed in New Hooper Plan

A NEW tv and radio monitoring service covering a number of "leading cities across the country" and presenting "compilations of spot activity as well as network commercials" will be announced in detail this week, James L. Knipe, president of C. E. Hooper Inc., said Thursday.

Mr. Knipe said the reports will show "competitive use and strategies as revealed by the time purchases of advertisers" in radio-tv on a market-by-market basis. Cooperating with the Hooper firm will be the American Research Bureau (which has a working agreement with C. E. Hooper Inc.) and Broadcast Advertisers Reports.

It was understood that the new service possibly will include some of the basic material that was to be furnished by "Hoopereports on Tv Commercials," which before the death of C. E. Hooper last December was to be issued quarterly. That report surveyed tv commercials, with which the Hooper firm had then declared the advertiser could apply known cost figures per commercials to compute the cost per 1,000 area homes watching per commercial second [AT DEADLINE, Dec. 6, 1954]. After Mr. Hooper's death, the plan was shelved [CLOSED CIRCUIT, Feb. 7] in preparation for a reorganization of plans and the subsequent ARB-Hooper working pact.

All-Star Game on Mutual

MUTUAL will broadcast the All-Star baseball game under the sponsorship of Gillette Safety Razor Co., Boston, on July 12, starting at 3:15 p.m. EDT. It will be the 12th consecutive year that the classic has been presented on Mutual. Agency for Gillette is Maxon Inc., Detroit.

American Viscose Sets Tv Promotion for Avisco

AMERICAN Viscose Corp. will place the biggest advertising and promotional campaign in its history behind a drive to make the name Avisco (fabrics) a quality symbol. Television and print advertising will be used, starting in September.

The campaign, announced by Vice President Harry L. Dalton, has been developed by the company and its agency, N. W. Ayer & Son, Philadelphia.

Quality programs previously sponsored with manufacturers of carpets, sheets, apparel and other products will be maintained and extended to other fields. To join in these programs, which include the use of the Avisco name and "integrity tag," manufacturers will be required to certify that their products meet established standards as specified by Avisco.

Gale Retires From GM Posts As V. P., Advertising Director

SAMUEL C. GALE, General Mills Inc. vice president and director of advertising has announced his retirement from those posts but has agreed to be a GM advertising consultant. James S. Fish, GM assistant director of advertising, has been named to succeed Mr. Gale effective June 1.



MR. GALE

Mr. Gale has been with General Mills and its predecessor, Washburn Crosby Co., since 1921. Mr. Fish has been with the firm, except for military service, since 1938, and has been assistant director of advertising since January 1954.

Firm Claims Law of Extremes Rules Tv Commercials' Effect

A LAW of extremes seems to govern the "effectiveness" of tv commercials, according to Schwerin Research Corp., New York. In its May *Bulletin,* the company said at one extreme of effectiveness is the area of "demonstration and proof" and on the other top end is the "emotional field, employing mood, allusion and allied devices."

As an example of how a product becomes more desirable with heightened exaggeration, Schwerin drew this hypothetical case history:

The commercial copy had the point to make that children's sneakers (the product) are comfortably light. The commercial showed a boy running faster than another boy. Then the exaggeration was stepped up, showing the boy running faster than a sprinter, then a jackrabbit then faster than sound. Each subsequent commercial received greater interest, or as Schwerin reports: "As the degree of exaggeration was heightened in . . . [the] . . . commercials, the percentage of children wanting this make of shoes was increased; and when the boy was shown traveling faster than sound, the commercial proved most effective of all."

Kodak Set to Sponsor 'Directors Playhouse'

EASTMAN KODAK Co., through J. Walter Thompson Co., is set to sponsor *Screen Directors Playhouse,* new half-hour tv film series to be produced by Hal Roach Studios in association with the Screen Directors Guild. The program will start next October on NBC-TV in the 8-8:30 p.m. time slot, replacing the current *Kodak Request Performance,* according to James E. McGhee, firm's vice president in charge of sales and advertising.

Screen Directors Playhouse, including dramatic, travel, musical, western and comedy programs, many of which will be filmed in color, will draw from the entire SDG membership of 450 directors, President George Sidney announced.

Chicago Agency to Disband, 2 Officials to Richards Adv.

WALLACE-FERRY-HANLEY Co., which has operated in Chicago since 1943, will close its doors June 30, it was announced last week by L. T. Wallace, president and director of the agency.

Mr. Wallace said that he will later join Fletcher D. Richards Inc. on a consultant and advisory basis, headquartered in Chicago.

In addition, it was announced that L. H. Ploetz, vice president and secretary of Wallace-Ferry-Hanley, will also go to the Chicago staff of Fletcher D. Richards as an account executive July 1.

Radio-Tv Gets $400,000 In Glass Container Promotion

ABOUT a third of an approximate $1.2 million advertising campaign urging the use of glass bottles and jars is allocated to radio and tv by Glass Containers Mfrs. Institute Inc., New York.

According to Robert B. Shirey, account executive, Kenyon & Eckhardt, New York, agency handling account, the institute has purchased a 13-week participation schedule on NBC-TV's *Home* show and plans use of radio-tv spots on local stations in a number of major markets. First of the drive has started in Washington with bottled milk being promoted on WMAL-AM-TV and WTOP-AM-TV there.

Maier Joins Crook Agency

HENRY W. MAIER Jr., account executive with CBS Radio Spot Sales in New York, has been named marketing director of Crook Adv., Dallas, effective July 5, James P. Anderson, the agency's executive vice president, announced last week.

Mr. Maier was advertising manager for International Milling Co. before joining CBS Radio Spot Sales three years ago, serving subsequently as manager of its offices at Memphis and Atlanta.

Agencyman S. K. Evans Dies

S. KEITH EVANS, 79, vice president and account executive of Wortman, Barton & Spohn, New York advertising agency, died last Tuesday from injuries suffered in an automobile accident near Westport, Conn. Mr. Evans was one of the founders of the Advertising Men's League, predecessor of the Advertising Club of New York, of which he had been a member for more than 48 years, and also was a leader in the formation of the Assn. of New York Advertising Agents, which later became a unit of the American Assn. of Advertising Agencies.

(A&A continues on page 42)

Tv Networks' Jan.-April Gross Up 35%; Offsets Radio Drop

A RISE of more than $34.6 million in gross tv time sales of the radio-tv networks for the first four months of this year dwarfed the approximate $7.2 million decline in gross radio time sales for the same three networks.

According to Publishers Information Bureau's data, the three radio-tv networks—ABC, CBS and NBC—each has been grossing many more tv dollars in 1955 than the concurrent losses in radio.

ABC-TV in January through April picked up more than $4 million over last year's four-month period; CBS-TV more than $19 million, and NBC-TV more than $11.6 million. In radio, the fall-off for the period was about $1 million for ABC, $4 million for CBS and $2.2 million for NBC. Mutual declined some $2 million in gross billings and DuMont, which has been slowly cutting its network operation, had its gross billings reduced more than half to $2,412,195. On an April-to-April comparison, DuMont again had its gross billings more than halved.

Total gross billings of the radio networks up to April this year was $42,153,922 compared to $51,652,729 that time last year, while tv gross billings totaled $132,018,673 through April of this year compared to last year's four-month period total of $99,555,185.

Network figures—1954 and 1955—compiled by PIB for both radio and tv for April as well as the first four months are listed in the accompanying table.

Network Radio

	April, 1955	April, 1954	Jan.-Apr. 1955	Jan.-Apr. 1954
ABC*	$2,096,355	$ 2,367,636	$ 9,417,160	$10,457,574
CBS	3,837,124	5,044,943	16,363,119	20,416,980
MBS	1,357,157	1,891,998	5,466,662	7,607,336
NBC	2,624,671	2,962,839	10,906,981	13,170,839
Total	$9,915,307	$12,267,416	$42,153,922	$51,652,729

Network Television

ABC	$ 3,527,558	$ 2,554,484	$ 14,619,874	$10,478,129
CBS	15,463,359	10,921,640	62,026,122	42,980,081
DuMont	462,335	1,068,374	2,412,195	4,827,665
NBC	13,266,053	10,802,535	52,960,482	41,269,310
Total	$32,719,305	$25,347,033	$132,018,673	$99,555,185

Network Radio Totals to Date

	ABC	CBS	MBS	NBC	Total
Jan.	$2,487,140	$ 4,181,787	$1,372,532	$ 2,744,204	$10,785,663
Feb.	2,387,900	3,950,767	1,291,938	2,584,620	10,215,225
Mar.	2,445,765	**4,393,441	1,445,035	2,953,486	**11,237,727
Apr.	2,096,355	3,837,124	1,357,157	2,624,671	9,915,307
Total	$9,417,160	$16,363,119	$5,466,662	$10,906,981	$42,153,922

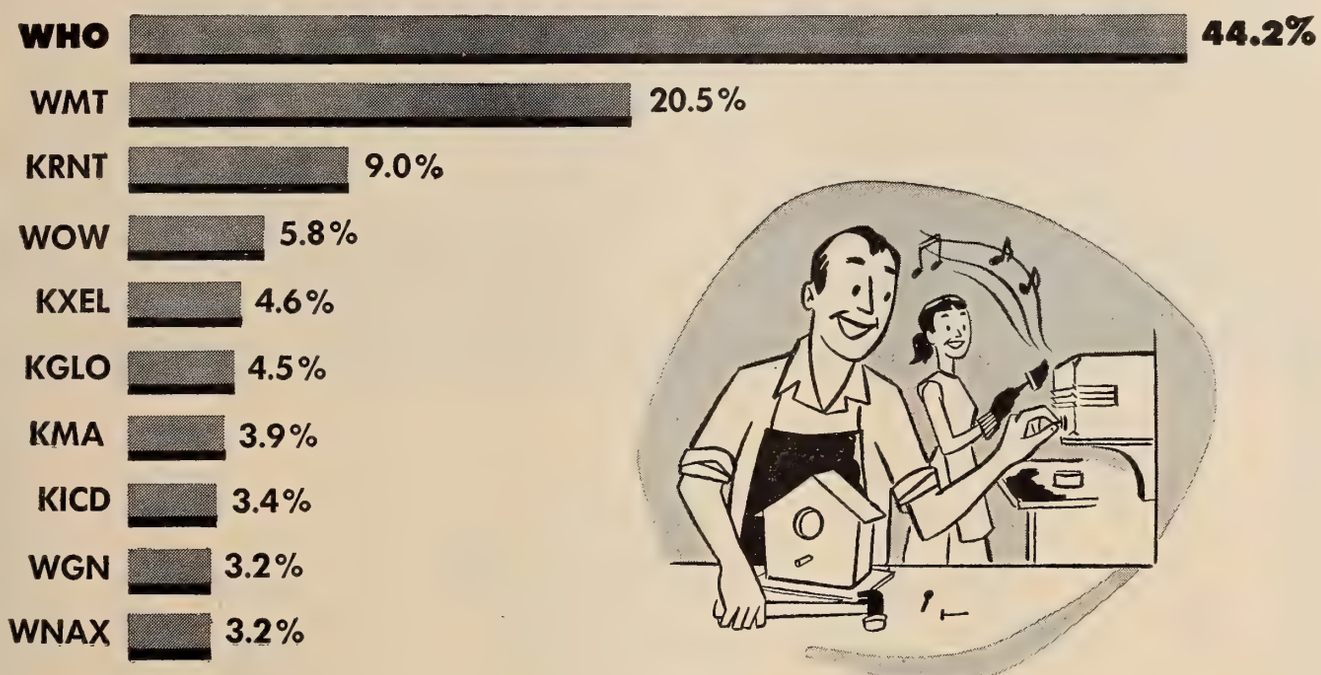
Network Television Totals to Date

	ABC	CBS	DuMont	NBC	Total
Jan.	$ 3,718,195	$15,831,141	$ 723,960	$13,172,695	$ 33,445,991
Feb.	3,567,696	14,694,726	597,275	12,419,641	31,279,338
Mar.	3,806,425	16,036,896	628,625	14,102,093	**34,574,039
Apr.	3,527,558	15,463,359	462,335	13,266,053	32,719,305
Total	$14,619,874	$62,026,122	$2,412,195	$52,960,482	$132,018,673

* In order to maintain continuity and comparability with previously published data, an adjustment factor of 1.817 has been used by PIB in calculating gross network radio time charges for those nighttime network radio programs where ABC rate card No. 6 was in effect.

** Revised as of 6/2/55.

WHO IS IOWA'S FAVORITE RADIO STATION FOR NIGHTTIME LISTENING!



THE figures above are an excerpt from the 1954 Iowa Radio-Television Audience Survey — one of the advertising industry's best-known and most widely-accepted audience studies.

The 1954 Survey *proves,* for the 17th straight year, the effectiveness of top-notch broadcasting facilities, outstanding programming, deeply conscientious Public Service, energetic audience promotion. WHO *believes* in radio, and the Iowa audience *believes in WHO . . .*

Ask Free & Peters, or write us, for your complimentary copy of the 1954 Survey. It will help you in your understanding of this entire area.



FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



"The Little Rascals," the fastest audience-grabber on film, is now available on a participating basis on Monday, Thursday and Friday (6:00-6:30 p.m.) on Channel 5. Offered subject to prior sale. Further details from The Katz Agency, our national representatives.

greater Nashville watches channel 5

the CBS station for 62 Tennessee and Kentucky counties — a billion dollar market reached only by Nashville's highest towered, maximum powered station. Channel 5's signal gets home to at least 43,000 more families than any other national tv station.

WLAC-TV

100,000 watts • channel 5
CBS Basic Affiliate
Nashville, Tenn.

For availabilities, check our national reps, The Katz Agency.

TV, TRAFFIC AND SALES

A DEPARTMENT STORE FINDS THE FIRST BUILDS THE OTHER TWO

IS TELEVISION a good advertising medium for department stores? Can tv produce store traffic and sales at a sales-to-advertising ratio comparable to newspapers or radio?

To get some factual answers to those realistic questions, H. P. Wasson & Co., one of three leading department stores in Indianapolis, and ch. 4 WTTV (TV) Bloomington, Ind., which serves the Indianapolis area, mapped out a test spot campaign of ten 60-second spots a week, to promote a newly-established toy department and fifth floor youth center.

The spots were placed around two NBC-TV morning shows, *Ding Dong School* and *Home*. The *Ding Dong School* spots advertised toys and children's clothing; the *Home* spots were for household items, appliances, garden equipment and the like. The test began March 14, with a 20-inch trainer bicycle as one of the first featured items. Hundreds were sold in the first few weeks of the campaign.

Bunnies Move Over

With Easter approaching, Wasson and WTTV wanted something different from the traditional bunnies all the other stores were featuring. The answer was to keep the bunny, but to add two new traffic-pulling features that only WTTV could provide and only Wassons display. These were two of the station's favorite juvenile attractions—cartoonist Les Satherthwaite and cowboy "Uncle Bob" Hardy—who agreed to come to Wassons on the two Saturdays before Easter to entertain and sign autographs for any admirers who came in to see them.

Invitations were issued by the stars on their WTTV programs, by the store in its weekend newspaper ads and through windows decorated with large pictures of Les and Uncle Bob. The kids were told they'd get autographed pictures, free candy, balloons and rides on the merry-go-round. The station prepared 3,000 pictures; the store ordered 2,000 balloons and bushels of candy; Les brought his drawing board and pencils; Uncle Bob got his saddle shined and provided an ample supply of blank cartridges for his six-shooter.

By 10 a.m. of the first Saturday more than 500 people had ridden the escalators to Wasson's fifth floor. Mrs. McCoy, an experienced toy buyer, knew what to expect and ordered 5,000 more balloons. The pictures soon were given out—and Les' hand nearly did, from drawing a picture for *each* child who came to see him. Uncle Bob punctuated his western stories with shots from his gun and between these and the bursting balloons the fifth floor personnel went home with battle fatigue at the end of the day.

When it was all over, store officials estimated that 20,000 persons had visited the fifth floor during the day. The heaviest traffic was on the escalators, indicating that the crowd was shopping the entire store. The lunchroom served 900 hamburgers.

The next Saturday (April 9) was the same and more. The store offered 100 of Uncle Bob's Western Clothes Corrals (clothes hangers for youngsters) to the first children to visit him; the supply was gone before the store had been open 20 minutes. The lunchroom offered a special "Les and Uncle Bob" lunch (hamburger sandwich, mashed potato and ice cream soda) and served more than 700 of them. The manager reported the two Saturdays as the "two biggest days in the lunchroom's history."

What does this promotion prove? Why is it important? After careful analysis, here are some of the conclusions reached by Wasson and WTTV:

First, that television can help the downtown department stores meet the challenge of the suburban shopping centers by bringing foot traffic into the downtown area. Tape-recorded interviews made by WTTV revealed that most of the people made special trips to Wasson's to see these television personalities.

Second, that tv introduced the department store to an area market. The recorded interviews determined that approximately 20,000 people had come from outside Indianapolis. Thus, a store need not depend entirely on the big city market, but can appeal to people from the whole area served by the television station.

Third, that a tv promotion can produce sales. The toy department made one-half of its anticipated month's sales the first day, and other sections on the fifth floor tripled their day's quota. There was a marked increase in the entire store's sales for these two days.

Another result, which probably made no contribution to the sales record of the two tv Saturdays but which gave Wasson's executives considerable personal satisfaction, was seeing executives and shoppers from competing stores in Wasson's both Saturdays.

Summing it up, Walter Wolf, president of H. P. Wasson & Co., said: "These were two of the finest days of the 50 years of Wasson's history."

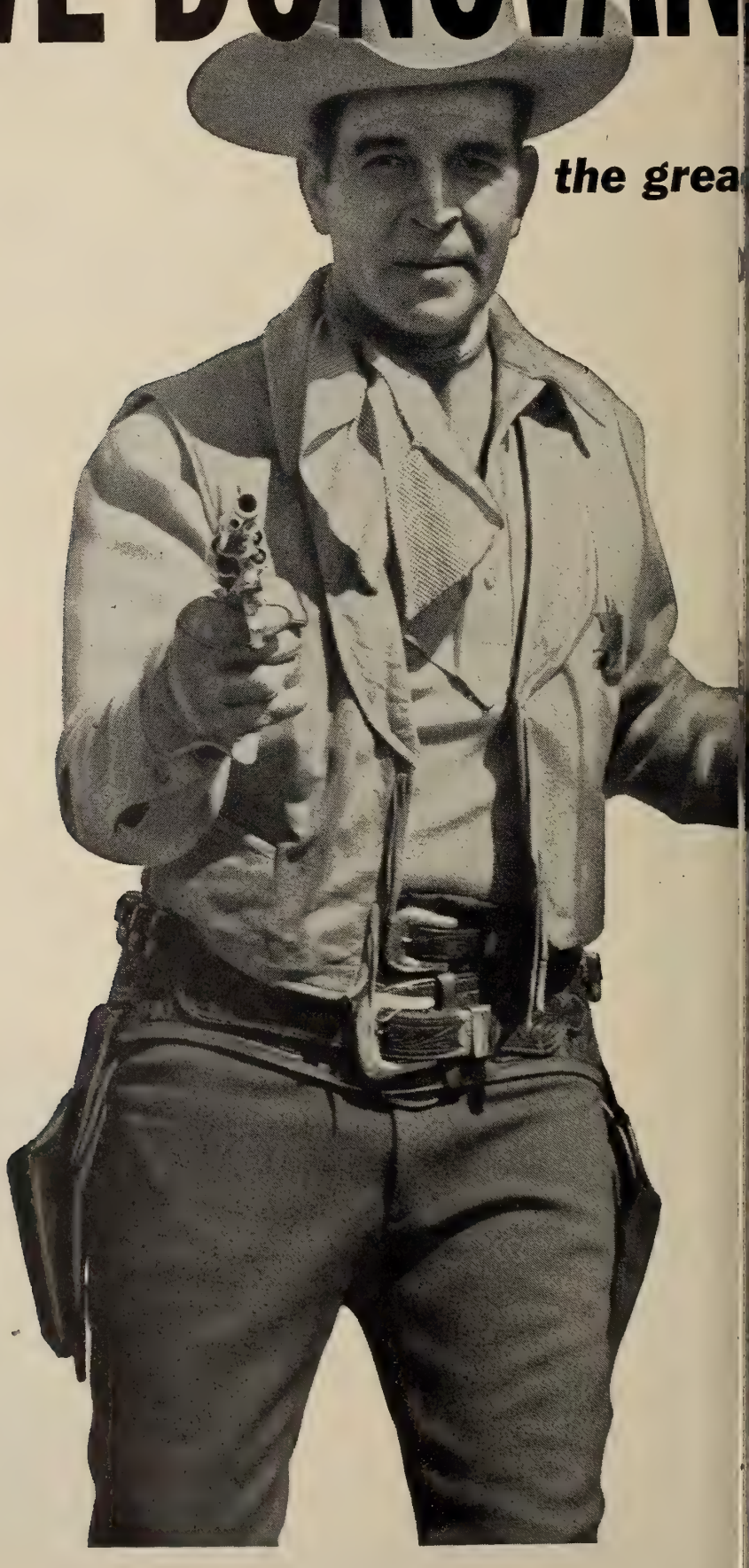
Already, WTTV and Wasson's have gotten together to try to plan even bigger and better promotions for the future, with the test tv campaign scheduled to continue for 10 months.



"UNCLE BOB" HARDY AND FANS

STEVE DONOVAN

the grea



WESTERN MARSHAL

ew two-fisted TV Western Series

KO's the competition in its Premiere Showing

The very first telecast of STEVE DONOVAN, WESTERN MARSHAL in Seattle-Tacoma drew a smashing 18.8 rating versus the competition of "Where Were You" (17.0), "I Led Three Lives" (11.0), and "Beulah" (2.8), in the 7:00-7:30 PM time period.* And this is just the first round.



STEVE DONOVAN, WESTERN MARSHAL is the brand-new . . . all-new . . . two-fisted Western. Each of the 39 half-hour episodes is packed full of action entertainment. Filmed under the supervision of veteran Western TV producer Jack Chertok, this series offers top quality production for viewers and advertisers alike.

STEVE DONOVAN, WESTERN MARSHAL delivers double-action impact — not only on television but also at the point of sale. Sponsorship makes available to you an unprecedented barrage of merchandising material, personal endorsements, premiums.

Westerns rack up an average 30.0 Nielsen rating — 24% higher than the ranking average of all evening programs.** And Pulse ratings list six out of the top ten syndicated shows as Westerns.***

Now here is STEVE DONOVAN, WESTERN MARSHAL to beat them all. Excitement and action to capture your audience; powerful merchandising to sell your product — all wrapped up in a single potent NBC FILM DIVISION package.

Get STEVE DONOVAN, WESTERN MARSHAL on your side in the battle for sales in your markets. Don't delay — your market may be snapped up soon. Write, wire or phone now.

*ARB, April, 1955 **Nielsen, 2nd Report—February, 1955 ***Pulse—February, 1955 Multimarket

NBC FILM DIVISION

serving all sponsors

serving all stations

30 Rockefeller Plaza, New York 20, N. Y.

Merchandise Mart, Chicago, Ill. • Sunset & Vine Sts., Hollywood, Calif.

In Canada: RCA Victor, 225 Mutual Street, Toronto; 1551 Bishop Street, Montreal



ROAD SHOW FOR SPOT TV

THE DIRECT APPROACH employed by evangelist Billy Graham in the furtherance of religion is proving to be equally effective in selling one of the most recent social forces —television.

Much in the manner that Mr. Graham attracts prospective converts to a large meeting hall and attempts to convince them to become believers, a CBS Television Spot Sales emissary is preaching to key executives of advertising agencies and advertisers throughout the country at breakfast and luncheon sessions and attempting to "convert" them to spot television. He is believed to be the only such representative of a tv spot sales group to be engaged in such a mission.

The one-man "evangelist" for CBS Television Spot Sales is Jack Mohler, director of sales development for the unit (see cut). In the past three months he has visited more than a half-dozen of the largest cities in the country and has preached, in this order: television, spot television and CBS Television Spot Sales to breakfast meetings, luncheon sessions and individual agency and advertiser conferences. Mr. Mohler is at the beck and call of anyone who is interested in listening to the CBS Television Spot Sales presentation, "The Best Spot in All Advertising."

After three months of effort, CBS Television Spot Sales is convinced that Mr. Mohler's Messianic zeal is beginning to reap rewards. Clark B. George, national sales manager of the unit, told B•T that it is still too early to pinpoint the results of this crusade, but reported that several advertisers, never before in spot tv, have swung to the medium and many more have evinced interest. He believes that a significant progress report will be available by the fall when the cumulative effect of Mr. Mohler's mass presentations, in-person follow-ups to prospects and supporting mailing pieces should exert influence.

The reasons why CBS Television Spot Sales decided on this personal missionary approach are varied. It wanted to tell the decision-making agency and advertiser executives that spot television is not expensive; can be easy to buy, and can provide highly satisfactory sales results. CBS Television Spot Sales was convinced that many advertisers did not understand the medium and therefore shied away from using it.

Three months ago Mr. George decided to take action. He felt that all advertising was entering a more competitive era and the time was ripe to tell the story of spot television. The blueprint of the presentation was mapped out by Messrs. George, Mohler and Don Foley, sales promotion manager of CBS Television Spot Sales.

Once the presentation was completed, the next step was to make certain that people would listen to it. CBS Television Spot Sales hit upon the by-no-means-novel notion of inviting executives to luncheon and breakfast meetings by telegram, and has found this method most efficacious.

Mr. Mohler gives an easel presentation separately to agencymen and advertisers, either at breakfast or at luncheon. It also is available in brochure form. Mr. Mohler uses his late afternoons in a particular city to talk on spot tv in the offices of agencies or advertisers.

The presentation designed for the mass meetings leads with a tribute to television as a whole, calling it the greatest medium of mass communications and mass selling. It drives home these points: television is already in 32.5 million homes and will be in 37.5 million homes (3 out of every four) by the end of 1955; there are six times as many tv sets as the paid circulation of the biggest magazine; the average tv family in 1954 spent 4 hours 42 minutes a day watching tv; in 1955 manufacturers and retailers will invest more than a billion dollars in television advertising.

Once this magnitude of television is established, the presentation shifts to spot television, asserting that only spot tv "permits you to use all of television's selling power in the precise way that fits the specific requirements of your sales problem." It lists these advantages of spot television for the advertiser: selection of market and number of markets desired (no wasted circulation); pick of stations within each market with "the best signal, best coverage, biggest audience and lowest cost per thousand"; devising of the campaign with a view to sales strategy with choice of spot announcements or a specific program; selection of the right time to reach prospects; decision on the intensity of the campaign in each market; decision on the size of the budget.

After making this case for spot television, the presentation goes on to a specific "pitch" for CBS Tv Spot Sales.

Once Mr. Mohler returns to New York, he works up follow-up campaigns with leaflets and brochures for the wined-and-dined executives. For those clients who have been particularly indoctrinated on the value of spot tv, Mr. Mohler, in conjunction with Mr. Foley, prepares a specially tailored presentation outlining the job that CBS Television Spot Sales can accomplish for them.

Mr. George views this one-man spot tv crusade, supported by activities of CBS Television Spot Sales personnel in branch offices and New York headquarters, as a continuing effort. He estimates that Mr. Mohler has rhapsodised on "The Best Spot in All Advertising" to about 40 invited executives and will not have completed the target list of 10 largest cities until this summer. Plans are to maintain this project through 1956 and 1957.

Though Mr. George realizes that the presentation is a basic spot television sales presentation, he believes that CBS Television Spot Sales will "get its rightful share of the business" and, in turn, help the stations it represents. These are: WCBS-TV New York, WCAU-TV Philadelphia, WTOP-TV Washington, WBTV (TV) Charlotte, WXIX (TV) Milwaukee, WBBM-TV Chicago, KSL-TV Salt Lake City, KGUL-TV Galveston-Houston, KOIN-TV Portland, KNXT (TV) Los Angeles, WBTW (TV) Florence, S. C., and WMBR-TV Jacksonville, Fla.



TALK TO THE MAN ON THE STREET

Lady time buyers command the most attention with this method, which requires total recall, and you meet such interesting people. Obvious hazard: You meet few farmers on Madison Avenue.



RUB SHOULDERS WITH PEOPLE IN ALL WALKS

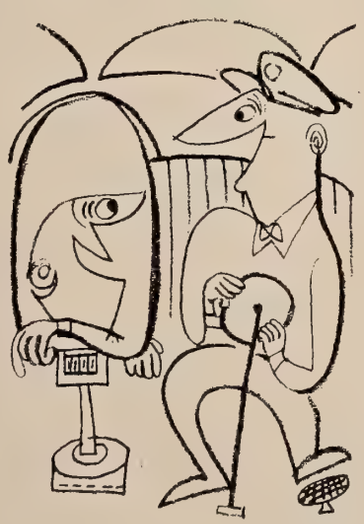
Excellent for Brooks-Brothers type, especially if he can talk Common Man's Language. Drawbacks: All walks lead to Grand Central; where few Iowans commute; dandruff.



ASK THE LITTLE WOMAN

Fairly limited application; incidence of Ex-Eastern Iowa wives among advertising fraternity low (higher in California). Good, though, far as it goes. Station loyalties long-lived.

GUIDE TO SURVEYS
for independent time buyers who do their own sampling



ASK A CAB DRIVER

(No good for rainy weather. No cabs.) Take Route 30 west for 987 miles—hang the expense! We know where you can get your bent ear straightened on arrival (and your straight elbow bent).



EAR-to-GROUND METHOD

Good for listening to Indians on warpath but can lead to complications. *Acute otitis media* may result from exposure to rich Iowa soil. You want corn growing out of your ear?



LET-PULSE-DO-IT-AFTER-ALL METHOD

Pulse reports that WMT (mail address Cedar Rapids, 600 kc, CBS, national rep Katz) has more listeners in its 33 county primary area than all other radio stations in the area combined.



A STATION AND A COLLEGE GET TOGETHER TO MAKE IT BETTER

By William J. Green

JOE WILSON had been working late in his cellar shop, and as he walked into the kitchen to catch a light snack before bed, his eye caught the green electric clock on the wall.

Eleven o'clock—time for the late local news.

Joe flipped on the radio and settled back in the kitchen chair to enjoy a sandwich and to catch up on what had happened in his town over the past few hours.

Four minutes later, Joe snapped the radio off. Hadn't he read all that stuff in the evening paper? How could they call it "news" when it had already been in the paper?

Joe isn't an unusual case; in fact, he is so typical of an American public which today demands its news to be fresh, and not merely a rehash of what the local papers print, that his views bear consideration by every station in the country.

To their credit, most stations recognize this problem. Unfortunately, many are at a loss as to what to do about it. As all of us realize, covering local news "on-the-spot" costs more money for reporters than most stations can afford and there's nothing they can do about the situation.

But one station manager *has* done something about it, and is now presenting the people of his audience with a real late evening local news show that scoops the newspapers on most of its news. This manager, Richard A. Clark of WRUN Utica-Rome, N. Y., has found a solution to this problem, and what's more, he has done it without costing the station a cent.

What Mr. Clark did was to grant the request of a journalism instructor from Utica College to let his students cover stories for WRUN. Before he knew it, Mr. Clark had a bonanza on his hands, with the entire advanced newswriting class of Prof. Raymond Simon working for him one and two nights a week. These embyro reporters cover the news, write their own stories, edit their own news show, and provide WRUN with a good news coverage of Utica and the surrounding area. The end result has been an up-to-the-minute local newscast that is as ably done as if the reporters had been hired by the station instead of given the favor of working there.

What's more, the students quickly erased the main doubts that Mr. Clark had about the success of the plan. Concerned over trusting news gathering to a group of "mere college sophomores," he soon found that they not only could do it, but that they could do it well. Now in its third year—second at the station after a trial year of phoning in the stories from the college—this program could hold the key to better news coverage for the entire industry.

"I've found," says Dick Clark, "that trained college journalism students working under the proper supervision can handle a local radio news show and give us coverage we could not possibly afford otherwise."

Note that he speaks of adequate supervision and trained students. That's one key to the set-up, for the system which Prof. Simon has in operation at WRUN is dependent upon these two factors. Before entering this course in reporting, each fledgling reporter has had at least one previous newswriting class at the college. That means that he is ready to handle most of the stories that may break. If anything particularly tough comes up, where a case of libel may be in question, Mr. Simon steps in to catch the trouble spot.

Another key to the success of the program is the organizational system of operation arranged by Mr. Simon. When the class of about 20 meets at the studio at 6:45 each Wednesday night, two students are selected as editors for the night. The rest are reporters.

The editors, along with their professor, stay at the station taking phone calls, checking the wire service, the two-way radio, and rewriting any newspaper stories that are to be used, including all new information. Meanwhile, the reporters, already given assignments, are out covering the city from one end to the other in pursuit of news.

"One reason I selected Wednesday night for the class was because it seems to be a favorite night for important meetings," Prof. Simon admits. "I particularly wanted the students to learn how to cover Common Council, town board and board of education meetings. Most of these occur on Wednesday in our area."

Add to this the usual and unusual happenings that find their way to the police blotter and two nearby State Police substations and you've got a sure-fire formula for a good news show. Stories that break early are brought back to the Utica offices of the station, where the student reporters write the news for radio presentation. Late stories are phoned in to the editors who take the information and write the stories themselves. Prof. Simon makes a final check of all copy before it is given to the announcer.

To what lengths these apprentice journalists will go for a story was demonstrated by the student who scooped local reporters on a story about two girl stowaways on an Air Force plane. Learning that one of the girls had been sent to a local hospital, he wangled an interview and got an "exclusive" that was picked up not only by the local newspapers but by The Associated Press as well.

Cases like that are unusual, of course. The students are much more likely to be hunting up a local angle to a statewide or national story.

Possibly the nicest compliment the "WRUN experiment" has received comes from Utica's tv station, WKTV (TV). Three of Mr. Simon's advance students are now employed on a part-time basis at WKTV. Each night of the week, including Sunday, one of them handles the news of the tv station from 7 to 11 p.m.

Obviously, the story is not all in favor of the station. The students also benefit. As one Utica College journalism major put it: "It's a lot better to be writing about something that really happened, than to take some facts out of a book and try to make a story out of them."

Both parties are equally satisfied: The young journalists are given an opportunity to gain "real experience" and the station gets a show that is chock full of the type of local news the Joe Wilsons of the country are looking for.

THE AUTHOR is a former student of Utica College of Syracuse U., New York, and now is on active duty with the U.S. Army in the Far East.. His description of the arrangement for student work on WRUN Utica, and later on WKTV (TV) there, shows how a station solved the problem of blanket local coverage without a large salary outlay for professional newsmen.

KCMC-TV Dominates the ARK-LA-TEX with Power & Programs!

On the air 110 hours
per week with Maximum Power



the only full power station between Memphis & Dallas . . . nearly 500 miles!

An amazing area story of Power . . . Programs . . . Mail . . . Promotion . . . Circulation and cost-per-thousand in a Billion-Dollar Market area

Tops in Texarkana-Shreveport and the ARK-LA-TEX

KCMC-TV

Represented by **VENARD, RINTOUL & McCONNELL**
WALTER M. WINDSOR, *General Manager*



(A&A continues from page 32)

Weddell to West Coast

WILLIAM WEDDELL, vice president in charge of broadcasting at Leo Burnett Co., Chicago, is transferring the base of his operations to the agency's west coast office in Hollywood. He told B•T last week he will maintain his home on the coast and work on film, color tv and other activities for Burnett's servicing office there but commute regularly to Chicago and other points.

In AT DEADLINE May 30 Mr. Weddell was inadvertently reported to be slated for a west coast berth with J. Walter Thompson Co. The Burnett agency plans other personnel changes later this summer, it was reported.

NETWORK NEW BUSINESS

International Cellucotton Products Co. (Kleenex), Chicago, will sponsor *Midwestern Hayride* on NBC-TV (Fri., 8-8:30 p.m. EDT), starting July 8. Agency: Foote, Cone & Belding, Chicago.

Reynolds Metals Co., Richmond, Va., will sponsor *Do-It-Yourself* hobby show on NBC-TV (Sun., 7:30-8 p.m. EDT) for 13 weeks, starting June 26, and will occupy time period to be vacated by *Mr. Peepers* June 12. Agencies: Clinton E. Frank, Chicago, and Buchanan Co., N. Y.

Ideal Toy Corp., N. Y., will sponsor first quarter-hour segment of Sunday *Winky Dink and You* program (CBS-TV, 12 noon-12:30 p.m. EST), starting Sept. 26. Agency: Grey Adv., N. Y.

Elgin National Watch Co., Elgin, Ill., signs for alternate-week sponsorship of *Person to Person* on CBS-TV (Fri., 10:30-11 p.m.), effective Sept. 2. Agency: Young & Rubicam, N. Y. Other sponsors are American Oil Co., Baltimore, in East and Hamm Brewing Co., St. Paul, Minn., in West.

Whitehall Pharmacal Co., N. Y., will sponsor *Name That Tune* on CBS-TV (Tues., 7:30-8 p.m. EST), effective Sept. 27. *Tune* has been sold to CBS-TV by Ashley Steiner Agency, N. Y. Whitehall agencies: Sullivan, Stauffer, Colwell & Bayles and Biow-Beirn-Toigo, both N. Y.

NETWORK RENEWALS

Associated Products Inc. (Five Day deodorant pads) renews alternate-week sponsorship of *Tony Martin Show,* starting Sept. 5, on NBC-TV (Mon., 7:30-7:45 p.m. EDT). Webster-Chicago Corp. (Webcor record players, tape recorders) signs for alternate-week for fall series. Agency for Associated: Grey Adv., N. Y.; Webster-Chicago: John W. Shaw Adv., Chicago.

Gospel Broadcasting Assn., Pasadena, Calif., renews *The Old-Fashioned Revival Hour* (Sun., 4-5 p.m. EDT) on 280 ABC Radio stations, starting June 12. Agency: R. H. Alber Co., L. A.

AGENCY APPOINTMENTS

Stauffer System and **Stauffer Home Plan,** L. A., name Foote, Cone & Belding, same city.

O'Keefe & Merritt Co. (gas ranges, washer-dryers), L. A., appoints Hixson & Jorgensen Inc., same city. Tyler MacDonald is account supervisor, with Jane Collins and Paul Keye assistant account executives.

Plymouth Dealers of Southern Calif. (organization of 100 Plymouth dealers), names Stromberger, LaVene, McKenzie, L. A. T. L. Stromberger is account supervisor; A. Hays Busch, account executive.



GERRY STEVENS (r), president of Gerry Stevens Inc., New Haven (Firestone dealer), contracts for his firm's 10th consecutive year of sponsorship of the 7:45 a.m. news over WELI there, with Edwin Schweitzer, commercial manager of the station.

Ciba Pharmaceutical Products, Summit, N. J., has appointed J. Walter Thompson, N. Y.

Dubuque Packing Co. (packaged, canned, frozen foods), Dubuque, Iowa, has appointed Perrin-Paus, N. Y. Tye Robinson is account executive. Radio-tv planned.

National Paint & Varnish Co., L. A., appoints Caples Co., same city. Emil Reisman is account executive. Tv is planned.

Modern Faucet Mfg. Co., L. A., for new detergent spray dishwashing brush names Hal Stebbins Inc. there. Tv spot announcement campaign in Southern California and midwestern market will start in August. Robert Laws is account supervisor.

L. A. Metropolitan Buick Dealers name Dan B. Miner Co., same city. Continuing campaign of approximately 400 radio spots monthly being used on 12 L. A. area stations.

Waring Products Corp. (appliances), N. Y., subsidiary of Dynamics Corp. of America, names Anderson & Cairns, N. Y., effective June 15.

Cohn-Hall-Marx Co., N. Y., appoints Franklin Bruck Adv. Corp., N. Y., for Con-Tact self-adhesive plastic covering.

AGENCY SHORTS

Geer, DuBois & Co., N. Y., moves to 40 E. 49th St.; telephone: Plaza 8-1835.

L. C. Fitzgerald Inc., Providence, R. I., has moved to 228 Weybosset St.; telephone remains Gaspee 1-6760.

Applestein, Levinstein & Golnick Adv., Baltimore, has absorbed accounts of Berle Adv., same city, and Gustav Berle moves to former agency in executive and creative capacity.

Mullins-Earl, Hollywood, formed by Tom Mullins, former vice president and general manager, Irwin-Los Angeles Inc., and Warren Earl, promotion-advertising manager, KCOP (TV) Hollywood. Offices: 1606 Cahuenga Blvd.; telephone: Hollywood 7-9003.

John T. Lyons Inc., 52d & City Line Ave., Bala Cynwyd, Pa., near Phila., established by Mr. Lyons, former advertising and sales promotion manager, Philco Distributors Inc., and Arthur A. Shaw, president, Dyco Institute of Tested Selling, now division of agency. Telephone: Mohawk 4-5550.

Rippey, Henderson, Kostka & Co., Denver, will move to new and larger quarters in penthouse, Sherman Plaza Apartment Bldg., Aug. 1.

Phillips-Ramsey Co., San Diego, Calif., partnership of W. L. Phillips and Charles C. Ramsey, has been incorporated.

Lynn-Fieldhouse Adv. Agency, Wilkes-Barre, Pa., becomes The Lynn Organization with retirement of Lindley S. Fieldhouse, partner. New agency, owned by S. C. B. Lynn, retains all accounts and personnel. **Donald A. Smith** formerly with Benton & Bowles, N. Y., to Lynn as creative director and account executive; **William P. McLaughlin** appointed media director; **Frank Vnuk** named comptroller.

A&A PEOPLE

Howard A. Stone, vice president, appointed president, Daniel Starch & Staff, Mamaroneck, N. Y., succeeding **Dr. Daniel Starch,** who becomes chairman of board.

Norman D. Waters elected president, Norman D. Waters & Assoc., N. Y.; **Bliss Woodward,** secretary, elected vice president; **Louis Landesman,** general manager and assistant treasurer, elected treasurer; **Elaine L. Waters,** assistant secretary, elected secretary; **Murray Platte,** media director, appointed general manager.

Gerald P. Deppe, former account executive, Krupnick & Assoc., St. Louis, appointed executive vice president, account executive and service director, Weintraub & Assoc., same city.

William H. Steele appointed vice president and account executive, Foote, Cone & Belding, N. Y.; **Clyde E. Rapp** named president.



MR. STEELE

Mowry Lowe, formerly general manager, WEAN Providence, R. I., to Bo Bernstein & Co., same city, as vice president in charge of radio-tv.

Buckingham Gunn, formerly radio-tv supervisor, Foote, Cone & Belding, Chicago, appointed vice president and radio-tv director, Clinton E. Frank Inc., same city.

Joseph C. Lieb, Biow-Beirn-Toigo, N. Y., named vice president and account supervisor.

Le Grand L. Redfield, vice president and partner, Picard, Marvin & Redfield, N. Y., to Hilton & Riggio, N. Y., as vice president.

Harold O. Hayes, senior account executive, Fuller & Smith & Ross, Chicago, appointed vice president.

John J. Schneider, with Biow-Beirn-Toigo since 1953, elected vice president and account supervisor.

John H. Hosch, vice president and account executive, J. Walter Thompson Co., N. Y., since 1937, to Sullivan, Stauffer, Colwell & Bayles, N. Y., as vice president and account executive.



CONTRACTS for sponsorship of the U. of Wisconsin football games on WIBA Madison, Wis., are signed for their respective firms by (l to r): seated, A. C. Breuch, Pennsylvania Oil Co. president, and Robert C. Tensfeldt, vice president of the Stoppenbach Sausage Co., Jefferson, Wis. The agreement calls for airing of games from Sept. 24 through Nov. 19 on the station, which is carrying the games for the 30th year. Standing (l to r): W. J. Chapin, WIBA sales staff; David Wilson Jr., Pennsylvania Oil Co. secretary-treasurer; Fred Gage, WIBA sportscaster; John Bauch, Stoppenbach secretary-treasurer; Howard Johnson, WIBA business manager, and Kenneth F. Schmitt, WIBA station manager.

John H. Suttner appointed vice president, copy dept., Christiansen Adv. Agency, Chicago; **Martin Fritz,** formerly with J. Walter Thompson Co., N. Y., named media director; **Pat Bird** named timebuyer.

Edward J. O'Malley appointed vice president and account executive, Schram Adv. Co., Chicago.

Donald J. Kelly, advertising director, American Express Co., N. Y., appointed assistant vice president.

John W. Haley, advertising manager and public relations director, Narragansett Brewing Co., Cranston, R. I., elected to board of directors.

John R. Allen, radio-tv manager for program and commercial production, Lever Bros., N. Y., to media dept., Tatham-Laird Inc., Chicago, as radio-tv program director.

Alex M. Victor, formerly with Western Adv. Agency, L. A., appointed radio-tv director and account executive, Francis D. Gonda Co., same city.

Toni Pearson assumes radio-tv director responsibilities, Larrabee Assoc., Washington, for **Jean Senter,** on temporary leave of absence until September.

Jean C. Smith, assistant production manager and media director, George H. Gibson Co., N. Y., to W. H. Hunt & Assoc. Inc., Hollywood, as media director.

Martha Dickinson, assistant account executive, Ruthrauff & Ryan, L. A., to Ramsey, Brown & Co., Hollywood, as media and traffic director.

Harry A. Egbert, creative coordinator and radio-tv director, Lavenson Bureau of Adv. Inc., Phila., named media and merchandising director.

Bernard C. Schramm Jr., production manager and media assistant, Applestein, Levinstein & Golnick Adv., Baltimore, appointed media director.

Laurence O. Pratt, vice president and account executive and supervisor, BBDO, New York, has retired from agency to become consultant in advertising and public relations with office in Dover, Mass.

Henry S. Bokhof, formerly vice president, Foote, Cone & Belding, Chicago, to Tatham-Laird Inc., same city, as group copy director.

Robert C. Pearson, formerly owner, Pearson Adv. Co., Pittsburgh, to VanSant, Dugdale & Co., Baltimore, as copy supervisor.

Mabel G. Ritchie appointed advertising director, Morris B. Sachs Inc. (clothier), Chicago.

Paul A. Danielson Jr., research director, *Better Living* magazine, N. Y., appointed research director, Harold Cabot & Co., Boston.

Margaret E. Williams, Music Corp. of America, N. Y., to radio-tv dept., N. W. Ayer & Son, N. Y., as film supervisor.

T. Jack Henry, formerly vice president in charge of Detroit office, N. W. Ayer & Son, appointed assistant general sales manager of advertising sales promotion and training, Mercury Div., Ford Motor Co., Dearborn, Mich.

Lawrence Wechsler, production manager, Bureau of Advertising, American Newspaper Publishers Assn., to Helena Rubenstein Inc., N. Y., as cooperative advertising manager.

Mary Thomas to research dept., Waldie & Briggs Inc., Chicago, as statistical operations supervisor.

Herman Harney, farm field director, KFAB Omaha, appointed agricultural research director, Ayres, Swanson & Assoc., Lincoln, Nebr.

Lester C. Sentz, wholesale salesman, south central sales district, Miller Brewing Co., Milwaukee, promoted to point-of-sale supervisor of firm.

Charles R. Tanton, formerly executive vice president, French & Preston, N. Y., to McCann-Erickson, N. Y., as assistant marketing director.

Dave Murray, formerly program director, WENS (TV) Pittsburgh, named assistant advertising manager, Duquesne Brewing Co., Pittsburgh.

Jim Bishop, president, Jim Bishop & Assocs., L. A., buys all stock in firm held by **Doug Daley,** vice president.

Douglas Meservey, formerly account executive, J. Walter Thompson Co., L. A., to Young & Rubicam, S. F., in same capacity.

A. G. McDaniel, formerly account executive, WBAP-TV Ft. Worth, Tex., to Glenn Adv. Inc., Ft. Worth office, as account executive.

Ben Brown, former advertising and publicity director, Holstein-Friesian Assn. of America, Brattleboro, Vt., and **Craighton Knau,** former farm service director, WBAY-AM-TV Green Bay, Wis., appointed regional account executives, farm account group, Gardner Adv. Co., St. Louis.

Robert E. Franklin, formerly account operations and creative director, T. W. Moss (sales promotion), Detroit, to account service staff, McCann-Erickson, Cleveland; **Maclin R. Milner,** formerly with D. P. Brother & Co., Detroit, to M-E, Cleveland, account staff.

Don R. Cunningham, formerly with Stockton, West, Burkhart Inc., Cincinnati, and **Thomas F. Maschler** to account management staff, Earle Ludgin & Co., Chicago.

Maximilian Hodder, account executive, American Adv. Agency, L. A., to Empire Adv., Hollywood, in similar position.

Robert M. Stevens, general advertising manager, Servel Inc. (large appliances), Evansville, Ind., to McCann-Erickson, Cleveland, as account executive; **Lee Wardrip,** formerly with Ross Roy, Detroit, to M-E Cleveland office as sales promotion and display manager.

Michael Altomari, formerly with Albright Assoc., N. Y., to S. Duane Lyon, N. Y., as account executive.

Donald Anderson, formerly brand advertising manager, Colgate-Palmolive Co., Jersey City, N. J., to J. Walter Thompson, N. Y., as account representative.

Thomas G. Petrie to Kenyon & Eckhardt, Chicago, as account coordinator.

Sue Ward Seward, formerly with WFLA-TV Tampa, Fla., to tv dept., Fuchs, Zemp & Celander Inc., St. Petersburg, Fla.

William S. Legler, former senior writer, Ruthrauff & Ryan Inc., N. Y., to Erwin, Wasey & Co. Ltd., L. A., as copywriter.

Carter Corner, formerly with Foote, Cone & Belding, N. Y., to creative staff, Compton Adv., N. Y.

Willis Davis, formerly with Wilding Pictures Inc., Chicago, to tv-radio dept., Needham, Louis & Brorby, Chicago, as tv art visualizer.

DISNEY SIX-MONTH GROSS SHOWS $5.5 MILLION RISE

Tv film expansion cited by Roy Disney in submitting report.

WALT DISNEY PRODUCTIONS and domestic subsidiaries, for the six months ending April 2, earned a consolidated net profit of $430,048, equal to 66 cents per share on the 652,840 shares of common stock outstanding, as compared with $283,662, or 43 cents per share, in the corresponding period last year, President Roy O. Disney reported to stockholders. Gross income for the period totaled $9,876,175, an increase of $5,544,348 over the $4,331,827 reported during the same period a year ago, he said. Of the current total gross income, $8,379,694 has reportedly accrued from tv and motion pictures.

In discussing ABC-TV *Disneyland* and upcoming ABC-TV *Mickey Mouse Theatre,* Mr. Disney declared tv "has proved to be a powerful factor in the exploitation and marketing of our motion pictures. Tv is growing everywhere and we anticipate its increasing importance to us, not only at home but throughout the world."

It was announced that Walt Disney Productions, which controls approximately 65% and holds $500,000 in stock in Disneyland amusement center, will increase its investment by an additional $1,250,000. American Broadcasting-Paramount Theatres, which owns approximately 34% of Disneyland Inc., will reportedly invest an additional $650,000 in the project.

Official's Sales Drive Passes $2.5 Million Mark

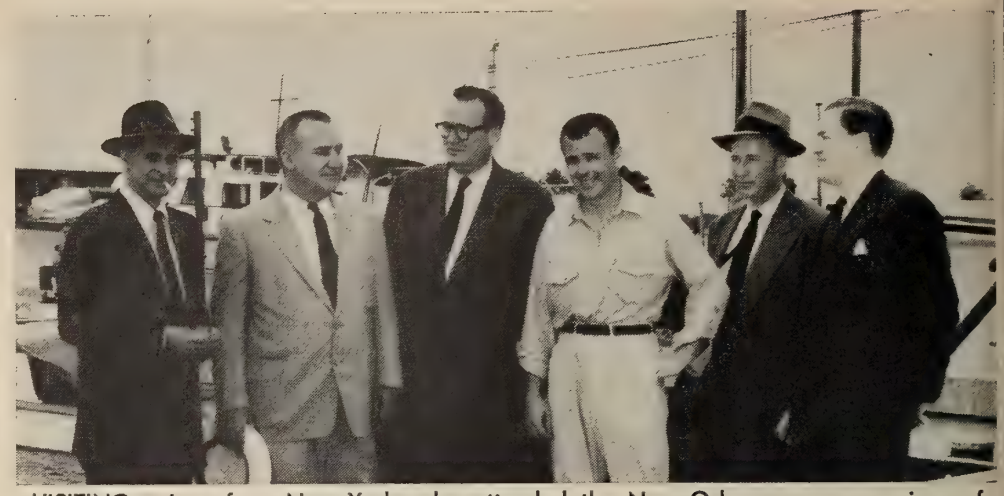
SALES CAMPAIGN by Official Films Inc., New York, in the U. S., England and Canada has resulted in gross sales exceeding $2.5 million over the past 30 days, it has been announced by Herb Jaffe, executive vice president.

Mr. Jaffe said this figure includes the national sale of *Robin Hood* to Johnson & Johnson and Wildroot for telecasting over CBS-TV in September, plus other transactions involving *My Little Margie, The Stu Erwin Show, Overseas Adventure, The Star and The Story, Secret File, U.S.A.* and *This Is Your Music.* Additionally, Mr. Jaffe said, Official has completed negotiations for bringing *Robin Hood, Colonel March* and *My Hero* to the British market over the commercial channels in London, Birmingham and Manchester, and also is in the final stages of a Canadian sale of *Robin Hood.*

Meanwhile, Harold Hackett, president of Official Films, announced that the company has completed arrangements for producing a new 39 episode, half-hour tv films series titled *Sir Henry Morgan.* It will be produced in cooperation with Independent Television Programs Ltd., London, starting in October.

Tv's Produce

TELEVISION apparently can help sell even such products as packaged potatoes, tomatoes and oranges. MCA-TV film syndication has reported that the Fadler Produce Co., Springfield, Mo., sponsored MCA-TV's *Counterpoint* film series on KYTV (TV) Springfield for 13 weeks. The company wrote MCA-TV that in comparison with average sales over the corresponding period of 1954, sales of package potatoes jumped 468.9%; tomatoes, 63.8% and oranges, 129.1%.



VISITING writers from New York, who attended the New Orleans press premiere of UM&M's syndicated film series, *Official Files, N.O.P.D.* (New Orleans Police Dept.), met the following series principals (l to r): Stacey Harris, series star; C. J. Mabry, president of Motion Pictures Advertising, UM&M associate; Frank Phares, *N.O.P.D.* producer; Bob Brown, series actor; detective Louis Sirgo of the New Orleans Police Dept., who plays second lead, and Charles M. Amory, UM&M president.

NBC Film Div. Expands; Names Four to New Posts

AS PART of expansion plans at the NBC Film Div., Jake Keever, national sales manager, announced the creation of four new administrative posts in the sales department and the election of four division salesmen to fill them.

The promotions include those of William P. Breen to southeastern sales supervisor; Robert R. Rodgers to New York City sales supervisor; John F. Tobin to northeastern sales supervisor, and Edward A. Montanus to central sales supervisor.

Mr. Breen has been with the division as a salesman for the past two years. Mr. Rodgers joined NBC as a writer in the press department in 1949, later served as an NBC Spot Sales representative for two years and became film division salesman in 1953. Mr. Tobin was on the sales staff of KFI-TV and KHJ-TV, both in Los Angeles, before he joined the division's western sales force in 1953. Mr. Montanus was appointed to the division's central sales staff in 1953 and previously had been advertising manager of the Bryant Machine & Engineering Co., Chicago.

Five Account Executives Added to TPA Sales Staff

APPOINTMENT of five new account executives to the staff of Television Programs of America was announced last week by Michael M. Sillerman, TPA executive vice president. The TPA sales staff now totals 38 men, including the five new men and Leon Bernard, who joined TPA a fortnight ago as midwestern division manager.

The five new account executives and their sales areas are: Jack Burnback, who resigned from MCA-TV and was account executive for CBS Radio sales and Ziv before that, who will serve the Pacific Northwest; James Gates, who was with Ziv radio and WIDE Biddeford, Me. (New England); Murray King, formerly producer-director of *Adventures of Blinkey* and head of his own production firm (Cleveland area); Donald Menard, resigned as sales manager of WENS (TV) Pittsburgh and before that with KDKA-TV Pittsburgh (Detroit area), and Barry Winton, who was formerly the orchestra leader at New York's Rainbow Room and also an account executive with Official Films for the past two years (Richmond, Va., area).

NTA PROPOSES TO OFFER 312,500 COMMON SHARES

Film distributing firm will sell at $5 a share. New issue will probably reach the market early in June.

NATIONAL TELEFILM ASSOC. proposes to offer 312,500 shares of common stock for public sale for estimated net proceeds of $1,260,000. The capital, according to NTA, distributor of motion picture feature films and special film series to tv stations, will permit the company to take steps toward improving its financial position.

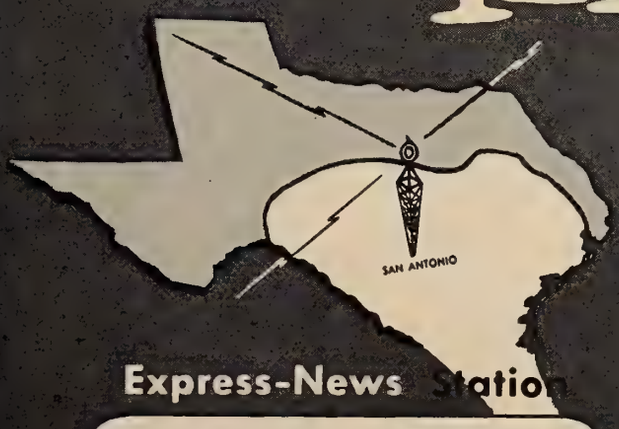
As outlined by NTA, these steps encompass "substantially more favorable" financing arrangements in acquiring film distribution rights; subsequent and "important" reductions in financial charges; payment with part of the proceeds of a factor's loan; addition of the balance to NTA's working capital as well as creating funds for purposes of (1) acquisition of distribution rights, (2) retirement of film acquisition loans and (3) for repurchase of lenders' participation in the gross proceeds of related films.

In a statement filed with the Securities & Exchange Commission, registering the shares which NTA proposed to be sold at $5 a share, NTA pointed out that upon completion of the offering, there will be 650,000 shares of common outstanding. Underwriter of the issue is Charles Plohn & Co., member of the New York and American Stock exchanges. The new issue is expected to reach the market early in June.

Only recently NTA acquired two feature film packages, obtaining in April exclusive tv distribution rights to seven motion pictures produced by Sir Alexander Korda's London Film Studios and in May, 26 feature films produced by the J. Arthur Rank Organization. It also has seven-year rights to "The Fallen Idol," prize-winning British motion picture acquired from Tv Finance Corp. of Switzerland.

NTA also is backing National Affiliated Television Stations Inc. in association with General Electric Co. NATS was formed with the intention of helping both uhf and vhf tv stations with management, sales programing and financial problems. Some 700 hours of film from NTA's library has been turned over to NATS

the biggest daytime coverage in Texas



Express-News Station

KENS

680 CBS

50,000 WATTS 10 KW NIGHTS

SAN ANTONIO, TEXAS

Ask FREE & PETERS, Inc. for details.

...AND LOCALLY

Highlights of Local Sales

(Six weeks ending May 20, 1955)

27 5-minute newscasts per week

8 15-minute newscasts per week

5 15-minute daytime serials per week

2 half-hour musical programs per week

85 announcements per week

all the above are long-term contracts!

This fine sales record reflects local advertisers' high regard for KENS' sales effectiveness.



WITH THIS contract-signing, 26 J. Arthur Rank Productions' films are acquired by National Telefilm Assoc. for tv film syndication in the U. S. Concluding the agreement are Robert Benjamin (l), president of J. Arthur Rank Productions, and Oliver Unger, executive vice president of NTA. The films, some of which bear release dates as recent as 1953, are part of NTA's "Fabulous Forty" film package.

in addition to other material. Ely A. Landau, NTA's president, is executive vice president of NATS, and NTA's Executive Vice President Oliver Unger is vice president of NATS.

NTA, during the last six months, obtained distribution rights to 66 feature films and 65 film episodes. Its library now totals 240 available feature films in addition to 661 episodes of 23 series of various films.

In its registration statement, NTA said that as of the end of last March, "total unbilled exhibition contracts exceeded $1,150,000." Exhibition contracts written in April, according to the statement, reached a "record monthly high of $266,000, a trend which has continued in May." Up to May 17, contracts totaled $249,000 for that month.

NTA Announces More Sales

NATIONAL TELEFILM Assoc., New York, has announced it has sold its "Fabulous Forty" package of feature films to WTCN-TV Minneapolis, WVET-TV Rochester, KOA-TV Denver, KPIX (TV) San Francisco and KDKA-TV Pittsburgh, as well as 29 films from the package to WCBS-TV New York.

In addition, NTA has sold to WCBS-TV *The Fallen Idol,* Carol Reed Production, which will be released for tv showing after October. The "Fabulous Forty" group consists of 26 films acquired from J. Arthur Rank, plus films from other sources. The catalogue includes films produced between 1946 and 1953.

NTA Adds Jessel, Derby Films

DISTRIBUTION rights to "Yesterday and Today," motion picture film starring George Jessel, and to 52 half-hours of *The Mad Whirl,* a roller derby series now in production, have been acquired by National Telefilm Associates Inc., New York. The Jessel film, still in theatrical release, will be available for tv in September.

GF Film Shown on Hill

SEVERAL congressmen and government officials attended the screening of two episodes of *Confidential File,* a tv film series dealing with social problems, by Guild Films Inc. last fortnight. The films, on narcotics and horror comics, were shown in the House Office Bldg. in conjunction with the NARTB convention.

Evangelist Billy Graham Contemplating Film Series

DISCUSSIONS are underway for a new series of film programs starring evangelist Billy Graham this fall, which would mark his return to television after nearly a year's absence.

Preliminary talks have been held between Walter F. Bennett, head of the Chicago advertising agency bearing his name and Mr. Graham's agent, and William Klein, general manager of United Film & Recording Studios, that city. Format and program length have not been determined but it was reported the type of show would vary from that of the earlier *Hour of Decision,* with cost estimated at over $700,000.

The evangelist appeared on ABC-TV and on a spot basis until July last year. His radio series is carried by ABC and MBS affiliates as well as other stations in the U. S. and Canada. Walter F. Bennett & Co. handles the Billy Graham Evangelist Assn. and about 10 other religious accounts.

Screen Gems, General Mills Sign for Texas Ranger Series

SCREEN GEMS Inc. has signed to produce a new film series, *Tales of the Texas Rangers,* for General Mills, it was announced by Ralph Cohn, vice president of Screen Gems. Production on the first 26 films will begin in early June at the studios of Screen Gem's parent company, Columbia Picture Corp. The half-hour series will be telecast over 64 CBS-TV stations Saturdays, 11:30 a.m. EDT beginning late this summer, it was announced. Screen Gems will syndicate the series to local advertisers in markets not covered by General Mills.

Bob Hope in Bulova Tv Films

BOB HOPE, radio-tv comedy star, has been obtained for a special series of dealer tv commercials by the Bulova Watch Co. Three dealer tv films of different lengths—2-minute, 1-minute and 20-seconds—were made in Hollywood and all star Mr. Hope in a specially prepared skit written for the watch company. Films will be made available to Bulova jewelers upon written request before June 30. Some 447 cities are expected to show the Hope commercial during the summer months when a new motion picture, "The Seven Little Foys," starring Mr. Hope, will be shown in theatres across the country.

Religious Film Series Set

A RELIGIOUS tv film series titled *Life Everlasting,* which features Dr. Howard E. Kershner, editor of *Christian Economics,* is in production, Thomas G. Sabin, New York and Washington tv program consultant, has announced. Each program is five minutes long, including time for a 35-second spot announcement. Details on the series may be obtained from Dr. Kershner, president of The Christian Freedom Foundation Inc., P. O. Box 517, New York 17.

K&W Film Service Formed

FORMATION of K&W Film Service Corp., New York, an organization specializing in the production of opticals, animation photography and special effects, was announced last week by Norman Witlen, formerly supervisor of Transfilm's animation camera and opticals department, and Ralph Koch, formerly with Technical Films. Headquarters is at 1675 Broadway, New York 19. Telephone is Circle 5-8081.

FILM SALES

MCA-TV, N. Y., has sold *Pride of the Family* to Campbell Soup Co., Camden, N. J., to be telecast in 60 CBS-TV markets June 12 through July 10. Program, starring Paul Hartman, is summer replacement for *Lassie.* Agency for Campbell: BBDO, N. Y.

NBC Film Div. has announced sale of *Badge 714* to KVDO-TV Corpus Christi, WOAI-TV San Antonio, KFDM-TV Beaumont, and the Prince Macaroni Co. for WJAR-TV Providence; *Hopalong Cassidy* (half-hour) to KVDO-TV Corpus Christi and WKBN-TV Youngstown, Ohio; *The Falcon,* to Dodge Dealers of Eureka, Calif., for KIEM-TV Eureka, and also to WGBS-TV Miami, Fla.

Sterling Television Co., N. Y., has sold *King's Crossroads* to WTVD (TV) Durham, N. C., and The American Trust Co. for showing over KRON-TV San Francisco; *Invitation Playhouse* to KCOP (TV) Los Angeles, and The Dairy Maid Drive-In for KRBC-TV Abilene, Tex.; *Movie Museum* to WPBN-TV Traverse City, Mich., and *Jonathan Story* to WFBM-TV Indianapolis.

INS Telenews, N. Y., has sold daily news film service to WNAC-TV Boston; WCSH-TV Portland, Me.; WGTH-TV Hartford, Conn.; WHBQ-TV Memphis. *This Week in Sports* will be telecast on KSWS-TV Roswell, N. M.; WXEL (TV) Cleveland; WGN-TV Chicago, and KOTA-TV Rapid City, S. D., under General Tire & Rubber Co. dealers' sponsorship. Weekly news review will be carried by KSBW-TV Salinas, Calif. WCSH-TV has purchased INS facsimile. Contract for daily film and facsimile has been renewed by WNBK (TV) Cleveland, and WRC-TV Washington has renewed facsimile.

FILM DISTRIBUTION

Contemporary Films, N. Y., making available to tv stations 18-minute film, "Work or Wages Guaranteed," produced by United Automobile Workers of America dealing with union's plan for guaranteed employment. Film also obtainable from UAW's office in Detroit, 8000 E. Jefferson Ave., and in New York at 101 W. 31st St.

Transfilm Inc., N. Y., announces tv availability of "Right Around the Corner," 10-minute film produced for Greater New York Fund.

FILM PEOPLE

Joseph Popkin, production manager, Authors Playhouse, Hollywood, to California Studios, same city, as vice president in charge of studio facilities and operations; **Jess Wilson,** in charge of construction, Goldwyn Studios, Hollywood, moves to California Studios in same capacity.

Robert Edmonds, writer-producer-director, national film board of Canada, and news announcer, Canadian Broadcasting Corp., to Kling Film Productions, Chicago, as director; **Lloyd Bethune,** formerly with WGN-TV Chicago, to Kling.

Robert J. Flatley, formerly with Buchen Co., Chicago, to Kling Film Productions, same city, as account executive.

Milton Geiger signed by TCF Television Productions Inc., Hollywood, to write "behind-the-scenes" segments of new hour-long CBS-TV film series for General Electric.

Jim O'Riley, director, Kling Film Productions, Chicago and Cecelia Fox were married May 29.

Robert C. Dennis, writer-creator, syndicated tv film *Affairs of China Smith* and *Passport to Danger* series, father of boy, Jonathan Robert, May 21.

WKMH
DEARBORN – DETROIT

WKMF
FLINT, MICHIGAN

WKHM
JACKSON, MICHIGAN

WSAM
SAGINAW, MICHIGAN

HEAP BIG HUNK OF RICH MICHIGAN MARKET!

Big wampum here! 80% of Michigan's 6-billion dollar buying power is covered by Knorr Broadcasting Corporation's 4-power-packed stations. And, folks listen, continuously . . . in their homes . . . in their cars . . . to the stations that broadcast what they love most . . . NEWS, MUSIC and SPORTS!



BUY ANY 2 OR MORE OF THESE POWERFUL STATIONS AND SAVE 10% FROM RATE CARD

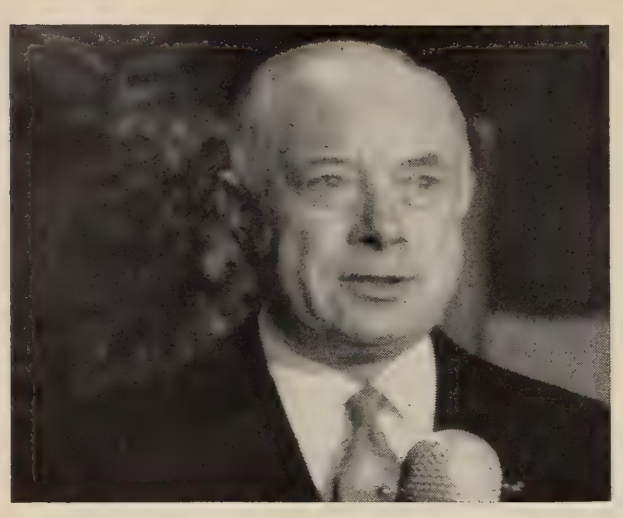
WKMH—Dearborn-Detroit
WKMF—Flint, Mich.
WKHM—Jackson, Mich.
WSAM—Saginaw, Mich.

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You Buy Michigan's Biggest Buying Power Through...

The Community Stations

KNORR Broadcasting CORP.



NBC TAKES STAND AGAINST TOLL TV

Here's how Brig. Gen. David Sarnoff feels about subscription television. This text (here partially condensed), plus appendices, will be filed today (Monday) at the FCC. (See story page 7.)

THE American people now receive, free, the best television service available anywhere in the world. There are more television broadcast stations in the United States than in all the rest of the world combined. There are more television receivers in the United States than in all the rest of the world combined. American television stations offer the American people more television programs and a wider choice of television programming than any other television service in the world.

On April 13, the chairman of this Commission testified before the House Committee on Interstate & Foreign Commerce that during the (post-war) period the television industry has grown from infancy to an industry in which the American people have invested over $10 billion in television receiving equipment and in which the annual volume of television advertising, set sales, servicing and operating combined runs close to $4 billion per year.

The American system of television broadcasting was introduced, has grown into a dynamic industry, and has served the public under the traditional American broadcasting policy of freedom to listen and freedom to look.

It has always been and continues to be the policy of NBC to encourage constructive new developments in the radio-television science, art and industry which serve the public interest. The record of NBC in pioneering network radio broadcasting, black-and-white television, compatible color television and uhf is clear proof of this fact. Based on our 35 years of experience in radio and television broadcasting, we are convinced that national pay-television service is not in the public interest.

The promoters of pay television would change the American system of "free broadcasting" to a restricted system of "paid narrowcasting." Their standard of public interest is "no fee—no see."

The promoters of pay television claim that they want free television to continue. They assert pay television would be merely a "supplementary service"* which would co-exist with the present free service and that "the authorization of subscription television will not detract from but rather will have the tendency to enhance the service now rendered."** These promoters are obliged to take such a position because they know that this Commission would not approve a pay television system if it recognized that the effects of such a system would be the destruction in whole or in part of the overwhelmingly popular American system of free television.

The pay television promoters attack present free television programming with the statement that it is not in fact free because it is paid for by advertisements reflected in the prices of the products. This argument is as absurd as contending that purchases of automobiles and clothing subsidize the press and that, were there no press, automobiles and clothing would cost the consumer less. Of course, it is elementary economics that advertising produces increased sales which in turn make possible increased production, lower costs, and lower prices to the consumer. Moreover, the lower prices are enjoyed by all buyers—those who do not own receiving sets as well as those who do.

Because television has proved to be the most effective advertising medium available to the American public, it has been one of the principal stimulants of an expanding economy based on the traditional American free enterprise system. Television has widened the area of the mass market and this, in turn, has strengthened the processes of mass production and distribution. The result has been an enlargement of the American standard of living and an increase in the efficiency of the whole American economy. And this affirmative value of television is quite apart from television's values in providing diversified entertainment and education without charge to the American public.

Any system of national pay television such as is proposed by the petitioners is incompatible with the economics of continuing the present national free television service to the American people.

Pay television violates the American concept of freedom to listen and freedom to look.

Co-existence between free television broadcasting on the basis of competitive private enterprise, as we know it today, and pay television, as proposed by its promoters, is in our view impractical. We believe that pay television would degrade and ultimately destroy the present system of free television.

Free Television Programming Quality Would Suffer

The greater the circulation of any medium, the greater becomes its advertising value. As applied to television broadcasting, this has meant that as the size of the television audience has increased the free television broadcaster has had more available to spend on improved programming.

The pay television promoters assert that their programs would attract audiences of many millions. Their programs would be broadcast at choice hours to ensure the largest possible cash audience. Since a television receiver can only receive one program at a time, the audiences available for free television during these hours would be diminished by many millions. To the extent the free television audience is diminished, whether in large urban areas or in rural areas, there would be less circulation available to the sponsor. And if there is less circulation available to the sponsor, there would be less money available to stations and networks for free television programming. All this would mean that the quality and quantity of free television programming would decline.

Outstanding Programs and Stars Would Move From Free to Pay Television

Those who offer their services in the entertainment business are affected by precisely the same economic incentives as those who offer their services in any other kind of business. In general, stars, directors, writers, musicians and others sell their services to those in a position to offer the largest financial inducement. Over the years many outstanding stars and programs have shifted from one station to another, from one sponsor to another, and from one network to another because they were offered more money.

The pay television promoters say they would offer better programs because their system furnishes the means to pay more for stars and program material. If this is so, the result would be that any free television star or program material good enough to attract a large audience would be approached by the pay television promoters who could offer more money than free television.

Comdr. McDonald of Zenith has belittled NBC's free presentation of "Peter Pan" by saying that "with the same show on subscription television, and the same audience paying 25 cents per set to watch the attraction at home, the box office would have received $5 million to be divided between the producer, the distributors, and the broadcasting stations."

Not only would McDonald have all Broadway-type performances limited to pay television, he also urges that if such performances are on pay television, the networks be forbidden to compete for the subscription television audience.

If we correctly interpret McDonald's purpose, it is to have this Commission promulgate a rule which would discriminate against free television networks in favor of pay television operators. Clearly, there can be no "Peter Pan" or similar broadcasts on free television in Comdr. McDonald's calculations; nor can it be suggested

* Petition of Skiatron Tv Inc., dated Sept. 13, 1954, page 7.

** Joint substitute petition concerning subscription television of Zenith Radio Corp. and Teco Inc., Nov. 29, 1954, page 9. In this connection, however, it may be noted that Comdr. McDonald of Zenith has always opposed free television.

that "Peter Pan" could have been a better program if the pay television promoters had been able to exact $5 million from the American tv public.

The most popular stars and program material could vanish from free television just as soon as they had demonstrated their drawing power and were attracted by the cash box of pay television promoters. Free television programming would suffer irreparably and the public would have to pay for what it now receives free.

Sports Events Would Move From Free to Pay Television

Already the president of Madison Square Garden Corp. has announced that the public would be expected to pay for the important sports programs now available on free television. He cites as examples: "Boxing championships; the baseball World's Series; hockey playoffs; basketball championships; the Westminster Kennel Club championships; the National Horse Show; the great indoor and outdoor track meets; the Olympic Games; football features such as the Army-Navy game and the various post-season bowl games; the professional football championships and all-star games; the Davis Cup and the Forest Hills championships; the Derby and other great horse races—a list of events of national and international importance that may be expanded."*

Walter O'Malley, president of the Brooklyn Dodgers, whose baseball games are now broadcast on free television, has announced that if pay television is authorized "he was thinking in terms of a 50 cent subscription fee per ball game." And according to Arthur Levey, president of Skiatron, he has already "discussed the matter with Walter O'Malley, of the Dodgers; Horace Stoneham, of the Giants; and Dan Topping, of the Yankees; . . . and they all expressed a keen interest."

Bluntly stated, the pay television promoters are speaking out of both sides of their mouths at the same time. They tell the public they would continue to get the same free programs they now receive and that pay television would be just a "supplementary service." They urge the public to write to Washington endorsing this purely "supplementary service." But these same promoters have already pointed out that should this Commission adopt their proposals vast sums could be obtained from the public by moving programs, such as "Peter Pan" and outstanding sporting events, from free television to pay television.

Further, the petitions these promoters have filed with this Commission carefully avoid any commitment that pay television would not carry advertising. Obviously this omission was not merely inadvertent.

Public Service Programming Would Suffer

Shrinking revenues of television broadcasters and the economic facts of life not only would result in inferior sponsored programs but, as well, would force curtailment and perhaps abandonment of public affairs, cultural and education programs which are now presented by free television. This would be a tragic loss to the public and to the nation.

Nowhere in the extensive presentations made by any of the pay television promoters is there any reference to free public service programming by them. They have made crystal-clear the fact that the only programs they would present are those for which the public would be required to pay cash into slot machines to be installed in American homes—and it is obvious that the program material which would be presented on pay television would consist of programs that would attract the largest amount of cash.

Under the present American system of free television, broadcasters have assumed a public service responsibility to present programs in the public interest even though many of these programs represent substantial expenditures and produce no monetary return. NBC and its affiliates carry, at their own expense and as a public service, addresses by the President and national, state and local government officials. NBC also carries as a public service educational, religious, operatic and other cultural programs. Many of these programs have limited audience appeal, and are not sponsored. NBC bears the very substantial costs of presenting these unsponsored public service programs, including interconnection charges and refunds of revenue to sponsors whose programs have to be canceled to make room for free public affairs programs.

The pay television promoters, while promising all things to all people, carefully limit their promises to all things to all people—for cash. A well-rounded television service should—and under the free broadcasting system does—include programs of information, education, culture and religion, even though these programs may not attract sponsors. But, because there is no cash in such programs, they would not be carried on pay television.

If the stations and networks should be required to compete with pay television promoters, the economics of competition will dictate that funds previously available for public service programming must be diverted to sources which would yield revenue and reduce losses.

One of the greatest contributions that the free television system has made to the public interest has been the strengthening of the democratic processes in this country by helping to create an informed public opinion on important national and international issues. Anything that tends to weaken the free television system would automatically tend to reduce its ability to continue to render this costly and invaluable service.

Motion Picture Producers May Gain Control of Tv Programs

Pay television makes strange bedfellows and the recent alliance between the powerful motion picture interests and the pay television promoters is highly significant. For years the large motion picture companies have refused to make their products available for television. This refusal applied to the old pictures in their vaults as well as to their new products.

On May 24, 1954, a new approach was signaled by the spokesman for the motion picture industry, Eric Johnston, president of the Motion Picture Assn. Mr. Johnston wholeheartedly endorsed pay-television [in an address before the Omaha Chamber of Commerce].

The reason for the abrupt Hollywood turnabout is obvious. Paramount Pictures, promoter of Telemeter pay television, and other motion picture producers, having been legally divorced by the courts from several thousand theater box offices to which they were for so long wedded, are now panting for marriage to cash boxes that can be attached to 35 million television receivers now in American homes.

We believe it would be fatal to the continued dynamic growth of television to enable Hollywood to dominate and control television programming.

It is obvious that the motion picture industry is looking to pay television as an opportunity to collect billions instead of millions of dollars by obtaining direct access to American homes for its products. This new opportunity would be built on the structure which free broadcasting has created. But, in exploiting this structure, pay television would threaten destruction of the whole free television enterprise. And pay television, as administered by Hollywood, would operate without responsibility for balanced and diversified programming in the public interest—a responsibility which the broadcasters have assumed.

It is for the government to determine whether the self interest of the motion picture industry, in seeking these advantages for itself, should override the public interest in maintaining the American system of free broadcasting—a system now bringing great values to the public in service and in fresh concepts of television programming.

Pay Television Would Black-Out Free Television for Millions

There are presently 45 areas throughout the country in which only one television station renders acceptable service. There are about 2 million homes, or more than 6.5 million people, who live in the 45 single station areas. In addition, there are 16 areas which now have no acceptable television service but in each of which there is outstanding a single construction permit for a television station. About 1.5 million people live in these 16 areas. Accordingly, there are now, or soon will be, more than 8 million people who receive all their television service from a single free television station.

No broadcast station is now able to transmit free television programs at the same time it transmits pay television programs. Despite this obvious physical fact, Comdr. McDonald of Zenith, in a letter of March 30, 1955, to all Zenith franchised dealers, blandly proclaims that pay television "will not disturb or replace present-day 'free' programs" and urged his dealers to write to this Commission and their Congressmen and Senators in support of pay television.

None of the pay television promoters even remotely suggests that he would risk any investment of his own to build new stations for pay television. Each of the pay television promoters wishes to utilize, without any investment of his own, the facilities free television has built and supports. If the pay television promoters should be successful, the more than 8 million people living in single station areas would be deprived of *all* free television service whenever pay television programs were broadcast. These more than 8 million people would be forced to contribute to the cash boxes of the pay television promoters for their television programs or have none at all.

Additionally, there are 64 areas in which acceptable television service can be obtained from but two television broadcast stations. About 12.5 million people live in these areas. Whenever one of the two broadcast stations in these areas transmits a pay television program, these 12.5 million persons would lose half of their free programming. And, if pay television is not to be the monopoly of one promoter alone, competing pay television programs could completely black-out all free television service in

* Memorandum from John Reed Kilpatrick, president of Madison Square Garden Corp., to the FCC.

two station areas. The result would be that about 20 million Americans would have their choice of pay television—or *nothing*.

The same principle of reduction in free television by pay television is applicable to all areas irrespective of the number of stations serving those areas. To the extent that any television stations broadcast pay television programs, free television service from those stations would be automatically and completely blocked and television receivers made blind unless the set owner pays his tribute to the pay television promoters.

The suggestion of initially limiting pay television to urban areas would not provide a practical solution to this problem. On the contrary, it would aggravate the problem because it is the concentrated large circulation available only in urban areas which makes possible the costly programs which free television now provides to rural as well as urban areas.

Conclusion

We believe that before the Commission adopts a policy the end result of which might well prove to be the end of the American system of free broadcasting, there are matters of political, economic and social import which should properly be resolved only by the Congress.

Unlike the present free system of television, pay television would come into homes like gas and light and telephone service for which the consumer pays. The rates and other aspects of such public utility services are now regulated by the government. If pay television broadcasting were to be authorized, the public interest may require that it likewise be treated as a public utility and made subject to similar regulation by the government. In such an event the practical difficulties of maintaining part of the American radio and television system free and part regulated would seem almost insurmountable. Such a situation might ultimately lead to government regulation, on a common carrier basis, of all radio and television broadcast services—a result that no one advocates but all must guard against. Only the Congress can set the legal bounds of such regulation.

To the extent that pay television might be financially successful, it would jeopardize the basis for economic survival of a free television system. In these circumstances, free television broadcasters would inevitably be forced by economic necessity to engage in pay television, and this, in turn, would set off a chain reaction which ultimately would mean the end of our American system of free television.

Many years ago I said, "The richest man cannot buy for himself what the poorest man gets free by radio." After almost a half century of service in this science, art and industry, I am proud that we have thus far been able to keep both radio and television free to the American people.

Our American principle of freedom to listen and freedom to look is chiefly responsible for the growth of the most dynamic industry in the world today. It has made the American people the best informed in the world and it has done so without discriminating between the poor and the rich.

It would be tragic for this Commission to authorize pay television to cripple this great democratic medium for the free dissemination of ideas, education and entertainment "to all the people of America." My earnest plea to the FCC is: "Keep American radio and television broadcasting free to the public."

Zenith Signs U-K Pact for Pay-Tv

SUBSCRIPTION tv front last week saw Zenith announce the signing of a contract with British film magnate Sir Alexander Korda for the establishment of pay tv in the United Kingdom and Ireland, and the Phonevision proponent readying its Washington test gear for demonstrations scheduled this week for Washington officialdom [B•T, May 23, 30].

The British plan is, Zenith President Comdr. E. F. McDonald Jr. said, for Sir Alexander to seek government permission to broadcast pay tv programs. He will also make arrangements for the manufacture of toll tv equipment, Comdr. McDonald said. The contract, Zenith said, is similar to that made last year with the Rola Co. of Melbourne, Australia, for the establishment of toll tv in that country and New Zealand.

Zenith will demonstrate pay tv techniques to high government and diplomatic officials in conjunction with the *Washington Evening Star's* ch. 7 WMAL-TV, which three weeks ago received FCC approval to experiment with scrambled video during the morning hours before its regular program day begins. This authorization runs to June 25.

Meanwhile, FCC clerks were filling Volume 44 of the now longest docket case in its history, with mail from the public still running heavily in opposition to toll tv—as it has for the last four weeks. Previously, public comments had been overwhelmingly in favor of pay tv.

Among the communications filed last week was one in favor of subscription tv from Sidney W. Dean Jr., McCann-Erickson vice president.

Mr. Dean suggested that three classes of broadcasters be established: (1) commercial, (2) subscriptions, and (3) educational. He also recommended that channels be assigned in accordance with markets—small population areas, four commercial, four subscription and one educational; large population areas, seven commercial, seven subscription and two educational.

He proposed that all tv be moved to the uhf band, and that subscription tv be given a trial in a few large markets. He estimated that subscription tv revenues might approach $4-5 billion at the end of the second year of pay tv's establishment. He predicted commercial tv's revenues in five to 10 years hence as double the present $1 billion. He estimated that the cost of establishing a national subscription tv service would be about $15 billion.

In its May 31 issue, the *New York Herald-Tribune* devoted two full pages to pay tv, with signed articles by CBS President Frank Stanton, and Zenith President E. F. McDonald Jr., among staff-written pieces.

And, in its June 3 issue, the *Wall Street Journal* featured pay tv on its front page, editorially plumped for a try-out of toll tv with the risks being taken by the entrepreneur.



ENRIQUE JORDA (r), conductor of the San Francisco Symphony Orchestra, discusses with Ampex Corp. officials Wolfe Frank (l) and Harrison Johnston the concert Mr. Jorda auditioned for the U. S. Information Agency as a salute to Genoa, Italy. Ampex tape-recorded the concert as a public service, in cooperation with KEAR San Francisco, the 36th in a series of recorded salutes from U. S. cities to cities in other countries to be distributed by USIA. Mr. Frank soon assumes duties as manager of the Ampex London, England, office; Mr. Johnston is director of Ampex International.

WQXI-TV Atlanta Uhf Quits; Cites Lack of Conversions

WQXI-TV Atlanta, Ga., last week informed the FCC that it was ceasing operation last Tuesday. This now raises to 31 the number of post-thaw tv stations suspending operations, but which have retained their permits.

Robert W. Rounsaville, permittee of the ch. 36 outlet, told the Commission by letter through his attorney that he must take the station off the air, not so much because of the lack of revenue, but primarily because of the lack of uhf conversions in the Atlanta market.

WQXI-TV began full time operation on December 18, 1954, with all local live and film programming since no network shows were available. There are three pre-freeze operating vhf stations in Atlanta, each with network affiliation.

Mr. Rounsaville reported that the total income of the station has not equaled $1,000 per month, with losses exceeding $10,000 per month. He stated that he was taking the station off the air "with the hope that either the Commission or Congress will take some steps to alleviate the situation which uhf broadcasters now find themselves faced."

FCC to Establish File On Tv Field Strength Data

ESTABLISHMENT of a central file for the collection and dissemination of field strength surveys of tv stations was announced by FCC last week as an aid to its staff and the industry. The file will be maintained by the Technical Research Division of the Office of Chief Engineer. Because some data is of competitive commercial value, FCC said, two categories will be maintained, one for use of the FCC staff only and another public.

The Commission explained that the Radio Propagation Advisory Committee, sponsored by FCC and consisting of representatives of industry and other government agencies, is working on uniform measurement standards but at the present there is no one standard as to the methods by which the field strength measurements are to be made or presented. FCC pointed out that the filing of such data does not imply that it has been given any official approval or status. Its usefulness will depend on its intrinsic technical value, the Commission said.

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ENGINEERS COMMEND REALLOCATION PLAN

Comr. Lee's approach to solving uhf-vhf problems is considered good by technical personnel. Big stumbling block: Whether non-broadcast services will be willing to move for the sake of television.

SECOND thoughts cropped up last week among radio engineers on Comr. Robert E. Lee's suggestion two weeks ago that tv be reallocated to 47 channels in the 60-342 mc band, and that fm be moved from its present 100 mc place in the spectrum to the band between 342 and 362 mc.

All agreed that the idea was a logical and a well-thought-out approach to the vexatious problems of vhf and uhf. But . . . how would the other services that now occupy segments within the 54-216 mc vhf tv band take it?

Would the military move? The Navy already has eyes on chs. 2-6 [B•T, Jan. 17].

What about the huge investment by the Civil Aeronautics Authority and the aviation industry in navigational and communications equipment?

How about the huge investments in land mobile services—taxi, police, fire and other non-broadcast radio services?

These were some of the doubts afflicting radio engineers the second week after Comr. Lee's espousal of a reshuffle in the vhf band.

The immensity of coordinating all the services, persuading them that a reallocation was in order and that they should move out of their 10-year-old homes for the benefit of tv brought pessimistic expressions from many contacted by B•T last week.

None wanted their names used, but all were free with questions indicating their doubts that the move could be made.

The gist of these comments follows:

• It's a long term project—maybe 30 years altogether. There is a possibility that some bands might be opened up soon, but would that help the present situation?

• There's a money angle too. If the government services—and that means predominantly the military—move, will Congress appropriate millions to permit the purchase of new equipment? The military isn't going to accept such a move if they aren't sure that Congress will play ball with finances.

• When the aeronautical bands are opened, that gets into the realm of international agreements. Once you open that box, other nations who have just begun developing their radio communications systems will be clamoring for additional frequencies. Can we afford to take that chance?

• Lee's speech was the best argument yet for moving all tv to the uhf bands. His premise was that tv should be in contiguous bands. All right, let's move it all up to uhf. There's plenty of space there.

• Three years ago the Joint Techincal Advisory Committee—a combined IRE-RETMA venture—anticipated this recommendation. But, it recommended that tv be placed in a band beginning at 100 mc and ending at 700 mc.

• Moving fm to a 300-mc band would just about wreck that service. Fm-ers are just barely getting along. They were moved once in 1945 (from 45 mc band to the present 100 mc band). Another move would spell ruin.

Fm Study Sought

Not all the comments were so skeptical.

What is needed, one allocation expert hazarded, is a group to work for the efficient use of the spectrum the way the Hoover Commission task forces study and recommend actions to make the government more effiicent and less costly. It could be done. Undoubtedly over a long period of years. But someone, or some agency, has got to take the leadership and persist until a solution is found. The cost doesn't matter—for the benefits would be overwhelmingly in the public's favor.

Comr. Lee made his suggestion at an engineering session of the NARTB Engineering Conference two weeks ago. He proposed consolidating all tv in the 60-342 mc band, placing fm in 342-362, and reassigning all other services either below 60 mc or above 362 mc.

The Dalles Protest Denied

ECONOMIC protest of Radio Mid-Columbia Inc. against non-hearing grant for the third radio station at The Dalles, Ore., was turned down by FCC last week as without sufficient cause. Radio Mid-Continent, permittee for a new outlet on 1300 kc with 1 kw daytime, complained about an FCC grant on April 14 to The Dalles Broadcasting Co. for 1 kw on 930 kc there, with directional antenna at night. City's existing station, KODL, was founded in 1940 and is assigned 250 w day, 100 w night on 1230 kc, with permit for 1 kw on 1400 kc, directional night.

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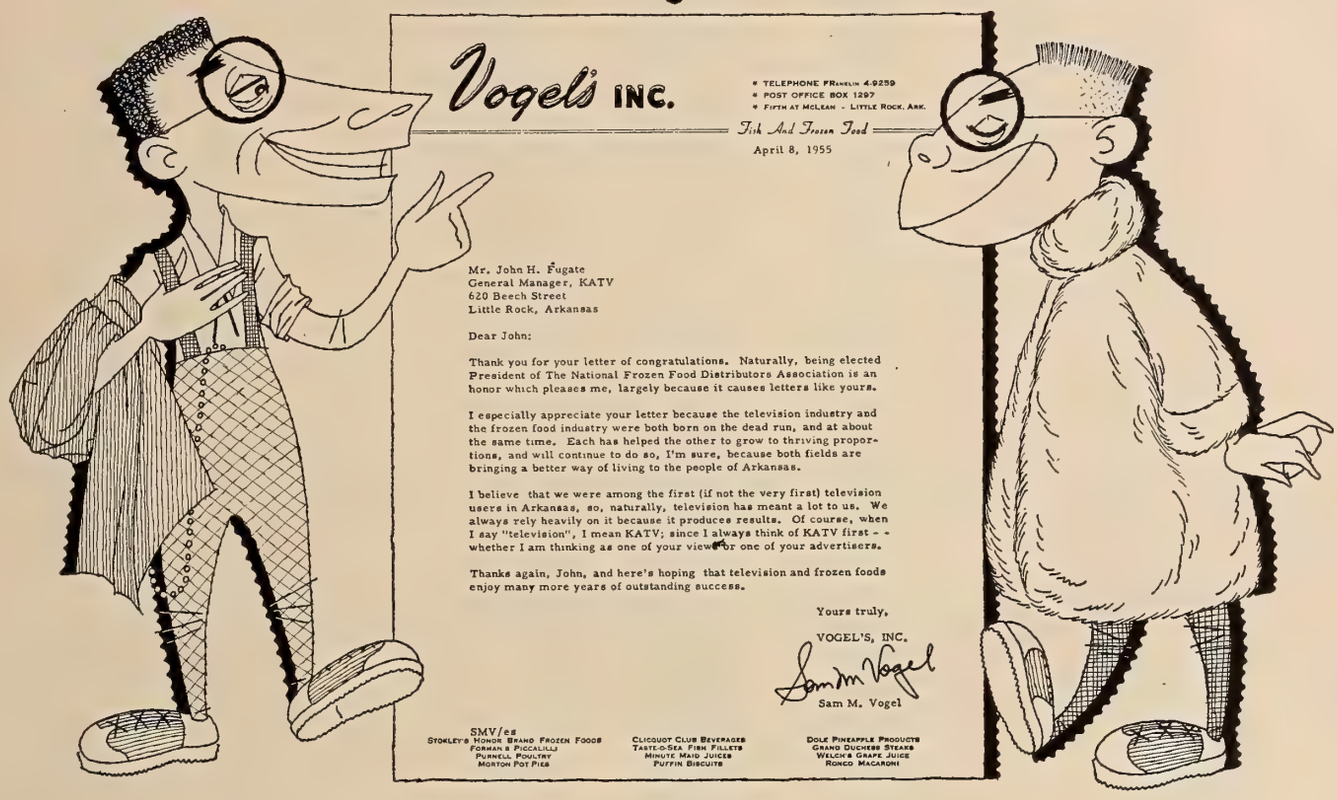
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Fish And Frozen Food

April 8, 1955

Mr. John H. Fugate
General Manager, KATV
620 Beech Street
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Dear John:

Thank you for your letter of congratulations. Naturally, being elected President of The National Frozen Food Distributors Association is an honor which pleases me, largely because it causes letters like yours.

I especially appreciate your letter because the television industry and the frozen food industry were both born on the dead run, and at about the same time. Each has helped the other to grow to thriving proportions, and will continue to do so, I'm sure, because both fields are bringing a better way of living to the people of Arkansas.

I believe that we were among the first (if not the very first) television users in Arkansas, so, naturally, television has meant a lot to us. We always rely heavily on it because it produces results. Of course, when I say "television", I mean KATV; since I always think of KATV first - - whether I am thinking as one of your viewers or one of your advertisers.

Thanks again, John, and here's hoping that television and frozen foods enjoy many more years of outstanding success.

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RONCO MACARONI

"Aw gee . . . does he mean us?"

"Right you are, son . . . Mister Sam M. Vogel, President of the National Frozen Food Distributors Association, tells us that KATV has had a large hand in expanding the wonderful frozen food industry!"

"Man! Those are real cool words from the National President! If KATV can help make a hot item out of such cold stuff . . . just think of what they can do for other advertisers!"

"That's because KATV is the hottest station in a real cool market, son . . . an advertiser just can't go wrong on KATV!"

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PITTSBURGH CH. 11 APPLICANTS MERGE

WWSW Inc., WJAS owner each will hold 50% in new applicant, whose way will be clear for grant. It would be second commercial vhf there.

MERGER of the two Pittsburgh ch. 11 applicants, WWSW Inc. and Pittsburgh Radio Supply House Inc. (WJAS) was announced last week [CLOSED CIRCUIT, April 25], thus assuring an early grant of Pittsburgh's second commercial vhf station.

Subject to FCC approval, *Pittsburgh Post-Gazette* (WWSW-AM-FM) and Pittsburgh Radio Supply House agreed to take a 50% interest each in WWSW Inc. Latter will transfer its am and fm stations to its parent newspaper company. Pittsburgh Radio Supply House will sell the 34-year-old WJAS.

After completion of several intermediate steps, Pittsburgh Radio Supply House will dismiss its application, leaving the field clear for a grant to WWSW Inc. Following the sale of WJAS, it will then take over half of the stock and notes in the reorganized WWSW Inc. Stock will comprise 2,500 shares of Class A and an equivalent number of Class B, the former to be owned by the *Post-Gazette* and the latter by Pittsburgh Radio Supply House. Each class of stockholder will elect three directors with the seventh to be chosen by the other six. Each stockholder also will hold $250,000 in 3½% notes.

WWSW's History

WWSW was founded in 1932 and operates on 970 kc with 5 kw. WWSW-FM operates on 94.5 mc with 20 kw. WJAS is an MBS affiliate on 1320 kc with 5 kw. Pittsburgh Radio Supply House, which also owns WHJB Greensburg, Pa. (620 kc with 1 kw day, 500 w night), is owned by H. Kenneth Brennan and family.

The ch. 11 Pittsburgh hearing began in April 1954 and ended March 21 this year. An initial decision is awaited.

Also awaiting an initial decision are five applicants for Pittsburgh's ch. 4. They are WCAE and KQV Pittsburgh, WLOA Braddock, Irwin Community Tv Co. and Wespen Tv Inc.

The only commercial vhf station operating in Pittsburgh is the Westinghouse-owned KDKA-TV on ch. 2. It is affiliated with all four networks. Westinghouse bought the ch. 2 station (then WDTV [TV]) from DuMont last year for $9.75 million. WENS (TV) Pittsburgh operates on ch. 16 and WQED (TV) Pittsburgh, on ch. 13, is the educational outlet. CPs are outstanding for ch. 47 WTVQ (TV) and ch. 53 WKJF-TV.

Pending before the FCC is a request to move ch. 9 WSTV-TV Steubenville nearer to Pittsburgh and to approve its sale to CBS for $3 million. This move has been questioned by the FCC in a McFarland letter to the station and to CBS.

USIA Schedules New Program To Show U.S. Foreign Policy

A NEW weekly radio program, described as a "factual review of official statements on the United States' position on foreign affairs," was begun by the U. S. Information Agency's Voice of America May 28.

Theodore C. Streibert, USIA director, said the new 15-minute program, *Foreign Policy Review*, is being prepared in cooperation with the Dept. of State and will feature statements by top government officials. VOA will beam the program to all areas of the world each Saturday, he said.

Foreign Policy Review will include recorded excerpts from news conferences and speeches by the President, Secretary of State John Foster Dulles, Cabinet members and members of the National Security Council and other administration officials.

Fallacies Cited In Uhf Boost Plan

AS the FCC readied this week or next to issue its formal notice of rule-making to permit uhf stations to use power up to five million watts—disclosed by FCC Chairman George C. McConnaughey at the NARTB convention two weeks ago [B•T, May 30]—the general consensus of engineers and uhf spokesmen was almost without exception negative.

Gist of the comments elicited by B•T in a spot check with engineers and uhf'ers, was that no uhf station at present could afford the initial cost or the operating expense of running a five megawatt station.

All agreed that powers of that magnitude were capable of being realized with existing transmitters and high gain antennas. In fact, it was pointed out that present 50 kw uhf transmitters, used in conjunction with 40-gain antennas could put out two megawatts. But it was explained, the increase in power would not increase coverage or fill in shadow areas over that now possible with 1 megawatt power to such an extent to make the jump worthwhile. There might be a few isolated cases, it was agreed.

It was felt that the move was another in a series prompted by the FCC to alleviate the plight of uhf. Among these has been the idea of low power stations, restricting antenna sites to within five miles of the principal city, permitting stations to own their own intercity microwave relays, permitting the use of boosters and satellites, and selective de-intermixture. None of these has yet been put into effect.

The only thing power does for uhf, it was pointed out, is to improve the signal within the service area already covered.

In an attempt to equalize vhf and uhf stations, the FCC authorized power differential for the various tv bands. The 1952 Sixth Report and Order which ended the four-year-long freeze established maximum powers of 100 kw for chs. 2-6; 316 kw for chs. 7-13 and 1,000 kw for the uhf channels.

Only two uhf stations are now operating with one million watts. They are WBRE-TV and WILK-TV, both in Wilkes-Barre, Pa.

Hearings Canceled

HEARINGS by the Senate Communications Subcommittee on two bills (S 1549 and 1456) empowering FCC to fine nonbroadcast stations for rule violations and amending certain Communications Act sections related to common carriers, respectively, scheduled for last Wednesday-Thursday, were canceled temporarily because of the extension of hearings by another subcommittee on natural gas matters. Chairman John O. Pastore (D-R.I.) has indicated hearing on S 1648, amending Sec. 309 (c) protest provision of Communications Act, will follow soon after hearings on S 1549 and 1456.

KMPC

the one-station network in southern california



You could buy 38 Stations in Southern California and still not get the great KMPC coverage.

Sales Manager's Dreams Come True

As of now, every available time-spot on KMPC has been sold 100%! That's because KMPC consistently and continually does the best selling job in the vast and prosperous Southern California area. Of course, the "Sold Out" situation may vary from day to day and good time opportunities on KMPC open up.

Therefore, to you good sponsors who want to sell—fast—although KMPC may not have open the exact segment you desire today, come aboard and we'll do our best to fit you in your preferred position as fast as time opens up.

KMPC 710 KC LOS ANGELES

50,000 watts days **10,000 watts nights.**

GENE AUTRY, President, R. O. REYNOLDS, Vice Pres. & Gen. Mgr.

Represented Nationally by A. M. Radio Sales

Chicago • New York • Los Angeles

FCC Proposes to Recall Des Moines Educ. Vhf

Commission plans rule making to make ch. 11 there available for commercial use. Comr. Hennock dissents, says it would presage 'piecemeal destruction' of reservation.

RULE-MAKING proceeding to remove the educational reservation on ch. 11 at Des Moines —the first such action by FCC since establishing the educational, noncommercial channels in the 1952 Sixth Report & Order—was proposed by the Commission last week upon petition by ch. 17 KGTV (TV) there.

The proposal drew a sharp dissent from Comr. Frieda B. Hennock, who described it as a "major blow" to educational tv and which "should be opposed by all public service and educational groups alike at this crucial time in the development of educational tv."

Should the proposal be adopted, the notice said, ch. 11 would be open for contest by all qualified commercial applicants. FCC turned down KGTV's request that the notice include a show cause order which would require the uhf station to switch to ch. 11, thereby giving it exclusive access to the vhf facility. FCC said the educational reservation could be switched to ch. 23 as well as KGTV's ch. 17, thereby removing any compulsion factor in the station's decision to remain on the facility or seek another channel.

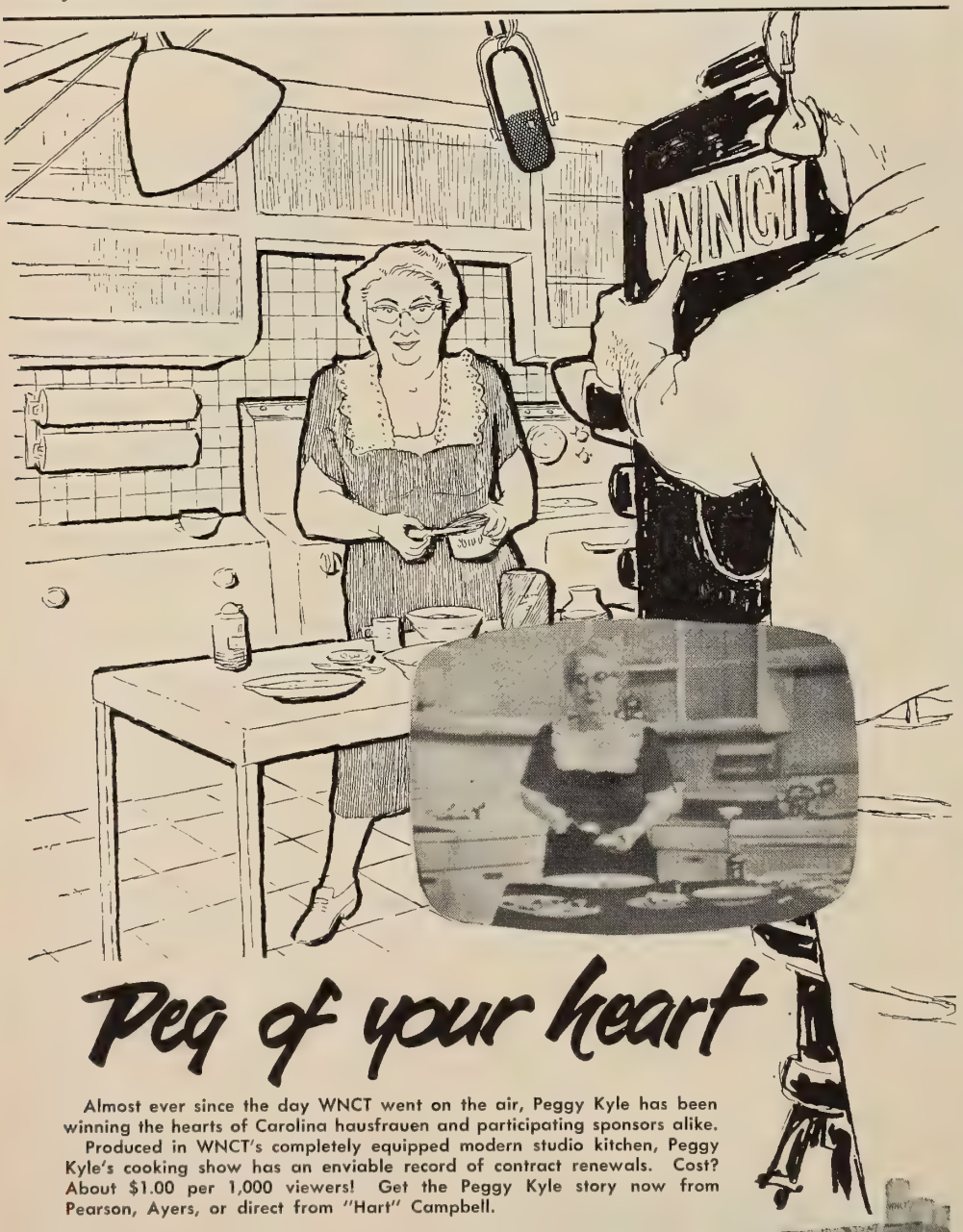
FCC also turned down KGTV's request for interim operation on ch. 11 pending outcome of the rule-making proceeding. The majority notice said such interim operation might be considered prejudgment of its ultimate decision in the ch. 11 case.

Comments on the ch. 11 proposal are due July 1, FCC said, with replies 10 days later. The majority report was adopted by Chairman George C. McConnaughey and Comrs. E. M. Webster, Robert T. Bartley, John C. Doerfer and Robert E. Lee.

KGTV has suspended operation on ch. 17. WHO-TV is operating on ch. 13 while KRNT-TV is under construction on ch. 8. No applications are pending for either ch. 11 or ch. 23, FCC said.

In her dissent, Comr. Hennock commented that "the interest of commercial broadcasters in usurping vhf channels reserved for educational use is no cause for surprise. It is extraordinarily surprising, however, that the Commission, pledged to a policy of a nationwide reservation of educational channels, has at this time . . . taken the retrogressive step which in essence invites the piecemeal destruction of the educational reservation."

Miss Hennock claimed that "in departing from this basic policy today, the Commission clearly must be charged with the knowledge that by its present action numerous commercial broadcasters will be encouraged to follow the example of this applicant in the hopeful anticipation that the Commission will continue to let down the barriers it has up until now maintained against encroachment of the educational reservation."

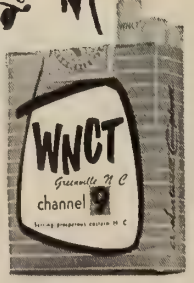


Peg of your heart

Almost ever since the day WNCT went on the air, Peggy Kyle has been winning the hearts of Carolina hausfrauen and participating sponsors alike.

Produced in WNCT's completely equipped modern studio kitchen, Peggy Kyle's cooking show has an enviable record of contract renewals. Cost? About $1.00 per 1,000 viewers! Get the Peggy Kyle story now from Pearson, Ayers, or direct from "Hart" Campbell.

PRIMARY CBS AFFILIATE **WNCT** Greenville ★ N. C. channel 9



100,000 watts full time
A. Hartwell Campbell, Gen. Mgr.
JOHN E. PEARSON CO., NAT'L. REP. ● JAMES S. AYERS, S.E. REP., ATLANTA

Uhf KJEO (TV) Criticizes De-Intermixture Opponents

UHF CH. 47 KJEO (TV) Fresno, Calif., last week charged that the opposition of the Central California Educational Tv Committee to its petition requesting "de-intermixture" in the Fresno area by substituting ch. 12 for reserved ch. 18 was generated by Paul Bartlett, principal stockholder of KFRE there, and J. E. Rodman, former principal owner of KFRE.

KFRE and KARM Fresno, are competitors for ch. 12 at Fresno. Initial decision favoring KARM was issued last August.

KJEO charged that Messrs. Bartlett and Rodman misrepresented and misinformed the educational committee that the FCC would not permit any changes in the channel assignment nor de-intermix the channels at Fresno and that KJEO's petition to de-intermix was not sincere and was only done to delay the ch. 12 grant. KJEO charged that Mr. Rodman was an interested party because of the indebtedness to him by KFRE.

KJEO asked the Commission for an opportunity for all interested parties to make a showing that de-intermixture of the Fresno area would be in the public interest.

WLOL Sale Approved

FCC has approved the sale of WLOL Minneapolis, Minn., for $300,000 from Independent Broadcasting Co. to BFR Broadcasting Corp. [B•T, May 2]. The BFR Broadcasting Corp. comprises N. L. Bentson, Edmund Ruben and Joe Floyd, each owning one-third interest. The same interests own ch. 11 KELO-AM-TV Sioux Falls, S. D., and KDLO-TV Florence, S. D. Independent Broadcasting is headed by Ralph L. Atlass, president and general manager of WIND-AM-TV Chicago.



Is This "COVERAGE"?



YOU'RE HALF NAKED IN NEBRASKA COVERAGE
IF YOU DON'T REACH LINCOLN-LAND —

42 rich counties with a population of 642,250 — 207,050 families. *KOLN-TV reaches over 125,000 families unduplicated by any other station!*

The KOLN-TV tower is 75 miles from Omaha! This Lincoln-Land location is farther removed from the Omaha market than is Cincinnati from Dayton, Buffalo from Rochester or Lancaster from Philadelphia.

AM — TV — FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

KOLN-TV COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET

CHANNEL 10 • 316,000 WATTS • LINCOLN, NEBRASKA

ABC CBS DUMONT

Avery-Knodel, Inc., Exclusive National Representatives

Examiner Favors WTIC For Hartford Vhf Ch. 3

INITIAL DECISION proposing to grant a new tv station on ch. 3 at Hartford, Conn., to WTIC-AM-FM there and denial of the bid of Hartford Telecasting Co. was issued last week by FCC Examiner Fanney N. Litvin.

The examiner concluded that neither applicant could be preferred on the basis of experience in radio broadcasting; staff proposals; studio and facilities, but that Hartford Telecasting Co. would be preferred on the ground of diversification of control of mass media of communication. Preference must be given to WTIC, the examiner said, because of local ownership; participation in community affairs; integration of ownership and management; preparation for tv, and proposed programming, which outweighs the desirability of diversification of mass media of communication.

The examiner concluded that all charges made during the hearing alleged to be detrimental to the opponent had not been sustained.

WTIC had charged that George C. Cameron Jr., 24.2% stockholder of Hartford Telecasting, had failed to understand and fulfill his duties as licensee and principal stockholder of KOTV (TV) Tulsa, Okla., when that station was owned by him. WTIC had further charged that the programming of KIST-KEYT (TV) Santa Barbara, Calif., and KOTV reveal important and significant differences from the program proposals of Hartford Telecasting, and from program commitments made by them to the FCC.

Harry C. Butcher, former naval aide to General Eisenhower during World War II and one time Washington CBS vice president, is owner of KIST and minority stockholder of KEYT (TV). Mr. Butcher is president and 24% stockholder in Hartford Telecasting.

On the other hand, Hartford Telecasting charged that Travelers Insurance Co., parent corporation of WTIC, economically dominates the Hartford area through the ownership of stock in other insurance companies, banks, public utilities, railroads and industrial companies, through its investment and deposits of money, and through interlocking directorates. Hartford Telecasting had also accused four officers and directors of Travelers Insurance of having given perjurious testimony.

Whitefish Bay Ch. 6 Proposed For Independent Television

INITIAL decision proposing to grant ch. 6 at Whitefish Bay, Wis., to Independent Television Inc. was announced last week by FCC Hearing Examiner J. D. Bond, signalling close of a lengthy contest for the Milwaukee area facility.

Former contestant Hearst Corp., operator of WISN there, withdrew from the ch. 6 competition upon purchase of ch. 12 WTVW (TV) Milwaukee for $2 million from Milwaukee Area Telecasting Corp. The original ch. 12 firm was a merger of four original applicants.

Way was cleared in April for the proposed grant to Independent when WMIL Milwaukee dropped its ch. 6 application in an agreement assuring it $25,000 as partial re-payment of its litigation expenses. Independent is comprised of local businessmen headed by hosiery and underwear manufacturer Jack Kahn.

Broadcast Bureau Defends Saul Haas

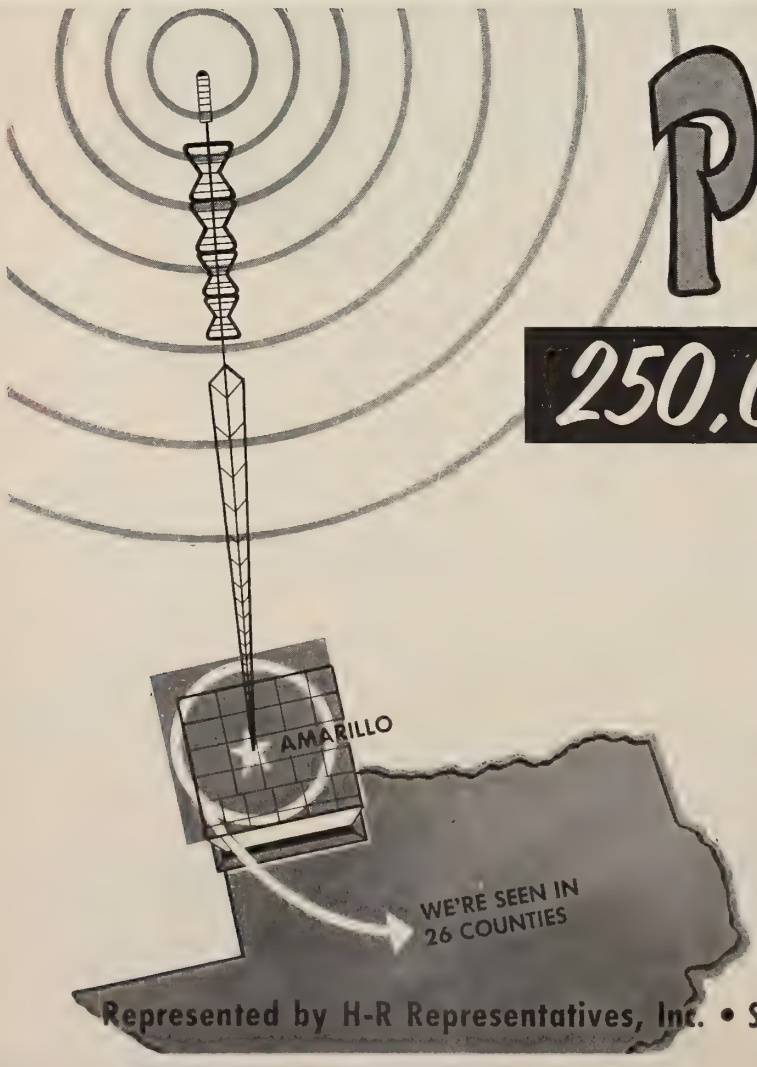
FCC Broadcast Bureau last week came to the defense of Saul Haas, chief owner of KIRO Seattle, in its exceptions to an examiner's initial decision in the Seattle ch. 7 television contest.

Although not disputing the examiner's ultimate conclusion that KIRO should be favored over competing bids by KXA and KVI there [B•T, April 11], the Broadcast Bureau said the examiner's determinations about Mr. Haas personally "are not supported by the record."

The Broadcast Bureau disagreed with the examiner's conclusion that Mr. Haas "had used his public position" as a U. S. Collector of Customs 20 years ago "for private gain" of ownership in the station while conferring with Charles Thomsen, KIRO stockholder, on a tax case. The Bureau also disagreed with the examiner that Mr. Haas' fuzzy recollection of details 20 years ago constituted evasive testimony. The Bureau said if the alleged misconduct were true, the proposed grant to KIRO "would constitute gross error."

Treasury Investigation Cited

The Broadcast Bureau admitted that the record concerning Mr. Haas' acquisition of KIRO stock "is contradictory and susceptible to varying interpretations," but pointed out that it clearly shows he did not undertake nor secure any special consideration for Mr. Thomsen in his tax problems. The brief commented this conclusion is fortified by the Treasury Dept.'s own "thorough" investigation of the same charges.



POWER

250,000 Watts of it!!

NEW AUDIENCE BORN! We've boosted our power to 250,000 watts. Here, where the terrain is flat for miles and miles around, that's important. It means we have a big, brand-new audience.

Plus that, we've added new facilities, experienced personnel, new merchandising services to help you sell. Our representatives will show you how costs-per-thousand hit the skids when you use KFDA-TV.

KFDA-TV

CHANNEL 10 — AMARILLO, TEXAS

CBS INTERCONNECTED ABC

Represented by H-R Representatives, Inc. • Southern Representatives — Clark Brown Co.

Biloxi Ch. 13 Applicants To Be Heard There By FCC

INQUIRY into the background and reputation of principals in both applicants for ch. 13 at Biloxi, Miss., will be held on home ground and not Washington, FCC ruled last week upon request of one contestant, WLOX Biloxi. In order to help expedite the proceeding, involving bids of WLOX and WVMI, FCC agreed that the further hearing will be held in Biloxi "at the earliest date practicable."

In February, the Commission reopened the ch. 13 case and remanded it to a hearing examiner for a new initial decision based on the further evidence ordered to be obtained [B•T, Feb. 28]. An examiner originally had proposed to grant the facility to WVMI and deny the competitive bid of WLOX [B•T, July 12, 1954].

FCC noted that Edward Ball, a 1.5% stockholder in WVMI, will receive 55% of the stock as security in return for lending the station money to build the tv station. The Commission said it wanted more information on this agreement. The Commission also said it desired information about the general reputation of Mr. Ball and J. S. Love Jr., president and 44.6% owner of WLOX. Both have local hotel interests and issues concerning state gambling and liquor laws have been raised in the case.

ANPA Board Tells Slocum To Fight Antitrust Suit

BOARD of the American Newspaper Publishers Assn. has instructed its president to fight the Dept. of Justice antitrust suit filed last month in the New York District Court [B•T, May 16].

In a brief resolution, the board instructed President Richard W. Slocum (*Philadelphia Bulletin*-WCAU-AM-FM-TV) to "take such steps as he may deem necessary, including legal procedure, to respond to the charges in the suit."

Deadline for filing answers to suit, brought against four other media organizations, has been extended to July 5.

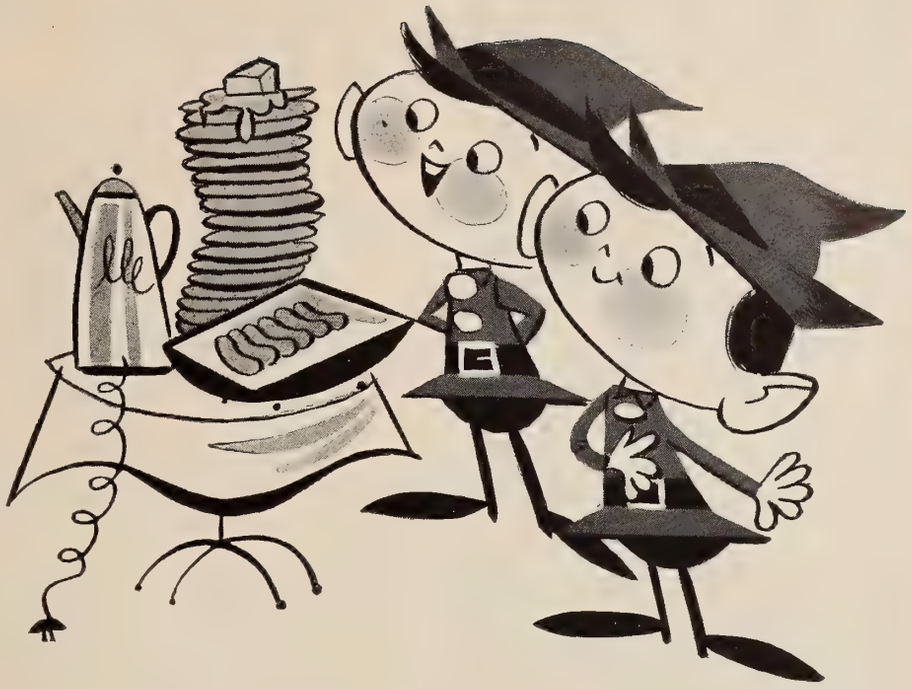
The government's complaint charged that ANPA, Publishers Assn. of New York City, Associated Business Publications Inc., Periodical Publishers Assn. of America and Agricultural Publishers Assn. conspired to restrain trade in adopting an advertising agency recognition system and in requiring the charge of 15% agency commission as an element in such recognition.

Kefauver Says Tv Hearings Indicated Delinquency Effect

SEN. ESTES KEFAUVER (D-Tenn.) last week said that in hearings held by the Senate Juvenile Delinquency Subcommittee, of which he is chairman, it was "indicated" that "the excess of crime and violence shown on the television screen tended to make a child immune to human suffering and could lead to delinquency."

Sen. Kefauver made the statement in announcing forthcoming hearings in Los Angeles (June 14-16) on "crime and horror" movies. The subcommittee's hearings on tv programming as a possible factor in juvenile delinquency ended in April [B•T, April 11]. Earlier hearings were held during the 83d Congress [B•T, Oct. 25, June 14, 1954].

A special report by the subcommittee on tv programming is scheduled to be released "in the near future," Sen. Kefauver said.



HUNGRY FOR SALES?

— then here's food for thought about Buffalo —

WGR-TV is proved in survey after survey to be the "favorite" station. In the 24 weekday quarter hour segments from 6 PM to midnight, WGR-TV leads in 17. WGR-TV delivers your audience. (Pulse)

WGR-TV Buffalo, completely serves the nation's 14th largest market. Covers 470,436 "able to buy" homes in Western New York State plus a bonus of 443,349 Canadian set-owning friends.

Serve yourself some sales . . . sell Buffalo thru

WGR-TV

CHANNEL 2 BUFFALO

NBC BASIC

REPRESENTATIVES — Headley-Reed
In Canada — Andy McDermott-Toronto

Reserve
Your TV Space today
in the
1955–6
TELECASTING
YEARBOOK & MARKETBOOK
Deadline: July 5
Publication Date:
Mid-August

GUAM TV DISPUTE MAY GO BEFORE FCC

FIGHT of Harry Engel's KUAM Guam to stop construction of a military "morale" tv station on ch. 8 there appears slated for review by the full FCC later this month as the armed forces last week undertook "re-evaluation" of their controversial project [B•T, May 30].

Involving such basic issues as the historic conflict over the "dual authority" for assignment of the radio spectrum between FCC and the Interdepartmental Radio Advisory Committee, the KUAM protest also concerns charges of government competition with private business.

KUAM complained that the military tv station, to be installed by the Armed Forces Radio Service and operated by the Air Force on its base in Guam, will constitute unfair competition. KUAM pointed out that the tv outlet will use kinescopes of regular tv network programs, including commercials, and will capture the military market in Guam. This market already is served by numerous movie and other recreational facilities, KUAM said, and is the radio station's principal listener group.

Mr. Engel's station already has explored establishment of a commercial tv station in Guam, it was learned, but such an outlet is not practical from an economic standpoint at this time because of the high costs of transporting films to and from the island, located nearly on the opposite side of the globe. The military is not faced with the same cost problem, it was noted, since the films are supplied at no cost.

Mr. Engel told the Commission and military representatives during an informal meeting a fortnight ago, it was reported, that certain national advertisers on KUAM have said they would cancel their radio advertising if they get a free ride into Guam via the kinescopes on the military tv outlet.

KUAM: Free Enterprise

Mr. Engel wrote FCC it would be unfair to allow the government tv station to put KUAM out of business in view of the overriding policy to make Guam self-sufficient on a free-enterprise, local business basis. KUAM claims it has contributed substantially to this business growth.

AFRS officials have pointed out that their policy historically has been not to compete with commercial broadcasters in making their radio or tv installations both in the U. S. and abroad. However, this policy has followed that of FCC in which radio and tv are considered as two separate media, one not being protected from the other, they noted, with the Guam case posing a new problem. An AFRS radio station at Guam was closed down when KUAM took the air, it has been pointed out, in compliance with this AFRS policy.

AFRS policy not to allow its tv stations to compete with any commercial tv operation was established with the first military morale tv outlet at Limestone Air Force Base in Maine in 1953. The question was posed in behalf of local interests by Sen. Margaret Chase Smith (R-Me.) and the no-competition policy was set forth in a reply by Brig. Gen. Joe W. Kelly, Air Force Director of Legislative Liaison, who also indicated the Maine venture constituted a test for possible use in other isolated areas.

In the U. S. and its territories, the channels used by the military are assigned by IRAC with FCC allowed to comment. When IRAC first assigned ch. 8 for use in Guam by AFRS, FCC raised no objection since there was no commercial tv bids pending there which would cause conflict.

AFRS reported that the Limestone installation, a low power station on ch. 8, programs 72-75 hours weekly, of which some 60 hours constitute rebroadcasting of network kinescopes. The remaining hours include training programs, some live, and other film material. This is about the most extensive operation to date, AFRS indicated.

AFRS has had a low power uhf booster outlet in operation about a year at White Sands, N. M., picking up ch. 4 KROD-TV El Paso. At Inyo-Kern, Calif., site of a Navy test center, an AFRS installation picks up Los Angeles tv outlets and routes them via closed circuit in the base area, AFRS said. This unit has been operating three years.

A fourth AFRS outlet in the the U. S. is in the "process of procurement" at Fort Huachua, Ariz., on the Mexican border, AFRS related. This also is slated as a closed-circuit operation, it was said.

Besides the Guam station, AFRS reported seven overseas installations, all low-power tv stations on either chs. 8 or 10 which now are on the air or under construction. A 50-w station has been operating at the Air Force base in the Azores since last October while a similar unit has been on the air at Wheelus Field, Tripoli, since December, it was related. A 50-w station began at Keflavik, Iceland, in early March and a fortnight ago a similar station commenced at Thule, Greenland. At Dhahran, Saudi Arabia, a 50-w outlet is "just getting underway," AFRS said.

July 3 is target date for commencement of the AFRS tv station at Kindley Air Force Base in Bermuda where, as in Iceland and Saudi Arabia, special technical precautions are being taken to prevent civilian reception of programs because of local censorship restrictions.

A 200-w tv outlet is projected for Okinawa, to be Army operated, with a power boost planned later to provide island-wide coverage.

Kinescopes of the top network shows are provided to AFRS by the four tv networks after clearance from advertising agencies and sponsors. Union regulatons prevent deletion of the commercial portions of the programs, it was noted.

CBS sends three prints of each show for a total of 300 kinescopes weekly, while other networks send prints of their top shows. The kinescopes go from one AFRS station to another on round robin basis.

Chicago Mayoralty Opponents Reveal Radio-Tv Time Outlays

THE HIGH COST of campaigning was brought home to the citizens of Chicago last week when Mayor Richard Daley and his defeated GOP opponent, Robert E. Merriam, revealed their political expenditures for the recent mayoralty election.

Mr. Merriam reported advertising outlays of $95,000, which included $35,000 for tv time and talent and $16,000 for radio, and an overall cost figure of $409,000 for the primary and election drives. The television outlay included a daily program with Mr. Merriam, while the radio tab covered 28 five-minute programs and 690 spot announcements. Expenditures were handled through Citizens for Merriam group.

Mayor Daley scoffed at a Merriam claim he had spent over $1 million on campaigning and estimated his cost at between $450,000 and $500,000. He noted that Mr. Merriam "relied heavily on expensive television programs, which we did not have."

Simultaneous with their reports, Jack Russell & Assoc., Chicago talent counseling office, announced it will serve as agent for Mr. Merriam's services in radio and television.

FM MULTIPLEX PLAN EFFECTIVE JULY 1

FM STATIONS must put their functional music operations on a multiplex basis effective July 1, FCC ruled last week, if they wish to offer such service on a fulltime basis.

Turning down a petition by WWDC-FM Washington to reconsider its new fm rules regarding functional music and multiplex programming, FCC reaffirmed its earlier ruling that the background music service is not "broadcasting" under the provisions of Sec. 3(c) of the Communications Act. Therefore, FCC said, such supplemental service must be aired by multiplex, as a subsidiary service to the fm station's regular program fare, if it is to be provided on a fulltime basis.

According to the Commission's new fm rules, however, background music service may be continued on a simplex basis for another year during all hours except the minimum weekly 36 hours during which a regular balanced program schedule must be maintained [B•T, March 28]. It is this 36-hour exception which prompted WWDC-FM to ask for reconsideration in view of the rule's effect on the present simplex background music business.

Originally, the new rules were to take effect June 1, but this deadline was stayed pending consideration of the WWDC-FM plea.

No New Information

In turning down WWDC-FM's petition, FCC said no new argument was presented that the Commission had not already taken into account in its previous deliberation on what constitutes "broadcasting." FCC noted that the background music service, "while capable of being received by the general public, was not so intended" and said such operations "are essentially geared and directed to reception by the commercial institutions, stores, transit audiences or other subscribers involved."

Concerning WWDC-FM's request that the rules be modified to permit fm stations engaging in functional music operations to request a hearing on the question of whether such operation is in the public interest, FCC explained that its new rules were adopted after extensive rule making proceeding in which all interested parties had "ample opportunity to present their views to the Commission." FCC noted "voluminous comments were filed," including those from WWDC-FM, and "to permit any licensee at this stage to request a hearing with respect to its individual operation would merely nullify the results of this extensive proceeding."

FCC's opinion was endorsed by Chairman George C. McConnaughey, and Comrs. E. M. Webster, Frieda B. Hennock, Robert T. Bartley and Robert E. Lee. Comr. John C. Doerfer voted to grant the WWDC-FM petition.

Meanwhile, on the eve of the Commission's action, WPEN-FM Philadelphia petitioned for reconsideration of the fm rules on grounds comparable to those advanced by WWDC-FM. FCC has not acted on this pleading. WPEN-FM pointed out that despite claims by Multiplex Services Corp. that its equipment is available in 30 to 90 days on firm order, such equipment has not been "sufficiently field tested."

WPEN-FM argued it will cost between $20,000-30,000 to convert its functional music operation to multiplex and is willing to do so when equipment is ready, but doesn't feel the issue should be rushed since it has been under consideration for several years. Immediate disruption of the present service is "unreasonable," WPEN-FM claimed, and may cause financial and program impairment generally in that area.

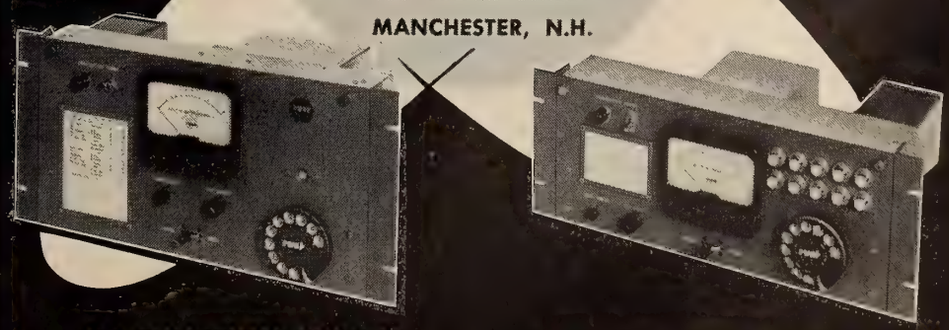
ADVANCED

DESIGNS IN REMOTE CONTROL

OUTMODE ALL OTHERS!

Here's the most advanced remote control units for radio station transmitters ever devised. Rust Industrial, pioneers in the field, now offer two new systems that give you performance and dependability never before achieved! Proven in actual operation in both full time directional and non-directional stations, where continuous operation is paramount, these systems are custom-engineered to each station's requirements . . . and complete in every respect. Write about these advanced systems today. Start saving thousands of dollars tomorrow!

RUST
industrial co., inc.
130 SILVER STREET
MANCHESTER, N.H.



24 FUNCTION SYSTEM
Recommended for use in directional and multi-transmitter installations where up to 24 control and metering functions are required.

10 FUNCTION SYSTEM
Recommended for use in non-directional installations where no more than 10 controls and metering functions are required.

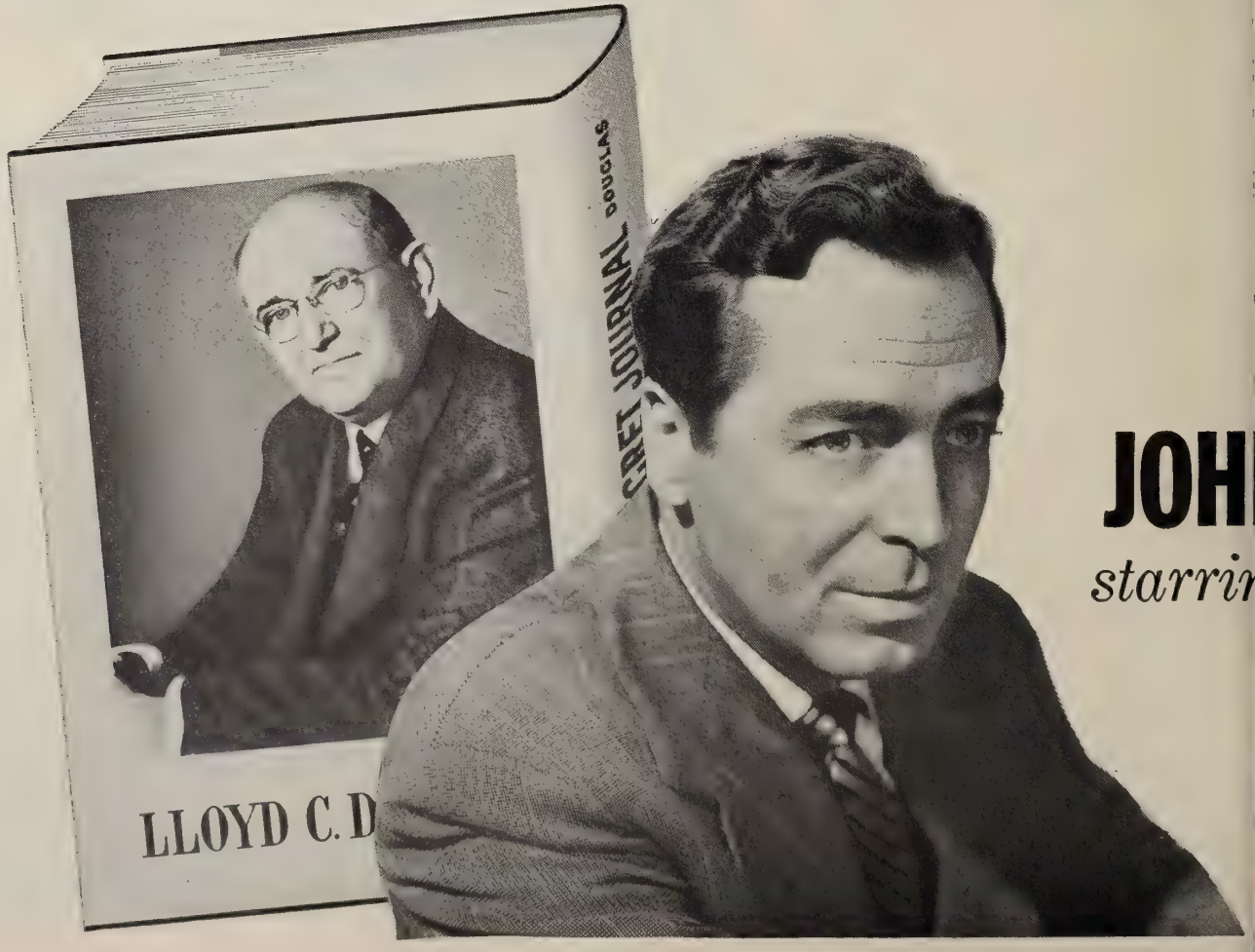
CALL, WIRE OR WRITE FOR FREE CATALOGUE!

NOW

from the pen of one of the most inspiring writers of

LLOYD C. DO

"DR. HUDSON'S SECR



JOH

starri

e first time on television.....

of me...

OUGLAS

ET JOURNAL"

HOWARD

s Dr. Wayne Hudson

Produced by Eugene Solow and Brewster Morgan

Made expressly for local and regional sponsors— a brilliant, new series of dramas taken from the best seller by Lloyd C. Douglas, famed author of "Magnificent Obsession" and "The Robe" (2nd highest gross in film history).

39

half-hour films

to enthrall the tens of millions of Douglas fans everywhere. Immediately available from

MCA TV

Film Syndication

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NEW YORK • PHILADELPHIA • PITTSBURGH • ROANOKE • ST. LOUIS • SALT LAKE CITY • SAN FRANCISCO • SEATTLE • TORONTO • LONDON • PARIS

GRAHAM SAYS PUBLIC SHOULD FINANCE POLITICS

Newspaper publisher calls for public service campaign by The Advertising Council to help support the activities of candidates for elective office.

THE USE of public service advertising to solve the problem of financing political campaigns was proposed last week by Philip L. Graham, publisher of the *Washington Post & Times-Herald* (WTOP-AM-FM-TV) and board member and former chairman of The Advertising Council.

Addressing a U. of Chicago School of Business dinner in Chicago Wednesday, Mr. Graham advocated a public service advertising campaign to inform the public that individuals should, in the interests of "good citizenship," contribute money to the political party or candidate of their choice.

Mr. Graham said the Advertising Council could conduct such an educational advertising campaign which would stress to each citizen that it is his "duty" to support with a contribution his party and candidates. He cited a Gallup Poll taken after the 1954 elections which showed, he said, that while only one person in 20 made a political contribution, the same poll showed that 33% of U. S. families (some 16 million families) would have contributed $5 each if they had been asked—which would have totaled $80 million.

He cited three "important" sources of political contributions which he said tend to give elected officials undesirable obligations or make them dishonest: (1) the underworld; (2) special interest groups, including foreign interests, and (3) those hoping to be appointed to high offices. He also criticized present "unenforced, hypocritical" federal laws limiting political campaign expenditures and contributions to "unrealistic" amounts.

He said legislative proposals for "free" or government-subsidized radio and tv time are superficial and will only create "new problems." He praised the efforts of a Senate Elections Subcommittee headed by Sen. Thomas C. Hennings Jr. (D-Mo.) to "write more realistic laws about political contributions," calling the subcommittee's activities "some of the most constructive work in many years."

Mr. Graham said his proposal to educate the public to make political contributions "can be accomplished quickly enough to be effective in the 1956 campaign."

He said that through radio and tv, magazines and newspapers, billboards, car cards and other media the "average American" can be taught "the importance of good government" and to respect those in political life. He predicted the political financial problem will continue to grow because of "our growth in population and growth in power of communications."

Mr. Graham had told a reporter earlier that he talked over the plan with the chairmen of the Democratic and Republican National Committees and that both were enthusiastic.

New York Press Backs Stanton 'Free Time' Plan

A SYMPATHETIC reception greeted CBS President Frank Stanton's proposal for free network time to political candidates [B•T, May 30], in widely divergent segments of the New York press.

Dr. Stanton had proposed that the Communications Act governing equal time to qualified political candidates be modified to permit CBS to air a series of "Lincoln-Douglas" debates between the presidential candidates of the two major political parties.

The *New York Post* was first to comment. On May 25, the *Post* editorially concluded that Dr. Stanton's proposal "warrants real study and debate" because "what Stanton is proposing essentially is that tv be allowed to accept the reality that we live under a two party system." By "clinging to the fetish of free time for everyone," the paper said, "we are in fact denying free time to anyone; with the inequality of financial resources that now exists, we may well be getting 'one party' tv before we are through." The *Post* noted no newspaper felt obliged to provide equal space for views of the Greenback candidate or the Vegetarian leader—"Stanton has a case when he says tv ought to be allowed to inhabit the real world, too."

To the *New York Daily News* (WPIX [TV] New York) Dr. Stanton's statement "makes sense." After describing the Stanton proposal, the paper on May 26 observed: "We think Congress should consider amending the law in some such way. This is a two party country, where third parties—to say nothing of eighth or 18th parties—never have amounted to much. Why not recognize that fact, and revise the law to fit it?"

That same day, the *New York Times* (WQXR-AM-FM New York) in a news story bylined by James Reston noted that President Eisenhower now is on tv via his weekly news conferences and asked: "Could he increase the number of news conferences during the campaign and thus be on a free tv national network two or three times a week while the Democrats had no such opportunity of equal time?" Suggested by Mr. Reston: appointment of a presidential commission with public, broadcasting company, FCC and major party members to explore the free time problem and come up with recommendations before emotions of the campaign are underway.

Jack Gould in the *Times* on May 29 went further than Dr. Stanton:

"It is time that Sec. 315 [of the Communications Act] were re-examined with a view to allowing the broadcaster to make his own journalistic decisions. If he is not deemed qualified to do so, then it can only be asked by what standard did the FCC give him a license in the first place."

Mr. Gould, however, took a dim view of Senate Interstate & Foreign Commerce Committee Chairman Warren G. Magnuson's (D-Wash.) suggestion that broadcasters should be required to donate some fixed amount of time to qualified candidates. That, the radio-tv columnist said, is not unlike saying a newspaper ought to contribute columns to politicians with no voice on the use of the columns.

KOVR (TV) Asks S. F. Move

KOVR (TV) Stockton, Calif., has asked the FCC to move its studio to San Francisco. It claimed that it was not able to make out under its present assignment (it said it was more than $400,000 in the red after six months of operation; it cost more than $1 million to build) although it emphasized that its technical facilities were superb. KOVR, owned principally by radio manufacturer H. Leslie Hoffman, broadcasts on ch. 13 with 316 kw, from an antenna 3,162 ft. above average terrain on Mt. Diablo. The station now covers San Francisco-Oakland-Sacramento-Stockton area. The station said permission to move its assignment to San Francisco would help Stockton stations and Sacramento stations.

UNLICENSED TV BOOSTERS CREATE PROBLEM FOR FCC

Washington State operations flourish despite padlocks on transmitters and official FCC notices.

THE old World War I ditty, "How're you going to keep 'em down on the farm after they've seen Paree," has a new twist and it's giving the FCC conniptions.

It goes like this: "How're you going to keep 'em off of the air after they've seen Spokane."

The reference is to the score of unlicensed tv boosters sprinkled through the upper Columbia River valley in Washington. Unable to pick up direct signals from Spokane and cut off from Seattle tv by the Cascade Range, both 100-125 miles away, people in little communities in the area banded together in 1954 and erected boosters. These pick up Spokane's ch. 4 KXLY-TV and reradiate them on the same frequency. For months all was well and tv was a real thing to the hardy folk of the valleys.

Then came the FCC. Last fall, FCC monitors began picking up these unauthorized transmissions. Notices were issued, boosters were padlocked. Padlocks were broken and transmissions restarted. More notices and warning went out from the FCC. Embattled citizens enlisted the aid of their senators (Warren G. Magnuson, chairman of the Senate Commerce Committee which oversees the FCC, for one) and congressmen. Discussions were had with the FCC. But, there was no gainsaying, the operations were unlicensed, they were electro-magnetic transmissions, and if allowed to continue unhindered they would play havoc with the law, the tv allocations plan, and with other services [B•T, Nov. 22, 1954].

Late in April, the FCC issued show cause orders to 23 individuals in the region. Early in May Examiner J. D. Bond held hearings in three communities where unauthorized boosters were still in operation. These were Quincy, Nespelem and Bridgeport. FCC Asst. General Counsel Richard A. Soloman conducted the prosecution.

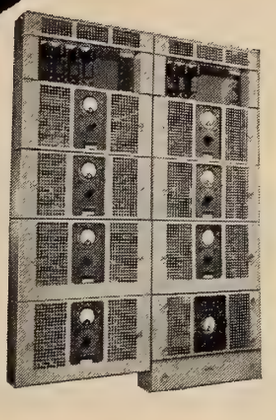
The defendants, representing themselves, made a spirited defense. Acknowledging the fact that the boosters were unlicensed they nevertheless argued that the Commission, in some way, should permit this kind of operation for tv-less communities. One argument was that the apparatus radiated such low power (0.02 w) that any transmission was well within the state and thus not subject to FCC jurisdiction. The FCC's position, which has been upheld by courts, is that any radiation comes under its jurisdiction.

Even before the hearings were held, the FCC figured there was a way out. It authorized early this year an experimental 200-w, translator type booster for Manson, Wash. [B•T, Jan. 17].

This takes Spokane's ch. 4, converts it to ch. 16 and sprays it down the valley to the town of 3,000 with 160 tv-owning families. According to Ben Adler, Adler Communications Labs., which supplied the equipment, the Manson translator was installed for $8,900, collected by donations of $67.50 by each set owner.

Last week the FCC authorized another type of booster for Coalinga, Calif., some 50-odd miles from Fresno. Grant was made to Lambda-Pacific Engineering Co. Inc., which will use one of its own boosters to pick up and retransmit Fresno ch. 47 (KJEO [TV]) to the San Joaquin Valley community. Although the grant was made subject to stringent en-

(Government continues on page 76)



A.S.E. can switch channels

in the blink of an eye...



to keep your



picture clear...

To help keep network TV pictures clear as they go from city to city, the Bell System is installing Automatic Switching Equipment (A.S.E.) on all major multi-channel radio relay routes.

Here's how it works:

Even the most carefully engineered microwave radio systems are affected by some fading caused by atmospheric changes. The only way to avoid this interference in television pictures carried from city to city by radio relay is to switch the signals to another path.

Manual switching is not fast enough to beat sudden fades. To make the change-over automatic, the Bell System designed A.S.E. which switches radio relay channels in a split second.

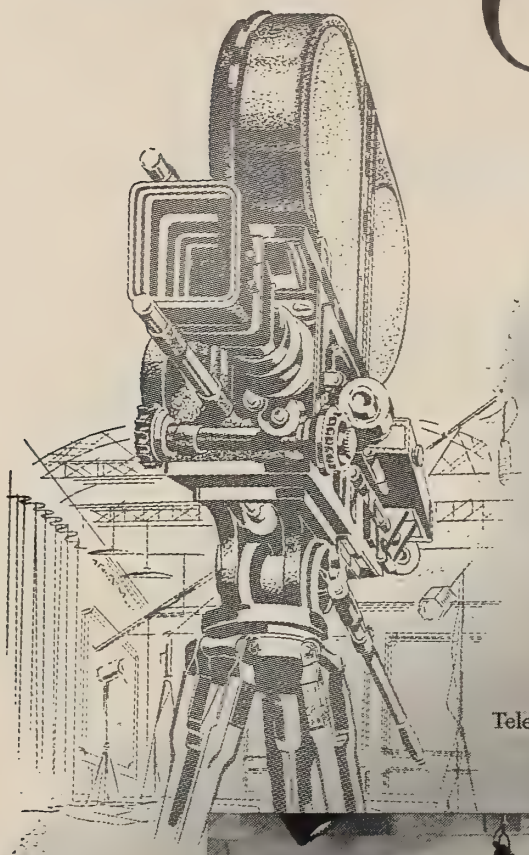
Now—when fading threatens—it is recognized by an electronic device that sends a warning signal back to the control station. The picture is then switched automatically to a protection channel. The entire operation could take place several times a second without disturbing your program in any way.

Advances of this sort in equipment and technique assure that the television public will have the benefit of the best possible service now and in the future.

BELL TELEPHONE SYSTEM

Providing transmission channels for intercity television today and tomorrow

PROUDLY CREATED TO *Outperform!*



Mitchell* CAMERAS

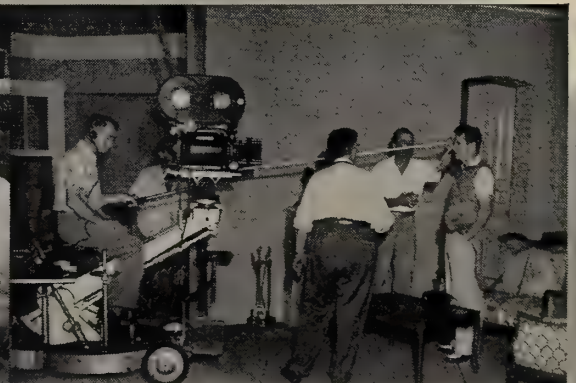
THE matchless technical perfection which a Mitchell camera brings to a film can insure the investment as can no other single element of production.

For over 25 years constant research and engineering by Mitchell has continued to produce, year after year, the most advanced and only truly professional motion picture camera. It is traditional of Mitchell cameras that in addition to filming the world's greatest films, they are to be found wherever new and exacting techniques of filming are being successfully used.

Mitchell cameras are today dependably serving such varied fields as Television, Business and Industry, Education, Government, the Armed Services, and major Motion Picture Studios.



Tom Kelley Studios shoots a TV commercial for North American Airlines with this Mitchell 35 "NC". Ceasar Romero is shown at center.



One of three Mitchell 35mm "BNC" Cameras used by Desilu Productions on the "I Love Lucy" series with Desi Arnaz, right, and Lucille Ball.

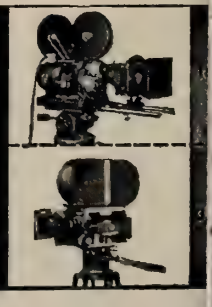
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Mitchell cameras are *created*, not mass produced—the same supreme custom workmanship and smooth, positive operation is found in each Mitchell camera, 16 mm or 35 mm. Available to give Mitchell Cameras almost limitless capabilities, are the finest of professional accessories.

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666 West Harvard Street • Glendale 4, Calif. • Cable Address: MITCAMCO

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell



B•T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

June 1955

Total U. S. Stations on Air: 428
(Commercial: 415; Educational: 13)
Total Cities With Tv Stations: 282
Total Sets in Use: 35,535,933

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Total U. S. sets in use is B•T estimate.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
WAIQ (*2) 3/9/55-Unknown
BIRMINGHAM—
► WABT (13) NBC, ABC, DuM; Blair; 321,380; N; $750
► WBIQ (*10)
► WBRC-TV (6) CBS, DuM; Katz; 321,000; N; $750
WJLN-TV (48) 12/10/52-Unknown
DECATUR†—
► WMSL-TV (23) CBS, NBC; Walker; 26,230; $150
DOTHAN†—
► WTVY (9) CBS; Young; $100
MOBILE—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 101,100; $400
WKAB-TV (48) See footnote
WKRG-TV Inc. (5) Young; 3/23/55-Sept. '55
MONTGOMERY—
► WCOV-TV (20) ABC, CBS, DuM; Raymer; 63,170; $200
► WSFA-TV (12) NBC, ABC; Katz; 92,152; $250
MUNFORD†—
► WTIQ (*7)
SELMA†—
WSLA (8) 2/24/54-Unknown

ARIZONA

MESA (PHOENIX)—
► KVAR (12) NBC, DuM; Raymer; 122,510; N; $450
PHOENIX—
► KOOL-TV (10) CBS; Hollingbery; 122,510; N; $425
► KPHO-TV (5) DuM; Katz; 122,510; N; $450
► KTVK (3) ABC; Weed; 142,179; N, LL, LF, LS; $300
TUCSON—
► KOPO-TV (13) CBS, DuM; Hollingbery; 38,605; $250
► KVOA-TV (4) ABC, NBC; Raymer; 38,605; $225
Tucson Tv Co. (9) 4/19/55-Unknown
YUMA†—
► KIVA (11) NBC, DuM; Grant; 26,908; $200

ARKANSAS

EL DORADO†—
KRBB (10) 2/24/54-Unknown
FORT SMITH—
► KFSA-TV (22) NBC, ABC, CBS, DuM; Pearson; 36,604; $150
KNAC-TV (5) Rambeau; 6/3/54-Unknown
JONESBORO†—
KBTM-TV (8) 1/12/55-Unknown
LITTLE ROCK—
► KARK-TV (4) NBC, DuM; Petry; 108,120; N; $350
► KATV (7) (See Pine Bluff)
KTHV (11) Branham; 11/4/54-11/1/55
PINE BLUFF—
► KATV (7) CBS, ABC; Avery-Knodel; 108,120; N; $450
TEXARKANA—
► KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

BAKERSFIELD—
► KBAK-TV (29) ABC, DuM; Weed; 90,000; $235
► KERO-TV (10) NBC, CBS, Hollingbery; 152,000; N; $400
BERKELEY (SAN FRANCISCO)—
► KQED (*9)
CHICO—
► KHSL-TV (12) CBS, ABC, NBC, DuM; Avery-Knodel; 60,801; $225
CORONA†—
KCOA (52), 9/16/53-Unknown
EUREKA†—
► KIEM-TV (3) CBS, ABC, NBC, DuM; Hoag-Blair, Blair Tv; 20,600; $150
FRESNO—
► KJEO (47) CBS, ABC, DuM; Branham; 156,035; N; $450
► KMJ-TV (24) CBS, NBC; Raymer; 158,000; N; $450
KARM. The George Harm Station (12) Bolling; Initial Decision 8/3/54
KBID-TV (53) See footnote
LOS ANGELES—
► KABC-TV (7) ABC; Petry; 2,107,168; $1,500
► KCOP (13) Weed; 2,107,168; $1,250
► KHJ-TV (9) DuM; H-R; 2,107,168; $1,000
► KNXT (2) CBS; CBS Spot Sls; 2,107,168; N, LS, LF, LL; $2,700
► KRCA (4) NBC; NBC Spot Sls.; 2,107,168; N, LS, LF, LL; $3,200
► KTLA (5) Raymer; 2,107,168; LS, LF, LL; $1,250
► KTTV (11) Blair; 2,107,168; $1,750
KBIC-TV (22) 2/10/52-Unknown
MODESTO†—
KTRB-TV (14) 2/17/54-Unknown
SACRAMENTO—
► KBET-TV (10) CBS, ABC; H-R; 280,674; N; $600
► KCCC-TV (40) ABC, NBC; Weed; 162,125; $400
KCRA-TV (3) NBC; 4/13/55-9/1/55
SALINAS (MONTEREY)—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 98,600; $300
SAN DIEGO—
► KFMB-TV (8) ABC, CBS; Petry; 290,000; N; $800
► KFSD-TV (10) NBC; Katz; 285,533; N; $600
SAN FRANCISCO—
► KGO-TV (7) ABC; Petry; 1,086,590; $1,200
► KPIX (5) CBS; Katz; 1,086,590; N; $1,250
► KRON-TV (4) NBC; Free & Peters; 1,086,590; N, LS, LF, LL; $1,300
► KSAN-TV (32) Stars National; 225,000; $225
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)
SAN JOSE†—
KNTV (11) 4/15/54-Unknown
SAN LUIS OBISPO†—
► KVEC-TV (6) ABC, CBS, DuM; Grant; 87,489; $200
SANTA BARBARA—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 227,918; $400
STOCKTON†—
► KOVR (13) DuM; Blair; 1,078,200; $700
KTVU (36) See footnote
TULARE (FRESNO)—
► KVVG (27) DuM; Forjoe; 160,000; $325
VISALIA†—
KAKI (43) 10/6/24-Unknown

COLORADO

COLORADO SPRINGS—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 57,204; $150
► KRDO-TV (13) NBC; Avery-Knodel; 40,000; $125
DENVER—
► KBTV (9) ABC; Free & Peters; 289,296; $450
► KFEL-TV (2) DuM; Hoag-Blair, Blair Tv; 289,296; N; $350
► KLZ-TV (7) CBS; Katz; 289,296; N; $550
► KOA-TV (4) NBC; Petry; 289,296; N; $550
KRMA-TV (*6) 7/1/53-Unknown
GRAND JUNCTION†—
► KFXJ-TV (5) NBC, CBS, ABC, DuM; Holman, McGuire; 10,975; $150
PUEBLO—
► KCSJ-TV (5) NBC; Avery-Knodel; 54,456; $150

CONNECTICUT

BRIDGEPORT—
► WICC-TV (43) ABC, DuM; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown
HARTFORD—
► WGTH-TV (18) ABC, DuM; H-R; 291,229; $350
WCHF (*24) 1/29/53-Unknown
Travelers Bcstg. Service Corp. (3) Initial Decision 5/31/55
NEW BRITAIN—
► WKNB-TV (30) CBS; Bolling; 284,169; N; $400
NEW HAVEN†—
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 948,702; N; $800
WELI-TV (59) H-R; 6/24/53-Unknown
NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown
NORWICH†—
WCNE (*63) 1/29/53-Unknown
STAMFORD†—
WSTF (27) 5/27/53-Unknown
WATERBURY—
► WATR-TV (53) ABC; Stuart; 210,585; $200

DELAWARE

WILMINGTON—
► WPFH (12) NBC, DuM; Meeker; 2,051,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
► WMAL-TV (7) ABC; Katz; 600,000; $750
► WRC-TV (4) NBC; NBC Spot Sls.; 741,000; N; $1,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 681,600; N; $1,500
► WTTG (5) DuM; H-R; 655,000; $600
WETV (20) 10/21/54-Unknown
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

CLEARWATER†—
WPGT (32) 12/2/53-Unknown
DAYTONA BEACH†—
WMFJ-TV (2) McGillvra; 7/8/54-9/3/55
FORT LAUDERDALE—
► WITV (17) ABC; H-R; 176,000 (also Miami); $400
FORT MYERS†—
► WINK-TV (11) ABC, CBS; McGillvra; 12,405; $150
FORT PIERCE†—
WTVI (19) 4/19/55-Unknown
JACKSONVILLE—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600; N; $200
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 453,978; N; $600
WOBS-TV (30) Stars National; 8/12/53-Fall '55
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55
MIAMI—
► WGBS-TV (23) NBC; Katz; N; $500
► WTVJ (4) CBS; Free & Peters; 318,000; N; $900
► WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown
WTHS-TV (*2) 11/12/53-Unknown
Biscayne Tv Corp. (7) Initial Decision 1/17/55
MIAMI BEACH†—
WKAT Inc. (10) 3/30/55-Unknown
ORLANDO—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 90,000; N; $250
PANAMA CITY—
► WJDM (7) ABC, CBS, NBC, DuM; Hollingbery; 27,000; $150
PENSACOLA†—
► WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 93,750; $225
► WPFA (15) 32,500
ST. PETERSBURG—
► WSUN-TV (38) ABC; Weed; 145,000; $325
TAMPA—
► WFLA-TV (8) NBC; Blair; 185,000; N, LF, LS; $400
► WTVT (13) CBS; Avery-Knodel; 185,000; N, LF, LS; $400
WEST PALM BEACH—
► WEAT-TV (12) ABC; Walker; 231,000; $200
► WIRK-TV (21) Weed; 47,609; $150
► WJNO-TV (5) NBC, CBS, DuM; Venard; 271,000; $250

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000; $200

SAVE this monthly TELESTATUS section which is perforated for your convenience. Additional copies are available. Write Readers Service Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N. W., Washington 6, D. C.

how to tell summer from winter

There's only one difference between WCCO-TV's summer and winter audience. The difference is that for the past two summers, more people have watched WCCO-TV in the summer than during the preceding winter.

At a time when better-than-average sales are the pattern, Channel 4 has up to 50 per cent more summer viewers than any other Northwest television station.

For WCCO-TV is a sales-potent member of the Northwest family circle—a family increased by a generous share of the 350,000 vacation visitors each summer.

The year around, WCCO-TV puts your message before more Northwest customers. Your nearest Free & Peters Colonel will gladly give you complete details.



WCCO-TV

The other member of the family

MINNEAPOLIS-ST. PAUL

CBS

B·T TELESTATUS

ATLANTA—
► WAGA-TV (5) CBS, DuM; Katz; 456,190; N; $850
► WLWA (11) ABC, DuM; Crosley Sls.; 465,000; $700
► WQXI-TV (36) 25,226; $200
► WSB-TV (2) NBC; Petry; 484,725; N, LS, LF; $900

AUGUSTA—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 154,120; N; $250
► WRDW-TV (12) CBS; Headley-Reed; 138,688; $250

COLUMBUS—
► WDAK-TV (28) NBC, ABC, DuM; Headley-Reed; 136,675; N; $200
► WRBL-TV (4) CBS, ABC; Hollingbery; 176,927; N; $300

MACON—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 96,284; N; $250
► WOKA (47) NBC; Branham; 92,310; $150

ROME†—
► WROM-TV (9) McGillvra; 164,940; $150

SAVANNAH—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 64,162; $200
WSAV-TV (3) 1/26/55-Unknown

THOMASVILLE†—
WCTV (6) 12/23/53-Spring '55

IDAHO

BOISE†—
► KBOI-TV (2) CBS, DuM; Free & Peters; 45,650; $150
► KIDO-TV (7) ABC, NBC; Blair; 41,900; $200

IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC, DuM; Gill-Perna; 36,933; $175

LEWISTON†—
KLEW-TV (3) 2/9/55-Unknown

TWIN FALLS†—
KLIX-TV (11) ABC; 3/19/53-Unknown (granted STA 4/19/55)

ILLINOIS

BLOOMINGTON—
► WBLN (15) McGillvra; 113,242; $200

CHAMPAIGN—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000; N; $550

CHICAGO—
► WBBM-TV (2) CBS, CBS Spot Sls.; 2,237,900; N; $3,300
► WBKB (7) ABC; Blair; 2,255,000; $1,650
► WGN-TV (9) DuM; Hollingbery; 2,080,000; $1,500
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000; N, LL, LS, LF; $3,300
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53 Unknown
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 45,000; $150

DECATUR—
► WTVP (17) ABC, DuM; Bolling, 160,000; $300

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150

PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 231,056; N; $400
► WTVH-TV (19) CBS, ABC; Petry; 231,056; N; $350
WIRL Tv Co. (8) Initial Decision 11/5/54

QUINCY† (HANNIBAL, MO.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 150,000; N; $200
► KHQA-TV (7) See Hannibal, Mo.

ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 256,000; N; $400
► WTVO (39) NBC, DuM; Weed; 100,000; $250

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 295,201; N; $700

SPRINGFIELD—
► WICS (20) ABC, NBC, DuM; Young; 103,580; $250
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

URBANA†—
WILL-TV (*12) 11/4/53-Unknown

INDIANA

ANDERSON†—
WCBC-TV (61) 2/2/55-Unknown

BLOOMINGTON—
► WTTV (4) NBC, ABC, DuM; Meeker; 643,029 (also Indianapolis); N; $800

ELKHART—
► WSJV (52) ABC, NBC, DuM; H-R; 208,139; LS; $250

EVANSVILLE—
► WFIE (62) ABC, NBC, DuM; Venard; 94,315; $250
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54

FORT WAYNE—
► WKJG-TV (33) NBC, DuM; Raymer; 132,547;N; $350
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

INDIANAPOLIS—
► WFBM-TV (6) ABC, NBC, DuM; Katz; 660,000; N; $960
► WISH-TV (8) CBS; Bolling; 663,000; N; $1,000
► WTTV (4) See Bloomington

LAFAYETTE†—
► WFAM-TV (59) CBS, DuM; Rambeau; 66,500; $200

MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 107,250; N; $225

NOTRE DAME (SOUTH BEND)—
WNDU-TV (46) NBC; Meeker; 8/12/54-7/15/55

PRINCETON†—
WRAY-TV (52) See footnote

SOUTH BEND—
► WSBT-TV (34) CBS, DuM; Raymer; 206,473; N; $300
WNDU-TV (46) See Notre Dame

TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, DuM; Bolling; 154,000; N; $400

WATERLOO (FORT WAYNE)—
► WINT (15) ABC, CBS; H-R; 133,478; N; $300

IOWA

AMES—
► WOI-TV (5) CBS, ABC, DuM; Weed; 315,600; N; $550

CEDAR RAPIDS—
► KCRG-TV (9) ABC; DuM; Venard; 116,000; $200
► WMT-TV (2) CBS; Katz; 269,900; N; $500

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Free & Peters; 295,165; N; $800

DES MOINES—
► WHO-TV (13) NBC; Free & Peters; 302,000; N; $650
KGTV (17) See footnote
KRNT-TV (8) CBS; 3/23/55-8/1/55

FORT DODGE—
► KQTV (21) NBC, DuM, CBS; Pearson; 36,812; N; $150

MASON CITY—
► KGLO-TV (3) CBS, DuM; Weed; 135,932; $200

SIOUX CITY—
► KTIV (4) NBC, ABC, DuM; Hollingbery; 152,835; N; $250
► KVTV (9) CBS, ABC; Katz; 152,835; N; $300

WATERLOO—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 162,159; $400

KANSAS

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown

GREAT BEND—
► KCKT (2) NBC; Bolling; 144,350; $225

HUTCHINSON (WICHITA)—
► KTVH (12) CBS, DuM; H-R; 199,012; N; $450
► KAKE-TV (10) See Wichita
► KEDD (16) See Wichita

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

PITTSBURG—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 99,081; $200

TOPEKA—
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 443,262; N; $400

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 225,000; $425
► KEDD (16) NBC; Petry; 152,484; $375
► KTVH (12) See Hutchinson
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

ASHLAND†—
WPTV (59) Petry; 8/14/52-Unknown

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Meeker; 84,619; N; $250

LEXINGTON†—
► WLEX-TV (18) NBC, ABC, DuM; Forjoe; $150
WLAP-TV (27) 12/3/53-Unknown

LOUISVILLE—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 466,671; N; $850
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $850
WKLO-TV (21) See footnote
WQXL-TV (41) Forjoe; 1/15/53-Unknown

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

New Tv Stations

THE following tv stations started regular programming in May:

WFRV-TV Green Bay, Wis. (ch. 5); KHBC-TV Hilo, Hawaii (ch. 9), and WBIQ (TV) Birmingham, Ala. (ch. 10), educational.

LOUISIANA

ALEXANDRIA†—
► KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 107,600; $250

BATON ROUGE—
► WAFB-TV (28) ABC, CBS, DuM; Young; 80,000; $250
► WBRZ (2) NBC, ABC; Hollingbery; 148,000; $250

LAFAYETTE†—
KLFY-TV (10) CBS; Venard, Browne; 9/16/53-6/3/55

LAKE CHARLES—
► KPLC-TV (7) NBC, ABC; Weed; 66,781; $200
► KTAG (25) CBS, DuM; Young; 57,420; $150

MONROE—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 215,000; $300

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 325,516; N, LF, LL; $700
► WJMR-TV (61) ABC, CBS, DuM; Bolling; 121,840; $250
WCKG (26) Gill-Perna; 4/2/53-Unknown

SHREVEPORT—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 83,000; $300
KCIS (12) 5/19/55-Unknown (ch. 12 at present operated by Interim Tv Corp.)
KTBS-TV (3) NBC; 2/16/55-9/3-/55

MAINE

BANGOR—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 98,000; N; $150
► WTWO (2) CBS; Venard; $250

LEWISTON—
WLAM-TV (17) See footnote

POLAND SPRING—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 272,923; $300

PORTLAND
► WCSH-TV (6) NBC, DuM; Weed; 164,343; N; $350
► WGAN-TV (13) ABC, CBS; Avery-Knodel; N; $350
WPMT (53) See footnote

MARYLAND

BALTIMORE—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 606,384; $975
► WBAL-TV (11) NBC; Petry; 602,840; N, LS, LF, LL; $1,100
► WMAR-TV (2) CBS; Katz; 606,384; N, LS, LF; $1,100
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

CUMBERLAND†—
WTBO-TV (17) 11/12/53-Unknown

SALISBURY†—
► WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 50,710; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Free & Peters; 1,308,362; N, LS, LF; $2,000
► WGBH-TV (*2)
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,308,000; N; $2,000
WJDW (44) 8/12/53-Unknown

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)†—
► WTAO-TV (56) ABC, DuM; Everett-McKinney; 195,000; $250

PITTSFIELD—
► WMGT (19) DuM, ABC; Walker; 169,015; $250

SPRINGFIELD—
► WHYN-TV (55) CBS, DuM; Branham; 185,000; $300
► WWLP (22) ABC, NBC; Hollingbery; 185,000; N; $350

WORCESTER—
► WWOR-TV (14) ABC, DuM; Raymer; 102,742; N; $250
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) DuM; Everett-McKinney; 25,000; $150
WUOM-TV (*26) 11/4/53-Unknown

BATTLE CREEK—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown

BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 312,555; N; $500

CADILLAC†—
► WWTV (13) ABC, CBS, DuM; Weed; 299,546; $250

DETROIT—
► WJBK-TV (2) CBS; Katz; 1,553,200; N; $2,000
► WWJ-TV (4) NBC; Hollingbery; 1,530,000; N; $2,000
► WXYZ-TV (7) ABC; Blair; 1,503,000; N; $1,700
► CKLW-TV (9) DuM; Young; 1,496,000. See Windsor, Ont.
WBID-TV (50) 11/19/53-Unknown
WTVS (*56) 7/14/54-Fall '55

EAST LANSING†—
► WKAR-TV (*60)

FLINT†—
WJRT (12) CBS; 5/12/54-9/1/55

GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC, DuM; Katz; 527,564; N; $1,050
WMCN (23) 9/2/54-Unknown

EVENING

COMPARATIVE TV NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		Lehn & Fink The Sunday Lucy Show		Johns Manville alt. Sundays Pan Amer. Meet the Press L
6:15				
6:30		Electric Companies Alt. Wks. Prudential You Are There		Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Campbell Soup Lassie		Toni Frawley Corp. (alt.) People Are Funny
7:15				
7:30	Pepsi-Cola Playhouse F	Am. Tobacco Prvt Sectry.		Reynolds Mr. Peepers L
7:45				
8:00	*Focus* F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Comedy Hour L 7:30-9 p.m. (1 wk. of 4) M. Liebman Presents H. Bishop Sunbeam L
8:15				
8:30	President's Press Conference F			
8:45				
9:00	Amer. Razor Bayuk Winchell	Gen. Elect. G E Theatre F		Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	The Stork Club (Co-op 9:15 930) L			
9:30		Bristol-Myers Stage 7	Serutan Life Begins at 80	
9:45				
10:00	Dodge Break the Bank L	P. Lorillard Appointment with Adventure		P&G Loretta Young Show F
10:15				
10:30		Jules Montenier alt. wks. Remington Rand What's My Line L		R. J. Reynolds Bob Cummings Show F
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	Gordon Bak. Kukla, Fran & Ollie L			
7:15				Toni Co. Tony Martin Show L
7:30	Miles Labs. Daly–News	Amer. Home Prod.-News		
7:45	Ralston Purina Name's the Same L	Ligg. & Mys. Perry Como LaRosa 6/20		Plymouth (3) Camel (1) Caravan L
8:00	Studebaker Packard Tv Readers Digest F	Carnation (alt.) Goodrich Burns & Allen L		Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4)
8:15				
8:30	Firestone Voice of Firestone L	Lever-Lipton Godfrey's Talent Scouts L		RCA Amer. Chicle Speidel Caesar's Hour
8:45				
9:00	Pee Wee King Show Co-op L	Philip Morris alt. wks. P&G I Love Lucy F	Co-op Monday Night Fights Chris. Schenkel	Dow Chemical Medic F
9:15				
9:30		General Foods Dec. Bride Ethel & Albert 6/20-9/26		Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00		Westinghouse Studio One L		
10:15				
10:30			Co-op At Ringside	
10:45				
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*			
7:15	Tide Water Oil Daly–News			
7:30	DuPont Cavalcade of America F	American Tobacco News L		Dinah Shore Chevrolet L
7:45		*Julius LaRosa* L		Camel News Caravan L
8:00	No Net. Service	CBS-Columbia Gen. Mills Life with Father (exp. 6/28)		Buick Berle Show (20 shows)
8:15				
8:30	*Who Said That* L	Int. Hrvstr. alt. wks. Nabisco Halls of Ivy F	H. J. Heinz Co. Studio 57	M. Raye H. Bishop (10 shows) Bob Hope (6) Gen. Fds. TBA—3
8:45				
9:00	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. alt. wks. Pharmctcls. Meet Millie L		P&G Fireside Theatre F
9:15				
9:30	U.S. Steel United States Steel Hour alt. weeks	S.C. Johnson alt. wks. Pet Milk Red Skelton L		Armstrong's Circle Theatre L
9:45				
10:00	Elgin The Elgin Hour	Revlon The $64,000 Question		Truth or Consequence P. Lorillard L
10:15				
10:30	Exquisite Form-Quality Goods (alt. wks.) Stop the Music	Alcoa See It Now		It's a Great Life Chrysler Corp. L
10:45				
11:00				
11:15 PM				

WED

	ABC	CBS
6:00 PM		
6:15		
6:30		
6:45		
7:00	*Kukla, Fran and Ollie*	
7:15	Miles Labs Daly–News	
7:30	American Motors American Dairy Derby Foods Disneyland	Bendix Avco M New
7:45		Ligg. & Perry C (exp. 6/
8:00		Ton
8:15		Godfr & Hi Frien
8:30	Liggett-Myers Mr. Citizen	Frigida (alt. wk Pillsbu
8:45		
9:00	Remington Rand-Knomark (Alt. wks.) Masquerade Party	Colga The Million
9:15		
9:30	Sheaffer Pen Co., Admiral (alt. wks.) Penny To A Million	R. J. Reyno I've C A Sec L
9:45		
10:00	Wednesday Night Fights Pabst Brewing Co. Mennen Co. L	TBA
10:15		
10:30		
10:45		
11:00	Henny & Rocky Co-op L	Longi Chronos
11:15 PM		

DAYTIME

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00		*Lamp Unto My Feet*		
10:15				
10:30		*Look Up and Live*		
10:45				
11:00				
11:15				
11:30				
11:45				
12:00 N		*Winky Dink and You*		
12:15 PM				
12:30	Faith for Today	Quaker Oats Contest Carnival L		
12:45				
1:00				
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM		The Morning Show 7-9 a.m. Participating Sponsors		
9:15				
9:30				
9:45				
10:00		Garry Moore Show and Arthur Godfrey Time (See Footnotes)		Ding Dong School L (See Footnote)
10:15				
10:30				Borden Co. Way of the World L
10:45				*Sheilah Graham Show* L
11:00				
11:15		Colgate-Palmolive Strike It Rich L		Participating Sponsors Home L
11:30				
11:45		Gen. Mills Toni Co. (alt.) Valiant Lady		
12:00 N		Amer. Home Products Love of Life		*Tennessee Ernie Ford* L
12:15 PM		P&G Search for Tomorrow		
12:30		P&G Guiding Light		Feather Your Nest Colgate-Palmolive L
12:45		Gen. Foods The Inner Flame		
1:00		P&G Road of Life		
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				Pinky Lee Show L
10:15				
10:30				Paul Winchell Show Tootsie Rolls L
10:45				
11:00		Winky Dink and You		
11:15				Funny Boners L
11:30		Wander Co. (alt. wks.) Gen. Mills Captain Midnight F		
11:45				Kraft Foods Tom Corbett Space Cadet L
12:00 N				
12:15 PM		National Dairy The Big Top L		Mr. Wizard L
12:30				
12:45				
1:00		Gen. Mills The Lone Ranger F		
1:15				

	ABC
1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	ABC F Horse H Co-op
4:30	Colle Pres Confere L
4:45	
5:00	Kellogg (5-5:3
5:15	Dixi Cup C Co-o
5:30	(5:30- (alt. w
5:45 PM	Super C L

EVENING

THURSDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45	*Kukla, Fran and Ollie*			
7:00	Tide Water Oil Daly–News			
7:15	General Mills Lone Ranger F	American Tobacco News		Dinah Shore Chevrolet L
7:30		Gen. Electric Jane Froman		Camel News Caravan L
7:45	*Soldier Parade* (9-10 p.m. eff. 6/16) L	General Electric Ray Milland Show F		DeSoto-Plymouth Groucho Marx F
8:00	Chevrolet T-Men in Action (Moves to Friday, 8:30-9 p.m. eff. 6/17)	Chrysler Motors Climax—Shower of Stars L		Borden Justice L
8:15	Brillo Star Tonight			Chesterfield Dragnet F
8:30	Pond's Extract Pond's Theatre	Singer Sew'g. alt. wks. Brstl. Myrs. Four Star Playhouse		Ford Theatre F
8:45		Philip Morris (alt. wks.) Revlon Public Defender F		Lever Bros. Lux Video Theatre L
9:00		CBS-Columbia (alt. wks.) Gen. Mills Willy		
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15 PM				

FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30	*Kukla, Fran and Ollie*			
6:45	Miles Labs Daly–News			
7:00	National Biscuit Co. Rin Tin Tin F	Pharmaceuticals-News		Coca-Cola Eddie Fisher L
7:15		Ligg. & Mys. Perry Como (Exp. 6/24)		Camel News Caravan L
7:30	Hotpoint Ozzie & Harriet F	General Foods Mama		*Mid-western Hayride* L
7:45	Lehn & Fink Ray Bolger L (Ends 6/10)	R. J. Reynolds alt. wks. P&G Topper F		Gulf—Life of Riley F
8:00	Mogen David Wines Dollar a Second	Schlitz Playhouse of Stars F		Simoniz & Amer. C&C Big Story F
8:15	Sterling Drug The Vise	General Foods Sanka Our Miss Brooks F		Campbell Dear Phoebe F
8:30		Brown & Williamson (alt. wks.) P&G The Line-Up	Emerson Drug Lentheric Chance of Lifetime	Gillette Cavalcade of Sports L
8:45		American Oil, Hamm Brewing (alt. wks.) Noxzema Person to Person		
9:00		Longines Chronoscope		*Red Barber Show* L
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30	*Tomorrow* L	Wrigley Gene Autry Show		
6:45				
7:00	*The Big Picture* F	Sylvania Beat the Clock L		Swift & Co. Swift's Show Wagon L
7:15				
7:30	*The Dotty Mack Show* L	Schick P&G Nestle Jackie Gleason		Pillsbury-Green Giant Mickey Rooney Show F
7:45		P&G Nestle America's Greatest Bands 6/25-9/24		
8:00	Ozark Jubilee Co-op 9-9:30 L	P. Lorillard Two for the Money L		Toni Co. So This Is Hollywood L
8:15				
8:30		P&G My Favorite Husband		I. Coca Show Griffin, SOS Lewis Howe J&J L (1 wk. of 4) 9-10:30 P.M. Liebman Oldsmobile
8:45				
9:00	*Compass* F	Helene Curtis Inc. Professional Father		Texaco Star Theatre J. Durante L (alt.) O'Connor F
9:15				
9:30				Geo. Gobel Show Armour (alt.) Pet Milk L
9:45				
10:00		Anheuser-Busch Damon Runyon Theatre		Am. Tobacco Warner Hudnut Your Hit Parade L
10:15				
10:30				
10:45				
11:00				
11:15 PM				

DAYTIME

SUNDAY

	CBS	DuMONT	NBC

B·T TELESTATUS

KALAMAZOO—
► WKZO-TV (3) CBS, ABC, DuM; Avery-Knodel; 579,904; N; $900
LANSING—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 57,130; $200
► WJIM-TV (6) NBC, CBS, ABC; Petry; 431,800; N; $800
MARQUETTE†—
WAGE-TV (6) 4/7/54-July '55
MUSKEGON†—
WTVM (35) 12/23/52-Unknown
SAGINAW (BAY CITY, MIDLAND)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000; N; $300
TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 41,817; $120

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Headley-Reed; 54,515; $200
DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) NBC, ABC; Avery-Knodel; 106,500; $325
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote
HIBBING†—
KHTV (10) 1/13/54-Unknown
MINNEAPOLIS (ST PAUL)—
► KEYD-TV (9) DuM; H-R; 580,000; $600
► WCCO-TV (4) CBS; Free & Peters; 578,500; N, LL; $1,100
► WTCN-TV (11) ABC; Katz; 578,500; $750
ROCHESTER—
► KROC-TV (10) NBC; Meeker; 95,833; $200
MINNEAPOLIS (ST. PAUL)—
► KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,200

MISSISSIPPI

BILOXI†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)
COLUMBUS†—
WCBI-TV (4) McGillvra; 7/28/54-Fall '55
HATTIESBURG†—
WDAM (9) 5/4/55-Unknown
JACKSON—
► WLBT (3) NBC; Hollingbery; 122,765; N; $250
► WJTV (12) CBS, ABC, DuM; Weed; 117,000; $200
MERIDIAN—
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 60,000; $200
WCOC-TV (30) See footnote
TUPELO†—
WTWV (9) 12/8/54-Fall '55

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS; Headley-Reed; 115,200 $300
CLAYTON†—
KFUO-TV (30) 2/5/53-Unknown
COLUMBIA—
► KOMU-TV (8) NBC, ABC, DuM; H-R; 77,360; $200
FESTUS†—
KACY (14) See footnote
HANNIBAL (QUINCY, ILL.)—
► KHQA-TV (7) CBS, DuM; Weed; 158,400; N; $250
► WGEM-TV (10) See Quincy, Ill.
JEFFERSON CITY—
► KRCG (13) CBS; Hoag-Blair, Blair-Tv; 116,075; $200
JOPLIN—
► KSWM-TV (12) CBS; Venard; 87,500; N; $200
KANSAS CITY—
► KCMO-TV (5) ABC, DuM, CBS; Katz; 494,323; N, LF, LS; $750
► KMBC-TV (9) CBS; Free & Peters; 494,323; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 494,323; N, LS, LF; $860
KIRKSVILLE†—
KTVO (3) 12/16/53-Unknown
ST. JOSEPH—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 135,445; $350
ST. LOUIS—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 785,162; N, LS, LF; $1,200
► KWK-TV (4) CBS; Katz; 725,000; N; $1,000
► KTVI (36) ABC, CBS, DuM; Radio-Tv Reps.; 346,354; $400
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200
SPRINGFIELD—
► KTTS-TV (10) CBS, DuM; Weed; 65,987; N; $200
► KYTV (3) NBC, ABC; Hollingbery; 81,250; N, $240

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC, DuM; Headley-Reed; 22,000; $150
BUTTE†—
► KXLF-TV (6) ABC; No estimate given; $50
GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, DuM; Hoag-Blair, Blair-Tv; 21,000; $150
MISSOULA†—
► KGVO-TV (13) CBS, ABC, DuM; Gill-Perna; 19,500; $150

NEBRASKA

HASTINGS†—
KTVR (5) NBC; 2/11/55-Fall '55
KEARNEY (HOLDREGE)—
► KHOL-TV (13) CBS, ABC, NBC, DuM; Meeker; 68,754; $200
LINCOLN—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 127,629; $300
► KUON-TV (*12) 80,741
OMAHA—
► KMTV (3) ABC, CBS, DuM; Petry; 302,935; N; $700
► WOW-TV (6) NBC, DuM; Blair; 302,935; N; $800
Herald Corp. (7) Initial Decision 4/6/55
SCOTTSBLUFF†—
KSTF (10) 8/18/54-6/1/55 (granted STA 4/20/55)

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC; Pearson; 28,600; N; $225
LAS VEGAS—
► KLAS-TV (8) CBS, ABC, DuM; Weed; 28,280; $200
► KLRJ-TV (2) See Henderson
RENO—
► KZTV (8) CBS, ABC, NBC, DuM; Pearson; 19,140; $225
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown
MANCHESTER—
► WMUR-TV (9) ABC; Weed; 387,137; $250
MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote
ATLANTIC CITY—
WFPG-TV (46) See footnote
WOCN (52) 1/8/53-Unknown
CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown
NEWARK (NEW YORK CITY)—
► WATV (13) Petry; 4,730,000; $2,000
NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KOAT-TV (7) ABC, DuM; Hollingbery; 58,166; $200
► KOB-TV (4) NBC; Branham; 58,197; $325
► KGGM-TV (13) CBS; Weed; 58,197; $250
ROSWELL†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 28,318; $150

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WROW-TV (41) ABC, CBS; Bolling; 165,000; N, LL, LF, LS; $250
WPTR-TV (23) 6/10/53-Unknown
WTRI (35) See footnote
WTVZ (*17) 7/24/52-Unknown
BINGHAMTON—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 329,890; N; $600
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
BUFFALO—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 467,649 (plus 487,659 Canadian coverage); N, LS, LF, LL; $800
► WBUF-TV (17) ABC; H-R; 170,000; $350
► WGR-TV (2) NBC, ABC, CBS, DuM; Headley-Reed; 470,436 (plus 443,349 Canadian coverage); N; $950
WTVF (*23) 7/24/52-Unknown
CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 65,650; $150
ELMIRA—
WTVE (24) See footnote
ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
LAKE PLACID† (PLATTSBURG)—
► WIRI (5) DuM; McGillvra; 85,540; $250
NEW YORK—
► WABC-TV (7) ABC; Weed; 4,730,000; $3,750
► WABD (5) DuM; Avery-Knodel; 4,730,000; N, LL; $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $6,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $1,500
► WPIX (11) Free & Peters; 4,730,000; $1,500
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,730,000; N, LS, LF, LL; $6,200
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
POUGHKEEPSIE—
► WKNY-TV (21) ABC, CBS, NBC, DuM; Meeker; 33,600; $100
ROCHESTER—
► WHAM-TV (5) NBC, ABC, DuM; Hollingbery; 307,000 (plus 55,000 Canadian coverage); N; $700
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 285,690; N; $600
► WVET-TV (10) ABC, CBS; Bolling; 285,690; N; $600
WCBF-TV (15) 6/10/53-Unknown
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
SCHENECTADY (ALBANY, TROY)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 432,800; N; $850
SYRACUSE—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 361,220; N; $700
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 365,820; N, LS, LF; $800
WHTV (*43) 9/18/52-Unknown
UTICA—
► WKTV (13) NBC, ABC, CBS, DuM; Cooke; 163,000; N; $475

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 40,000; $150
► WLOS-TV (13) ABC, DuM; Venard; 319,470; $250
CHAPEL HILL†—
► WUNC-TV (*4) 377,350
CHARLOTTE—
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 491,159; N, LS, LF; $900
WQMC (36) See footnote
DURHAM—
► WTVD (11) ABC, CBS, NBC; Headley-Reed; 224,500; $350
FAYETTEVILLE†—
WFLB-TV (18) CBS, NBC; Young; 4/13/54-8/1/55
GASTONIA†—
WTVX (48) 4/7/54-Unknown
GREENSBORO—
► WFMY-TV (2) CBS, ABC, DuM; Harrington, Righter & Parsons; 323,560; N, LS, LF; $650
GREENVILLE—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 109,450; $300
NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown
RALEIGH—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 124,440; N; $250
Capitol Bcstg. Co. (5) Initial Decision 4/19/55
WASHINGTON†—
WITN (7) NBC; 10/27/54-Sept. '55
WILMINGTON—
► WMFD-TV (6) NBC, ABC; Weed; 72,500; $200
WTHT (3) 2/17/54-Unknown
WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 274,706; N; $450
► WTOB-TV (26) ABC, DuM; H-R; 92,890; $200

NORTH DAKOTA

BISMARCK†—
► KFYR-TV (5) CBS, ABC, NBC, DuM; Hoag-Blair, Blair-Tv; 28,250; $150
North Dakota Bcstg. Co. (12) 5/18/55-Unknown
FARGO†—
► WDAY-TV (6) NBC, ABC; Free & Peters; 66,660; $300
GRAND FORKS†—
KNOX-TV (10) 3/10/54-Unknown
MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; 28,600; $150
VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 80,000; $300

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066; $300
ASHTABULA†—
► WICA-TV (15) CBS; 116,285; $200
CANTON†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

CINCINNATI—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140; $850
► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
► WLWT (5) NBC; WLW Sls.; 525,000; N; $1,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown

CLEVELAND—
► WEWS (5) ABC, DuM; Branham; 1,095,640; N; $1,050
► WNBK (3) NBC; NBC Spot Sls.; 1,195,000; N, LS, LF; $1,300
► WXEL (8) CBS; Katz; 1,090,820; N; $1,700
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

COLUMBUS—
► WBNS-TV (10) CBS; Blair; 450,636; N; $825
► WLWC (4) NBC; WLW Sls.; 350,800; N; $480 (half-hour)
► WTVN-TV (6) ABC, DuM; Katz; 381,451; $600
WOSU-TV (*34) 4/22/53-Unknown

DAYTON—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 331,000; N; $800
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC, DuM; H-R; 76,211; $150

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,074,415; $400
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC, DuM; Katz; 372,980; N; $850
WTOH-TV (79) 10/20/54-Unknown

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 149,000; N; $350
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 151,168; N; $350

ZANESVILLE—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000; N; $150

OKLAHOMA

ADA—
► KTEN (10) ABC; Venard; 180,000; N, LF, LS; $225

ARDMORE†—
KVSO-TV (12) 5/12/54-Unknown

ENID—
► KGEO-TV (5) ABC; Pearson; 206,000; N; $225

LAWTON†—
► KSWO-TV (7) DuM; Pearson; 68,350; $150

MUSKOGEE†—
► KTVX (8) ABC, DuM; Avery-Knodel; 248,750; N; $400

OKLAHOMA CITY—
► KTVQ (25) ABC; 167,381; $225
► KWTV (9) CBS, DuM; Avery-Knodel; 315,000; N; $700
► WKY-TV (4) NBC, ABC; Katz; 334,860; N, LS, LF, LL; $800
KETA (*13) 12/2/53-Unknown
KMPT (19) See footnote

TULSA—
► KOTV (6) CBS; Petry; 281,588; N; $700
► KVOO-TV (2) NBC; Blair; 248,000; N; $700
KOED-TV (*11) 7/21/54-Unknown
KCEB (23) See footnote
KSPG (17) 2/4/54-Unknown

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC, DuM; Hollingbery; 54,000; $225

KLAMATH FALLS†—
KFJI-TV (2) Grant; 12/2/54-Summer '55

MEDFORD—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 27,350; $150

PORTLAND—
► KLOR (12) ABC; Hollingbery; 276,100; N; $500
► KOIN-TV (6) ABC, CBS; CBS Spot Sls.; 287,400; N; $700
► KPTV (27) NBC, DuM; NBC Spot Sls.; 254,573; N, LF, LS; $550
North Pacific Tv Inc. (8) Initial Decision 6/16/54

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WFMZ-TV (67) See footnote
WQCY (39) Weed; 8/12/53-Unknown

ALTOONA—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 496,528; N; $600

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915; $150

ERIE—
► WICU (12) NBC, ABC, DuM; Petry; 218,500; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 74,000; N; $200

HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 193,002; $325
► WTPA (71) ABC, NBC; Headley-Reed; 193,002; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS, DuM; Weed; $200
► WJAC-TV (6) CBS, NBC, DuM; Katz; 878,121; N, LS, LF; $750

LANCASTER—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 823,448; N, LS, LF; $900
WWLA (21) 5/7/53-Unknown

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N; $3,000
► WFIL-TV (6) ABC, DuM; Blair; 2,043,972; N, LS, LF; $2,400
► WPTZ (3) NBC; Free & Peters; 2,088,318; N; $2,500

PITTSBURGH—
► KDKA-TV (2) ABC, CBS, NBC, DuM; Free & Peters; 1,134,110; N; $1,400
► WENS (16) ABC, CBS, NBC; Petry; 475,000; $450
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
WKJF-TV (53) See footnote

READING—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 95,000; $150
► WHUM-TV (61) CBS; H-R; 219,370; $300

SCRANTON—
► WARM-TV (16) ABC; Hollingbery; 200,000; $225
► WGBI-TV (22) CBS; Blair; 250,000; $300
► WTVU (73) Everett-McKinney; 250,000 $200

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 255,000; N; $400
► WILK-TV (34) ABC, DuM; Avery-Knodel; 263,000; N; $250

WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Fall '55

YORK—
► WNOW-TV (49) DuM; Forjoe; 97,000; $200
► WSBA-TV (43) ABC; Young; 97,000; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC, DuM; Weed; 1,404,002; N; $1,000
► WNET (16) ABC; Raymer; 95,250; $200
► WPRO-TV (12) CBS; Blair; $1,000

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) CBS; Headley-Reed; 127,550; N; $200

CAMDEN†—
WACA-TV (15) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Free & Peters; 187,851; N; $300
► WUSN-TV (2) NBC; H-R; 174,602; $300

COLUMBIA—
► WCOS-TV (25) ABC; Headley-Reed; 80,000; $200
► WIS-TV (10) NBC, DuM; Free & Peters; 167,334; $350
► WNOK-TV 67) CBS; Raymer; 82,000; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC, DuM; CBS Spot Sls.; 125,320; $250

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 347,196; N; $400
► WGVL (23) ABC, DuM; H-R; 113,000; $200

SPARTANBURG†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Unknown

SOUTH DAKOTA

FLORENCE†—
KDLO-TV (3) 4/6/55-Unknown

RAPID CITY†—
KOTA-TV (3) Headley-Reed; 12/8/54-6/1/55 (granted STA 5/25/55)

SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS, DuM; Raymer; 123,171; $300

TENNESSEE

CHATTANOOGA —
► WDEF-TV (12) NBC, ABC, CBS, DuM; Branham; 140,545; $400
Mountain City Tv Inc. (3) Initial Decision 7/5/54

JACKSON†—
► WDXI-TV (7) CBS; Burn-Smith; 89,786; N; $200

JOHNSON CITY—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 168,123; $250 (film)

KNOXVILLE—
► WATE (6) NBC, ABC; Avery-Knodel; 194,430; N; $400
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 101,890; N; $250
WBIR-TV (10) Initial Decision 1/5/55

MEMPHIS—
► WHBQ-TV (13) CBS; Blair; 349,034; $700
► WMCT (5) ABC, NBC, DuM; Branham; 349,034; N; $700
WREC Bcstg. Service (3) 5/26/55-Unknown

NASHVILLE—
► WSIX-TV (8) ABC, DuM; Hollingbery; 243,200; $320
► WSM-TV (4) NBC, DuM; Petry; 243,200; N, LF, LS; $600

OLD HICKORY (NASHVILLE)—
► WLAC-TV (5) CBS; Katz; 247,542 N; $550

TEXAS

ABILENE†—
► KRBC-TV (9) ABC, NBC, CBS, DuM; Pearson; 44,875; $225

AMARILLO—
► KFDA-TV (10) ABC, CBS; H-R, Browne; 72,214; $250
► KGNC-TV (4) NBC, DuM; Katz; 72,214; $250

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC, DuM; Raymer; 115,573; N; $350

BEAUMONT†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000; N, LL, LF, LS; $200
► KFDM-TV (6) CBS, ABC; Free & Peters; $300

BIG SPRING†—
KBST-TV (4) CBS; Pearson; 7/22/54-July '55

CORPUS CHRISTI†—
► KVDO-TV (22) NBC, ABC, CBS, DuM; Young, Brown; 42,500; $150
Gulf Coast Bcstg. Co. (6) Free & Peters; Initial Decision 6/17/54
K-Six Tv Inc. (10) Initial Decision 1/20/55

DALLAS —
► KRLD-TV (4) CBS; Branham; 481,489; N; $950
► WFAA-TV (8) ABC, NBC; Petry; 481,489; N; $900
KLIF-TV (29) 2/12/53-Unknown

EL PASO—
► KROD-TV (4) CBS, ABC, DuM; Branham; 73,721; $375
► KTSM-TV (9) NBC; Hollingbery; 69,472; $250
KOKE (13) Forjoe; 3/18/54-Unknown

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Free & Peters; 480,000; N, LL, LF, LS; $900
KFJZ-TV (11) H-R; 9/17/54-9/1/55

GALVESTON†—
► KGUL-TV (11) CBS; CBS Spot Sls.; 394,000; $700

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC, DuM; H-R; 62,000; $200 (plus 8,000 Mexican coverage)

HOUSTON—
► KPRC-TV (2) NBC; Petry; 415,000; N; $900 (film)
► KTRK (13) ABC, DuM; Blair; 415,000; N, LF, LS, LL; $700
► KUHT (*8) 372,000
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown

LONGVIEW†—
► KTVE (32) Forjoe; 48,000; $175

LUBBOCK†—
► KCBD-TV (11) ABC, NBC; Raymer; 82,322; N; $250
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 82,322; N; $300 (film)

LUFKIN†—
KTRE-TV (9) NBC; Venard; 11/17/54-7/1/55 (Station will receive NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

MIDLAND
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 39,250; $200

ODESSA†—
Odessa Tv Co. (7) Initial Decision 11/18/54

SAN ANGELO—
► KTXL-TV (8) CBS, ABC, NBC, DuM; Venard; 41,243; $200

B·T TELESTATUS

SAN ANTONIO—
► KENS-TV (5) CBS, ABC, DuM; Free & Peters; 255,183; N; $700
► WOAI-TV (4) ABC, NBC, DuM; Petry; 252,562; N; $700
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-Unknown

SWEETWATER†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

TEMPLE—
► KCEN-TV (6) NBC; Hollingbery; 121,086; N; $250

TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC, DuM; Venard; 131,990; $260

TYLER†—
► KLTV (7) ABC, CBS, NBC, DuM; Pearson; 90,107; $200
KETX (19) See footnote

WACO—
► KANG-TV (34) CBS, ABC; Raymer; 47,755; $150
► KWTX-TV (10) Pearson; 71,250; $200

WESLACO† (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Raymer; 62,000; $200 (plus 8,000 Mexican coverage)

WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; 102,780; N; $300
► KWFT-TV (6) CBS, DuM; Hoag-Blair, Blair-Tv; 94,130; N; $250

UTAH

SALT LAKE CITY—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 174,100; N; $575
► KTVT (4) NBC; Katz; 174,100; N; $550
► KUTV (2) ABC; Hollingbery; 181,500; $450

VERMONT

BURLINGTON—
► WMVT (3) CBS, ABC, NBC; Weed; 136,241; $250

VIRGINIA

BRISTOL†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON (NORFOLK)—
► WVEC-TV (15) NBC, DuM; Avery-Knodel; 135,000; N; $300

HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 112,363; $200

LYNCHBURG—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 225,000; N; $300 (film)

NEWPORT NEWS—
► WACH-TV (33) Walker; $300 (simulcast)

NORFOLK—
► WTAR-TV (3) CBS, ABC, DuM; Petry; 356,492; N; $800
► WVEC-TV (15) See Hampton
WTOV-TV (27) See footnote
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54

PETERSBURG†—
WXEX-TV (8) NBC; 9/29/54-8/1/55

RICHMOND—
► WTVR (6) NBC; Blair; 490,425; N, LF, LS; $875
Richmond Tv Corp. (12) Initial Decision 2/21/55
WOTV (29) 12/2/53-Unknown

ROANOKE—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 353,133; N; $500
WDBJ-TV (7) CBS; Free & Peters; 3/31/55-Fall '55

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS, DuM; Forjoe; 183,539; $200

EPHRATA†—
KBAS-TV (43) 5/4/55-Unknown

PASCO†—
► KEPR-TV (19) 52,321 (satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
► KING-TV (5) ABC; Blair; 435,100; LF, LS; $900
► KOMO-TV (4) NBC; Hollingbery; 435,100; N; $800
► KCTS (*9)
KCTL (20) 4/7/54-Unknown
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
► KHQ-TV (6) NBC; Katz; 125,170; N, LF, LS; $500
► KREM-TV (2) ABC; Petry; 107,171; $350
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 114,702; $490

TACOMA (SEATTLE)—
► KTVW (13) Young; 435,280; $425
► KTNT-TV (11) CBS, DuM; Weed; 435,100; N; $700

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

YAKIMA—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 52,321; $300
KRSM (23) 3/30/55-Unknown

WEST VIRGINIA

BLUEFIELD†—
WHIS-TV (6) Katz; 10/29/54-Unknown

CHARLESTON—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402, 584; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Fall '55

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
► WSAZ-TV (3) NBC, ABC; Katz; 577,773; N, LF, LS; $800
WHTN-TV (13) 9/2/54-Summer '55

OAK HILL (BECKLEY)†—
► WOAY-TV (4) ABC; Pearson; 306,000; $200

PARKERSBURG†—
► WTAP (15) ABC, NBC, DuM; Pearson; $150

WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 306,500; N; $450
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000; $200

GREEN BAY—
► WBAY-TV (2) CBS; Weed; 235,000; $400
► WFRV-TV (5) ABC, DuM; Headley-Reed; $300
► WMBV-TV (11) See Marinette

LA CROSSE—
► WKBT (8) NBC, CBS, ABC, DuM; Raymer; 90,000; $250

MADISON—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 104,500; N; $250
► WMTV (33) ABC, NBC, DuM; Bolling; 75,000; $200
Badger Television Co. (3) Initial Decision 7/31/54

MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; 211,440; $250

MILWAUKEE—
► WXIX (19) CBS; CBS Spot Sls.; 393,255; N; $700
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 774,803; N, LL, LF, LS; $1,150
► WTVW (12) ABC, DuM; Petry; 550,000; N, LF, LS
WCAN-TV (25) See footnote
WFOX-TV (31) 5/4/55-Unknown

SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 106,750; $250
► KDAL-TV (3) See Duluth, Minn.

WAUSAU—
► WSAU-TV (7) CBS, ABC, NBC, DuM; Meeker; 67,200; $200

WYOMING

CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC, DuM; Hollingbery; 46,100; $150

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, CBS, NBC; Fletcher, N. Y., Day, Seattle; 15,500; $150
► KTVA (11) NBC, DuM; Alaska Radio-Tv Sls.; 16,000; $150

FAIRBANKS†—
► KFAR-TV (2) NBC, ABC, CBS; Weed; $150
► KTVF (11) DuM; Alaska Radio-Tv Sales; 3,500; $135

HAWAII

HILO†—
► KHBC-TV (9) Satellite of KGMB-TV

HONOLULU†—
► KGMB-TV (9) CBS; Free & Peters; 65,000; $300
► KONA (11) NBC; NBC Spot Sls.; 71,192; $300
► KULA-TV (4) ABC, DuM; Young; 71,461; $300

WAILUKU†—
KMAU (3) 1/19/55-Unknown (Granted STA April 8)

PUERTO RICO

MAYAGUEZ†—
WORA-TV (5) 1/27/55-Unknown

SAN JUAN†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345; $200
► WKAQ-TV (2) CBS; Inter-American; 65,000; $300
WUTV (*6) 2/2/55-Unknown

CANADA

CALGARY, ALTA.†—
► CHCT-TV (2) CBC; All-Canada, Weed; 20,000; $200

EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Radio Rep., Oakes; 18,000; $260

HALIFAX, N. S.†—
► CBHT (3) CBC, CBS

HAMILTON, ONT.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 347,215

KINGSTON, ONT.—
► CKWS-TV (11) All-Canada, Weed; 35,000

KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Weed; 112,000

LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 99,874

MONTREAL, QUE.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216

OTTAWA, ONT.—
CBOT (4) CBC; CBC; 38,500

PETERBOROUGH, Ont.—
► CHEX-TV (12) CBC; All-Canada, Weed; 30,000

PORT ARTHUR, ONT.—
► CFPA-TV (2) CBC; All-Canada, Weed; 6,844

QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Weed; 30,000

REGINA, SASK.†—
► CKCK-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 18,000

RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC; Stovin, Young; 12,000; $200

ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 24,000; $250

ST. JOHN'S, NFLD.—
► CJON-TV (6) CBC; All-Canada; Weed; $160

SASKATOON, SASK.†—
► CFQC-TV (8) CBC; Radio Rep., Young; 11,000

SAULT STE. MARIE, ONT.†—
► CJIC-TV (2) CBS; CBC; Weed; 7,500

SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 16,809

SYDNEY, N. S.†—
► CJCB-TV (4) Weed; 17,426

TORONTO, ONT. —
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000

VANCOUVER, B. C,†—
► CBUT (2) CBC; CBC; 30,000

WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC; DuM; Young; 1,496,000

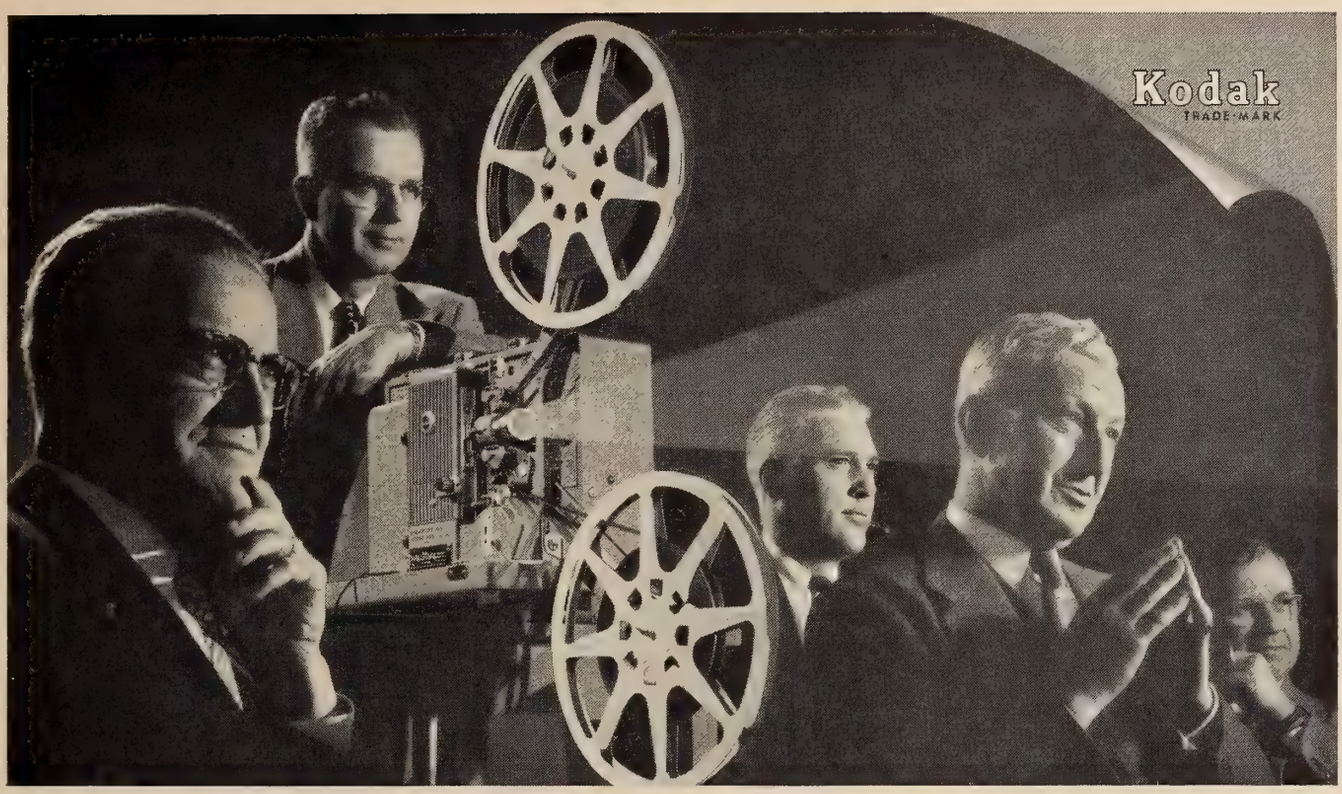
WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Time Sales; Oakes; 61,453

TIJUANA† (SAN DIEGO)—
► XETV (6) Weed; 296,402

The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTVU (TV) Stockton, Calif.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WLAM-TV Lewiston, Me.; WPMT (TV) Portland, Me.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KMPT (TV) Oklahoma City; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WTOV-TV Norfolk, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee.



SELLING SIGHT AND SOUND

is easier with these 5 built-in advantages of Kodascope Pageant Sound Projectors

You probably know all too well how technical imperfections in film presentations can stymie program sales. Many TV salesmen avoid these imperfections and get the finest in 16mm. preview projection with one of the six Kodascope Pageant Sound Projectors. Here are five good reasons why:

1. Crisp pictures. You get sharp focus in *both* center and corner screen areas with the Pageant's built-in field-sharpening element. And for projection under adverse conditions, three of the Pageant models are specially equipped to throw 40% extra light onto the screen.

2. Clear, comfortable sound. Pageant Projectors give you better sound five ways. First, the exclusive Fidelity Control lets you focus the sound-scanning beam to get the most from *any* optical sound track. Next, the powerful 7- and 15-watt amplifiers are true-rated for full delivery. Third, the matched speakers are of ample capacity for the amplifier output. Fourth, special bass and treble controls are built into the 15-watt Pageant models. And finally, low-speed nylon gear operation and permanent prelubrication insure that your Pageant will not produce any distracting noise of its own.

3. Trouble-free operation. Repairmen say that the main cause of projector breakdowns is improper oiling. You completely by-pass this problem with a *permanently* pre-lubricated Pageant. It will *never* need a drop of oil!

4. Easy portability. Four Pageant models snap neatly into single, compact units—easily handled anywhere by one person. Two other Pageant models carry in two, trim, matching cases.

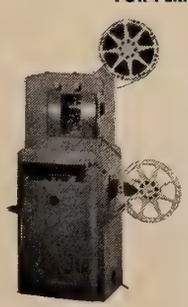
5. Versatility. At least one of the six newly redesigned Pageant models is specially suited to your particular projection requirements. Prices start at a sensible $425. (*Subject to change without notice.*)

Ask for a free demonstration

You can prove to yourself that a Pageant will be your best friend for selling sight and sound. Let your Kodak Audio-Visual Dealer help you pick and try out the Pageant model that best fits your needs. He also has for you a free copy of a new color catalog giving full details on the new Pageant line. See him soon, or just mail us the coupon below.

For all your TV movie-equipment needs...

FOR PERMANENT INSTALLATION



The Eastman 16mm. Projector, Model 25, gives sound and visual reproduction comparable to the finest 35mm. projectors. Sealed-in-oil-bath movement, separate motors for blower, reel, and main projector drive, *plus* exceptionally stable drive mechanism, assure ultrasmooth performance. Light source may be either tungsten or high-intensity arc.

ANYTHING THAT MOVES



On-the-spot news events, commercials—any TV movie assignment is easily within the scope of the Cine-Kodak Special II Camera. It handles dissolves, fades, animation, and other special effects without additional equipment and without the need for optical printing. With preloaded film chambers, your Cine-Kodak Special II will be ready to go into action and stay in action when that big story breaks in your city.

EASTMAN KODAK COMPANY 6-82
Dept. 8-V, Rochester 4, N. Y.

Please send name of nearest Kodak Audio-Visual Dealer and information on Kodascope Pageant Sound Projectors ☐ Eastman 16mm. Projector, Model 25 ☐ Cine-Kodak Special II Camera ☐

NAME_____ TITLE_____

COMPANY_____

STREET_____

CITY_____ (Zone) STATE_____

(Government continues from page 64)

gineering conditions, Comr. Robert T. Bartley dissented.

Pending before the Commission is an application for a similar grant from the non-profit Orchards Community Tv Assn. for the establishment of a booster-translator station at Clarkston, Wash., to pick up and rebroadcast Spokane's ch. 4 to that community and its sister community across the Snake River, Lewiston, Idaho. Objection has been filed by the Lewiston community tv system, Pacific Northwest Television, on the ground that the grant would jeopardize the success of CP-holder ch. 3 KLEW-TV Lewiston and its own operation.

FCC Calls for Hearing On WNIA Extension Plea

APPLICATION of Gordon Brown's WNIA Cheektowaga, N. Y., for extension of completion date was designated by FCC last week for hearing on July 11. Diligence in construction is at issue, the Commission said. Permit for WNIA, specifying 250 w fulltime on 1230 kc, was issued in mid-1953.

The Commission denied a petition by Walter J. Urbanski to participate as a party in interest in the hearing, but afforded him opportunity to testify as a public witness. Mr. Brown, FCC said, explained delays in construction as due to zoning problems and demands on his time to complete construction of WSAY Rochester. But according to Mr. Urbanski, FCC stated, Mr. Brown "created reasons" to obtain extensions of completion for WNIA and has been constructing WSAY for seven years. Mr. Urbanski and other local businessmen want to file for the channel, FCC indicated.

Right to Hearing Argued Before Court by WTRI (TV)

IS the FCC required to hold a hearing before it can deny the request of a protestant for a stay of a grant made without a hearing? That was the legality argued before a three-judge appeals court in Washington.

Argument was on the appeal by now-dark WTRI (TV) Albany, N. Y., against the Commission's action refusing to stay the approval of the sale of WROW-TV Albany to Lowell Thomas and associates [B•T, May 16]. Commission held that Sec. 309 (c) of the Communications Act required a stay except where continued service was, in its opinion, necessary. Before WROW-TV's transfer, the station told the FCC it was questionable whether it could continue operating. WTRI claimed it should have had a hearing before the request for a stay was denied. WROW-TV backed the Commission's action.

The argument was heard by Circuit Judges Charles Fahy, Walter M. Bastian and John A. Danaher. Representing the FCC was Edward W. Hautanen; WTRI, George Bunn, and WROW-TV, D. M. Patrick.

FCC Approval Sought For KOAT-TV Switch

APPLICATION to relinquish control of KOAT-TV Albuquerque, N. M., has been filed with the FCC by Alvarado Broadcasting Co.

The transfer arises through a redistribution and issuance of approximately 20,000 shares of new stock. Under the plan, designed to obtain new operating capital for the station, no one stockholder will hold majority of stock. Two new stockholders, Dr. Alfred L. Lopez, Albuquerque dentist, and William J. Wylder, KOAT-TV announcer, each pay $1,500 for 4.5% interest. Albuquerque Broadcasting, former owner of 56% interest, will now own 30%, and Albuquerque Exhibitors Inc., former owners of 35% interest, will have 33% interest under the refinancing plan.

KOAT-TV balance sheet as of Feb. 28, 1955, reported its total assets as $397,263 with total current assets as $43,448. Total current liabilities were listed as $238,556 and a deficit of $183,863.

Examiner Clears KGUL-TV For Move Nearer Houston

AN FCC examiner last week recommended that ch. 11 KGUL-TV Galveston, Tex., be permitted to move its transmitter nearer Houston [B•T, Nov. 1, Oct. 25, 1954]. Initial decision by FCC Hearing Examiner John B. Poindexter said protestant ch. 13 KTRK-TV Houston failed to prove its case. At stake is the CBS-TV affiliation for the Houston-Galveston area.

FCC permission for KGUL-TV to move its transmitter from 22 miles northwest of Galveston (with a 550-ft. antenna) to a site 27 miles from Galveston and 24 miles from Houston (with a 1,250-ft. antenna) was granted last September. KTRK-TV protested on the ground that this was an attempt to circumvent the table of allocations by making ch. 11 a Houston station instead of a Galveston station.

Examiner Poindexter found that KGUL-TV puts the required minimum signal over Galveston from the new site and the fact that Houston also receives city service cannot be held to conflict with the allocation table. He pointed out that at its present location KGUL-TV already puts a Grade A signal over parts of Houston. He found that KGUL-TV has been programmed as a Galveston station and will continue to be so operated. Pertinent to the question of city "straddling" was this comment by Mr. Poindexter:

"Since KGUL-TV's service area encompasses Houston, should KGUL-TV be penalized for seeking to take advantage of this lucrative advertising market, provided it does not neglect the people of Galveston in its programming and does not fail to provide the people of Galveston an outlet for local expression? There is no probative evidence in the record to support the assertion that KGUL-TV has neglected, or will under the proposal under protest, neglect the needs of the people of Galveston."

S-C Seeks Switch Of Rochester Stations

STROMBERG-CARLSON Co. has asked FCC approval of the transfer of its Rochester outlets WHAM-AM-WHFM (FM)-WHAM-TV to a wholly-owned subsidiary, Stromberg-Carlson Broadcasting Co., as a prelude to the contemplated merger with General Dynamics Corp. [B•T, May 2].

The transfer is part of an overall merger plan approved by the board of directors of both companies. Under the plan, stockholders of Stromberg-Carlson will get one share of General Dynamics stock with a par value of $1 for each share of Stromberg-Carlson stock with a par value of $10 at the time the acquisition is affected. Stockholders of both corporations will vote on the plan on June 28, and if approved, Stromberg-Carlson will become the Stromberg-Carlson Division of General Dynamics Corp.

The transfer of the broadcast facilities to a wholly-owned subsidiary of Stromberg-Carl-



SOMETHING TO CROW ABOUT!

The wonderful comments on—

SYLVAN SHULMAN'S MOOD RHYTHMS ORCHESTRA

". . . excellent! Shulman seems to have hit just the right 'key' for Mood Rhythms."

WHAI, Greenfield, Mass.

"Delightful!"

WGKV, Charleston, West Va.

"Excellent! We need more of this type of thing."

WTTB, Vero Beach, Fla.

"Once again SESAC scored with their latest recordings of Sylvan Shulman!"

CKTS, Sherbrooke, Que.

SESAC

475 Fifth Ave. *"the best music in America"* New York

HOW OILMEN HELPED TO CREATE...

New Conveniences For America's Shoppers

by THEODORE V. HOUSER

Chairman of the Board,
SEARS, ROEBUCK AND COMPANY

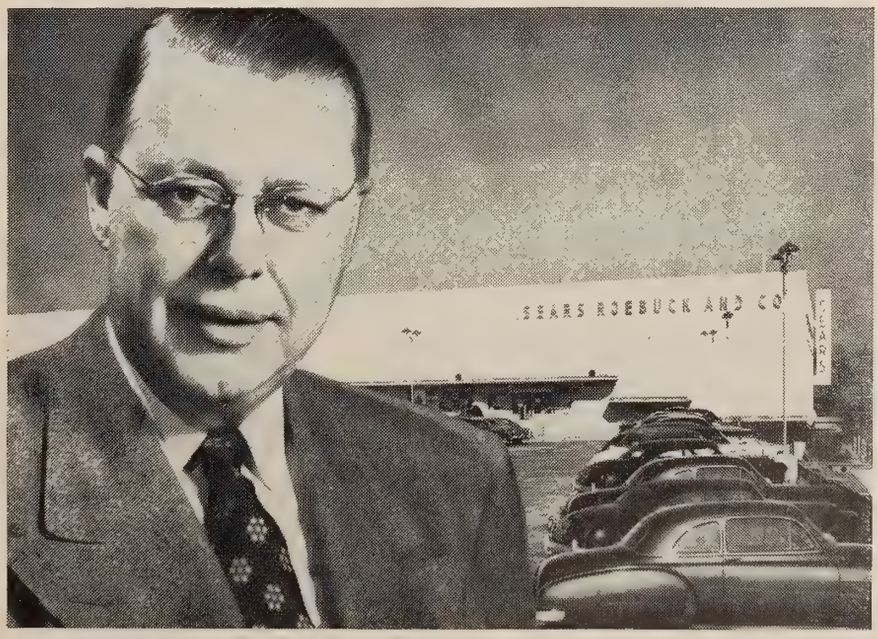
Between 1920 and 1925 alone, the number of automobile registrations in this country more than doubled. At Sears, we became convinced that the widespread use of automobiles was going to cause a major change in the nation's shopping habits. Therefore, in 1925, Sears opened the first of many outlying retail stores. We believed that shoppers would respond favorably to the merchant who could provide a solution to the parking problem. As you know, that is exactly what happened.

However, neither the widespread ownership of automobiles, nor the resulting new pattern of merchandising, would have occurred without the efforts of the oil industry.

The production efficiency achieved by the petroleum companies has brought gasoline and oil to a price point where everybody can afford it. The distribution pattern set up by the oil industry has made their products conveniently available to all. The research activities of the industry have provided products that meet and encourage the technical advances of the automobile manufacturers. Neither accessibility of supply nor quality nor price of product has ever been a barrier to ownership of an automobile.

The record of both the retail industry and the oil industry is a record of parallel growth and development, each with its emphasis on lower distribution costs, greater customer convenience and improved quality. These developments have been not only parallel, but interdependent.

It seems to me that this record of growth in both industries is an excellent example of how alert businesses interact and respond to the needs of a competitive economy. This drive for growth and improvement is inherent in America's competitive system. The recognition of the value of competition on the part of American consumers and the wise use of the opportunity for competition on the part of American business have created a pressure for progress that has resulted in the unique richness of the American standard of living. As a symbol of our economic system, and as a contributor to our standard of living, the petroleum industry is an outstanding example.



As Chairman of the Board of Sears, Roebuck and Co., Theodore V. Houser heads the world's largest distributor of general merchandise. Once characterized as "the greatest master of mass merchandising in the U.S.," Mr. Houser is an expert on America's changing shopping habits and on the part oilmen play to make these changes possible.

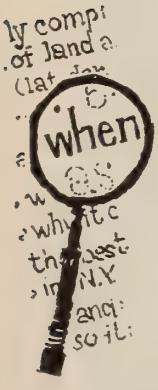
This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U.S. oil industry. This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N.Y.

EVEN WEBSTER WATCHES

W·H·E·N



en·ter·tain'ment, *n.* A source of amusement, a diverting performance. Synonym, according to Webster, for WHEN-TV.



Webster can't find words to describe WHEN-TV. But the folks of Webster (literate, sensible people that they are*) don't scrabble around looking for new ways to say "Great! Terrific!"** As in 250 similar upstate N. Y. communities*** they just sit back and enjoy themselves, so receptive they purr.

You can learn from Webster and improve your spelling on words like "profit." Better still, take a short course on Channel 8.

* Just *love* Channel 8.
** There aren't any.
*** 2¼ million total population.

SEE YOUR NEAREST KATZ AGENCY

CBS
ABC
DUMONT

A
MEREDITH
STATION

Everybody WATCHES

W·H·E·N TV

CHANNEL 8

SYRACUSE, N.Y.

son and not directly to General Dynamics was necessary because General Dynamics has two Canadian citizens on its board of directors and one Canadian officer. If the merger is approved, Stromberg-Carlson Broadcasting Co. will be wholly-owned subsidiary of General Dynamics.

Robert S. Tait, president of Stromberg-Carlson, will be board chairman of the new subsidiary and William Fay, now vice president of Stromberg-Carlson's Broadcasting Division, will become president of the subsidiary.

Balance sheet as of March 27, 1955, listed the total assets of the broadcast outlets at $1,728,000, with total current assets as $296,000.

Modification of Rules Gets Approval of FCC

MULTIPLE modifications of its rules and engineering standards, chiefly to bring them up to date and transfer certain radio standards to the rules, have been approved by FCC substantially as proposed a year ago [B•T, May 10, 1954].

One major change is to provide for "type acceptance" of television transmitters, not heretofore covered, and to provide for type acceptance instead of "type approval" of am and fm transmitters. This brings the broadcast rules into conformity with the newly adopted type acceptance procedure set forth in Part 2 of the rules, FCC explained, pointing out that lists of type-accepted equipment no longer will appear in the rules but will be available for inspection at the Washington office or field offices of the FCC.

Other changes, largely technical in nature, relate to directional antenna proof of performance and other data, field intensity measurements and direct measurement of operating power. FCC's standard of 30-kc separation between am stations also was added to the rules as new Sec. 3.37.

Tv May Doom Outdoor Rally, Florida Politician Predicts

A PREDICTION that the use by political candidates of the facilities of WMBR-TV Jacksonville, Fla., will spell the end of outdoor political rallies in Duval County, has been made by a county Democratic official.

Edgar W. Waybright Sr., senior chairman of the Duval County Democratic Executive Committee, said telecasts on WMBR-TV during the county's first and second primaries by 55 candidates seeking various Jacksonville offices resulted in heavier-than-normal voting in the second primary.

He said the Duval County Democratic group sponsored a series of WMBR-TV telecasts during the first and second primaries. Each program was for a half-hour, with candidates receiving specified periods ranging from a half-minute to five minutes each. The committee, he said, bore the greater part of financing, with each candidate paying only a small fee.

WMBR-TV relinquished network broadcast time on the eves of both primaries in the interest of public service.

Advantages of campaigning on WMBR-TV, Mr. Waybright said, are: (1) greater audience coverage than the outdoor rally; (2) more personal contact with the voter; (3) greater interest in government; (4) encouragement of voting by repeated telecasts, (5) more interest by all members of the family, and (6) removal of impeding factors such as bad weather, poor acoustics and crowded conditions.

Predicting that "all other counties throughout Florida and the country" will "join in this progressive movement," Mr. Waybright said, "I believe that all future rallies will be held on television."

'Teas for Tv' Plan Given So. Calif. Demo Women

SOUTHERN CALIFORNIA Democratic women's groups are being urged to join in a national "Teas for Tv" movement, designed to aid the Democrats to raise funds for tv time purchases during the forthcoming 1956 presidential campaign.

Mrs. Katie Louchheim, women's activities director of the Democratic National Committee, proposed the "tv tea parties" to local party leaders during a recent visit. According to Southern California Democratic spokesmen, the program will probably get underway by this Labor Day with the slogan, "Come and take a cup of tea; put the Democrats on tv."

The plan involves a "human chain" principle, in which one woman invites 10 guests to a tea party in her home, for which each contributes $1 towards the Democratic tv fund. Each guest is then pledged to invite 10 other guests to her home for a similar contribution. By the end of the fourth round, party officials estimate that a fund of $10,000 can be raised to buy tv time for Democratic candidates.

Business Census Funds Cut in House Measure

THE HOUSE has passed and sent to the Senate the fiscal 1956 appropriations bill (HR 6367) for the Dept. of Commerce. The bill contains House cuts of $655,000 for the Census Bureau's census of business, manufactures and mining, and $500,000 for its census of agriculture.

The measure, as passed by the House, cuts the business census funds from the $4,655,000 estimated by the Budget Bureau to $4 million. The agriculture census funds were cut from $6 million to $5.5 million.

The House cut Census Bureau salaries from the $7.4 million Budget Bureau estimate to $6.2 million—same as the fiscal 1955 appropriation. The business census was appropriated $8,430,000 for fiscal 1955—the agriculture census $16 million.

The House also replaced $100,000—which had been requested for the Commerce Dept.'s Office of Business Economics for incorporating results of the business census into OBE's national accounts for use by business—with $75,000 "to finance a special study of unemployment."

Secretary of Commerce Sinclair Weeks asked a Senate Appropriations subcommittee, which held hearings on the House-passed bill, to restore the House cuts.

He said the business census fund cuts will seriously delay the release of results and his department will be unable to meet its commitment to accelerate the publication dates.

The Commerce Dept.'s Bureau of Standards received $7 million—a $750,000 cut from Budget Bureau estimates, but $1 million more than for fiscal 1955. The increase will be used to make "adjustments required by the Comptroller General" and to expand "research and testing and radio propagation and standards."

Relief for Films to P. R.

IMPORTS into Puerto Rico of 16 mm Spanish-language film for television broadcasting purposes would be exempted from the present tariff under provisions of a bill (HR 6328) introduced by Rep. W. Sterling Cole (R-N. Y.). The measure was referred to the House Ways & Means Committee.

Electric companies at work on atom power plants

Push development of vast new source of electricity

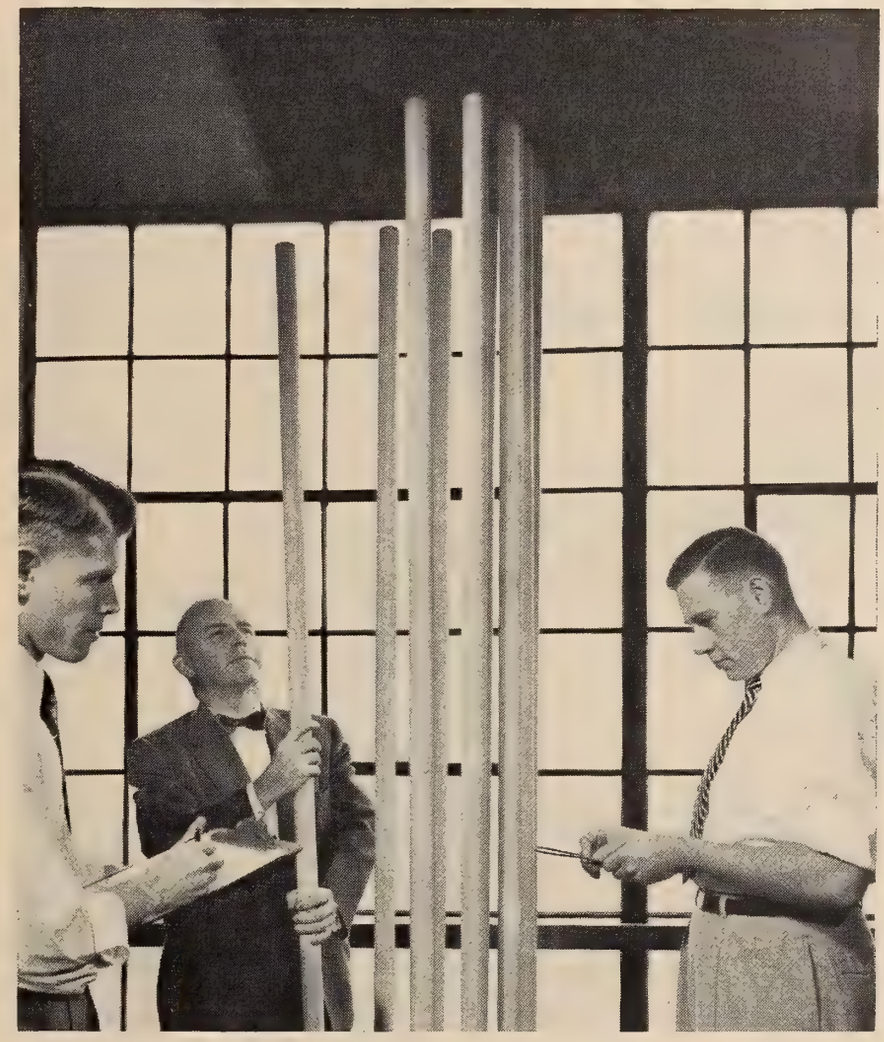
Top engineers of electric light and power companies are speeding work on ways to make atomic-electricity practical for everyday uses.

The first atomic-electric plant for serving the public is now being built near Pittsburgh, Pa. Proposals for four others—near New York, Chicago and Detroit, and in western Massachusetts — are in the hands of the Atomic Energy Commission.

The power from these pioneering plants will probably be expensive to make, yet will be sold at regular rates. From these first plants, however, the electric companies expect to learn much about more economical and efficient atomic-electric projects for the future.

Reducing the cost of making atomic-electricity is problem No. 1 —because electricity is already so cheap in America and we have plenty for our needs today.

However, the atom's promise of more power for the future is tremendous. The big job is to make it practical and economical. But the electric companies have solved other tough problems in bringing more and more electricity to more and more people, at lower and lower rates. They'll solve this one for you, too.



Electric company engineers arrange wooden models of the uranium rods that are the atomic fuel for certain types of atomic-electric plant. Several dozen such uranium rods can supply enough heat to generate a year's electricity for a good-sized city.



First commercial atomic-electric plant in America is under construction at Shippingport, Pa., near Pittsburgh. The atomic heat-producing unit will be below ground level. Turbines, generators and other electric equipment will be the same as in plants using other fuels.

AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

*Names on request from this magazine

There's Real Sales Potential Here!



a billion dollar market!

all or part of 12 counties and over 100 communities—23 towns over 5,000 population—77 towns over 1,000 population.

Rockford alone is 31% ABOVE NATIONAL AVERAGE on per capita income and 20% ABOVE NATIONAL AVERAGE on per family income. Rockford is the second largest machine tool manufacturing city in the U. S.

The 44,637 farm households in this rich area have an average income of TWICE THE NATIONAL AVERAGE.

WREX-TV Rockford, Illinois, the 7-city station dominates this tremendous market with 58 top CBS-ABC network shows.

CBS ABC
AFFILIATIONS

WREX-TV channel 13
ROCKFORD, ILLINOIS
J.M. Baisch, General Mgr.
represented by H-R TELEVISION, INC.

Kefauver Introduces Bill Granting All Media Access

EQUAL ACCESS to Senate committee hearings would be granted to all media under the provisions of a measure (S Res 101) introduced by Sen. Estes Kefauver (D-Tenn.) on behalf of himself and 17 other senators.

The resolution, referred to the Senate Rules Committee, provides for equal access to all media "subject to the physical limitations of the hearing room and consideration of the physical comfort of committee members, staff and witnesses." But a witness could avoid being televised, filmed or photographed if he objects on the ground of "distraction, harassment or physical handicap."

The resolution on "fair committee procedure" is sponsored by Sen. Kefauver, Republicans Margaret Chase Smith (Me.) and Irving Ives (N. Y.), and Democrats Dennis Chavez (N. M.), Paul H. Douglas (Ill.), Albert Gore (Tenn.), Hubert H. Humphrey (Minn.), Herbert H. Lehman (N. Y.), Warren G. Magnuson (Wash.), Mike Mansfield (Mont.), Pat McNamara (Mich), Wayne Morse (Ore.), James E. Murray (Mont.), Matthew M. Neely (W. Va.), Richard L. Neuberger (Ore.), John O. Pastore (R. I.), W. Kerr Scott (N. C.) and John J. Sparkman (Ala.).

World Wide Broadcasting Praises USIA Latin Shows

SPANISH and Portuguese language broadcasts shortwaved to Latin America by World Wide Broadcasting System's WRUL Scituate, Mass. —and rebroadcast "at no extra cost" by 54 commercial stations in South and Central America and the Caribbean—are being well received, a Senate Appropriations subcommittee has heard.

Walter S. Lemmon, World Wide president, and Leonard H. Marks, the firm's Washington counsel, told a Senate group studying the U. S. Information Agency's fiscal 1956 budget that the programs originated in the U. S. have around 2.6 million listeners in Latin America. WRUL also shortwaves programs to Scandinavian Europe.

Mr. Lemmon asked that the $255,000 allotted to World Wide by USIA in 1955 for this work be boosted to a minimum of $450,000 for 1956. WRUL also shortwaves commercially-sponsored programs to the Latin American stations.

The Senate group, headed by Sen. Harley M. Kilgore (D-W. Va.), also heard Eugene W. Castle, author of a book criticizing USIA activities, ask that USIA's Voice of America funds be cut $4 million from the proposed $18.2 million.

Libel Protection Plea Put Before Gov. Harriman

APPEAL for greater protection to independent radio stations from libel suits arising from broadcast statements during political campaigns has been made to New York Gov. Averell Harriman by Fred Barr, program manager of WWRL New York. Mr. Barr explained that usually political candidates confine their appearances to network radio stations and independent stations present persons who speak in behalf of the candidate.

Although a new law signed April 23 states that New York state stations and their employes are free from liability for defamatory statements by any legally qualified political candidate during a political broadcast, Mr. Barr believes the law "does not lend too much assistance to the average independent station." Under the new law a radio outlet is not immune from damage suits resulting from remarks made by speakers representing the candidate, he said.

In his letter Mr. Barr urged that New York follow the example of Connecticut, which recently enacted a law sponsored by the Connecticut Broadcasters Assn. It provides protection against liability for remarks made by any person not an employe of the station. The protection is not restricted solely to broadcasts by candidates of political parties. According to Mr. Barr, the Connecticut libel law provides a broader protective base for the independent stations.

Illinois Legislation Sought To Tax Tv Fight Proceeds

A PROPOSAL will be introduced shortly in the Illinois state legislature to impose a 5% tax on proceeds of televised boxing and wrestling matches as in other states. Livingston Osborne, chairman of the Illinois Athletic Commission, is pushing the legislation, which he said has Gov. William Stratton's support. Mr. Osborne said Illinois is the "only big state that hasn't got a tv tax" and noted the levy is in effect in New York, Michigan, Minnesota, Pennsylvania and Massachusetts. He said it was necessary because of declining attendance and that the 10% state tax on gate receipts may not be adequate to pay expenses of running the commission's board.

FCC Interested in Color Plan

FAVORABLE interest in RETMA's efforts toward a voluntary standard for color test signals has been expressed by FCC in its reply to a letter on the subject by RETMA Director W. R. G. Baker, vice president of General Electric Co. Dr. Baker told the Commission RETMA is seeking a standard color bar transmission which would permit servicemen to install and adjust color tv receivers during normal working hours even though color programs were not being aired. The color bar would be located at the edge of regular monochrome programs and not seen by the home viewer. FCC said it "appreciates being advised of this development" and hopes to be informed of results.

Senate Restores USIA Funds

THE SENATE last week restored almost all of $8 million in cuts made by the House from the U. S. Information Agency's $88.5 million fiscal budget for 1956. Final amount approved by the Senate was $88,350,000, which replaces the cut by the House of all Voice of America tv program activities and some of its broadcast activities.

Funds Bill to House Floor

THE House Appropriations Committee has reported out a bill making appropriations to the Executive Office of the President for fiscal 1956. The measure provides $161,000 for the Office of Defense Mobilization's Interdepartmental Radio Advisory Committee, same as for fiscal 1955. The bill went to the House floor for action last Wednesday. IRAC is responsible for allocating radio frequencies among government agencies and developing overall government telecommunications policies.

Hyde, Turner to Witness Coast Guard Rescue Tour

FCC Comr. Rosel H. Hyde and George Turner, chief of the Commission's Field Engineering & Monitoring Div., have left Washington for the Pacific on a Coast Guard air-sea rescue demonstration tour aboard the cutter *Wachusett*. FCC monitors are key participants in many rescue operations, giving "fixes" on the location of disaster signals. Comr. Hyde and Mr. Turner also will inspect FCC offices in Hawaii and the U. S. West Coast before returning to Washington in mid-June. Comr. Hyde will visit two Broadcast Music Inc. clinics in June on his return trip [B•T, May 30].

Neustadt, Ex-FCC Attorney Joins Cohn & Marks Law Firm

STANLEY S. NEUSTADT, trial attorney in the FCC General Counsel's office who resigned May 24, has joined the law firm of Cohn & Marks in Washington, it was announced last week.

Mr. Neustadt received a B.A. degree with general honors from Columbia U., New York, in 1943, and an LL.B. degree from Columbia Law School in 1947. He was with the New York law firm of Bergerman & Hourwich until he joined the FCC in September 1948 as confidential assistant to Comr. Frieda B. Hennock.

During World War II, Mr. Neustadt was an Army Air Force pilot with the Troop Carrier Command, serving in the South Pacific with the rank of first lieutenant. He received the Air Medal.

Mr. Neustadt is a member of the New York Bar and of the bar of the U. S. Court of Appeals in Washington. He is married, has one daughter and makes his home in Alexandria, Va.

Atty. Spearman Recuperating

JOHN SPEARMAN, Washington attorney in the firm of Spearman & Roberson, was expected to return home this week after three weeks in Washington's Doctors Hospital following a heart seizure May 19. Mr. Spearman is the brother of Paul D. P. Spearman, senior member of the firm, who has been invalided since 1953 following a stroke.

AFRS Releases Three

TERMINATION of contracts of Bud Widom, Fred Hessler and Dave Young, civilian program packager - announcer - commentators, was announced by Armed Forces Radio Service, Hollywood, as part of a retrenchment program forced by budget cuts.

According to an AFRS spokesman, since Messrs. Widom, Hessler and Young are not civil service employes but independent contractors, their contracts end effective June 30. However, no further personnel cuts are presently contemplated, the spokesman added.

AFRS Hollywood will continue to transcribe commercial radio programs and to kinescope certain commercial tv programs for overseas release to service men, in accordance with present agreements, he said.

Examiner Bill Introduced

A BILL which would give hearing examiners of government agencies lifetime status and the pay of a Civil Service Commission GS-18 has been introduced by Sen. Estes Kefauver (D-Tenn.). The examiners would be selected by a three-man Board of Examiner Administration.



Advertisement

From where I sit *by* Joe Marsh

Buz "Badgers" 'Em into Coming

Attendance at Rotary Club meetings was a real problem—until Buz Walker, the new president, took over. Buz managed to get 100% turnout last night.

"No matter how good an organization is," Buz says, "you can't do a real job unless you get everybody working together and coming to meetings.

"I wanted to be sure all the boys made the first Spring meeting, so I sent each one a badge marked 'Reception Committee.' Yes, they all showed up —I have a hunch they'll keep coming back, too."

From where I sit, it never hurts to make the other fellow feel he's important. Also, it never hurts to show a tolerant attitude toward your neighbor's tastes and habits, his likes and dislikes. Some of us are natural club "joiners," some are lone wolves . . . just as some are devoted coffee lovers while some prefer a quiet glass of beer. Whatever *our preferences we have a right to a sympathetic "reception" from others.*

Joe Marsh

Copyright, 1954, United States Brewers Foundation

STORES SHY FROM RADIO BECAUSE OF PAPER HOLD

'Traditional' place of newspapers and unfamiliarity with timebuying procedure cited as major reasons for department stores' hesitancy in placing radio advertising, Southern California Broadcasters told.

BIGGEST obstacle to entry of department stores into radio advertising is the "traditional" reliance of such stores upon newspaper advertising, with their advertising staffs well-trained in newspaper layout, but unfamiliar with radio time-buying practices.

This was the feeling expressed by department store advertising managers speaking at the monthly meeting of the Southern California Broadcasters Assn., as part of the reason for the prevalent reluctance of most such stores to use radio.

Margins of profit are constantly narrowing in department store operations, said Walter Powers, advertising manager, The May Co., Los Angeles, in discussing "Where is the Money Coming From for Radio Advertising?" However, he admitted that when Higbee's Department Store, Cleveland, used a disc m.c. promotion for the store's record department, supplies of the advertised record album were quickly exhausted.

Radio can be used successfully as a supplemental advertising medium, but to meet ever-growing competition, department store management must continue to rely upon newspapers, James Seyster, advertising-publicity director, Eastern-Columbia department stores, Los Angeles, told the broadcasters. But the Eastern-Columbia singing jingle has made all of Southern California aware of the store's "Broadway at Ninth" location, he admitted.

Sharply differing with the store executives, Henry Mayers, president, The Mayers Co., Los Angeles advertising agency handling the local Sears, Roebuck & Co. account, stated that Sears has received constant high returns for its radio dollars. Even if Sears were to place advertising in all four Los Angeles metropolitan newspapers it would still miss a population segment as big as Cleveland is, Mr. Mayers noted.

Money for a radio campaign could easily come from the elimination of waste "white space" in newspaper advertising, he continued.

Department store management urgently needs education in the profitable use of radio and the management which learns its lessons well will reap benefits in the form of increased profits and a strong competitive advantage in the retail field, the agency executive concluded.

NARTB Convention Planning Focuses on Chicago for '56

HAVING just completed its 1955 convention, NARTB announced Thursday it will hold the 1956 industry meeting April 15-19 at the Conrad Hilton Hotel, Chicago. Firm contract for the date has been signed, with an option on a 1957 meeting at the same site. The long-range planning looks toward a Los Angeles meeting in 1958.

C. E. Arney Jr., NARTB secretary-treasurer, was going over 1955 convention bookkeeping details last week and plans to make a tentative financial report to the board at its June 23-25 meeting in Hot Springs, Va. Associate members are being notified of the date for the 1956 convention. The Conrad Hilton has greatly expanded its basement exhibit space since NARTB met there in 1952.

Three floors (5, 6 and 7) for light equipment and film exhibits will be available next year, offering a more compact show than the far-flung wings of the Shoreham Hotel in Washington. The Conrad Hilton offers many meeting rooms plus the ballroom and the adjoining Eighth Street Theatre.

Committees of the association expired with the convention. President Harold E. Fellows has been doing preliminary work on the 1955-56 committee lineup but it is not at all complete at this point.

Final attendance figures for the 1955 meeting were 1,576 management and 376 engineering delegates, according to William L. Walker, NARTB auditor. Another 300 women took part in some of the convention events. Approximately 3,000 persons were in the convention hall during President Eisenhower's address.

Devine Named to Head AAAA's Radio-Tv Group

JOHN F. DEVINE, J. Walter Thompson Co., has been appointed by the American Assn. of Advertising Agencies' board of directors as chairman of the AAAA's Tv & Radio Administration Committee.

Vice chairman is C. Burt Oliver of Foote, Cone & Belding, Hollywood. Serving on the committee are: Roswell W. Metzger, Ruthrauff & Ryan, Chicago; Samuel Northcross, William Esty Inc., New York; A. W. Reibling, Kudner Agency, New York; Hildred Sanders, Dan B. Miner Co., Los Angeles; Harry Saz, Ted Bates & Co., New York; L. T. Steele, Benton & Bowles, New York; Lewis H. Titterton, Compton Adv., New York; E. C. Eisenmenger, Leo Burnett Co., Chicago; Rodney Erickson, Young & Rubicam, New York; Alvin B. Fisher, Lang, Fisher & Stashower Inc., Cleveland; J. Frank Gilday, McCann-Erickson, New York; Scott Keck, Needham, Louis & Brorby, Chicago; Edwin M. Marshall, BBDO, New York, and Philip McHugh, Campbell-Ewald, Detroit.

Members of AAAA's appointed standing committee on broadcast media are: Frank Silvernail, BBDO, New York, chairman; Jane Daly, Earle Ludgin & Co., Chicago, vice chairman; Paul Benson, Benton & Bowles, New York; Elizabeth Black, Harry B. Cohen Adv., New York; George A. Bolas, Tatham-Laird, Chicago; John W. Davis, Honig-Cooper, San Francisco; Ruth Jones, Compton Adv., New York; Thaddeus S. Kelly, McCann-Erickson, New York; George Kern, Lennen & Newell, New York; Albert Noble, Noble-Dury & Assoc., Nashville; Arthur Pardoll, Foote, Cone & Belding, New York; Thomas S. Slater, Fuller & Smith & Ross, Cleveland; Samuel Thurn, Young & Rubicam, New York; Robert V. Walsh, Van-Sant, Dugdale & Co., Baltimore; Sarah E. Williams, Liller, Neal & Battle, Atlanta, and Anne Wright, J. Walter Thompson Co., New York.

AAAA Announces Dates For Fall Region Meetings

DATES for annual fall conventions were announced last week for the Eastern, East Central, Central and Pacific Regions of the American Assn. of Advertising Agencies.

The Pacific annual meeting will be held Oct. 2-5 at the Hotel Del Coronado at Coronado, Calif. A. W. Neally, BBDO, Los Angeles, chairman of the AAAA's Pacific Region, is in charge of program plans.

The Central convention is slated for Oct. 13-14 at the Conrad Hilton Hotel, Chicago. Heading up the convention committee in that region is Chairman Vincent R. Bliss, Earle Ludgin & Co., Chicago.

The Eastern Region's annual conference, which is the largest in agency attendance, will be held Oct. 17-19 at the Roosevelt Hotel, New York, in charge of John Strubing, Compton Advertising Inc., chairman of the Eastern Region.

The AAAA's Central Region meeting will convene Oct. 24 at the Hotel Statler, Detroit. Ernest A. Jones, MacManus, John & Adams Inc., Bloomfield Hills, Mich., chairman of the East Central Region, will head the program planning.

AAAA Plans 1956 Meeting For Agencies of 40 Nations

AN international meeting of advertising agency leaders will be held next April 23-May 4 in the U. S., sponsored by the American Assn. of Advertising Agencies, it has been announced by the AAAA.

According to AAAA's president, Frederic R. Gamble, invitations have been issued to executive heads of agencies and to a number of other advertising leaders in more than 40 countries. Mr. Gamble made the announcement in Tokyo where he was attending the 15th congress of the International Chamber of Commerce.



MR. GAMBLE

The U. S. meeting will open in New York and continue in Washington, White Sulphur Springs, W. Va., and possibly in other cities. The Washington program will be under auspices of the Depts. of Commerce and State. So far as possible at this stage, arrangements have been made for President Eisenhower to greet the delegates, the AAAA said.

The delegates also will take part in the 38th annual meeting of the AAAA at the Greenbrier Hotel in White Sulphur Springs on April 26-28 and will be invited to participate also in other activities including next year's U. S. Chamber of Commerce convention.

U. S. "host agencies" will help receive delegates and aid in arranging visits to agencies, publishers, broadcasters and suppliers, it was said.

On April 23 in New York, delegates will be received by the mayor at City Hall.

TvB Adds 10 Members; Roster Now Stands at 143

ACTIVE MEMBERSHIP of the Television Bureau of Advertising now totals 143, Norman E. (Pete) Cash, director of TvB's station relations, said last week in announcing an addition of 10 members to its roster [B•T, May 30].

New members include nine stations: KBTV (TV) Denver; KHOL-TV Kearney, Neb.; KPLC-TV Lake Charles, La.; WDAY-TV Fargo, N. D.; WFLA-TV Tampa; WIBW-TV Topeka, Kan.; WFBM-TV Indianapolis; WOOD-TV Grand Rapids, and WTCN-TV Minneapolis. Harrington, Righter & Parsons Inc., station representative, also added, brings the number of TvB's station representative members to seven.

Mr. Cash noted TvB is "determined to sell hard to every advertiser we call on that these member stations . . . are making the advertiser better equipped to use more television and hence increase his sales."



Did you cross pollinate?

However conceived, your ideas for the Advertising Council have grown into great campaigns. And this is no father to son opinion. Just look below at the record of only four of the many hundred you have created since 1942. You can be proud of your brood, but don't quit now. The Advertising Council still needs your fertile brains to help solve other problems facing America. And by you, *we mean the agency account men, writers, artists, and media people who have donated their time, talents, and space for free—and those who haven't as yet.*

PUBLIC SERVICE · ADVERTISING COUNCIL ·

SAFE AS AMERICA U.S. SAVINGS BONDS

Aided U. S. Treasury in the sale of billions of dollars worth of War and Savings Bonds.

The Future of America

Helped restore public confidence when a recession was predicted by many.

Enroll today in CD CIVIL DEFENSE

Made millions of men and women aware of their responsibilities in Civil Defense.

TRUTH

Helped Crusade for Freedom broadcast the Truth to Iron Curtain countries.

The Advertising Council, Inc., 25 West 45th Street, New York 36, N. Y.

Radio & Tv Week to Get Big Sendoff This Year

THE 1955 version of National Radio & Television Week, starting Sept. 18, will bear little resemblance to the faltering promotions of the past 10 years, according to spokesmen for three trade associations jointly sponsoring the event.

Detailed plans will be drawn up June 14 during the 31st annual convention of Radio-Electronics-Tv Mfrs. Assn., to be held at the Palmer House, Chicago. Ellis L. Redden, Magnavox Co., is chairman of the RETMA Public Relations-Advertising Committee. Joseph M. Sitrick, NARTB manager of publicity and information services, represents that association.

The week-long event carries this theme—Dedicated to Better Home Entertainment. Displays of new radios, tv sets and phonographs will be featured in retail stores. An industry-wide promotion will embrace dealers through National Appliance & Radio-Tv Dealers Assn.; National Assn. of Electrical Distributors, and NARTB. *Life* magazine will develop institutional display materials for dealer use. The *Saturday Evening Post* will prepare a special supplement highlighting development and history of radio-tv. Networks and stations will join the promotions.

A series of regional dinners will be held throughout the nation, with dealers and local leaders participating. The RETMA subcommittee directing preparation is headed by Julius Haber, RCA.

RETMA's June 14-16 convention agenda includes voting on amendments to the by-laws. Twoscore committee and group meetings will be held during the three days, according to James D. Secrest, executive vice president. Leslie F. Muter, Muter Co., treasurer and past president of RETMA, will be presented the 1955 RETMA Medal of Honor at the annual banquet.

Wilson Elected to Head California AP Radio Assn.

RAY WILSON of KFMB-TV San Diego, Calif., has been elected chairman of the California AP Radio Assn. succeeding Bill Cothran of NBC Hollywood. Meeting in Los Angeles at its annual meeting, the group also elected Barney Schwartz, KPRL Paso Robles, vice chairman.

Presentation of 39 certificates of merit in the association's annual news competition was made by Mr. Cothran and Jerry Colonna, radio-tv star (see story page 95).

The value of local coverage to stations themselves and as a means of expanding AP service everywhere in both the radio-tv and newspaper fields was stressed by Les Mawhinney, KHJ Los Angeles and chairman of the national association of AP radio and tv members.

AFA's Golden Jubilee Meet Convening Now in Chicago

ADVERTISING Federation of America was to open its golden jubilee convention at the Palmer House in Chicago yesterday (Sunday) with some 1,000 advertising executives expected to be in attendance. The meeting will close Wednesday.

The business session of the convention will open today with a panel session on "Understanding Tomorrow's Markets." The luncheon speaker will be Walter R. Barry, vice president in charge of grocery products, General Mills.

Tomorrow's session will be highlighted by a panel discussion on the role of advertising in the future. Participants will be Leo Burnett, Leo Burnett Co.; Fairfax M. Cone, Foote, Cone & Belding; Earle Ludgin, Earle Ludgin & Co.; Melvin Brorby, Needham, Louis & Brorby; Ray Weber, Swift & Co.; Frank Cornwell, Monsanto Chemical Co.; John McLaughlin, Kraft Foods Co., and Ed Taylor, Motorola Corp.

Clarence Eldridge, vice president in charge of marketing, Campbell Soup Co., will talk at the luncheon Wednesday, after which the AFA educational committee will sponsor two panels on advertising education.

AIEE Sets Two Sessions June 28 on Tv Subjects

SESSIONS on color television and on tv satellite and microwave link installations will be held June 28 in conjunction with the summer general meeting of the American Institute of Electrical Engineers at the New Ocean House, Swampscott, Mass., according to J. B. Epperson, chairman of the AIEE Committee on Television & Aural Broadcasting.

I. J. Kaar, General Electric, will preside at the color meeting and George H. Brown, RCA Labs, will chairman the other session.

NATRFD Slates Meeting For Washington June 19-22

SUMMER meeting of the National Assn. of Television-Radio Farm Directors will be held June 19-22 in Washington. The meeting will include sessions at the Dept. of Agriculture, tours and a visit with President Eisenhower at the White House.

Registration and get-acquainted ceremonies are scheduled for the opening day, with business sessions starting Monday, June 20. Secretary of Agriculture Ezra Taft Benson and other department officials will meet with the farm directors. The afternoon agenda includes meetings with heads of farm organizations along with farm broadcasters and newsmen.

The group will meet June 21 with Senate and House Agriculture committees, going next to the White House. A Potomac cruise is scheduled in the afternoon. Secretary of State John Foster Dulles will address the delegates at a breakfast meeting on the final day. The program ends with a trip to the Beltsville (Md.) Experiment Station. Frank Atwood, WTIC Hartford, is NATRFD president.

WAB Meets June 6 at Casper

FIRST annual meeting of Wyoming Assn. of Broadcasters will be held June 6 at Casper, according to Donald L. Hathaway of KSPR Casper, president of the original corporation under papers filed recently. Plans for the meeting were formed last January. Original officers include Jim Carroll, KWYO Sheridan, vice president; William C. Grove, KFBC Cheyenne, secretary; Jack Breece, KOVE Lander, treasurer; Joe Ernst, KWOR Worland, director.

Walker-Lezos Nuptials Held

A. PROSE WALKER, NARTB Eingineering Dept. manager, and Mrs. Ellanie Lezos, formerly of the General Electric Co. Washington office, were married May 27, immediately after the NARTB convention. Their engagement had been announced to delegates during the NARTB Engineering Conference but they decided at the last minute to have a weekend ceremony. They returned to Washington after a brief honeymoon.

Tv Film Directors Plan 'Idea' Clearing House

CENTRAL clearing house for the exchange of ideas and methods of using tv films at the station level is being set up by the National Assn. of Television Film Directors. At present the membership comprises 150 stations in 38 states and possessions, according to Arthur V. Cook, WVET-TV Rochester, N. Y., NATFD public relations director.

At the eastern conference of NATFD, held in Washington May 27-29 [B•T, May 30], T. Gentry Veal, Eastman Kodak Co. tv research director, said "great strides must be made in the entire area of color film and transmission to bring it to the present point of monochromatic transmission."

Committees were formed to explore operational procedures and film procurement research. Findings will be reported at the national conference of NATFD, to be held next February in Chicago. The western conference will meet in September to form committees.

Comr. Doerfer to Address Community Tv Convention

COMR. JOHN C. DOERFER is scheduled to be the featured speaker at the fourth annual National Community Tv Assn. convention in the Park Sheraton Hotel, New York, today (Monday) through Wednesday.

Mr. Doerfer is expected to discuss the question of FCC jurisdiction over community cable systems, as he did before the National Assn. of Railroad & Utility Commissioners in Chicago last fall [B•T, Nov. 15, 1954].

High on the NCTA agenda is the adoption of a Code of Practices, including a code of ethics, technical standards and business practices. The organization, which comprises almost 200 community tv systems, also will elect officers. Keynote address will be given by NCTA President M. F. Malarkey Jr. (Trans-Video Corp., Pottsville, Pa.). Other speakers scheduled to address the convention are: William S. Chesley, Kastor, Farrell, Chesley & Clifford, New York, advertising; Edward P. Morgan, Washington attorney, tax problems; Dr. Frank G. Kear, Kear & Kennedy consulting engineers, Washington, radiation; Arthur A. Gladstone, FCC, microwave relays. E. Stratford Smith, Washington attorney, is executive secretary of the association.

It's APBE in, UAPRE Out

FORMATION of the Assn. for Professional Broadcasting Education was effected during the NARTB convention, with the University Assn. for Professional Radio Education dissolved, subject to final action by the NARTB board at its June 23-25 meeting. It was reported in the May 30 issue of B•T, on the basis of an NARTB convention announcement, that the first-named association had been dissolved instead of organized. NARTB later issued a corrected announcement. The new association will seek to improve education and training of prospective broadcasters in cooperation with schools and colleges.

TRADE ASSOCIATION PEOPLE

Richard Allen, former sales manger, WATL Atlanta, to station relations dept., Radio Adv. Bureau.

Henry L. Davis, Henry L. Davis Co., N. Y.; **Edward Taylor Wertheim,** E. Taylor Wertheim Adv. Agency, N. Y.; **Edward Stonehill,** Adv. Assoc. of Phila. Inc., and **Leonard Davis,** Leonard Davis Adv. Inc., Worcester, Mass., elected to League of Adv. Agencies Inc.

WIS. REPORT ANALYZES EFFECTIVENESS OF VHF

New entry into competitive tv market does not have full commercial effectiveness where the old and new stations overlap, university study indicates.

FOUR general findings about the area of sales effectiveness of a vhf tv station came from a study of WBAY-TV Green Bay, Wis., made under the supervision of the School of Commerce, U. of Wisconsin, and reported in *Wisconsin Commerce Reports* for April 1955. These general findings, for a new 100 kw tv station, are:

"1. That, in the direction away from established competition a station may effectively reach points 75 to 100 miles distant (possibly because of listeners' willingness to install expensive aerials and to be satisfied with imperfect reception where no alternative is available);

"2. That, within the area in which a station does not meet effective competiton, its commercial effectiveness appears generally to be as great as in the home city;

"3. That, in the direction toward established competition, a station's audience appears to be somewhat below the levels technically attainable (presumably because of prevailing listenership and aerial orientation toward the established station);

"4. That, within the area where effective competition is met, commercial effectiveness seems to diminish with distance, at a rate quite close to the rate of decline in listenership."

The study was made from Feb. 22 to Sept. 15 last year, starting nine months after WBAY-TV had gone on the air and four months after the station had increased its power from 6 kw to 100 kw and its antenna height from 400 feet to 800 feet. After preliminary estimates of coverage based on engineering contours, station mail, mail ballots and telephone surveys, a sales effectiveness test was conducted for a product promoted and advertised exclusively over WBAY-TV in that area.

Results showed the station to have area coverage up to 85 miles from the transmitter "at least as effective as in the station's home market" of Green Bay. Further, the sales-effectiveness measures were found to be "generally correlated with the listenership ratings (rather than with the set ownership data or with the audience estimates based on both ownership and listenership factors)."

Gavin, WHIO Executive, Killed by Crazed Gunman

JOSEPH J. GAVIN, public relations director and salesman for WHIO-AM-TV Dayton, Ohio, was slain last Tuesday by a crazed killer who ran into two Dayton banks and fatally shot three people and wounded four others.

Mr. Gavin was in the Third National Bank, on business for the stations, when he was shot in the back while talking to a bank vice president. The killer, described by police as a "religious fanatic" who apparently had no intention of robbing the bank, shot six of his victims in the Third National and his seventh at the Winter Bank.

Mr. Gavin, football coach at the U. of Dayton between 1947 and 1953, was 47. In 1930 and '31 he was captain of Notre Dame U.'s basketball team.

He is survived by his wife, Mary L.; daughters Patrica, 20, Joan, 18, Ann, 14; a son, James, 8, and a brother and sister.



REV. VERNON L. FISHER, president of the Huntington (W. Va.) Ministerial Assn., signs for association sponsorship of an MBS *Game of the Day* broadcast last month over WHTN Huntington. Present at the signing: John S. Phillips (l), general manager of the station, and Jack R. Burnley, WHTN sales manager. The Huntington Ministerial Assn. represents more than 70 churches in the Huntington area.

Washington 'Post' Stations Form Program Policy Unit

FORMATION by the Washington Post Co. (WTOP-AM-FM-TV Washington, WMBR-AM-FM-TV Jacksonville, Fla.) of a Program Policy Committee, "to develop new ideas and fresh approaches" to its programs and to examine and appraise programs with particular attention to those in the public service area, was announced last Monday by John S. Hayes, company radio-tv vice president and president of WTOP Inc.

The committee will be composed of nine officials of the company and its stations. First meeting will be held in Jacksonville June 6.

In addition to Mr. Hayes, members of the Program Policy Committee are: Philip L. Graham, president of the Washington Post Co. and chairman of the WTOP Inc. board of directors; J. Russell Wiggins, vice president of the Washington Post Co. and managing editor of its *Washington Post and Times Herald*; Adrian Fisher, vice president and counsel of WTOP Inc.; George F. Hartford, television vice president, WTOP Inc.; Lloyd Dennis, radio vice president, WTOP Inc.; Glenn Marshall Jr., president of WMBR-AM-FM-TV; Charles M. Stone, WMBR-TV vice president, and Dave H. Booher, vice president of WMBR-AM.

Lawrence E. Richardson, director of general services, WTOP Inc., will serve as secretary for the newly-formed committee.

Latham Retires as Gen. Mgr. Of WKRC-TV Cincinnati

RETIREMENT Tuesday of U. A. (Jake) Latham as general manager of WKRC-TV Cincinnati, marking an end to an association of some 20 years with WKRC-AM-TV, was reported last week.

Mr. Latham joined WKRC in sales in 1935 after having been an automobile salesman for 10 years. When the *Cincinnati Times-Star* purchased the station several years later, Mr. Latham remained as a salesman. In 1941 he became local sales manager, advancing three years later to sales manager.

In 1950, Mr. Latham left the radio operation to join WKRC-TV, where he subsequently became general manager.



FAIRBANKS HITS 48% SHARE-OF-AUDIENCE IN NEW YORK

Throughout last year, "Douglas Fairbanks Jr. Presents" topped all syndicated shows in the nation's top market: New York. Its average rating was 18.5, share-of-audience over 40%. This year, it's doing even better. In January, almost every other viewing home in New York was watching this show! (ARB)

"DOUGLAS FAIRBANKS JR. PRESENTS"

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.

CHICAGO • ATLANTA • HOLLYWOOD • DALLAS



MAKING FINAL arrangements for the sale a fortnight ago of WNBF-AM-TV Binghamton, N. Y., to Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia; 50% WHGB Harrisburg, Pa.) by Clark Assoc. Inc. [B•T, May 23] are (l to r): seated, John Clark Jr., vice president and director, Clark Assoc. Inc.; John Clark Sr., president, Clark Assoc.; Walter H. Annenberg, president, Triangle Publications; standing, Roger W. Clipp, general manager of Triangle's radio-tv division, and George R. Dunham, general manager, WNBF-AM-TV, who retains that post under the new ownership.

Benedict to Sales Position With Triangle Pub. Stations

APPOINTMENT of Edward H. Benedict as national sales manager for the Triangle Publication stations, WFIL-AM-TV Philadelphia and WNBF - AM - FM Binghamton, N. Y., was announced last Wednesday by Roger Clipp, general manager of the radio-tv division of Triangle, which also holds a 50% interest in WHGB Harrisburg, Pa.



MR. BENEDICT

Mr. Benedict, formerly with Ziv-Tv, will headquarter in New York.

Mr. Clipp said this latest appointment is part of a new headquarters staff being set up in Philadelphia to supplement the services of the Binghamton-Philadelphia-Harrisburg properties. To date, the staff includes: Henry R. Rhea, director of engineering; John Harlan, business manager, and Richard W. Gideon, chief statistician.

WHTN-TV Names Petry

APPOINTMENT of Edward Petry & Co. as national representatives of WHTN-TV Huntington, W. Va. (Ch. 13) was announced last week by Fred Weber, president of the Greater Huntington Radio Corp., operators of the station.

WHTN-TV, which is expected to go on the air Sept. 25 with 300 kw, will be an ABC-TV affiliate and will have a Class A hourly rate of $450. The primary coverage of the station, Mr. Weber said, will include 54 counties in a tri-state area comprising part of Ohio as well as West Virginia and Kentucky in which more than 2 million people live. This area is said to be the equivalent of the ninth metropolitan U. S. market.

San Luis Valley Broadcasting Purchases KVOD for $225,000

SALE of KVOD Denver, Colo., by W. D. Pyle and the late T. C. Ekrem to San Luis Valley Broadcasting Co. for $225,000 was announced last week. Mr. Ekrem died May 23, a few days after the station sale was agreed upon.

San Luis Valley Broadcasting Co. is 51% owned by George O. Cory, who also owns or controls KRAI Craig, KSLV Monte Vista and KUBC Montrose, all Colorado. All are affiliated with the regional Columbine network.

The ABC-affiliated KVOD operates on 630 kc with 5 kw power. It was founded in 1925 by Messrs. Pyle and Ekrem.

Mangan to NBC Spot Sales

FRANK MANGAN has joined the sales staff of NBC-TV Spot Sales, Chicago, moving from The Katz Agency where he has been for two years. Prior to that affiliation, he was with the *Chicago Tribune* as an advertising salesman.

William L. Snyder has been added to the staff of the radio spot sales department in Chicago. He formerly was with Avery-Knodel, Chicago, and has also been with the *Tribune* on the advertising sales staff.

WIND Rewards

WIND Chicago is doing what baseball rules forbid team managements to do—reward the notable efforts of its diamond heroes. The station has started a policy of paying $1,000 for every no-hit game and $500 for every one-hitter thrown by a Chicago Cubs pitcher. Checks were presented last week to Sam (Toothpick) Jones for his no-hitter against the Pittsburgh Pirates and Warren Hacker for his one-hit effort against the Milwaukee Braves. Money was given by sportscaster Bert Wilson, who broadcasts all Cubs games.

WRCA-AM-TV to Proclaim: 'Paterson Has Everything'

IN A MOVE to cushion the impact of new drive-in shopping centers beyond the city limits, civic and business interests in Paterson, N. J., last week launched a $120,000 advertising and promotion campaign, substantially on WRCA-AM-TV New York, to promote the theme that "downtown Paterson has everything."

The advertising campaign, which was placed through Force Inc., Paterson, will consist of station breaks and program participations on WRCA-TV through June 7 and on WRCA through June 10. Supporting this commercial effort will be a series of editorial integrations, spotlighting Paterson, on various station programs. These will include a remote origination of the *Tex and Jinx* show in Paterson, plus appearances of station personalities at retail establishments in the city and regular programming with a Paterson slant.

Lew Wolff, president of Force Inc., said he expected radio and television "to give us the excitement we want to put the promotion across." Hamilton Shea, vice president and general manager of WRCA-AM-TV, noted that the project affords an opportunity to the stations to "extend their public service, in a concentrated way, to a single community in the stations' listening and viewing areas."

Weed Cites Local Television As Future's 'Proving Ground'

THE LOCAL tv station will be proving ground for the major regularly-scheduled programs of the future, Joseph J. Weed, president of Weed Television Corp., station representatives, declared last week in a memorandum to clients.

He said that the "growing concentration by networks on mammoth 'one-shots,' 'magazine concepts' and participating programs is reducing—and even eliminating—regular program series with continuing starts on a network basis." He claimed that in local markets, by means of "genuine" spot television, national sponsors are "enjoying the extra values that local shows in all categories offer in building both audience ratings and product sales."

"Although networks are imitating spot procedures in many ways," Mr. Weed continued, "they do not link program content and the advertised product as successfully as genuine spot. And it is through locally-originated and syndicated shows that the major programs of the future are being groomed. Actually, many local shows surpass the 'mammoth' network programs in ratings on a local basis."

WBBM to Poll Ballplayers On $50 Fee for Interviews

PRACTICE of demanding a $50 fee for live or taped interviews at ballparks will be placed before the ballplayers of all major league clubs the next few weeks by WBBM Chicago.

Players and their representatives will be polled on their sentiments by John Harrington, WBBM sports director, who raised the issue. He charged "a line of demarcation between the press and the broadcasters" and "discrimination of the most flagrant sort" [CLOSED CIRCUIT, May 23]. Fees for studio appearances are not involved in the Harrington complaint voiced to players representatives.

The WBBM campaign has attracted widespread national attention in the press and on radio. It arose when players of the Kansas City Athletics refused to make tape-recorded interviews without compensation.

H. Kenneth Carpenter Dies; Retired WHK Station Director

H. KENNETH CARPENTER, 61, who retired last August as vice president of WHK Cleveland after 20 years as station director, died suddenly Thursday at St. Luke's Hospital, Cleveland.



MR. CARPENTER

He had gone to the hospital early this week for a routine checkup, a procedure he had followed since a heart attack suffered some time ago. Wednesday morning he had told the nurse to serve severely ill patients their breakfast first since he was merely there for a checkup. When the nurse returned with his meal she found him dead.

Funeral services were held Saturday at Church of the Saviour, Cleveland Heights, Ohio. Surviving are Mrs. Carpenter and three daughters.

Mr. Carpenter entered radio in 1925 at the old WEAR Cleveland. He managed the station jointly with the associated WTAM. He became general manager of WPTF Raleigh, N. C., in 1928, returning to Cleveland in 1934 as WHK manager.

In the late 20's he became active in the old NAB, becoming chairman of the Commerce and later Sales Managers Committee. In this role he instigated moves to standardize rate cards, accounts and spot contracts as well as a code of ethics. He served on the NAB board from 1930 to 1936.

Russell Winnie Jr. Dies

FUNERAL SERVICES were held in Milwaukee Tuesday for Russell Griffith Winnie Jr., 25, son of Russell G. Winnie, assistant general manager of WTMJ-AM-TV that city. The youth suffered a cerebral hemorrhage on a suburban Chicago golf course May 28. Mr. Winnie is survived by his father, his wife, Nancy, and a son, Scott, age 2.

KLFY-TV Lafayette, La. Goes on Air Last Friday

KLFY-TV Lafayette, La., began commercial programming last Friday as a primary CBS-TV affiliate, W. A. Patton, general manager of KLFY-AM-TV, has announced. The ch. 10 station, the first tv outlet in Lafayette, will operate with 52.5 kw.

Mr. Patton reported that Venard, Rintoul & McConnell is KLFY-TV's national representative and that Clarke Brown Co. has been named regional representative. Present area tv set count is 45,330. KLFY-TV is owned by Camellia Broadcasting Co. Its debut increases to 429 the number of operating tv stations.

A complete report on all operating as well as upcoming tv stations is in the monthly TELESTATUS, page 67.

KPTV (TV) Plans July 1 Boost

KPTV (TV) Portland, Ore., owned by the Storer Broadcasting Co., expects shipment of its new maximum-power uhf antenna from the RCA Camden, N. J., plant on June 10. July 1 has been tentatively set as the date when the ch. 27 station can increase its power from its present 204 kw to 1,000 kw.

Faulk to Remain with WCBS

IN A SHIFT of plans, John Henry Faulk, radio and tv personality, has decided to remain in New York. Earlier, Mr. Faulk had accepted an appointment as vice president in charge of public affairs for KTBC-AM-TV Austin and KANG-TV Waco (Texas Broadcasting Corp.) [B•T April 18].

According to WCBS New York, *The John Henry Faulk Show* will continue in its 5:05-5:55 p.m. period, Mon.-Fri. The station said the decision was promoted by "a deluge of letters from his listeners."

REPRESENTATIVE PEOPLE

Pat Lattanzi, formerly timebuyer, William H. Weintraub & Co., N. Y., to Burke-Stuart Co., N. Y., as sales executive.

Ted Smith, sales representative, WIP Philadelphia, to sales staff, Edward Petry & Co., N. Y., WIP representatives.

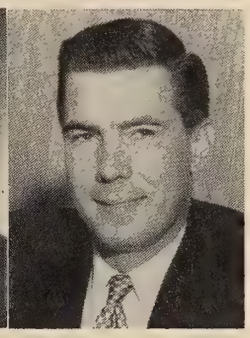
Edwin M. Fisher, former local sales manager, KMOX St. Louis, to tv sales staff, Bolling Co. N. Y.

STATION PEOPLE

John F. Box Jr., station manager, WOKY Milwaukee, appointed executive vice president, licensee Bartell Broadcasters Inc.



MR. BOX



MR. JOHNSON

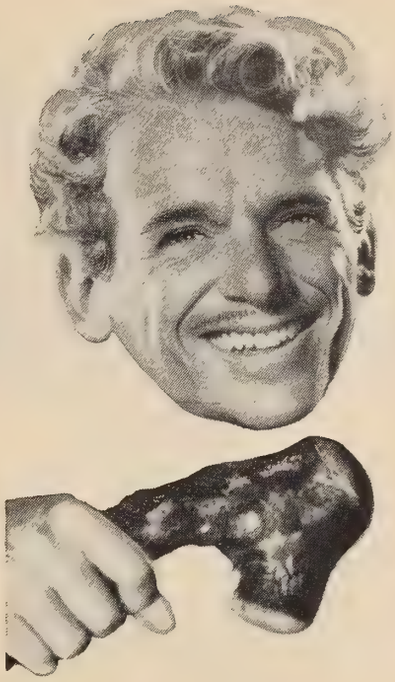
Ralph Johnson, assistant manager, WCIN Cincinnati, appointed station manager, succeeding **William Wagner,** who has been named managing director, affiliated WWOK Charlotte, N. C., and WBEJ Elizabethtown, Tenn.; **Lee R. Smith,** station manager, WLOU Louisville, Ky., appointed WCIN managing director; **Bernie Dabney,** WWOK sales dept., named WCIN assistant manager.

Milton N. Adams, program director, WBTM Danville, Va., appointed manager, succeeding **Edward G. Gardner,** vice president and general manager, who moves to South Carolina station as manager.



MR. GOODYEAR

George F. Goodyear, president, WGR Corp. (WGR - AM - TV) Buffalo, N. Y., additionally elected to newly - created post, chairman of board and to executive committee [B•T, May 30]; **J. Joseph Bernard,** WGR-AM-TV general manager, additionally elected vice president; **Karl B. Hoffman,** general manager in charge of engineering, elected vice president in charge of engineering; **Felix L. Piech** elected secretary and treasurer, succeeding **J. Fred Schoellkopf IV** in former and **Paul A. Schoell-**



RHEINGOLD SPONSORS "FAIRBANKS" AGAIN . . . 3rd YEAR IN A ROW!

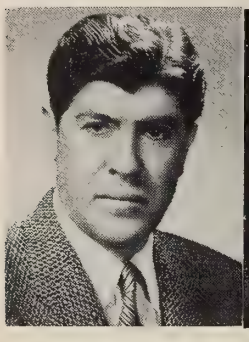
In January, almost every other viewing home in New York was watching "Douglas Fairbanks Jr. Presents", (ARB, January '55)! Rheingold Beer is so impressed, they're sponsoring Fairbanks regionally for the 3rd consecutive year. Many markets available for first run. 'Nuff said!

"DOUGLAS FAIRBANKS JR. PRESENTS"

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

kopf in latter; J. Schoellkopf, P. Schoellkopf, **J. Eugene McMahon** elected to executive committee.



MR. BERNARD



MR. HOFFMAN

Lewis F. Riefstahl, news director, WLAY Muscle Shoals, Ala., additionally named program director.

Ed Winton appointed program director, KELP El Paso, Tex.

Dean Campbell, sales staff, KEDD (TV) Wichita, Kan., promoted to sales manager.

E. L. Colbourn, formerly local sales manager, WKY Oklahoma City, appointed executive sales director, KBTV (TV) Denver.



MR. COLBOURN

Harry Bartolomei, assistant chief engineer, KCCC - TV Sacramento, Calif., appointed chief engineer, KNTV (TV) San Jose, Calif.

Robert O. Paxson, formerly local and regional sales manager, KEDD (TV) Wichita, Kan., to KTVH (TV) Hutchinson, Kan., as local sales manager.

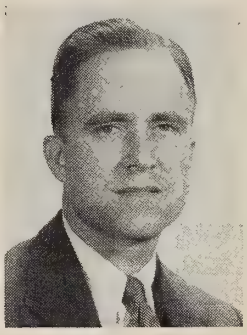
Charles H. Cowling, former station manager, KAVR Apple Valley, Calif., to KCBQ San Diego as assistant general manager and sales manager.

Luke L. Roberts, educational and public service director, KOIN-AM-TV Portland, Ore., named KOIN-TV assistant program director in charge of production and public affairs depts.

Glenn Hughes, talent director, KTLA (TV) Hollywood, resigns; **Roland Hiltshire,** U. of Southern California telecommunications dept., to KTLA as assistant talent director. **George T. Corbin,** director, KFMB-TV San Diego, to KTLA in similar position, succeeding **Jack Parker,** who moves to Grant Adv. Inc., Hollywood, as tv director.

Jim Mergin, former account executive KCBS San Francisco, and **Charles Craig,** former program director, KLAC Hollywood to KOLD Yuma, Ariz., as account executive and traffic manager, respectively.

Joseph E. Lake, assistant sales manager and local sales representative, WDAF - AM-TV Kansas City, appointed commercial manager, WFMY-TV Greensboro, N. C.



MR. LAKE

Ellison Stambaugh, formerly director, KGNC-TV Amarillo, Tex.; **Gene Ziliak,** floor manager, KVOO-TV Tulsa, and **Joe Duca,** KVOO-TV floor crew, appointed KVOO-TV directors; **Bruce C. Washburn,** formerly station manager, KHOZ Harrison, Ark., and **Joe Pierce,** formerly with WFAA Dallas, to WVOO-TV as announcers; **Hiram Higsby,** formerly with KANS Wichita, Kan., to station as program personality; **Gene Taylor** to KVOO-TV as floorman.

Theresa M. Rose, executive secretary, WBUD Trenton, N. J., appointed assistant manager in charge of all daily operations.



MISS ROSE

Cal Douglas, newsman, WAPI-WAFM (FM)-WABT (TV) Birmingham, Ala., appointed news director; **Don Potter,** formerly with WCCO Minneapolis-St. Paul, and **Betty Lee,** formerly with KDAL Duluth, Minn., to WAPI as program personalities.

In Case of Emergency

TORNADO-HARASSED Kansans slept peacefully Memorial weekend in the assurance of receiving immediate radio warning of any emergency arising in the late-evening or early-morning hours. KIND Independence advised listeners to keep their sets tuned to 1010 kc with the volume set slightly above the normal listening level. The station stood ready to come on the air instantly under emergency provisions of FCC should outlying spotters report a tornado. A siren-like tone to precede warning announcements was designed to awaken the soundest sleeper. The arrangement was so satisfactory a study is to be made into the possibilities of installing minimum transmitter control equipment and a speech amplifier at the Independence police department on a permanent basis, according to Nels Rupard, KIND manager. The operation is suggested for use in any emergency including possible Conelrad alerts when daytimers are unattended.

George Sweeney Jr., former news editor, WJDA Quincy, Mass., to WVDA Boston, succeeding **Rod MacLeish,** who moves to WBZ Boston as news editor.

Don Marvin, formerly with KSWM-TV Joplin, Mo., to announcing staff, KOTV (TV) Tulsa.

Lou Garris, formerly announcer, WLEE Richmond, Va., to WALA Mobile, Ala., as announcer.

Allen D. Smith, news director, KCKN Kansas City, Kan., to news dept., KCMO Kansas City, Mo., succeeding **Bill Cardin,** who has been appointed executive assistant to Kansas Congressman Errett P. Scrivner.

Bill Woody Jr., graduate, National Academy of Broadcasting, Washington, to WHAP Hopewell, Va.

Thomas O'Leary, apprentice, KCBS San Francisco, named junior writer; **Melvin Strom,** formerly with KBKH Pullman, Wash., to KCBS as apprentice; **Ogden Miles** to station as summer relief announcer.

Ted Mangner, farm director, KMOX St. Louis, featured in June 15 issue of *People Today*.

James F. Murray, manager, KQV Pittsburgh, named to general committee, Allegheny County (Pa.) Fair.

Bob Jennings and **Bob Foster,** personalities, WLAC Nashville, Tenn., signed to contract by MGM Recording Co.

Edward Benham, chief engineer, KTTV (TV) Hollywood, named to national video techniques committee, Institute of Radio Engineers.

Marjorie Phillips, assistant news editor, KBIG Avalon, Calif., initiated into UCLA unit, Kappa Tau Alpha, national journalism scholarship fraternity.

Bill Beals, sales dept., KABC Hollywood, father of girl, Jeannie Patricia, May 25.

Robert Hanger, news director, WEKY Richmond, Ky., father of girl, Pamela Diane, May 23.

Bill Carr, cameraman, WTVJ (TV) Miami, father of girl, Alicia Ann, May 20.

John Douglas, announcer, WMBR-TV Jacksonville, Fla., father of girl.

SELLING—THE NATION'S 37TH FOOD MARKET

WONE

RONALD B. WOODYARD, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

980 KC • 5,000 WATTS

PHONE HEADLEY REED CO.

DAYTON, O.

"THE CITY BEAUTIFUL"

Heller, AFTRA Leader, Dies in New York at 49

FUNERAL SERVICES for George Heller, 49, national executive secretary of the American Federation of Television & Radio Artists (AFL), were held in New York last Thursday. Mr. Heller died in Roosevelt Hospital there May 30 after an illness of seven weeks.

In his role of executive secretary of AFTRA, Mr. Heller was the chief labor spokesman of more than 25,000 radio and television performers. Last November he negotiated a pension plan with the television networks, said to have been the first for actors established by an American performers union.

Before entering the union field, Mr. Heller was a ballet dancer, actor, singer, composer and play producer. He became a first vice president of the Associated Actors & Artists of America (AFL) in the early 30's, and in 1937 he was an organizer, founder and executive secretary of the American Federation of Radio Artists.

He served in that latter post until 1949 when he was named executive secretary of Television Authority, union of television artists. When TA merged with AFRA in 1952 to form AFTRA, Mr. Heller was appointed national executive secretary.

WGN Reports It Is Upheld By NLRB in RTDG Dispute

WGN-AM-TV Chicago has reported it has been upheld by the National Labor Relations Board over earlier charged by the Radio & Television Directors Guild of Chicago that the *Tribune* outlets had violated the labor-management laws.

Notification of the NLRB action, according to WGN Inc., came in the form of a letter from the board dated May 20 and sent to the counsel for the Chicago chapter of RTDG. In the letter, WGN Inc. reported, the board denied the charges and sustained the ruling last November of an NLRB regional director in Chicago. He found insufficient evidence that WGN Inc. had refused to bargain in good faith.

The director pointed out WGN Inc. was within its right not to negotiate for tv directors as supervisory employes inasmuch as they are not covered by Sec. 2 of the Naional Labor Relations Act.

The NLRB letter was signed by William Feldesman, assistant general counsel.

Floor Shows Telecast Live Hit By Performers Union

AMERICAN Guild of Variety Artists has started to close in on Los Angeles hotels and night clubs for breach of contract with the union in allowing tv stations to telecast floor shows live from their point of origin, according to Irvin Mazzei, AGVA acting western regional director. Current violator is the Ambassador Hotel's Cocoanut Grove, which, AGVA said, recently violated the AGVA contract in allowing KTLA (TV) Hollywood to cover the Xavier Cugat-Abbe Lane revue for *City at Night* without payment to the performers for the video appearances.

AGVA contract with the clubs and hotels includes the following clause: "the artist shall not be required to perform or appear, nor shall the operator request or require the performer to appear, directly or indirectly in tv, regardless of the point of origin of the telecast, without first securing the written consent and approval thereto of the American Guild of Variety Artists."

Sweet and 'Live'

ADVERTISING campaign was launched on June 1 by New York Local 802, American Federation of Musicians, to emphasize that "live" music on radio and tv sounds better than the "canned" variety. Paid advertisements are being used on radio and tv pages of newspapers in the New York metropolitan area. The local will conduct a promotion campaign, directed to trade papers, to radio-tv stations and sponsors.

Hollywood Cameramen Seek Fewer Work Hours Per Week

PLANS to include independent tv film producers in their demands for a 40-hour work week were announced by cameramen of International Photographers local 659, International Alliance of Theatrical & Stage Employees, Hollywood.

Herbert Aller, business representative for the local, disclosed that most cameramen are presently on a work schedule averaging from 48 to 54 hours weekly. In the latter case, the union wants a 45-hour week with five nine-hour days; in the former, a 40-hour week, with five eight-hour days.

Tv film production schedules usually run by the day, generally from one to six, he noted.

Negotiations with the major studios, of which four—20th Century Fox, Warner Bros., Republic and Allied Artists—have tv production subsidiaries, will start in New York this October. Independent film studio negotiations will follow settlement of the major studio contract, Mr. Aller said.

'Anti-Communist' Rule Approved by Writers Guild

APPROVAL of a so-called "anti-communist" amendment to the Writers Guild of America constitution, which would withhold WGA membership from persons admitting Communist Party affiliation before congressional committees or persons convicted of Smith Act violations in court, has been announced.

F. Hugh Herbert, WGA national chairman, announced in Hollywood that the proposal to extend the theatrical film writing code to both radio and tv fields [B•T, May 16] had likewise been approved.

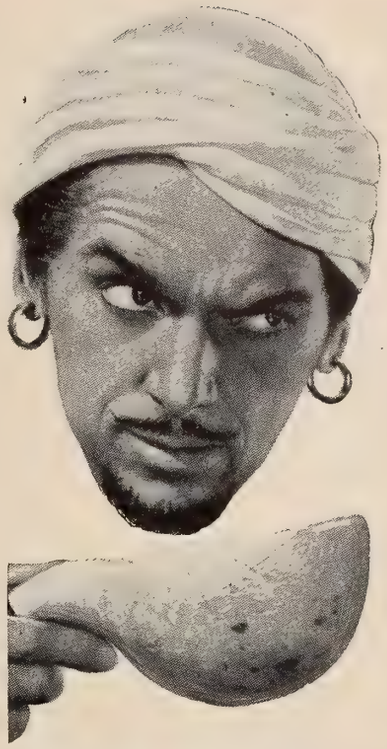
SAG, Producers to Negotiate

NEGOTIATIONS between two producer groups and the Screen Actors Guild, covering tv film actors, singers and announcers will start in Los Angeles today, SAG has announced. Producer groups are Assn. of Motion Picture Producers (majors) and Alliance of Tv Film Producers.

The present tv film contract expires July 20, 1955.

PERSONNEL RELATION PEOPLE

Richard H. Gordon re-elected president, Screen Extras Guild, Hollywood. Other officers re-elected: **Franklyn Farnum,** first vice president; **George Barton,** second vice president; **Tex Brodus,** third vice president; **Kenner Kemp,** recording secretary; and **Jeffrey Sayre,** treasurer. Elected to three-year director's board terms: **Mary Benoit, Heinie Conklin, Ben Corbett, Franklyn Farnum, Mary Ellen Gleason, Richard H. Gordon, Vi Ingraham, Buddy C. Mason, Snub Pollard, Jeffrey Sayre, George Sowards;** two-year term: **Eve Gordon;** one-year term: **Anna Mabry, Max Reid, Roy Thomas, Jack Warthman.**



YOUR STAR...
YOUR HOST...
YOUR
SALESMAN:
DOUGLAS
FAIRBANKS JR.

To all moviegoers in the country (and that's just about everybody) "Fairbanks" is a magic name. It promises action . . . danger . . . excitement. And "Fairbanks" lives up to that promise as producer-host of every show, star of one out of four in the sponsor-proven TV film series:

"DOUGLAS
FAIRBANKS JR.
PRESENTS"

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM
SYNDICATION, INC.
7 West 66th St., N. Y.

CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

NBC PLANS FIRST 'WIDE WIDE WORLD'

New show will debut June 27, carry live segments from the U. S., Mexico and Canada. It's budgeted at $150,000.

WITH RCA and Ford Motor Co. as sponsors, NBC-TV will present its first program in the *Wide Wide World* concept—a 90-minute live show with pickups in three countries, with cameras criss-crossing the North American continent for a total of 32,000 miles—on June 27 at 8-9:30 p.m. EDT.

Other *Wide Wide World* shows are planned for this summer, NBC President Sylvester L. (Pat) Weaver Jr. said last week in announcing plans for the first one, and next fall *Wide Wide World* may get an every-other-week or three-weeks-out-of-four Sunday spot alternating with Hallmark's Maurice Evans series (Sun., 4-5:30 p.m.).

Budget for the June 27 production, described by NBC-TV as the "most expansive tv program ever attempted, was estimated at $150,000."

The show will open with shots of New York, Chicago, Des Moines, Denver, Salt Lake City, and San Francisco, will then switch to San Diego beaches, go from there back across the country to New York, nearby Jones Beach and some 10 minutes of Guy Lombardo's "Arabian Nights" water pageant there; then, after Times Square shots, will switch to Stratford, Ont., for a quarter-hour of opening-night festivities and part of "Julius Caesar" at Stratford's famed Shakespearean Festival. Next stop will be Mount Hood and Timberline Lodge in Oregon for skiing shots, followed by a visit to New Orleans for a session of jazz; then to Tijuana, Mexico, for native dancing, art displays and—finally—a live bull fight (with no killing) featuring Cantinflas, noted Mexican comic.

Mr. Weaver, stressing that the "strategy" of *Wide Wide World* is to "bring the world to the people" and show them places, people and events they would themselves visit if circumstances permitted, conceded that implementing the concept poses a "challenge." But even if the June 27 show should fall short, he said, that would "disprove" only "this particular show," not the concept itself.

Wide Wide World, at least for the immediate future, will not be done in color, although some color inserts may be incorporated.

Asked whether *Wide Wide World* might speed the expansion of international television, Mr. Weaver noted that trans-ocean live tv is technically possible now, and said that "anything that gets people excited" about international tv will help "open the gates."

With both the Canadian Broadcasting Corp. and Emilio Azcarraga Jr.'s Mexican tv network cooperating in the project, NBC said, the June 27 telecast will have the largest lineup of stations ever grouped for a single tv program.

As further indication of the project's scope, officials said it will involve more than 1,000 performers and technicians, $25 million worth of equipment, 10,000 miles of coordinating telephone lines, 12 remote camera units using 36 cameras, and, in its 90 minutes on the air, will carry viewers the mileage equivalent of one and one-third times around the world.

Dave Garroway will be "master communicator" on the first program, kinescopes of which will be used in soliciting sponsors for further shows. The June 27 telecast will be part of the *Producers Showcase* series which RCA and Ford sponsor every fourth Monday at 8-9:30 p.m.

Opening the news conference at which the plans were announced, Davidson Taylor, NBC vice president for public affairs, explained that *Wide Wide World,* conceived by Mr. Weaver, had been "in work" for the past 18 months. Plans for the first program were spelled out by Barry Wood, NBC director of special events, whose department is producing it.

As part of the promotion for the opening show, NBC Radio's forthcoming weekend *Monitor* show will include pickups from *Wide Wide World* origination points the weekend before the telecast.

6 Special Monochrome Shows Set for Summer by NBC-TV

NBC-TV will present six one-and-one-half hour special productions in black-and-white during the summer in time periods of this season's Saturday and Sunday night color spectaculars.

Jack Rayel, executive producer of the series, said the first summer offering will be carried on Sunday, June 19 (7:30-9 p.m. EDT). It will be called *Remember—1938,* a nostalgic program centering around that year. The show will be produced and directed by Herbert Bayard Swope Jr. and will feature Groucho Marx as host-commentator and Ethel Barrymore, Oscar Levant, Jonathan Winters and Gordon Jenkins and his orchestra as guests. Details of the two remaining Sunday shows on July 17 and Aug. 14 will be announced later.

The Saturday summer specials will be launched on July 2 (9-10:30 p.m. EDT) with a production to be telecast from Hollywood in cooperation with a major motion picture studio. Details will be announced later. On July 30, producer-director Alan Handley will present a musical version of the novel, *Trilby,* titled *Svengali and the Blonde,* with Carol Channing, Basil Rathbone and Russell Arms in starring roles and Miss Barrymore as narrator. The third Saturday show, which will be carried on Aug. 27, will be a presentation of the musical comedy, "One Touch of Venus," starring Russel Nype and George Gaynes and a leading lady to be selected.

Spectacular Tv 'First'

NBC-TV last week claimed a television "first" in announcing plans to present a full-length color motion picture next fall prior to its movie house release. The film, "The Constant Husband" starring Rex Harrison, will be carried on NBC-TV on Sept. 11 (7:30-9 p.m. EDT), said to be the first NBC filmed spectacular.

Thomas McAvity, NBC vice president of the television network said, "This precedent-setting programming of a full-length motion picture as one of our 'spectaculars' is another NBC move to bring the television audiences the best in top calibre entertainment events, to provide viewers with the best possible fare, regardless of cost."

He voiced the belief that the motion picture "may well provide a yardstick for future television-movie house relationships." The picture was produced by Frank Launder and Sidney Gilliat.



CBS-TV Names Scalpone, Sets New Programs

Network announces plans for new programming under Ackerman's Special Projects Div. Scalpone leaves McCann-Erickson to take new post.

A TOP agency executive, Alfred J. Scalpone, McCann-Erickson vice president, last Thursday was named CBS-TV vice president in charge of network programs, Hollywood. Mr. Scalpone on July 1 will fill the post left vacant with the network's promotion of Harry Ackerman to head CBS-TV's new Special Projects Div.

According to J. L. Van Volkenburg, CBS-TV president, Mr. Scalpone will report to Hubbell Robinson Jr., vice president in charge of network programs, and will coordinate Hollywood tv programming activities.

Earlier, Mr. Robinson had announced that Mr. Ackerman has been appointed executive director of the new division.

Mr. Ackerman, who gives up his vice presidency, also will develop his own program ideas in addition to sharing in ownership of some of the series thus developed.

At McCann-Erickson, Mr. Scalpone has been vice president in charge of radio and television and also chairman of the Central Dept.'s management committee. He joined M-E in July 1948 after having been with Young & Rubicam from 1936 to 1947, leaving as manager of radio production in Hollywood.

Along with the announcement of Mr. Ackerman's new slot with CBS-TV, Mr. Robinson revealed some of the programming ideas and series that will be administered by Mr. Ackerman.

Fourteen 90-minute Shows

They include fourteen 90-minute programs to be telecast on Saturday, Tuesday and Thursday evenings with 10 of the shows to be seen Saturday (9:30-11 p.m. EDT) and the other four to be fitted into Tuesday and Thursday schedules. For the Saturday night *Jubilee* series, on which preparation already is being made in the Special Projects Div., two productions will be "music-dramas" starring Bing Crosby.

Three shows will be associated with Noel Coward, one of them a revue and starring Mr. Coward and Mary Martin, based on the pair's "Cafe de Paris" act in London. Mr. Coward also will star in the other two: "Blithe Spirit," which he authored, and "Peace in Our Time."

Three 90-minute shows will be produced by Paul Gregory. The first, "The Big Banjo," is a musical story of the development of rhythm in American entertainment. The other two projects have not been announced. Three Arthur Schwartz productions are scheduled by the division, one of which is an original musical revue to be called "Wonderful World."

Mr. Robinson said that the new projects division "will encompass every field of entertainment on an international basis." He said CBS naturally turned to its "top creative executive" to head it up. Mr. Ackerman will have offices in New York and Hollywood, dependent on production demands.

Mr. Ackerman joined CBS in January 1948 as executive producer of radio programs after having been vice president in charge of radio program operations for Young & Rubicam. In six months he was moved to Hollywood where he became director of network programs and then in June 1951 was moved up to vice president in charge of network programs for CBS-TV. According to the network, Mr. Ackerman's creative talents were associated with *I Love Lucy, Our Miss Brooks, My Favorite Husband, The Line-Up* and others. In radio he guided, among others: *Pursuit, Yours Truly, Johnny Dollar, Gunsmoke, The Line-Up, Mystery Theatre* and *The Aldrich Family.*

Nutrilite Signs Agreement For NBC Radio Drama Show

CONTRACT for the 26-week Sunday night hour-long NBC Radio show, *Your Nutrilite Radio Theatre,* to start Sept. 18 and to cost approximately $375,000 in time and talent, has been signed in Hollywood.

Present at contract signing were executives of NBC and of Mytinger & Casselberry Inc., Long Beach, Calif., international distributors of Nutrilite food supplement.

Plan to draw story ideas from listeners for the dramatic series in a weekly contest much like the former CBS Radio *Dr. Christian* program drew almost immediate protest from Writers Guild of America West, Hollywood, against "amateur" writers.

WGAW Radio Branch officers pointed out the predecessor Radio Writers Guild had registered a similar complaint against the *Christian* series, finally forcing the sponsor's agency to pay RWG minimums to weekly contest winners.

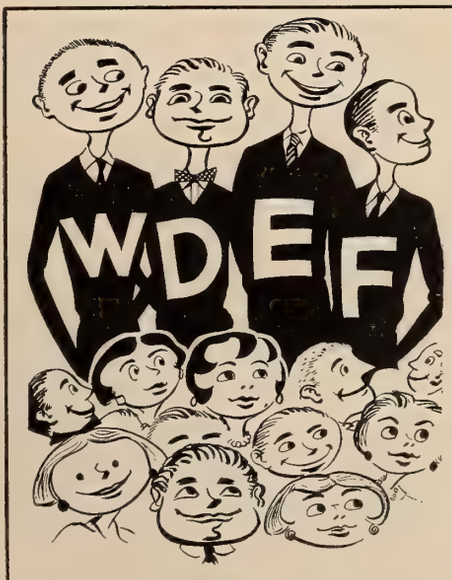
Following the current WGAW protest to Dan B. Miner Co., Los Angeles agency for Nutrilite, NBC Radio emphasized that professional radio writers would adapt winning contestants' ideas for programs.

WGAW still maintains the position that "unique professional ability" is required and the guild radio board will meet June 6 to discuss the issue, B•T was told. However, network publicity emphasizing professional adaptations has somewhat softened the guild stand, obeservers note.

Contestants will be sought in a national magazine and distributor campaign, to be launched by Mytinger & Casselberry. Winners will receive WGAW radio script minimum for each idea, plus additional cash, free vacations and automobiles for better synopses.



DR. William S. Casselberry (l) and Lee S. Mytinger, co-founders, Mytinger & Casselberry Inc., Long Beach, Calif., international distributor of Nutrilite food supplement, sign a contract for the $375,000 NBC Radio *Your Nutrilite Radio Theatre* program, to start next September. John K. West (l), NBC Pacific division vice president, and Karel Pearson, Pacific division radio program manager, witness the pact.



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Brown to Publicity Post As NBC Press Names Four

FOUR promotions within the NBC press department have been announced by Ellis Moore, the department's director. Milton Brown has been appointed manager of program publicity succeeding Don Bishop, now director of publicity for NBC's owned stations, NBC Spot Sales and WRCA-AM-TV New York [B•T, May 23].

Sidney Desfor has been appointed manager of NBC's photo unit. He will be replaced as photo editor by Seymour Friedman. Ernest Otto has been appointed a column editor.

Mr. Brown has been with the network since 1949, serving most recently as column editor. Mr. Desfor joined the network in 1934 and has been photo editor since 1945. Mr. Friedman, who replaces Mr. Desfor, has been with the network since 1945 as a staff photographer. Mr. Otto joined NBC in 1951 as a staff writer.

Chet Huntley Joins NBC

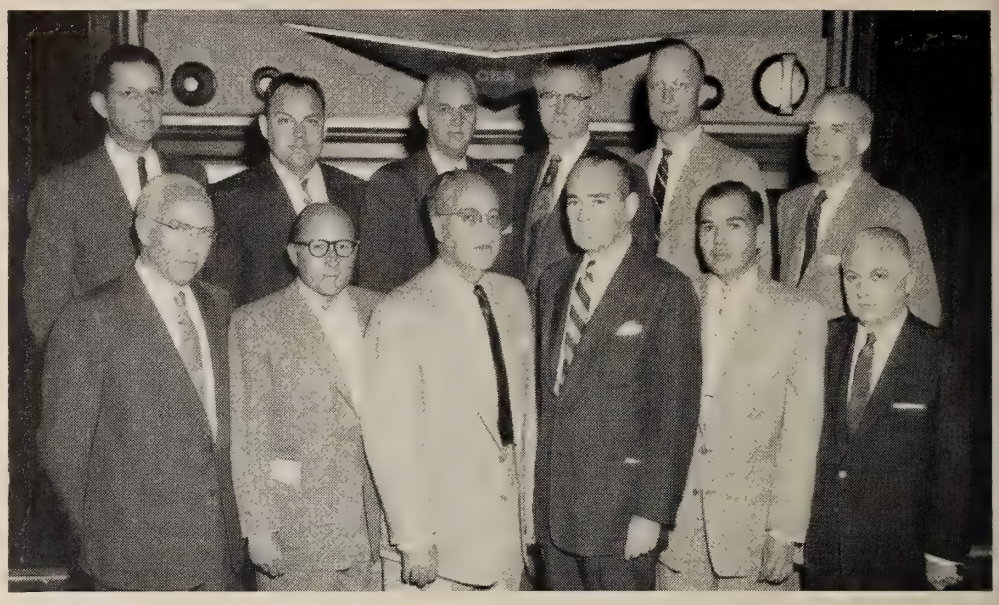
CHET HUNTLEY, ABC west coast newscaster and Peabody Award winner, has joined NBC news as a staff commentator on the West Coast, John H. Thompson, manager of news and special events for NBC's Pacific Division, announced last week. His first major assignment will be coverage of the mid-June tenth anniversary meeting of the United Nations in San Francisco, where he covered the UN's organization in 1945.

Moos in NBC Labor Post

PROMOTION of Charles Moos from labor relations administrator to manager of labor relations for NBC has been announced by B. Lowell Jacobsen, director of NBC personnel. In his new post Mr. Moos will be responsible for all labor activities of the network and will report directly to Mr. Jacobsen.

Mesta Signs DuMont Option

PERLE MESTA, international socialite, has signed an option with Ted Cott, general manager of DuMont owned tv stations, to star in a tv program to be telecast from her home in Washington, D. C., and presented over DuMont's WTTG (TV) Washington in the fall. The half-hour program would present Miss Mesta in talks with government dignitaries and social leaders in Washington.



THE FIRST permanent CBS Television Affiliates Advisory Board, chosen from nine regional districts and two Extended Market Plan divisions, met in New York May 19 at the first general conference of CBS tv affiliates [B•T, May 23]. Those attending were (l to r): front row, William B. Quarton, vice president-general manager, WMT-TV Cedar Rapids, Iowa, District 6; Richard A. Borel (appointed secretary), director of tv, WBNS-TV Columbus, Ohio, District 2; C. Howard Lane (chairman), vice president-managing director, KOIN-TV Portland, Ore., District 9; J. L. Van Volkenburg, CBS-TV president; Paul Adanti, vice president-general manager, WHEN-TV Syracuse, N. Y., District 1; C. Bruce McConnell, president, WISH-TV Indianapolis, District 5; back row, Glenn Marshall Jr., president-general manager, WMBR-TV Jacksonville, Fla., District 3; Frank E. Busby, general manager, WTVY (TV) Dothan, Ala., EMP Eastern District; Clyde Rembert, president-managing director, KRLD-TV Dallas, District 7; Rex Howell, president-general manager, KFXJ-TV Grand Junction, Colo., EMP Western District; James D. Russell, president-general manager, KKTV (TV) Colorado Springs, Colo., District 8, and T. B. Lanford, vice president, WJTV (TV) Jackson, Miss., District 4.

CBS-TV Juvenile Shows To Delete 'Fun,' 'Thrills'

ELIMINATION of juvenile delinquency stories which might excite certain "border-line" cases to imitative acts has been established as a nationwide CBS-TV script policy.

Only such episodes which show that a juvenile who cuts himself off from society does not from this act enjoy companionship and "fun and thrills" will henceforth be approved, according to Edward Nathan, manager of the CBS-TV west coast editing department.

Under the new policy worked out by Herbert Carlborg, director of editing, New York, and himself, a "more constructive portrayal" will show that such youths have a "rough go" when they cut themselves away from the community by their delinquency, Mr. Nathan commented.

The new policy is the result of growing experience in the tv field, he observed. Recent evidence from responsible authorities before such groups as the current Kefauver investigating committee has shown that stories concerning delinquency may act to stimulate emulation from impressionable "border-line cases," he said.

Rather than combatting juvenile delinquency, such scripts have tended to glorify it, Mr. Nathan noted. "The fact that the delinquents are punished in the last scene doesn't compensate for what's gone before."

Starting Tomorrow Revlon Sponsors '$64,000 Question'

DEBUT of *$64,000 Question*, described as the biggest jackpot program in radio-tv history, has been scheduled for tomorrow (Tuesday) on CBS-TV, 10-10:30 p.m. under sponsorship of Revlon Products Corp. The series is produced by Louis G. Cowan Productions Inc. Agency for Revlon is William H. Weintraub Co., New York.

Hal March, who has most recently been featured on the *Imogene Coca Show* on NBC-TV, will emcee the new series. Format of *$64,000 Question* will enable the contestants to hit the $64,000 jackpot in 17 questions and over four weeks of appearances.

Board of editors, headed by Dr. Bergen Evans, Northwestern U. professor, author and tv moderator, will select questions and decide on answers.

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Brown Subs for Patt On CBS Affiliates Board

KENYON BROWN, KWFT Wichita Falls, Tex., last week was elected interim chairman of the CBS Radio Affiliates Assn. board of directors, serving during the illness of John F. Patt, WJR Detroit, affiliates board chairman. Mr. Brown served as chairman prior to election of Mr. Patt last August.

Mr. Patt suffered a coronary occlusion during the NARTB convention in Washington [B•T, May 30] and has been in Georgetown Hospital there. He was removed from the oxygen tent Wednesday. While he has not been removed from the critical list, his condition is reported as improved.

NBC-TV Corners Rights To Eastern Grid Games

THE COMPETITIVE drive between NBC and CBS flashed again last week with announcement from NBC that it has acquired rights to a football tv package of five regional college games, involving top eastern teams.

According to a joint statement by NBC Sports Director Thomas S. Gallery and Eastern College Athletic Conference Commissioner Asa S. Bushnell, the five-game package will be added to the eight games authorized for tv nationally by the National Collegiate Athletic Assn. for which NBC already has acquired rights.

The two packages give NBC-TV a lineup of 13 consecutive games this season from September to December.

Only a few weeks ago, indication was given at the CBS-TV affiliates meeting in New York, during which that network had announced rights for Big Ten and Pacific Coast conference games, that within "a short time" it would announce similar regional agreements with eastern colleges, principally in the New England and Middle Atlantic regions.

The NBC-TV regional package takes in NCAA's districts 1 and 2 covering the New England states, New York, Pennsylvania, New Jersey, Delaware and West Virginia. Dates for the telecasts are Sept. 24, Oct. 8 and 22, Nov. 5 and 12. The Army-Navy game, played usually in the East, already is on the national schedule, NBC-TV noted.

The network's football tv schedule now reads (eastern contests noted only by region, not games): Sept. 17—Miami vs. Georgia Tech; Sept. 24—eastern telecast. Also district 4 (midwest) regional telecast of Notre Dame-S.M.U. (South Bend, Ind.); Oct. 1—Ohio State at Stanford; Oct. 8—eastern telecast; Oct. 15—Notre Dame at Michigan State; Oct. 22—eastern telecast; Oct. 29—Iowa at Michigan; Nov. 5—eastern telecast; Nov. 12—eastern telecast; Nov. 19—UCLA at USC; Nov. 24— Texas at Texas A&M; Nov. 26—Army-Navy at Philadelphia, and Dec. 3—North Carolina at Duke.

Schedules of both NBC-TV and CBS-TV, it can be noted, do not conflict because NCAA's national tv schedule falls on dates when either regional telecasts are set or when CBS-TV has none of its games. [For CBS-TV's tentative schedule and dates see B•T, May 23.]

'Monitor' Simulcast

NBC RADIO's much heralded *Monitor* weekend programming will be launched this Sunday with a simulcast (4-5 p.m. EDT), which will present highlights of the entertainment and information this new service will encompass. This Sunday *Monitor* will continue until midnight, and on subsequent weekends will be broadcast from Saturday continuously until Sunday midnight on NBC Radio. The simulcast Sunday will be introduced by Sylvester L. Weaver Jr., NBC president, who will explain the *Monitor* concept. Others who will appear on the simulcast will be James Fleming, executive producer and editor of *Monitor;* Dave Garroway; Bob and Ray; Red Barber; Clifton Fadiman, and Morgan Beatty.

Paar Asks 'Morning' Release

CBS-TV's m.c. on the *Morning Show,* Jack Paar, has said he is asking for a release from the program because he understood the network planned to change the format from comedy-variety to more emphasis on news and to an appeal to children. "I've always felt my type of comedy appealed primarily to adults. I think it would be a mistake to try to adapt my style to a program aimed strongly at children," Mr. Paar commented.

NETWORK PEOPLE

Ralph Levy, director, CBS-TV *Jack Benny Show,* named executive producer-director of program for 1955-56 season.

Mac R. Johnson, CBS News, N. Y., to CBS News, Washington, as news editor, succeeding **Lawrence S. Haas.**

Ellingwood Kaye, story-script editor, Bing Crosby Enterprises and Roland Reed Productions, both Hollywood, to CBS-TV there as west coast story-script editor.

Bill Silbert, disc jockey, WMGM New York, to NBC Radio as host, *National Radio Fan Club,* effective June 17.

Byron Palmer and **Joan Weldon,** stars, snydicated tv film *This Is Your Music* series, to CBS Radio, Hollywood, to co-star in weekly *On a Sunday Afternoon* program.

Briggs Baugh, supervisor, tv co-op programs, ABC-TV, to ABC Radio station relations department.

Beryl Denzer, associate tv producer, CBS public affairs, Washington, and John Andrew Hackimer were married last Saturday.

Thomas W. Sarnoff, production director, NBC Western Div., Hollywood, and Janyce Lois Lundon were married May 21.

Daytimer Repeats

TWO daytime tv programs will be repeated on NBC-TV this month by "popular request," thus making the daytime serial an entry in the current pattern of repeat performances of tv drama. The productions, "Blackmail" and "The False Witness," two of the stories presented in the serial, *Modern Romances* (sponsored live on NBC-TV alternate Wednesdays and Thursdays by Miles Labs and alternate Mondays, Tuesdays, Wednesdays and Fridays by Colgate-Palmolive Co., 4:45-5 p.m. EDT), will be repeated via kinescope June 6 and 27, respectively. The serial completes one story each week, unlike the pattern of other daytime serials in which story and characters continue indefinitely. The repeat programs of the series, on 94 NBC-TV stations, are sponsored by C-P.

MANUFACTURING

Chipp Named Director Of DuMont Engineering

RODNEY D. CHIPP, engineering director of the DuMont Television Network since 1948, last week was appointed director of engineering for all of Allen B. DuMont Labs' manufacturing divisions.



MR. CHIPP

According to William H. Kelley, vice president and general manager of the manufacturing company, Mr. Chipp will coordinate engineering activities of the television receiver, cathode-ray tube, communication products, instrument and government divisions of DuMont. He also will act as liaison between the divisional engineering departments and DuMont's research laboratories.

Although Mr. Chipp will devote his time to engineering matters of the parent company, he also will continue to be available to the network for consultation and engineering help, Mr. Kelley said.

April Radio-Tv Set Output Above '54, Down From March

OUTPUT of radio and tv sets by factories during the month of April ran ahead of 1954 but the figures were below those of March, a five-week production month, according to Radio-Electronics-Tv Mfrs. Assn.

Radio output in April totaled 1,099,775 sets, highest figure for the year aside from March and above the 745,235 radios turned out in April 1954. Four-month radio output of 4,739,919 sets exceeded the 3,326,800 produced in the same 1954 period.

Tv set production in April totaled 583,174 units compared to 831,156 in March and 457,608 in April 1954. Four-month tv output totaled 2,771,426 sets compared to 1,904,718 a year ago.

Radios with fm tuning produced in April totaled 13,894 sets, with 2,547 tv sets having fm tuners. Of the 583,174 tv sets, 103,088 had uhf tuners.

Following are radio and tv set production by months during the first four months of 1955:

	Television	Home Sets	Portables
January	654,582	280,121	47,303
February	702,514	232,831	109,120
March (5 weeks)	831,156	300,840	233,465
April	583,174	193,431	265,866
TOTAL	2,771,426	1,007,223	655,754

	Auto	Clock	Total Radio
January	573,837	166,885	1,068,146
February	597,742	150,031	1,089,724
March (5 weeks)	774,025	173,944	1,482,274
April	567,876	72,602	1,099,775
TOTAL	2,513,480	563,462	4,739,919

Magnavox Appoints Two

APPOINTMENTS of Leonard Cramer, former Avco Mfg. Co. executive, as vice president and general manager of its tv-radio-phonograph division and of James A. Egan as Chicago sales manager have been announced by the Magnavox Co., Fort Wayne, Ind. Mr. Cramer formerly was vice president of Avco. His appointment was announced by Frank Freimann, Magnavox president. Mr. Egan's appointment, to a newly-created post, was announced by V. J. Sanborn, midwestern sales manager.

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Cleveland	WDOK	New York	WINS
Dallas	KLIF	Omaha	KOWH
Denver	KMYR	Portland, Ore.	KXL
Des Moines	KCBC	San Antonio	KITE
Evanston, Ill.	WNMP	San Francisco	KYA
Evansville, Ind.	WIKY	Seattle	KOL
Houston	KNUZ	Springfield, Mass.	WTXL
Indianapolis	WXLW	Stockton, Cal.	KSTN
Jackson, Miss.	WJXN	Syracuse	WOLF
Kansas City	WHB	Tulsa	KFMJ
Huntington, L.I.	WGSM	Wichita, Kan.	KWBB
Louisville	WKYW	Worcester, Mass.	WNEB
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Tube & Transistor Division Established by Philco Corp.

INCREASING demand for electron tubes and transistors has led Philco Corp. to create a new division, to be known as the Lansdale (Pa.) Tube & Transistor Co., James H. Carmine, Philco president, has announced.

Mr. Carmine also announced that William J. Peltz has been appointed vice president and general manager of the Lansdale plant. Mr. Peltz has been with Philco 30 years and most recently was vice president in charge of operations for the Television Div.

He will be succeeded by Reese B. Lloyd, director of industrial and personnel relations for Philco, according to Mr. Carmine, who also made known the election of William H. Mattison to the newly-created post of vice president in charge of production for television. Mr. Mattison formerly was production manager of the Television Div.

The Lansdale plant, which has been a Philco subsidiary since 1947, will manufacture and market cathode ray tubes, vacuum tubes, transistors, diodes and other semi-conductor devices, Mr. Carmine declared.

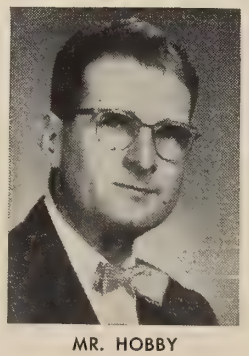
Massive Gates Console Delivered for VOA Use

GATES RADIO Co. has announced delivery of a 22-ft. master control console and a 26-ft. master recording console to the Voice of America studios, Washington.

The master control, which Gates believes will be the largest in use anywhere, provides for presetting and switching of 100 program sources to any of 26 transmitter lines. The recording console is designed to select 100 program sources to feed to any one of the 40 recording positions in the system. Recording facilities are interconnected with 25 equipment racks, 40 recording control cabinets, and 44 switching racks.

Raytheon Promotes Hobby

JACK L. HOBBY has been appointed manager of publicity and institutional advertising for Raytheon Mfg. Co., Waltham, Mass., the company has announced. Mr. Hobby has been with Raytheon for four years in the public relations, promotion and advertising departments.



MR. HOBBY

He was formerly with International Telephone & Telegraph Corp., New York, as assistant advertising and publicity manager. In his new assignment, Mr. Hobby will devote his full time to planning and supervision of the company's institutional advertising program and to its press liaison and publicity work.

FTR Has Tv Cable Section

ESTABLISHMENT of a community tv cable service section by the Federal Telephone & Radio Co., Clifton, N. J., has been announced by S. J. Powers, vice president, Components Div. Appointed to head the new section was Richard A. Hyer, formerly sales manager for wire and cable products. FTR is a subsidiary of IT&T.



CONTRACT for RCA equipment for KHAS-TV Hastings, Neb., is signed by Fred A. Seaton, president of the Seaton Publishing Co., with John Almen (l), RCA sales representative. Duane L. Watts (r) is general manager of the ch. 5 station, which is set to debut next fall [B•T, May 23].

Motorola Starts Construction On $1.5 Million Phoenix Plant

MOTOROLA Inc. has broken ground for a new $1.5 million plant in Phoenix, Ariz., to be used for research, development and production of transistors and related products. The manufacturing firm also announced opening next month of a new showroom in Chicago's Merchandise Mart.

Construction plans in Phoenix, where the facility is expected to be completed by year's end, call for a 57,600-sq. ft. one-story building, close to Motorola's engineering research and development center. John T. Hickey, staff assistant to Daniel E. Noble, vice president of electronics and communications, will coordinate the new operation. The set-making firm plans to put its new Merchandise Mart showroom in operation in mid-June.

RCA Previews Hi-Fi Units

AN ESTIMATED $300 million worth of assembled high-fidelity phonographs, tape recorders and component parts will be purchased this year compared to $241 million in total sales last year, Robert A. Seidel, executive vice president of RCA Consumer Products Div., predicted Wednesday. Mr. Seidel spoke at a preview showing of RCA Victor's new and first complete line of assembled hi-fi instruments.

Shown in New York were five models ranging in price from $129.95 (table model with three speakers and three-speed record changer) to $1,600 (twin-console, with four speakers in separate cabinet, including hi-fi tape recorder, three-speed changer and am-fm radio).

MAGNIFY YOUR SALES IN THIS STABLE $140,000,000.00 MARKET

CBS KGVO-TV MISSOULA MONTANA

University City

Rich Lumbering and Agricultural Area

GILL-PERNA, reps.

167 Mountainous Miles from Spokane

MANUFACTURING

RCA Introduces Rectifiers

RCA Tube Div. has announced it has introduced a new line of quality selenium rectifiers for sale only to RCA tube and parts distributors. Lee F. Holleran, general marketing manager of the division, said the line consists of five universal-type rectifiers intended for general replacement use in tv receivers, radios, phonographs and other electronic instruments.

MANUFACTURING SHORTS

Gerity-Michigan Corp., with factories in Adrian, Mich., manufacturing basic automotive hardware, kitchen appliances, bathroom accessories, giftware, in addition to operating with government contracts, has appointed Thomas A. Farrell Assoc., Detroit, as managing and marketing consultant, to be utilized in expansion in automotive, appliance and farm equipment and other fields through merger and consolidation, also intending to explore possibilities of engaging in radio-tv broadcasting as opportunities are presented.

Allen B. DuMont Labs, Clifton, N. J., will introduce new line of tv receivers to distributors at five regional meetings, beginning in N. Y. June 14. Other meetings will be held in Chicago, June 17; L. A., June 20; Colorado Springs, June 23, and Atlanta, June 27.

Transmitting Equipment

TRANSMITTER SHIPMENTS

Station	Power	Band	Use
DuMont Labs			
KTBS-TV Shreveport, La.	25 kw	tv (ch. 3)	new station
Gates Radio Co.			
KLOV Loveland, Colo.	250 w	am	new station
KRTR Thermopolis, Wyo.	250 w	am	new station
KBRK Brookings, S. D.	500 w	am	new station
WHLM Harlan, Ky.	1 kw	am	power increase
WAYE Dundalk, Md.	1 kw	am	new station
WAEW Crossville, Tenn.	1 kw	am	power increase
WHBN Harrodsburg, Ky.	1 kw	am	new station
KRLC Lewiston, Idaho	5 kw	am	power increase
WWRL Woodside, N. Y.	5 kw	am	power increase
General Electric Co.			
KRNT-TV Des Moines, Iowa	50 kw	tv (ch. 8)	new station
RCA			
KWK-TV St. Louis	2 kw	tv (ch. 4)	standby
WCCO-TV Minneapolis	2 kw	tv (ch. 4)	standby

OTHER EQUIPMENT: DuMont Labs also reported shipments to KTBS-TV Shreveport of a dual-image orthicon camera chain, monochrome 16mm film multiscanner equipment and complete studio facilities, and to KCRG-TV Cedar Rapids, Iowa (ch. 9) of aural and visual 50 kw amplifiers. GE announced it shipped to KFJZ-TV Fort Worth (ch. 11) a 12-bay antenna, and complete transmitting equipment for network color to KRNT-TV Des Moines. RCA reported shipments of a 12½ kw amplifier to WMTV (TV) Madison, Wis. (ch. 33) and, three-vidicon color film cameras to WHO-TV Des Moines (ch. 13), WXEX-TV Petersburg, Va. (ch. 8), and KMJ-TV Fresno, Calif. (ch. 24).



"Remember, KRIZ Phoenix said we'd find beaux here?"

AWARDS

RESOR, MORTIMER WIN ART AWARDS

STANLEY RESOR, president of J. Walter Thompson Co., New York, and Charles J. Mortimer, president of General Foods Corp., were presented special awards Friday at a luncheon in New York marking the opening of the 34th annual exhibition of prize winning work submitted in a contest sponsored by the Art Directors Club of New York.

The special citations were awarded for contributions the recipients had made toward the presentation of graphic art and design "by encouraging art directors to work in the best creative climate."

At the luncheon, medals and distinctive merit awards also were presented to winners in 31 categories covering all visual media. In the television category, medals were awarded to commercials made for the H. J. Heinz Co. through Maxon Inc., and Skippy peanut butter through Guild, Bacom & Bonfigli Adv., San Francisco.

Distinctive merit awards in tv were won by commercials commissioned by the following advertisers: National Biscuit Co., through McCann-Erickson, New York (two distinctive merit citations); Feingenson Bros., Detroit, through W. B. Doner & Co., Detroit; ABC-TV for the *United States Steel Hour;* General Foods through Young & Rubicam; Chrysler Corp., through McCann-Erickson; CBS-TV for *Studio One;* and Speedway Petroleum Co., Detroit, through W. B. Doner & Co., Detroit.

William Golden, creative director of CBS-TV advertising and sales promotion, won one medal and four distinctive awards in the competition. Georg Olden, the network's director of graphic arts, and Kurt Weihs, staff artists, were recipients of distinctive merit awards. Other award winners from CBS-TV were Ben Shahn, artist, and Don Briggs, photographer, for work in the network's advertisements.

All prize-winning entries are on exhibit June 3-30 at the Associated American Artists Galleries, New York. Winners in this year's competition were chosen from more than 10,000 entries by 27 judges from the illustration, art direction, design and photography fields.

KERN's McElroy Wins First In Calif. AP Radio Awards

TOP HONOR in the third annual awards of California Associated Press Radio Assn., presented in Hollywood May 28, went to Paul McElroy, KERN Bakersfield newscaster, for his origination and development of news programs in both radio and tv fields.

Nominations for the radio-tv news origination and development award were based on AP records, in consultation with CAPRA executives. Other awards include:

Non-metropolitan radio news category:

Best local radio show—first, KMYC Marysville *John Mayer* newscasts; second, KPRL Paso Robles *Noon News;* third, KROY Sacramento *Hank Thornley* newscasts.

Best special events show—first, KHUM Eureka *Frank Brown's Earthquake Coverage;* second, KPRL Paso Robles *News Coverage Promotion.*

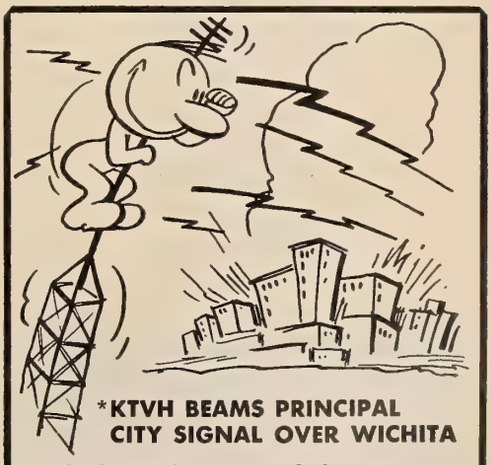
Best editorial or commentary show—KPRL Paso Robles *Dorothy Schwartz* program.

Metropolitan radio news category:

Best local news show—first, Mutual-Don Lee *Sam Hayes and the News,* written by Bob Smalley; second, KABC Hollywood *Orval Anderson;* third, KLX Oakland *Bill Dorais.*

Best local sports show—first, KABC Holly-

WTVD
DURHAM-RALEIGH
now has
245,690
TV SETS (source: Television Magazine)
More Sets than
JACKSONVILLE, Florida
or
RICHMOND, Virginia
WTVD
DURHAM-RALEIGH
CHANNEL 11
NBC-ABC
Call HEADLEY-REED



*KTVH BEAMS PRINCIPAL CITY SIGNAL OVER WICHITA

Both the Wichita ARB and the KTVH area PULSE show at least 7 out of 10 leading film and network shows on KTVH. Programming and strength of signal offer you a profitable combination. *Take advantage of it, now!*

*Recent report from the FCC states that KTVH has a principal city signal over Wichita.

KTVH
HUTCHINSON
VHF 240,000 WATTS
CBS BASIC—DUMONT
CHANNEL 12

Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

AM
WEVD
FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market
of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of
"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

CHNS

The Shortest Route
To Results in
This Area Is Via

HALIFAX NOVA SCOTIA
Maritimes Busiest Station

Contact
JOS. WEED & CO.
579 Fifth Ave., New York

5000 WATTS

BIG THINGS . . .
PLATTSBURG, N.Y.
WEAV
Ask GILL-PERNA Inc.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

wood *1954 Western Region Football Games;* second, KNBC San Francisco *Ira Blue;* third, KCBS San Francisco *Carroll Hansen.*

Best special events show—first, KCBS San Francisco *The Moskovitz Kidnapping;* second, KFI Los Angeles *Kerwin Hoover's Hometown Happenings;* third, KGO San Francisco *Board of Supervisors* broadcasts.

Best documentary—first, KABC Hollywood *A Cell in the Country;* second, KCBS San Francisco *Port on Stilts;* third, KFMB San Diego *Pat McGuinness Covers a Murder.*

Best editorial or commentary show—first, KNX Hollywood *Bill Kenneally's Finn Twin* series; second, KGO San Francisco *Bill Adam's Liquid Gold;* third, KABC Hollywood *Chet Huntley's Fight Against Communism.*

General excellence, metropolitan or non-metropolitan radio news—KMYC Marysville (Joe B. Carroll, manager).

Only metropolitan category received awards this year in television, CAPRA executives noted.

Best news show—first, KABC-TV Hollywood *Sierra Madre Flood;* second, KFMB-TV San Diego *Newsreel;* third, KGO-TV San Francisco *Wanda Ramey.*

Best sports show—KGO-TV San Francisco *Sports Panorama.*

Best special events show—first, KFMB-TV *Sea Dart Crash;* second, KGO-TV San Francisco *Election Coverage.*

Best documentary—first, KABC-TV Hollywood *Eisenhower Career;* second, KFMB-TV San Diego *San Diego-1954;* third, KGO-TV San Francisco *Report to the People.*

Best editorial or commentary show—KNXT (TV) Hollywood *Bill Stout's Liquor Investigation.*

General excellence, metropolitan or non-metropolitan tv news—KGO-TV San Francisco (James Connelly, vice president and general manager).

Judging 1955 CAPRA awards were Los Angeles area newspaper radio-tv columnists and editors.

WGAW Asks Radio-Tv Writing Be Considered for Pulitzers

RECOMMENDATION that radio and tv writing be considered for Pulitzer prizes was made by Writers Guild of America West, Hollywood, last week. A letter to the Pulitzer prize advisory board from WGAW council and executive boards of radio, tv and screen branch unanimously supported a previous proposal by Jack L. Warner, vice president and executive producer, Warner Bros. Pictures, that annual awards for screen writing be established. Subsequently, WGAW sent another letter to John H. Hohenberg, Pulitzer board secretary, recommending extension of the awards into radio and tv fields.

Baptist Broadcasting Awards

THREE MINISTERS were presented with awards for "notable contributions to broadcasting" in ceremonies held at the American Baptist Convention in Atlantic City May 23. The awards went to the Rev. Stanley B. Hazzard, executive secretary of the New York Baptist Society of the American Baptist Convention; the Rev. Harold N. Geistweit of Oakland, Calif., and the Rev. Charles H. Schmitz, Syracuse, N. Y., director of broadcast training for the Broadcasting & Film Commission of the National Council of the Churches of Christ, U. S. A.



HAPPY ENDING to a six-year sponsor-announcer relationship is the occasion for this presentation. H. A. Kent (r), chairman of the board, P. Lorillard Co., presents a gold cigarette box, designed by Cartier, to Dennis James, who requested his release after six years as spokesman for Old Gold cigarettes. The ceremony took place during Mr. James' last appearance on *Two for the Money.* Reason for the mutually-agreed-to severance was Mr. James' heavy slate of tv programs.

Chicago Club Announces Annual Advertising Awards

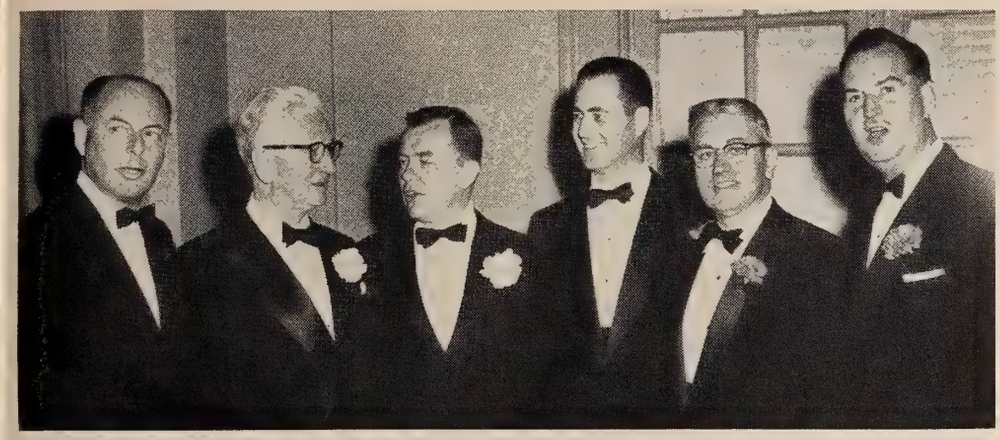
CHICAGO FEDERATED ADV. CLUB has announced its 1955 annual advertising awards for "best work" at a dinner in the Morrison Hotel. Among winners were General Mills and Jewell Radio & Tv Productions (packager of *Silver Eagle*); Pacific Garden Mission and J. M. Camp & Co. for *Unshackled,* network radio shows; Mystik Adhesive Products (Mystik tape) and agency, George H. Hartman Co., for network radio announcements; *Kukla, Fran & Ollie* and ABC-TV; *Hawkins Falls* and *Zoo Parade* and NBC-TV; Hallmark Cards and agency, Foote, Cone & Belding, for "Macbeth" on *Hall of Fame,* for live network tv commercial.

Among local winners in radio were WMAQ, WGN, WBBM in radio and all four Chicago outlets in tv [WGN-TV; WBKB (TV); WBBM-TV; WNBQ (TV)]. Other agency winners were Olian & Bronner; Geoffrey Wade Adv.; Campbell-Mithun; Leo Burnett Co.; Earle Ludgin & Co., and Foote, Cone & Belding. Kling Film Productions and Sarra Inc. were film companies cited.

Advertisers cited in commercials category were Jay's Foods; American Dairy Assn.; Miles Labs; John Morrell & Co.; Kellogg Co.; Helene Curtis Industries; Perkins Products Div. of General Foods; Ralston Purina Co.; Elgin National Watch Co.; Green Giant Co.; Reynolds Aluminum Co.; Armour & Co.; Hamilton Glass Co.

Local radio program winners were WMAQ for *House of Music* (local musical program) and WBBM (honorable mention) for *Standout* (local documentary program). Special features: WMAQ and *News on the Spot* (news); WGN and *The Virginia Gale Show* (women's shows); WGN and *Chicago Tribune* (primary election coverage); WBBM and *The Seventh Continent* (local public service); NBC and *Carnival of Books* (network public service).

Commercial announcements: Standard Oil Co. and D'Arcy Adv. Co. (honorable mention) for network spots; George H. Hartman Co. and Ray O'Connell Chevrolet, local spots; WBBM and *WBBM Program Promotions* (hon-



WINNER of the New Haven (Conn.) Advertising Club's Gold Medal Award "for outstanding service to the people of the community," Patrick J. Goode (2d l), president of WNHC-AM-FM-TV there, was feted at a dinner attended by over 400 national, state and local guests. L to r: Eugene Katz, president of The Katz Agency, New York, station representative firm; Mr. Goode; Richard Lee, mayor of New Haven; Edward Codel, Katz Agency tv director; Aldo DeDominicus, secretary-general manager of the Elm City Broadcasting Co., stations' licensee, and Edward Obrist, WNHC-AM-TV, manager.

orable mention) for local spots.

In television, program awards went to WGN-TV and Walgreen Co. for *Romper Room* (local children's program); WBBM-TV and Harris Trust Co. for *This Is the Midwest* (documentary program); NBC-TV for *Out on the Farm* (honorable mention), educational network program; WBKB (TV) for *Of Medical Matters* (local educational); WBBM-TV for *Operations New Horizons* (honorable mention), local educational; Herbert S. Laufman & Co. and American Medical Assn. for *The Doctor Answers* (public service); WBKB for *Studs Terkel's Briefcase* (interview program); WBBM-TV, National Clothing Co. and Martin J. Kelly for *Mahalia Jackson Sings* (musical); WBBM-TV and Shell Oil Co. for *Julian Bentley & News* (news and commentary); WGN-TV for *Chicagoland Newsreel* (honorable mention); WNBQ (TV) for Championship Bowling (sports); WGN-TV for sports coverage (honorable mention); WBBM-TV, Borg Warner Corp. and Magikist Rug Cleaners, for *In Town Tonight* (variety); WNBQ for *Clint Youle, the Weatherman* (weather), and WNBQ for *City Desk* (honorable mention).

Treasury Honors Radio-Tv

RADIO and television industry has been honored by the Treasury Dept. with presentation of Minute Man Award to NARTB. The award was accepted by NARTB President Harold E. Fellows. W. Randolph Burgess, Undersecretary of the Treasury, said, "Millions upon millions of people have been reached through Savings Bond sales messages over radio and television. Your industry has to its credit a public service in behalf of the bond program that deserves unstinted praise."

Father's Day Awards Made

RADIO-TV personalities copped a share of Father's Day awards announced at a Waldorf-Astoria luncheon in New York by the National Father's Day Committee.

Those honored were: Sid Caesar, NBC-TV star, "Television Father of the Year;" George Hamilton Combs, WABC New York news commentator, "Radio Father of the Year;" Audrey Meadows, CBS-TV *Jackie Gleason Show*, "Father's Favorite Female;" Steve Allen, NBC-TV's *Tonight* and his wife, Jayne Meadows, panelist on CBS-TV's *I've Got a Secret*, "Husband and Wife Team of the Year," and Buster Crabbe and his son, Cuffy Crabbe, both featured in NBC-TV's film series, *Captain Gallant of the Foreign Legion*, "Father and Son Team of the Year."

AWARD SHORTS

WKNB-TV New Britain, Conn., presented award of merit for tv advertising from Hartford Adv. Club.

Fred Vinroot, program director, WIST Charlotte, N. C., presented award for "most outstanding performance by an actor" during 1954-55 season of Little Theatre of Charlotte.

Don McNeill, host, *Breakfast Club*, ABC, made honorary chief of Osage Tribe and given Osage name, "Deer at the Edge of the Forest." Mr. McNeill also presented 1955 "Stick-to-It" Award from Minnesota Mining & Mfg. Co., St. Paul, for staying top radio personality past 22 years. Award was first ever made to radio personality.

Beverly Brown, Beverly Brown Productions, New Orleans, presented Agate Line award from Adv. Club of New Orleans for work in developing young talent; **Joseph H. Epstein,** partner, Fitzgerald Adv. Agency, presented same award for more than 30 years' service to advertising profession and community.

WWJ Detroit and **American Airlines** presented President's Citation award from National Federation of Music Clubs.

Irvin Boudreau, account executive, WDRC Hartford, Conn., presented honorable mention award in competition of Hartford Adv. Club.

Helen Patterson, WAPO Chattanooga, and station presented honorary farm degree at annual Future Farmers of America Convention in Nashville.

Michael Ellis, personality, WPTZ (TV) Philadelphia, honored at dinner of Neighborhood Players of Phila. as Philadelphian "who has contributed most to the appreciation of the theatre arts and has furthered the interest of the little theatre movement in our community."

NBC presented scroll from Sullivan County (N. Y.) Board of Supervisors for "meritorious service to the citizens of the county."

IN EVANSVILLE INDIANA
WISE BUYERS CHOOSE


THRIFTY FIFTY
SALES WITH SHOWMANSHIP
HIGH NOON RANCH
Mon. thru Fri., 11:45 to 12:15
Featuring Doug Oldham and The Dixie Six, Jeannie Lamb and Ulysses Carlini—the tops in "local live" programming.
PARTICIPATIONS AVAILABLE
Represented by MEEKER TV and ADAM YOUNG—St. Louis
IL WEHT
CHANNEL 50

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION
WIBW CBS RADIO in Topeka
Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN
Rep. Capper Publications, Inc.

WTIC Hartford, Conn., presented award from Automobile Legal Assn. as "outstanding radio station in Connecticut in the promotion, encouragement and development of highway safety."

W. C. Phelps, farm service director, WKAI Macomb, Ill., named "Man of the Year" by Toledo, Peoria & Western Railroad in recognition of many civic activities.

WCPO-TV Cincinnati presented safety award from Cincinnati Police Safety Education Section for *Play It Safe* program.

Rev. Stanley B. Hazzard, D.D., executive secretary, New York Baptist City Society of American Baptist Convention; **Rev. Harold N. Geistweit,** D.D., Oakland, Calif., and **Rev. Charles H. Schmitz,** Syracuse, N. Y., presented awards for notable contributions to broadcasting from radio-tv committee of American Baptist Convention.

Sterling C. Quinlan, ABC, vice president in charge of WBKB (TV) Chicago, honored with award of merit from Chicago Dental Society for efforts in developing and presenting *Tv Dental Clinic* on station; **Jack Drees,** WBKB-ABC-TV sportscaster, awarded plaque by Austin Kiwanis Club for "accurate, unbiased and interesting coverage of sports."

Frank Goss, newscaster, Columbia Pacific Radio Network, Hollywood, and announcer, CBS Radio *Hallmark Hall of Fame,* received Hallmark Gold Crown lapel pin for "superior and sincere" announcing on program.

Eleanor Powell, star, KRCA (TV) Hollywood *Faith of Our Children,* cited for program by Jewish National Home for Asthmatic Children for "distinguished service to the nation's young people."

Charles S. Monroe, CBS Radio manager of program writing, and **Norman Ober,** CBS Radio staff writer, awarded certificates of honor by American National Red Cross for "distinguished achievement" in 1955 Red Cross campaign.

N. Jay Norman, account executive, Kling Film Productions, Chicago, honored by Sales Executives Club of Chicago, as "Distinguished Salesman of Year," at latter's awards banquet in Drake Hotel May 23. He was one of 50 salesmen to be given engraved gold statuettes.

COMPETITIVE TV SOUGHT IN BIG CANADA MARKETS

Canadian association cites survey indicating money is available from advertisers to support more than one station in the larger areas. Musicians union opposes move.

SUFFICIENT revenue from advertisers is available to sustain competitive tv stations in Canada's major markets, according to a survey made by the Canadian Assn. of Radio & Television Broadcasters. T. J. Allard, CARTB executive vice president, told the Canadian Parliamentary Committee at Ottawa that of 75 Canadian advertising agencies polled, 28 had replied, and most of these had clients waiting to buy tv time on Canadian stations.

Twelve agencies reported clients wanting time on a Vancouver station, 21 each on Toronto and Montreal stations. There were 13 agencies which had clients buying time on U. S. border stations because they were unable to obtain time on Canadian stations. The reporting agencies stated they had 85 clients ready to buy time when there were more Canadian tv stations. Mr. Allard reported that Canadian advertisers were spending about $1.6 million annually in New York State to reach Canadian major markets, mainly Toronto and Hamilton, and $200,000 in Washington State to reach tv audiences in Vancouver.

CARTB gave the committee the report of this agency survey to back up its recommendation to the committee that second stations be permitted in Canadian cities where now only one station is licensed. Mr. Allard said the CARTB was confident that Canadians wanted competitive tv and gave figures from the latest Elliott-Haynes Teleratings report to show that in southern Ontario, where U. S. stations can be tuned in, viewers tuned to a number of U. S. and Canadian stations.

Opposition to the CARTB request for competitive tv stations came later, with a presentation by Walter M. Murdoch, Canadian head of the American Federation of Musicians. He told the committee that he did not believe competitive tv stations would stimulate opportunities for Canadian talent. He based his opinion on the development of radio broadcasting in Canada, in which he said only 40 out of 153 independent Canadian radio stations employed musicians. These 40 stations paid out $526,000 to musicians last year compared to $1,417,000 paid out by the Canadian Broadcasting Corp. which operates all Canadian networks for both commercial and sustaining programs. Mr. Murdoch said the union had tried to sell greater use of live talent to private stations but to no avail.

Readying for Aussie Tv

THREE staff members of the Australian Consolidated Press, recently granted a license by the Australian Commonwealth Government to operate a commercial tv station in Sydney, will attend the NBC-Barnard College Summer Institute of Radio & Television to be held in New York, June 27 through Aug. 5. It is expected that the Australian Consolidated Press station will be in operation late in 1956.

Saar Radio Station to Aim Commercial Signal at France

EUROPA No. One—Radio, a 500 kw station located in the Saar between France and Germany, has started test French-language transmission looking toward commercial broadcasting into France, which has government-operated stations only. The company operating the radio station also is operating a tv station beaming programs into France's eastern provinces.

BRITISH COMMERCIAL TV PLANS DEBUT ON SEPT. 22

Total of 50 hours per week of programming is scheduled, according to Alan Towers, director of Associated Broadcasting Co. He predicts an 'international tv market' will eventually be created.

COMMERCIAL TV in Great Britain will bow on Sept. 22 with 50 hours per week of programming, of which 15 hours will be on the weekend schedule, according to Harry Alan Towers, director of Associated Broadcasting Co. Associated Broadcasting is a "program contractor" licensed to the Independent Television Authority.

At a news conference in New York, Mr. Towers, who also operates Towers of London, a film packaging company, predicted that in the years to come an "international tv market" will be created with a continued exchange of programs between the U. S. and Great Britain.

Mr. Towers roughly sketched the tentative schedule of commercial tv planned for the London area station which goes on the air Sept. 22. He said that the general 10% of programming time which can be sold commercially has been subscribed fully for about 13 weeks after the London station's debut. Programming will be made up of live and film with some of the film supplied by American companies. At the same time, British film producers already are contracting for U. S. syndication of certain tv series. He also said that Billy Graham, the evangelist, has been signed to make a series of 26 quarter-hour films. That program will be shown Sunday nights.

Among American advertisers which have signed for the 60-minute announcements, called "proximities," are Procter & Gamble, Colgate-

THE LATEST WCKY STORY

What in Radio Can You Buy for 6¢?

Here's What!
1,000 Listening Homes
Here's Where!
823,500 Homes in 10 Southern States*
Here's How!
WCKY Open 1 minute rate $50.00
823 | 50.00 | .06.

* WCKY Audience, according to Nielsen Coverage Service.

WCKY CINCINNATI

Where in Radio Can You Buy More for 6¢?

Palmolive, Coca-Cola and Sterling Drug. Liquor advertising will be permitted on commercial tv in Britain, but, Mr. Towers said, most likely the advertising will be limited. He said it was expected that the *Roy Rogers Show* which is on NBC-TV in the U. S. would fill the 5-5:30 p.m. slot in the British schedule. Spot rate on the London station will be $2,800 (includes time and talent). Other stations will be opened in the midlands and in the north with still further stations to be opened by the first of the year.

Canadian Set Sales Increase

RECORD SALES of tv sets were made in Canada in the first four months of the year with a total of 197,183 as compared to 137,267 in the same period of 1954. Sales during the January-April 1955 period amounted to $60,754,034. Of the total sales in the first four months 75,157 sets were sold in the province of Ontario; 45,389 in Quebec province; 20,008 sets in British Columbia; 17,133 sets in Manitoba; 13,507 in Nova Scotia; 12,205 in Alberta; 7,769 in New Brunswick and Prince Edward Island provinces; 5,913 in Saskatchewan, and 102 sets in Newfoundland.

INTERNATIONAL SHORTS

CKCK-TV Regina, Sask., ch. 12, has issued rate card three, effective July 1, with one hour class A time at $235 and one minute at $50.

CJON-TV St. John's, Nfld., ch. 6, due on air July 25, has issued first and second rate cards, first effective July 1, second Oct. 1. First card rates start with $160 for one hour class A time, $32 for one minute announcement. Rate card two class A time starts with $200 for hour, $45 for one minute.

CKSO-TV Sudbury, Ont., completing construction of new studio for use in September. New building will provide 6,000 sq. ft. of studio and office space, art dept., staging for televising automobiles, storage area for tv sets and adjoining will be large parking area.

CBOFT (TV) Ottawa, French-language tv station, will begin operations July 1, commercial div. of Canadian Broadcasting Corp. has announced, making Ottawa second Canadian city with two tv stations, one English, one French. Montreal is other city with such arrangement. In both cases CBC owns and operates all transmitters. CBC July 1 increases rates on all tv stations. New rates will be for one hour class A network time: CBHT (TV) Halifax, $220; CBMT (TV) Montreal, $600; CBFT (TV) Montreal, $880; CBOT (TV) Ottawa, $320; CBOFT (TV) Ottawa, $230; CBWT (TV) Winnipeg, $320; and CBUT (TV) Vancouver, $400. Rates were not increased on CBLT (TV) Toronto, remaining at $950.

INTERNATIONAL PEOPLE

Georges Huard, manager, CBAF Moncton, N. B., to CBOT (TV) and CBOFT (TV) Ottawa as tv operations manager.

Bob Evans to CKSO-TV Sudbury, Ont., as news editor.

H. E. E. Pepler to radio div., Jos. A. Hardy & Co. Ltd. (station representatives), Toronto, as manager.

Frank C. Murray, assistant manager, CJBQ Belleville, Ont., elected president, Sales & Adv. Club of Belleville.

Ilona Knutsen to CJIC-TV Sault Ste. Marie, Ont., conducting *Women's World.*

RCA Aids 1,500 Employes In After-Work Schooling

UNDER RCA's tuition loan and refund plan, more than 1,500 employes of RCA are currently taking courses at colleges and universities after working hours, Dr. C. B. Jolliffe, RCA vice president and technical director, has announced. The company spent $141,000 in 1954 to reimburse employes for the completion of their studies made possible by the plan, Dr. Jolliffe said.

RCA personnel may borrow money to pay tuition for college courses which will add to their education under the RCA tuition loan and refund plan. When the courses are successfully completed, the amount is refunded by the corporation. If an employe decides to pay for the courses himself, he is reimbursed when the work is completed.

RCA is making grants of up to $2,500 to each of 60 universities and colleges where RCA personnel have studied during the 1954-55 academic year, Dr. Jolliffe said. The contributions are in appreciation for the cooperation extended to RCA by the schools involved.

During the 1955-56 academic year, RCA will sponsor a scholarship-fellowship plan for the 11th year. To implement this plan, the company launched a scholarship plan in 1945 and extended it to include graduate fellowships in 1947. During 1955-56, the company will award 33 RCA scholarships and 20 RCA fellowships valued at $96,400.

Each scholarship provides the recipient with $800. The fellowships provide grants of up to $3,500 each. Schools where recipients will study set up the requirements for the awards and select the winners, Dr. Jolliffe said.

P-TA Begins Viewing Survey

SURVEY to determine tv viewing habits of California children is underway, with the California Congress of Parents & Teachers to make results available to both parents and the tv industry sometime in August.

Mrs. H. E. Johnson, Los Angeles radio-tv chairman, reports that 10 survey forms each had been sent by CCPT to 100 northern and 100 southern California P-TA chapters. These 2,000 questionnaires will be distributed by the local P-TA's, to determine what programs are viewed by children and if these programs are suitable for them.

EDUCATION SHORTS

College students participating in WRCA-AM-TV New York's "Operation Classroom" project under which they have been obtaining experience in various phases of broadcasting, have published first edition of *Campus Chimes,* their official newspaper. Some 50,000 copies of newspaper, which contains announcement of plan to send two students to Europe in September and interview with dramatist Robert E. Sherwood, have been circulated to 30 colleges and universities in New York area.

William H. Siemering Jr., who has served apprenticeship at WHA Madison, U. of Wisconsin outlet, awarded 1955-56 H. V. Kaltenborn radio scholarship at school.

EDUCATION PEOPLE

Edward De Roo, producer, KRCA (TV) Hollywood *Halls of Science* program, and instructor in tv production, U. of Southern California, has first novel, "The Fires of Youth," published.

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C-C SOAP TELECAST

LEVER BROS. presented the first closed-circuit telecast in the soap industry May 27 on NBC-TV to unveil the new gold-wrapped Lux Soap for its sales organization brought together in 20 key markets. Appearing on the half-hour program emanating from Burbank, Calif., were Warren N. Burding, Lever Bros. vice president; Ray Underwood, general sales manager, and Robert Black, vice president of J. Walter Thompson Co., New York. Appearing on the program, with Ken Carpenter as m.c., Mr. Burding explained the development of the Lux gold-packaged soap. The blocking, preparation and rehearsal of a live dramatic show with scenes from "The Suspect," upcoming on NBC-TV *Lux Video Theatre*, was shown.

WGN-TV FILM PREVIEW

PLANS for WGN-TV Chicago's fourth annual fall film preview for advertisers and agencies next month have been announced by the *Tribune* television outlet. First-run packages and network programs now available for local sponsorship will be screened for an expected 400 advertising representatives at WGN-TV's main audience studio June 22. More than 300 attended last year's showing of excerpts from over 30 films, according to Ted Weber, station sales manager. Five and 10 minute capsules will be shown during afternoon and evening sessions, covering the fields of drama, mystery, sports, news, quiz and other type program fare.



SCOREBOARD for the account executive contest at WTTG (TV) Washington [B•T, May 30] is held by George L. Griesbauer, sales manager, at a get-together of the salesmen and wives, who are "home sales managers" of the campaign. L to r: Mr. and Mrs. Martin Calle; Mr. and Mrs. Jack Corwin; Mr. and Mrs. Jules Huber; Mrs. Duncan Miller, wife of the station's publicity and promotion manager, and Tom Dwyer. Prizes in the contest, as a spur to the wives to spur the husbands, include a trip to Bermuda, automobile, mink cape, Westinghouse washer and dryer and others.

'DRUNK DRIVER'

CFPL-TV London, Ont., has filmed a production in cooperation with the London police department on what happens to a drunk motorist when arrested by the police department. The film "Drunk Driver" included a discussion on the affects of alcohol on the human system, with a U. of Western Ontario faculty member and Bob Reinhart, production manager of CFPL-TV, carrying on the discussion. The program was highly commended by London police chief A. E. Knight.

TELEPHONE QUIZ

NEW series of telephone quiz programs, *Monarch Coffee Quiz-a-Thon*, aired 12 times per week, was launched by WBBM Chicago last week, with Josh Brady as m.c. The format of the show calls for listeners to submit questions of "general knowledge" with the correct answers and sources. Monetary prizes will go to the listener called who correctly answers and to the person submitting the query. The jackpot builds up with incorrect replies. A separate contest is conducted each week. After five weeks' time, the listener who has sent in the best question will receive a 1955 Chevrolet automobile.

WRCA-TV TOURNAMENT

SOME 15,000 youngsters from the New York area were expected to attend an athletic tournament in Madison Square Garden Saturday, held by WRCA-TV New York on behalf of its *Junior Achievement* weekly program, in cooperation with the Savings Banks Assn. The 5-6 p.m. portion of the four-hour tournament is scheduled to be carried on WRCA-TV. Prizes will be awarded to winning youngsters and runners-up in the athletic competition.

'KNOW YOUR NEIGHBORS'

COMMUNITIES within the coverage area of WICS (TV) Springfield, Ill., are highlighted in new series of programs, *Know Your Neighbors*, with interviews of prominent citizens in different cities. The purpose of the series is to give viewers better knowledge of social, economic and industrial aspects of their particular city.

WTVJ (TV) AND BOSCO

MERCHANDISING DEPT. of WTVJ (TV) Miami has prepared jumbo postcards urging grocers to stock Bosco chocolate syrup and has distributed them to approximately 600 retail outlets in its coverage area. The syrup is used as a giveaway item on two programs. The card says, "Kids love it! They're seeing Bosco commercials on WTVJ ch. 4 as they wait for *Glenn and Mickey*. Never underestimate the power of a child in a grocery store."

WTTM TAPES DOPE RAID

JOE AYARES, newsman of WTTM Trenton, N. J., took part in the largest dope raid ever staged in the city, according to the station. Mr. Ayares joined 57 city, county, state and federal officers in the raid that netted 20 suspected heroin users and sellers. After attending the pre-raid briefing, he accompanied the officers as they smashed into one of 14 residences used by the addicts and passers, capturing the whole episode on tape, WTTM reports. *The Delaware Valley Review*, nightly news-roundup show, was devoted to the dope raid and featured the complete tape as recorded. Excerpts were heard on other programs.

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KEEP IN TOUCH BY RADIO

IN OBSERVANCE of "Radio Month" in Connecticut during June, WNHC New Haven is launching a promotion campaign with on-the-air announcements, together with radio store window streamers and radio contest giveaways. The slogan, "At home or on the go, keep in touch . . . by radio," will be used on station breaks and in all newspaper and billboard advertisements.

ELECTRONIC FOUNTAIN ON TV

TO HELP introduce the RCA Victor new orthophonic high fidelity line, an electronic fountain was used in a tv commercial during the *Producers Showcase* color spectacular program on NBC-TV last Monday. R. E. Conley, advertising manager of the RCA Victor radio and victrola division, said it was the first use of an electronic fountain in a tv commercial. He said the fountain's color, height and flow respond to the musical sounds from the high fidelity instruments during the one-minute color commercials.

RETURN TO RADIO

WQXR New York has issued a merchandising piece, tied in with the return of Henry S. Levy & Sons (bakers), New York, to the station as an advertiser after a two year absence. The brochure is slanted toward retailers, telling them how Levy's bread is being promoted on the air through the use of 61 time signals on WQXR each week.

HOTPOINT SUGGESTS RADIO-TV

RADIO-TV announcements will be among the suggested sales helps submitted by Hotpoint Inc. to its dealers for moving more merchandise during the next few months, the company has announced. Four additional sales helps include, besides spot announcements for local use, outdoor posters, sales movies and a special "do it yourself" ad mat book. The radio-tv part of the account is handled by Maxon Inc., Chicago.

KOOL-TV MOVES

KOOL-TV Phoenix, Ariz., has distributed a large, metal scale model of an Allied Van Lines moving truck to advertisers and agencies to publicize its "move" from an independent to a CBS-TV affiliate, effective June 16. Pictures of stars of various CBS-TV programs are pasted to the truck. KOOL-TV is owned by cowboy star Gene Autry, whose tv program is seen on the network Saturday, 7-7:30 p.m.

RESULTS ON KABC

EXCELLENT results from a daily saturation schedule, which concentrates on seven-second spot announcements on KABC Hollywood between 8 a.m. and 12:30 p.m., is reported by Van de Kamp's Holland Dutch Bakers Inc., Los Angeles bakery chain, in a letter to the station. Thomas H. L. Bodley, California Adv. Agency, representing the bakery, comments in the letter that the commercial includes in the selling message the product name, description and price, together with adequate sponsor identification, all within the seven seconds. The current 52-week Van de Kamp-KABC contract started last February.

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$100,000 KNOTHOLE

BASEBALL PLAYERS in the Pacific Coast League are being offered a chance to get rich and retire by KTVW (TV) Tacoma (Seattle), Wash. The station has installed a plate with a metal knothole in the leftfield fence of the Seattle Rainier ballpark and will present a certified check for $100,000 to the batter who puts one through. The knothole is placed 11½ ft. high, 360 ft. from home plate and is ½ inch larger in diameter than a baseball. The hole is insured for the amount of the prize money. Research by the insurance company shows only 16 balls hit the fence during the 86 Rainier home games last season and it says chances of the feat "make the risk negligible. We think." The idea was conceived by Roger Rice, KTVW station manager.

TESTIMONIAL TO RADIO

IN A LETTER to Bert Haling, editor of *The Life Line*, house organ of the Great National Life Insurance Co., Dallas, Tex., Gene Underbrink, GNL Kingsville, Tex., salesman, writes a testimonial to radio. Using one 1-minute spot per week on KINE Kingsville at $3 per week, Mr. Underbrink reports as a direct result he has written $600 worth of premium income at a total cost to him of about $50. He is on a program which announces all the births of the Kleberg County (Tex.) Hospital and is entitled to all the addresses, types of jobs and other pertinent information of new parents. The program also has helped his prestige, Mr. Underbrink reports.

SAFETY ON WIP

FOR the Memorial Day weekend, WIP Philadelphia tape-recorded safety messages of a Philadelphia cab driver who was presented a national award, one of 24, for 15 years of safe driving without an accident. The station took a large ad in the *Philadelphia Inquirer* in which was printed a poem, "Courtesy," written by disc m.c. Bob Menefee, who hosts the *Heading Home* safe driving program. Mr. Menefee coined the slogan, "On Memorial Day Honor the Dead, Don't Join Them," as a gruesome reminder to drivers. WIP also aired traffic bulletins on conditions of highways, bridges, bottlenecks and road hazards at least every hour from Friday morning until Tuesday morning. The station, which has a direct line to the Weather Bureau, broadcast frequent weather reports and also maintained constant contact with the Pennsylvania and New Jersey state police.

'LOONEY TUNES' CONTEST

TIE-IN promotion between WABD (TV) New York and Dell Publishing Co., comic book publisher, was launched last week and will run through the month of June. The drive involves a contest on *Looney Tunes*, the station's 6:30-7 p.m. show featuring Bob Bean, caricaturist. To enter the contest young viewers submit a drawing of a *Looney Tunes* character or make a tracing of the front cover of one of Dell's "Looney Tunes" comic books. Dell is supporting the promotion with posters being sent to news dealers and chain stores. Daily winners will receive four Dell books. A year's subscription to Dell books will be awarded to children whose drawings are selected as the 10 best of the week.

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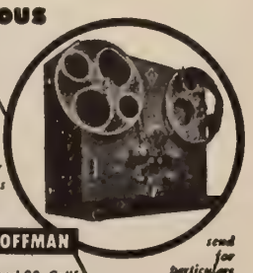
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Station Authorizations, Applications

(As Compiled by B • T)

May 26 through June 1

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations

As of April 30, 1955 *

	AM	FM	TV
Licensed (all on air)	2,704	522	134
CPs on air	13	17	†319
CPs not on air	98	13	121
Total on air	2,717	539	453
Total authorized	2,815	552	574
Applications in hearing	127	3	180
New station requests	201	8	18
New station bids in hearing	69	0	127
Facilities change requests	142	9	38
Total applications pending	823	80	196
Licenses deleted in April	0	1	0
CPs deleted in April	1	0	4

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary Through June 1

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,736	2,711	122	221	67
Fm	540	523	32	3	0

Television Station Grants and Applications

Since April 14, 1952

Grants Since July 11, 1952:

	vhf	uhf	Total
Commercial	284	322	608[1]
Noncom. Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	312	103	415
Noncom. Educ. on air	10	3	13

Applications Filed Since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	965	337	744	540	1,285[2]
Noncom. Educ.	58		30	28	58[3]
Total	1,023	337	774	568	1,343[4]

[1] One hundred-forty-one CPs (29 vhf, 112 uhf) have been deleted.

[2] One applicant did not specify channel.

[3] Includes 35 already granted.

[4] Includes 641 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTION BY FCC

Wailuku, Maui, Hawaii—Maui Pub. Co. (KMVI) granted vhf ch. 12 (204-210 mc); ERP 30.2 kw visual, 15.1 kw aural; antenna height above average terrain 5,940 ft., above ground 100 ft. Estimated construction cost $80,000, first year operating cost $42,000, revenue $45,000. Post office address Box 374, Wailuku, Maui. Studio and transmitter location Mt. Haleakala. Geographic coordinates 20° 42′ 43″ N. Lat., 156° 15′ 26″ W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Lawrence Trombley, Honolulu. Principals include Pres. **J. Walter Cameron** (41.7%); **Maui Pineapple Co.** (41.2%), and **Kahului Railroad Co.** (8.4%). This is to be satellite chiefly of ch. 11 KONA-TV Honolulu. Comr. Frieda B. Hennock dissented. Granted May 26.

APPLICATION

Roanoke, Ind.—Sarkes Tarzian Inc. (WTTS-WTTV (TV) Bloomington, Ind.), uhf ch. 21 (512-518 mc); ERP 251 kw visual, 126 kw aural; antenna height above average terrain 763 ft., above ground 753 ft. Estimated construction cost $345,222, first year operating cost $300,000, revenue $275,000. Post office address 539 S. Walnut St., Bloomington, Ind. Studio and transmitter location 3.3 miles E of Arcola, Ind. Geographic coordinates 41° 06′ 30″ N. Lat., 85° 13′ 45″ W. Long. Transmitter and antenna RCA. Legal counsel A. L. Stein, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include Pres. **Sarkes Tarzian** (51%); Sec.-Treas. **Mary Tarzian** (17%); **Thomas T. Tarzian** (16%), and **Patricia J. Tarzian** (16%). Filed May 31.

Existing Tv Stations . . .

ACTIONS BY FCC

KCOP (TV) Los Angeles, Calif.—The Copely Press Inc. granted CP for ch. 13 to change ERP to 162 kw visual, 83.2 kw aural; antenna height above average terrain 2,920 ft. Granted May 26; announced June 1.

KNTV (TV) San Jose, Calif.—Standard Radio & Tv Co. granted mod. of CP for ch. 11 to change ERP to 5.3 kw visual, 2.6 kw aural, directional; antenna height above average terrain 2,770 ft. Granted May 23; announced June 1.

WFAM-TV Lafayette, Ind.—WFAM Inc. granted mod. of CP for ch. 59 to change ERP to 170 kw visual, 100 kw aural; antenna height above average terrain 630 ft. Granted May 24; announced June 1.

WPAG-TV Ann Arbor, Mich.—Washtenaw Bcstg. Co. granted mod. of CP for ch. 2 to change ERP to 17 kw visual, 9.5 kw aural; antenna height above average terrain 340 ft. Granted May 23; announced June 1.

WITN (TV) Washington, N. C.—North Carolina Tv Inc. granted mod. of CP for ch. 7 to change ERP to 316 kw visual, 158 kw aural; antenna height above average terrain 870 ft. Granted May 26; announced June 1.

WFLG-TV Fayetteville, N. C.—Fayetteville Bcstrs. Inc. granted mod. of CP for ch. 18 to change ERP to 13.2 kw visual, 7.4 kw aural; antenna height above average terrain 350 ft. Granted May 27; announced June 1.

KOTA-TV Rapid City, S. D.—Black Hills Bcstg. Co. of Rapid City granted STA to operate commercially on ch. 3 until Aug. 8, 1955; mod. of CP to change ERP to 1.13 kw visual, 0.79 kw aural; antenna height above average terrain 340 ft. Granted May 25; announced June 1.

WSIX-TV Nashville, Tenn.—WSIX Inc. granted mod. of CP for ch. 8 to change ERP to 178 kw visual, 89 kw aural; antenna height above average terrain 1,360 ft. Granted May 27; announced June 1.

WFRV-TV Green Bay, Wis.—Valley Telecasting Co. granted STA to operate commercially on ch. 5 until Aug. 23. Granted May 20; announced June 1.

APPLICATIONS

KAKI (TV) Visalia, Calif.—Sequoia Telecasting Corp. seeks mod. of CP for ch. 43 to change ERP to 257 kw visual, 150 kw aural; transmitter location to Niggerhead Creek, Tucker Mt.; antenna height above average terrain 1,431.7 ft. Filed June 1.

KCJB-TV Minot, N. D.—N. D. Bcstg. Co. seeks mod. of CP for ch. 13 to change studio location to U. S. Hwy. 83, 1½ miles S of city limits. Filed June 1.

WTVU (TV) Scranton, Pa.—Appalachian Co. seeks mod. of CP for ch. 73 to specify ch. 44 (650-656 mc); change ERP to 13.2 kw visual, 7.1 kw aural; studio location to Hotel Jermyn, Scranton; antenna height above average terrain 1,283.4 ft. Filed May 24.

KDLO-TV Florence, S. D.—The Hills Bcstg. Co. seeks mod. of CP for ch. 3 to change ERP to 25 kw visual, 15 kw aural; transmitter location to 0.5 mile N of Garden City, S. D.; antenna height above average terrain 841 ft. Filed May 26.

WSAU-TV Wausau, Wis.—Wisconsin Valley Tv Corp. seeks mod. of CP for ch. 7 to change ERP to 99.5 kw visual and 59.6 kw aural. Filed May 26.

CALL LETTERS ASSIGNED

KCIS (TV) Shreveport, La.—Shreveport Television Co., ch. 12.

WDAM (TV) Hattiesburg, Miss.—Lion Television Co., ch. 9.

WJTV (TV) Jackson, Miss.—Standard Life Bcstg. Co., ch. 12. Changed from WSLI-TV.

KBAS-TV Ephrata, Wash.—Basin Television Co., ch. 43.

New Am Stations . . .

ACTION BY FCC

Colville, Wash.—Merle B. Peterson tr/as Colville Bcstg. Co. granted 1480 kc, 1 kw daytime. Post Office address 4422 S. W. Shattuck Rd., Portland, Ore. Estimated construction cost $17,915, first year operating cost $30,000, revenue $33,000. Mr. Peterson is chief engineer at WQFM (FM) Portland. Granted June 1.

APPLICATIONS

Palatka, Fla.—Raymac Inc. Post office address % Carmen Macri, 261 Glynles Rd., Jacksonville, Fla. Estimated construction cost $25,982, first year operating cost $32,400, revenue $55,200. Principals: Pres.-Treas. **Carmen Macri** (100%), stockholder-general manager WOBS Jacksonville; sec.-treas. stockholder WABR Winter Park, and stockholder WMIE Miami, all Florida. Filed May 23.

West Point, Ga.—Confederate Radio Co., 1570 kc, 1 kw daytime. Post office address Box 427, West Point. Estimated construction cost $9,796, first year operating cost $20,000, revenue $32,000. Principals include Pres. **Clement H. Murphy Jr.** (45%), former general manager WRLD West Point; Vice Pres. **F. K. Mize** (20%), auto sales; Sec.-Treas. **Albert L. Stancel Jr.** (35%), former chief engineer WRLD. Filed May 23.

South Paris, Me.—Oxford Bcstg. Corp., 1450 kc, 250 w unlimited. Post office address % Gerald T. Higgins, Shepley St., Auburn, Me. Estimated construction cost $14,492, first year operating cost $32,760, revenue $46,800. Principals include Pres. **Gerald T. Higgins** (51.4%), commercial manager-2.5% owner WLAM Lewiston, Me.; Vice Pres.-Treas. **Elden H. Shute Jr.** (47.6%), pres.-station manager-2.5% owner WLAM, and Sec. **Edward J. Beauchamp** (1%), attorney. Filed May 12.

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Anoka, Minn.—Anoka Bcstg. Co., 1470 kc, 1 kw daytime. Post office address % John H. Lemme, 105½ East Broadway, Little Falls, Minn. Estimated construction cost $31,600, first year operating cost $54,000, revenue $60,000. Principals include Pres. **John H. Lemme** (60%), 75% owner KLTF Little Falls, Minn., and Vice Pres. **Oscar Lemme** (20%), 25% owner KLTF. Filed May 16.

Kalispell, Mont.—Leslie L. Sterling & William H. Patterson d/b as Flathead Valley Bcstrs., 730 kc, 1 kw daytime. Post office address % William H. Patterson, Route 3, Box 125, Spokane, Wash. Estimated construction cost $18,816, first year operating cost $39,480, revenue $47,000, Principals include **W. H. Patterson** (50%), engineer KHQ-AM-TV Spokane, Wash., and **L. L. Sterling** (50%), radio officer for steamship company. Filed May 25.

Greenville, Ohio—Western Ohio Bcstg. Co., 1320 kc, 500 w daytime, directional. Post office address % E. T. Herzog, Box 311, R. R. 12, Cincinnati. Estimated construction cost $17,366, first year operating cost $46,199, revenue $72,000. Principals include Pres. **Clark Cutler** (25%), former engineer WOCH North Vernon, Ind.; Sec.-Treas. **R. M. Herzog** (25%), engineer WLW Cincinnati, and Vice Pres. **Wilbur D. Spidel** (12.5%), attorney. Filed May 24.

Shelton, Wash.—Roy C. McConkey tr/as Mason County Bcstg. Co., 920 kc, 500 w daytime. Post office address 529 Birch St. Estimated construction cost $14,983, first year operating cost $36,000, revenue $48,000. Mr. McConkey is owner of pharmacy and drug store in Klamath Falls, Ore. Filed May 25.

Welch, W. Va.—Williamson Bcstg. Corp. (WBTH Williamson, W. Va.), 1340 kc, 100 w unlimited. Post office address Second Ave. at Court St. Estimated construction cost $5,475, first year operating cost $48,000, revenue $52,000. Principals include Pres. **Alice Shein** (60.1%); Vice Pres. **S. P. Goodman** (2.9%); Treas. **Phil Beinhorn** (34%), and Sec. **W. M. Goodman** (2.8%). Filed May 13.

Existing Am Stations . . .

ACTIONS BY FCC

WKIC Hazard, Ky.—BMG Bcstg. Corp. granted CP to change from 1340 kc 250 w unlimited to 1430 kc 1 kw daytime. Granted June 1.

WAKU Latrobe, Pa.—Clearfield Bcstrs. Inc. granted CP to change from 250 w to 1 kw on 1570 kc daytime. Granted June 1.

WCEF Parkersburg, W. Va.—Clarence E. Franklin granted CP to change from 250 w to 1 kw on 1050 kc daytime. Granted June 1.

APPLICATIONS

WHAB Baxley, Ga.—Farnell O'Quinn tr/as Tri-City Bcstg. System seeks CP to change from 1 kw to 5 kw on 1260 kc. Filed May 26.

KIKI Honolulu, Hawaii—KIKI Ltd. seeks CP to change from 860 kc to 830 kc. Filed May 26.

KATZ St. Louis, Mo.—Cora L. Garrett & Bernice Schwartz d/b as St. Louis Bcstg. Co. seeks CP to change from daytime to fulltime operation, directional night. Filed May 26.

Existing Fm Stations . . .

ACTIONS BY FCC

KQFM (FM) Portland, Ore.—H Quenton Cox granted CP to change ERP to 17 kw; antenna height above average terrain 960 ft. Granted May 24; announced June 1.

KCPS (FM) Tacoma, Wash.—Clover Park School District granted mod. of CP to change ERP to 70 w; antenna height above average terrain 90 ft. Granted May 27; announced June 1.

Ownership Changes . . .

ACTIONS BY FCC

WBRC-AM-TV Birmingham, Ala.—Birmingham Bcstg. Co. seeks assignment to parent company Storer Bcstg. Co. Filed May 24.

WJCM Sebring, Fla.—Clearfield Bcstrs. Inc. granted voluntary transfer of control to William K. Ulerich through purchase of 5 shares from Frank G. Smith for $750. Mr. Ulerich will now own 39.8% but obtains control through ability to elect 3 out of 4 directors. Control of WCPA Clearfield and WAKU Latrobe, both Pennsylvania, are also involved in sale. Granted May 23; announced June 1.

KRNT-TV Des Moines, Iowa—Cowles Bcstg. Co. granted assignment to wholly owned subsidiary KRNT-TV Co. Granted May 27; announced June 1.

WPKE Pikeville, Ky.—East Ky. Bcstg. Corp. granted voluntary transfer of control to Jack L. Hatcher through purchase of 92.2% interest for approximately $15,000. Mr. Hatcher, president of Coca-Cola Bottling Co., will now own 96.8%. Granted June 1.

WSIP Paintsville, Ky.—Ted Arnold Silvert & Escom Chandler d/b as Big Sandy Bcstg. Co. granted voluntary assignment to Ted Arnold Silvert tr/as Big Sandy Bcstg. Co. through purchase 50% interest from Escom Chandler for $13,000. Mr. Silvert, stockholder of WSFC Somerset, Ky., will now be sole owner. Granted June 1.

WCPA Clearfield, WAKU Latrobe, Pa.—Clearfield Bcstrs. Inc. granted voluntary transfer of control to William K. Ulerich through purchase of 5 shares from Frank G. Smith for $750. Mr. Ulerich will now own 39.8% interest but obtains control through ability to elect 3 out of 4 directors. Control of WJCM Sebring, Fla., is also involved in sale. Granted May 23; announced June 1.

APPLICATIONS

KVOA-AM-TV Tucson, Ariz.—Arizona Bcstg. Co. seeks transfer of control to Arizona Bcstg. Co. through sale of all stock for $288,904 and obligations totalling $225,000. Principals include Pres. **Clinton D. McKinnon** (20%) 75% owner *North Shores* (San Diego) *Sentinal,* 51% owner *Coronado* (Calif.) *Journal,* and former editor-publisher-majority stockholder of the defunct *Los Angeles Daily News;* Vice Pres. **Bernard Weinberg** (20%), advertising; Vice Pres. **Frank J. Oxarat** (20%), tv-radio production; Sec. **Arthur A. Desser** (20%), attorney and real estate development, and Treas. **Harold B. Garfield** (20%), drug store owner and business and property management. Filed May 17.

WJSB Crestview, Fla.—C. S. Henderson & James T. Whitaker d/b as Crestview Bcstg. Co. seek voluntary assignment to C. S. Henderson through purchase of remaining 25% interest from Mr. Whitaker for $3,209. Filed May 26.

WEOA Evansville, Ind.—Consolidated Tv & Radio Bcstrs. Inc. seeks voluntary assignment to Ohio Valley Tv Co. for $116,000. Ohio Valley operates WEHT (TV) Henderson, Ky., and is wholly owned by Malco Theatres Inc. Principals include Pres. **Herbert R. Levy**; Vice Pres. **M. A. Lightman Jr.** and Treas. **Richard L. Lightman.** Filed May 17.

KRPL Moscow, Idaho—Roy Anderson tr/as Latah County Bcstrs. seeks assignment to wholly owned corporation KRPL Inc. Filed May 18.

KAPB Marksville, La.—Avoyelles Bcstg. Corp. seeks voluntary transfer of control to G. C. Billups Jr. (24.8%); Irene Billups (24%), Alleta B. Saunders (49.6%), through transfer of 2,460 shares of stock from W. L. Billups. Filed May 23.

WJON St. Cloud, Minn.—Granite City Bcstg. Co. seeks transfer of control to William T. Comstock and John P. Haerle Jr. through sale of all stock for $52,924. Principals include Vice Pres. **William T. Comstock** (49.5%), 99.2% owner WPDR Portage, Wis., publisher of *Portage Daily Register & Democrat,* and pres.-75% owner *Oconto* (Wis.) *Reporter,* and Pres. **John P. Haerle Jr.** (49.5%), station manager of WPDR. Filed May 17.

KOAT-TV Albuquerque, N. M.—Alvarado Tv Co. seeks relinquishment of control through issuance of approximately 20,000 shares of new stock. Principals will now include Alvarado Bcstg. Co. (30%); Albuquerque Exhibitors Inc. (33%); Philip R. Hoffman (4%); Dr. Alfred L. Lopez (4.5%), dentist, and William J. Wylder, (4.5%), KOAT-TV announced. Filed May 24.

WHAM-AM-TV, WHFM (FM) Rochester, N. Y. —Stromberg-Carlson Bcstg. Co. seeks assignment to General Dynamics Corp. under merger plan calling for exchange of stock. Filed May 24.

WHAM-AM-TV, WHFM (FM) Rochester, N. Y. —Stromberg-Carlson Co. seeks assignment to wholly owned subsidiary Stromberg-Carlson Bcstg. Co. Assignment is part of proposed merger with General Dynamics Corp. Filed May 24.

WTRP Ripley, Tenn.—Earl W. Daly tr/as West Tenn. Radio Service seeks assignment to Hobson H. Daws & Harold L. Baker d/b as West Tenn. Radio Bcstrs. for $10,000. Principals include Hobson H. Daws (80%), former assistant manager KOSE Osceola, Ark., and Harold L. Baker (20%), radio-tv technician. Filed May 23.

WAGC Chattanooga, Tenn.—Tenn. Valley Bcstg. Co. seeks assignment to WAGC Bcstg. Co. for $105,000. WAGC Bcstg. is owned by Mid-South Bcstg. Corp., operator of WHHM Memphis, Tenn. Principals include Pres. **P. Furlow**; Vice Pres. **C. K. Beaver,** and Sec.-Treas. **W. O. Waites.** Filed May 25.

WWOD-AM-FM Lynchburg, Va.—Roanoke Independent Bcstrs. Inc. seek assignment to newly formed corporation Lynchburg Independent Bcstrs. Inc. No consideration involved as Cy N. Bahakel remains sole owner. Filed May 26.

WCHF Chippewa Falls, Wis.—Harold R. Murphy tr/as Chippewa Falls Bcstg. Co. seeks assignment to Chippewa Falls Bcstg. Co. for approximately $55,000. Principals include Pres. **Russell G. Slater** (⅓), 40% owner WTAQ LaGrange, Ill., and half-owner of WBEL Beloit, Wis., and Vice Pres. **Walter F. Kean** (⅔), stockholder WKOW-AM-TV Madison, Wis. Filed May 24.

Hearing Cases . . .

INITIAL DECISIONS

Hartford, Conn.—New tv, ch. 3. FCC hearing examiner Fanney N. Litvin issued initial decision looking toward grant of the application of The Travelers Bcstg. Service Corp. for new tv station on ch. 3 in Hartford, Conn., engineering condition and denial of the competing application of Hartford Telecasting Co. for the same facility. Action May 31.

Houston-Galveston, Tex.—FCC hearing examiner John B. Poindexter issued initial decision looking toward (1) denial of protest by Houston Consolidated Television Co. (KTRK-TV, ch. 13), Houston, Tex.; (2) grant of application of Gulf Television Co. for mod. of CP of station KGUL-TV (ch. 11) Galveston, Tex., to change transmitter site to a point about 24 miles from Houston and 27 miles from Galveston, with ERP of 261 kw visual, 131 kw aural, antenna height above average terrain 1185 ft., and make other changes; and (3) confirmed Sept. 1, 1954 grant of said application. Action June 1.

OTHER ACTIONS

KFAR Fairbanks, Alaska—Midnight Sun Bcstg. Co. FCC on own motion, extended to Aug. 31 outstanding SSA to operate on 660 kc, with 10 kw, U, pending action on application to continue same on a permanent basis. KFAR is licensed for 610 kc 5 kw, U. Comr. Hennock absent. Action June 1.

WKNB-TV New Britain, Conn.—The New Britain Bcstg. Co. FCC designated for hearing on June 20 application for mod. of CP (ch. 30) and application for transfer of control to NBC; made WNHC-TV (ch. 8) New Haven, and WATR-TV (ch. 53) Waterbury, parties to proceeding, which will consist of oral argument. Comrs. Webster and Bartley dissenting and voting for evidentiary hearing; Comr. Hennock dissenting and issuing a statement. Action May 26.

Fm Allocation—FCC proposed amending the fm broadcast allocation table to delete ch. 234 from Baltimore, Md., and assign it to Dover, Del.; and to delete ch. 233 from Reading, Pa. Comments will be received by July 1. Comr. Hennock absent. Action June 1.

Functional Music—FCC by memorandum opinion and order, extended to July 1 the effective date of its rules authorizing fm broadcasters to engage in functional music operations; denied petition of WWDC Inc., Washington, D. C., for reconsideration and modification or waiver of such rules, which had been stayed to June 1 pending determination on WWDC's petition. Comr. Doerfer favored grant of petition. Action June 1.

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New York, International Div.	13 East 40th Street	Murray Hill 9-0200
Montreal, Quebec, Canada	Canadian Marconi Co.	Regent 8-9441

KOB Albuquerque, N. M.—FCC by memorandum opinion and order, the Commission reopened the record in the proceeding involving applications of Albuquerque Bcstg. Co. (KOB), Albuquerque, N. M., for mod. of CP to operate on 770 kc with 50 kw, unlimited time, and for license to cover same. This was done to bring the record to date and obtain additional evidence. WBZ, operating on 1030 kc in Boston, Mass., was added as a party and the hearing examiner is directed to expedite the proceeding. WABC (formerly WJZ), operating on 770 kc in New York City, is already a party. Comr. Hennock absent. Action May 26.

WNIA Cheektowaga, N. Y.—Niagara Bcstg. System. FCC designated for hearing on July 11 application for extension of time to complete construction of new am station on 1230 kc 250 w, U. Petition by Walter J. Urbanski to participate as a party is denied but he is afforded opportunity to testify as a public witness. Comr. Hennock absent. Action June 1.

The Dalles, Ore.—FCC by memorandum opinion and order denied petition filed May 4 by Radio Mid-Columbia Inc, permittee of new am station on 1300 kc 1 kw, D, at The Dalles, Ore., protesting Commission action of April 14 in granting without hearing an application of The Dalles Bcstg. Co. for new station to operate on 930 kc 1 kw, DA-N, U, at The Dalles. Comr. Hennock absent. Action June 1.

Patent Reports—FCC adopted a further notice in its proceeding looking to promulgation of a rule to require the filing of certain reports by communication carriers and other licensees who own or control patent used in services regulated by the Commission. Comments due by June 30. Comrs. Hyde and Doerfer dissented. Action May 27.

WMAJ State College, Pa.—Centre Bcstrs. Inc.—FCC examiner James D. Cunningham granted petition to vacate cease and desist order proceedings and hearing presently scheduled and canceled proceeding. Action May 24.

Tv Assignment—FCC by report and order finalized proposed rule making of April 1 and amended the tv table of assignments, effective July 6, by reserving ch. 13 in Monroe, La., for noncommercial educational use. This resulted from a petition filed by the State Superintendent of Education on behalf of the State of Louisiana. Comrs. Hyde, Doerfer and Lee dissented. Action May 26.

Routine Roundup . . .

May 26 Decisions

ACTIONS ON MOTIONS

Upon petition of Suncoast Cities Bcstg. Corp., St. Petersburg, Fla., extended to May 31 the time for filing comments and to June 10 for filing replies to comments in Docket 11361 (matter conflicting petitions regarding the assignment of ch. 10 to Bunnell, Fla., or to New Port Richey, Fla.).

By Examiner James D. Cunningham

Upon motion of the seven applicants for ch. 11 in Toledo, Ohio (Dockets 11084 et al.), and with the consent of the Commission's Broadcast Bureau, ordered that Paragraph 5 of the Hearing Examiner's Fourth Pre-Trial Order in this proceeding be amended to specify June 3 in lieu of May 27 (Action 5/23).

Upon petition of the Chief, Broadcast Bureau, proceedings re am applications of Harold M. Gade, Eatontown, N. J., and Monmouth County Bcstrs., Long Branch, N. J. (Dockets 11124-25), are continued as follows: June 30—Exchange of direct affirmative case exhibits. July 8—Further prehearing conference. July 18—Commencement of hearing (Action 5/23).

On Chief Hearing Examiner's own motion, ordered that, by reason of the illness of the Examiner assigned to preside in am proceeding re applications of Cherokee Bcstg. Co. and Valley Bcstg. Co., Murphy, N. C. (Dockets 11102, 11255), the further hearing, scheduled for May 24, be continued without date (Action 5/24).

By Examiner Herbert Sharfman on May 24

WNLA Indianola, Miss., Central Delta Bcstg. Co.—Granted petition of May 2 as supplemented May 19 for leave to amend its am application; application, as amended, was removed from hearing status and returned to the processing line (Docket 11188; BMP-6582).

On the Examiner's own motion, ordered that initial proposed findings of fact and conclusions in Docket 11048 (renewal of license of WICU (TV) Erie, Pa.), are due by July 25, and that a date for filing of replies will be set by further order after the initial filing.

By Examiner Hugh B. Hutchison on May 20

Broadcast Bureau—Granted petition for an extension of time to and including May 27 to file Proposed Findings of Fact and Conclusions by the parties to proceeding re application of Streets Electronics Inc. (KGEO-TV), Enid, Okla., for Mod. of CP (Docket 11302); the Hearing Examiner announced that no requests would be favorably considered for further extensions of time beyond May 27.

By Examiner William G. Butts

Ordered a prehearing conference re application of Mountain State Bcstg. Co., Morgantown, W. Va. (Docket 11360, BP-9471) on June 3 to consider the matters specified in Section 1.813 of the Commission's rules (Action 5/24).

By Examiner Herbert Sharfman on May 24

Issued order after prehearing conference indicating following rulings: Hearing on Lake Shore Bcstg. Co. (WSHE), Sheboygan, Wis., 800 kc application scheduled for July 5; parties shall exchange exhibits on July 1, and on same date counsel will meet to discuss ways of shortening hearing (Docket 10960).

May 26 Applications

ACCEPTED FOR FILING

License for CP

WBSE Hillsdale, Mich., Baw Beese Bcstrs. Inc.—License to cover CP (BP-9486) which authorized new standard station (BL-5727).

KWIE Kennewick, Wash., KWIE Inc.—License to cover CP (BP-9131) which authorized increase power, install new transmitter; change from employing directional antenna night only to directional antenna day and night (BL-5728).

Renewal of License

KVMA Magnolia, Ark., Magnolia Bcstg. Co.—(BR-2149).
WWCA Gary, Ind., Lake Bcstg. Co.—(BR-2403).
WJOB Hammond, Ind., South Shore Bcstg. Corp.—(BR-550).
WRAY Princeton, Ind., Princeton Bcstg. Co.—(BR-2580).
WAMW Washington, Ind., Washington Radio Inc.—(BR-3083).
WLCK Campbellsville, Ky., Taylor County Bcstg. Co.—(BR-2615).
WHIR Danville, Ky., Commonwealth Bcstg. Corp.—(BR-1789).
WKAY Glasgow, Ky., Glasgow Bcstg. Co.—(BR-1316).
WSON Henderson, Ky., Henderson Bcstg. Co.—(BR-1163).
WLOU Louisville, Ky., Robert W. Rounsaville—(BR-2203).
WFMW Madisonville, Ky., Messenger Bcstg. Co.—(BR-1421).
WKTM Mayfield, Ky., Kentucky Bcstg. Co.—(BR-1300).
WOMI Owensboro, Ky., Owensboro Bcstg. Co.—(BR-957).
WABO Waynesboro, Miss., New Laurel Radio Station Inc.—(BR-3005).
WBEJ Elizabethton, Tenn., Elizabethton Bcstg. Co.—(BR-1294).
WSOK Nashville, Tenn., Nashville Bcstg. Co.—(BR-2689).
WOKE Oak Ridge, Tenn., Air Mart Corp.—(BR-2670).

Renewal of License Returned

WCPM Cumberland, Ky., Blanfox Radio Co.
KMRC Morgan City, La., Tri-City Bcstg. Inc.
WATO Oak Ridge, Tenn., WATO Inc.

Modification of CP

WFTV (TV) Duluth, Minn., Great Plains Television Properties of Minn. Inc.—Mod. of CP (BPCT-1155) as mod. which authorized new tv station to extend completion date to 11-13-55 (BMPCT-3125).

WCNY-TV Carthage, N. Y., The Brockway Co.—Mod. of CP (BPCT-1828) as mod. which authorized new tv station to extend completion date to 12-10-55 (BMPCT-3125).

WAKR-TV Akron, Ohio, Summit Radio Corp.—Mod. of CP (BPCT-230) as mod. which authorized new tv station to extend completion date to 12-14-55 (BMPCT-3127).

KCTS (TV) Seattle, Wash., The U. of Wash.—Mod. of CP (BPET-33) as mod. which authorized new non-commercial educational tv station to extend completion date (BMPET-74).

WJBK Detroit, Mich., Storer Bcstg. Co.—Mod. of CP (BP-6235) as mod. which authorized change in frequency, increase in power, installation of new transmitter and DA for day and night use and change transmitter location for extension of completion date (BMP-6853).

WSFA-TV Montgomery, Ala., WKY Radiophone Co.—Mod. of CP (BPCT-670 as mod. which authorized new tv station to extend completion date to 9-1-55 (BMPCT-3129).

KBIC-TV Los Angeles, Calif., John H. Poole, tr/as John Poole Bcstg. Co.—Mod. of CP (BPCT-1345) as mod. which authorized new tv station to extend completion date to 11-15-55 (BMPCT-3128).

WGBS-TV Miami, Fla., Storer Bcstg. Co.—Mod. of CP (BPCT-1390) as mod. which authorized new tv station to extend completion date to 12-17-55 (BMPCT-3133).

KGVO-TV Missoula, Mont., Mosby's Inc.—Mod. of CP (BPCT-1932) which authorized replacement of expired CP (BPCT-829) as mod. which authorized new tv station to extend completion dat to 12-17-55 (BMPCT-3132).

WHEN-TV Syracuse, N. Y., Meredith Syracuse Television Corp.—Mod. of CP (BPCT-1782) as mod. which authorized replacement of expired CP (BPCT-434) as mod. for new tv station to extend completion date to 9-15-55 (BMPCT-3131).

WBIQ (TV) Birmingham, Ala., Alabama Educational Television Commission—Mod. of CP (BPET-52) which authorized new educational tv station to extend completion date to 2-13-56 (BMPET-75).

Remote Control

KOLN Lincoln, Neb., Frudeger Bcstg. Co.—(BRC-730).

Renewal of License

WCBC Anderson, Ind., Civic Bcstg. Corp.—(BR-1510).
WGRY Gary, Ind., WGRY Inc.—(BR-2578).
WSAL Logansport, Ind., Logansport Bcstg. Corp.—(BR-2256).
WIMS Michigan City, Ind., Northern Indiana Bcstrs. Inc.—(BR-1622).
WOCH North Vernon, Ind., Dorrell Ochs—(BR-3068).
WSIM Salem, Ind., Don H. Martin—(BR-2893).
WSBT South Bend, Ind., The South Bend Tribune—(BR-498).
WWKO Ashland, Ky., States Bcstg. System Inc.—(BR-2987).
WVLK Lexington, Ky., Bluegrass Bcstg. Co.—(BR-1953).
WNOP Newport, Ky., Tri-City Bcstg. Co.—(BR-2172).
WTJS Jackson, Tenn., The Sun Pub. Co.—(BR-741).
WKXV Knoxville, Tenn., Knoxville Ra-Tel Inc.—(BR-2843).

Renewal of License Returned

WBNL Boonville, Ind., Boonville Bcstg. Co.—(Re: signature).
WPKE Pikeville, Ky., East Kentucky Bcstg. Corp.—(Re: signature).
WRUS Russellville, Ky., Roth E. Hook—(Wrong name).
WGAP Maryville, Tenn., Aluminum Cities Bcstg. Co.—(Re: name).
WRGS Rogersville, Tenn., Rogersville Bcstg. Co.—(Re: name).
WSMT Sparta, Tenn., Sparta Bcstg. Co.—(Re: name & date).

May 27 Decisions

ACTIONS ON MOTIONS

By Comr. Frieda B. Hennock on May 25

Paducah, Ky., Columbia Amusement Co.—Granted petition for an extension of time to June 7, to file exceptions to the initial decision in ch. 6 proceeding (Dockets 10875-76).

By Hearing Examiner H. Gifford Irion

On Examiner's own motion, continued hearing from June 1 to 16 re ch. 8 proceeding in Selma, Ala. (Deep South Bcstg. Co. [WSLA (TV)]), and ordered that the subpoenas heretofore issued to certain persons be modified to specify June 16 as date for appearance (Docket 11371) (Action 5/26).

(Continued on page 109)

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Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B•T.

Salesman for outstanding western New York station in an outstanding city. Excellent opportunity with salary, plus commission. Send full information to Box 616A, B•T.

Experienced salesman-announcer for Virginia network station. Permanent position, fine working conditions. Please tell all about yourself in first letter. Box 710A, B•T.

Immediate opening radio time salesman with or without first phone ticket. Guarantee $380.00 monthly and commission. Send experience and photo. KCHJ, P. O. Box 262, Delano, California.

IN BOISE . . .

Just like many, many other areas, wise TV broadcasters, interested in well-screened and highly trained personnel, have turned to Northwest Radio & TV School graduates. Why don't YOU start using our FREE Radio-TV personnel service? Save TIME and MONEY! Our graduates are well qualified and professionally trained in our studios using standard commercial equipment. We screen them . . . train them . . . refer them to you with complete details, as they fit your specific needs. Let us help you with your personnel needs. We assure you of prompt, personal attention. Write or call COLLECT, John Birrel, Placement Director . . .

NORTHWEST RADIO & TELEVISION SCHOOL

1221 N. W. 21st Ave., Portland 9, Oregon

with schools in

HOLLYWOOD ☆ CHICAGO ☆ WASHINGTON, D. C. ☆ PORTLAND

RADIO

Help Wanted—(Cont'd)

Aggressive, experienced radio salesman. Salary and commission, plus share net profits. Sportsman's paradise. Tv closed circuit. Airmail or phone KPRK, Livingston, Montana.

Wanted: two salesmen for CBS affiliates. $100 weekly salary, plus commission. Apply in person only. WAIM Radio and TV, Anderson, S. C.

Managers—salesmen. Our men earn from $6,000 to $12,000 yearly selling special features for radio and tv station from coast-to-coast since 1931. We prefer married couples (wives can earn $60-$80 weekly) who can travel continuously. Write Merle V. Watson, Inc., First National Bank Bldg., Peoria, Ill.

Announcers

Humorous DJ—Fast flowing ad lib. Jovial, full of fun, infectious personality. Production minded. Actor background. Single. For Pa., N. Y., Michigan, Ohio, Illinois area. Box 933G, B•T.

One of America's great independent stations will hire top-flight disc jockey. Don't answer unless you are capable of hard sell and strong in audience building. This is a major job in a major market. Box 555A, B•T.

Attractive opening for staff announcer; extra inducements for man who can broadcast play-by-play. Flexible working arrangements if can sell, with additional income based on production. Box 592A, B•T.

Fast growing regional station in Illinois—not Chicago—wants to add to its staff a young announcer who also can write news. Fine opportunity to get ahead in highly successful newspaper-radio organization which needs alert, resourceful young men. Prosperous, unusually progressive community. Best working conditions, liberal salary, bonus, extra benefits. Send full details, audition, to Box 603A, B•T.

We're a small friendly station in small community but sound better than most larger stations. We need an announcer with experience, intelligence and ability. No place for beginners. We're fussy. $75 up. Paid vacations. Send tape. Full details. Box 693A, B•T.

Immediate opening for personality-plus, versatile, experienced DJ in south Georgia market. Box 699A, B•T.

Attention: Virginia kw daytime needs chief announcer. Assume duties immediately. Work into sales, program director—assistant manager. Good salary, bonus. Growing station, best opportunities. Send complete letter first reply. Box 712A, B•T.

Wanted: Experienced staff announcer. Sports and news experience helpful. Box 714A, B•T.

Want dependable married night duty experienced announcer. ABC network. Send resume. KFRO, Longview, Texas.

New 500 watt daytime independent needs top announcers—copywriters, salesmen. Radio Station KRAY, Box 1816, Amarillo, Texas.

Need good morning man immediately—must be good. Send tape, photo and references first letter. Paul E. Reid, WCEH, Hawkinsville, Georgia.

Staff opening. Immediate employment to qualifiers. WDBC, Escanaba, Michigan.

DJ, straight disc job. Good hours and pay. Two years experience. Details and picture to WFIN, Findlay, Ohio.

Needed! Announcer—local newsman and announcer with first phone. Good salary and working conditions. Contact Hal Vester, WFTC, Kinston, North Carolina.

RADIO

Help Wanted—(Cont'd)

Need a wide-awake morning man for gospel, hillbilly and popular. Up to $70.00 for right man. Require tape, picture and references. George C. Shurden, WMFC, Monroeville, Alabama.

Established independent station making first personnel change in almost two years. Need one experienced announcer above average in all phases. Send tape, picture, background letter and salary expected to Paul Murphy, Program Director, WONW, Defiance, Ohio.

Experienced negro personality—to work split shift mornings, sell in the afternoons. One of America's top independent stations wants "frantic" disc jockey seeking permanent association with unlimited income possibilities. $50 per week for air work plus $35 draw against 12½ percent on sales. Interested only top-flight man who will blend into aggressive, friendly staff. Send resume and photo. No tapes unless requested. L. P. Moore, V. P., WPAL, Charleston, S. C.

Experienced announcer, emphasis news, commercials. $60-65. Contact Program Director, WWCO, Waterbury, Conn.

Announcer, ABC station, all day work, send experience, references, Bill Hess, Box 391, Pascagoula, Miss.

Technical

Transmitter engineer needed immediately. Write or wire Chief Engineer, WEAM, 13th & G Streets, N. W., Washington, D. C.

Chief engineer-announcer—Capable of building new 1000 watt, daytime indie at Clarksdale, Mississippi. Emphasis on technical . . . voice secondary. Write qualifications, experience, references . . . send photo. John M. McLendon, Box 3127, Jackson, Mississippi.

Production-Programming, Others

One of the nation's leading clear channel operations offers outstanding opportunity to competent woman broadcaster. Imagination, production know-how, showmanship and several years' experience necessary. Send photo and complete biography only to Box 677A, B•T.

Program director wanted immediately by 1000 watt North Carolina independent. Send picture with tape and information regarding experience and qualifications. Box 713A, B•T.

Network tv-radio, experienced direct mail sales promotion. 25-35 years, $8,500. Ace Personnel Service, 111 W. 42nd, New York City.

Copywriter, typist. Give full details. WFIN, Findlay, Ohio.

PR vs PR. We'll match your personnel requirements, against the proven records of qualified people. A confidential service to radio and tv stations, and program producers, anywhere. Palmer-DeMeyer (Agency), 50 E. 42nd Street, N. Y. C. MU 2-7915. Paul Baron, Dir., Radio-TV-Film-Adv. Resumes welcome from qualified people.

Situations Wanted

Managerial

General manager—thoroughly experienced, 15 years all phases, including sales, successful. Desires medium or small market. Excellent references. Box 639A, B•T.

Combo man: Experienced manager, good salesman, announcer, family man, reliable, sober. Desire job as working manager. Good references. Box 664A, B•T.

Station manager: Complete sales, programming administration background. Early thirties. Married. 13 years radio. Salary plus incentive preferred. Box 688A, B•T.

Manager, experienced engineer, sales, all phases of radio. Can make your station show profit. Permanent position. Box 689A, B•T.

Manager with eight years small market experience seeks position in southeast. Capable of efficient and economical operation in any market. Strong on sales and programming. Young family man, with excellent record, best references. Box 711A, B•T.

Your financing or problem station plus my 14 years successful broadcast management can make us a million. Box 715A, B•T.

RADIO

Situations Wanted—(Cont'd)

Sales manager with exceptional record of personal sales and management wants challenge with good station in good market. Well rounded 20 year production record. Desire long haul with am station, any location. Prefer salary-percentage arrangement. Top references. P. O. Box 4081, Phoenix, Arizona.

Salesman

Florida: Sales manager; 8 years selling, announcing, programming experience. Interview possible after June Tenth. Box 687A, B•T.

Announcers

Superior, experienced announcer available. Good salary, working conditions required. Family. Box 326A, B•T.

Negro disc jockey, rhythm and blues, with commercial, Good spiritual. Box 563A, B•T.

Top-flight experienced announcer seeks change. Presently with major market indie. College grad, NBC trained. Know all phases. Want progressive station that offers fine future. Box 649A, B•T.

Announcer, negro, dynamic disc jockey presentation, some experience, tape available. Box 660A, B•T.

Announcer-comedian—hillbilly—pop—disc jockey—25 years radio. Go anywhere. Prefer Ohio. Box 661A, B•T.

Announcer: Five years; well rounded background; top references; hard worker, dependable, sober; presently employed; progressive small station desired . . . Pa. preferred. Box 662A, B•T.

Announcer—light experience—willing to work hard to learn, but needs 'first break.' Good recommendations—Jersey, if possible. Have tape, resume, car, or can call. Box 666A, B•T.

Hillbilly western DJ. 5 years. Good air salesman. Presently 5kw. Own copy. Married, reliable. Desire permanent position New York or Pennsylvania but anywhere acceptable. Box 668A, B•T.

DJ—also staff including news and special events, Experienced. Finest character. Excellent references. Employed. Box 669A, B•T.

Announcer: 2½ years experience. Unmarried, recent vet prefers midwest location. Strong news and commercial. Will consider best offer, available immediately. Box 670A, B•T.

All around staff announcer, DJ, commercials, news. Light experience. High potential, seeking permanent connections. Will travel, sober, dependable with good references, tape, photo, resume on request. Box 672A, B•T.

All around staff announcer, strong on news, commercials and DJ. Light experience—dependable. Looking for position in small station. Married. Will travel. Have 3rd ticket. Tape and resume on request. Write Box 673A, B•T.

Morning man—35, in present market 14 years. Desires to relocate in larger market. Dependable, able and excellent air salesman with morning show that's different and does a job. Top references. Also have 1st class license. Box 674A, B•T.

Experienced staff announcer. Single. Veteran. Know board. Travel anywhere. Industrious. Box 684A, B•T.

Married announcer/writer seeks permanent position Florida or Gulf states. Box 691A, B•T.

2½ years staff experience. Presently employed midwest city, 80,000. Prefer am-tv tieup. Married, veteran. Box 694A, B•T.

Spanish announcer—recent grad. 1st class license—also good English newscaster—commercials. Box 697A, B•T.

Top air work—strong on sales, desire change, but permanency. Now medium Illinois market. Need good earning potential. Desire midwest but will go elsewhere—depending upon opportunity. If you are honest, sound operation, I'll make you a top man. Box 700A, B•T.

Announcer, light experience, commercial voice, good DJ, news, sports, board, tape. Box 702A, B•T.

Announcer, some experience, good news, sports, DJ, board, single, tape. Box 703A, B•T.

Friendly, reliable staff announcer for news interest, sports color, smooth commercials and platter personality—married, veteran—travel, tape, references. Box 704A, B•T.

RADIO

Situations Wanted—(Cont'd)

Voice personality, announcer—seeks permanent spot. News specialist, feature events, strong musical background. Relocate with family. Well-travelled, cultured. Photo, resume, tape. Box 705A, B•T.

Exceptional news, sports, play-by-play and special events announcer with four years experience. College graduate, married, conscientious, sober, glib and top voice. Box 707A, B•T.

Announcer—friendly voice—steady and reliable, 24, veteran, married, DJ, news, sports—northeastern U. S. preferred. Tape, resume, references. Box 708A, B•T.

Experienced announcer—solid background, relocating permanent connection. General staff, smooth platter man, teen-age appeal, commercial personality. Travel, references, tape. Tom Hopkins, Box 92, Bernardsville, N. J.; Bernardsville 8-0538.

Announcer, DJ, impressionist, 22. 3½ years radio experience—specialize in pop, r & b, and h.b. Married, no children, have car, willing to travel. Desire southwest location. Call Lee Mathis, Taylor S-5640 Fort Valley, Georgia.

Summer—three years experience in radio. Car. Perfer midwest or New England. Available in segments—when your man is away—while they last! Contact Mr. S., 1111 Loral Avenue, Joliet, Illinois.

Combination, top versatile announcer, qualified chief engineer, competent salesman, tv experience, available July 1st. Prefer New Mexico, Arizona, California. Good character, integrity, family, seeking good permanent position. Tape available. Box 946, Colorado Spring, Colorado.

Technical

Chief engineer-program director. First class ticket. Thoroughly experienced both. Can do sports and copy. Southern stations only. Box 546A, B•T.

Engineer: Desire permanent position in tv. Experienced am-fm. References, car. Box 685A, B•T.

Engineer, first phone. Fully experienced in maintenance, remotes, directional operation. Box 686A, B•T.

Chief engineer can announce. Will accept straight engineering or combination. 6 years experience. 26, single, draft exempt, car. Desire permanent position. Eddie Lane, 446 N. Royal Street, Jackson, Tenn.

Programming-Production, Others

Girl, college background, newspaper, radio, tv, film experience, desires interesting job. Preferably with travel. Box 630A, B•T.

The spirit is willing, and the ability is proven (so far) and if you're in the market for a program director with full knowledge of traffic, continuity and sales, along with personality disc jockey work and staff announcing background, run, don't walk to the nearest mailbox. I'll be waiting for your reply. Box 663A, B•T.

News-announcer: One of midwest's highest rated news reporters looking for position. Ten years with one of the leading midwest stations. Station being sold. Box 681A, B•T.

TELEVISION

Help Wanted

Salesmen

Sales—outstanding opportunity for salesmen and sales manager KSAN-TV, growing station, ideal market, San Francisco. Send complete experience and qualifications first letter to Norwood J. Patterson.

Technical

Top tv engineer—thoroughly experienced man capable of taking charge and assuming full responsibility for technical operation of full power vhf station with GE equipment. Write in full, stating salary requirements to Walter M. Windsor, General Manager, KCMC-TV, Texarkana, Texas.

TELEVISION

Situations Wanted

Managerial

Ten years radio, from staff, sports, programming, to management. Want television opportunity. Thirty, college graduate, best references. Box 698A, B•T.

Announcers

Versatile, fully competent television personality. 5 years major market vhf, 8 years all phases am. Excellent appearance, adaptable, mature. College graduate. Highly individualistic, effective news style; intelligient grasp and presentation semi-soft-sell commercial. Progressive, program-minded set-ups only, please. Box 690A, B•T.

Announcer-engineer—thoroughly experienced announcing-operations engineering; solid radio-tv background, 1st phone, excellent references. Prefer on-camera announcing, production. $400 minimum salary. 28, dependable, permanent, married, available July 15. Box 706A, B•T.

Sportscaster with authoritative, warm camera personality. 12 years radio, 1 year television. Excellent play-by-play all sports. Special events. Box 717A, B•T.

Technical

Seven years in television. Four years control room supervision, installation, maintenance, operational, personnel problems. Want advancement in industry, with new station or one expanding. Box 696A, B•T.

Operations manager—chief engineer. Twelve years experience including construction, installation, engineering and operations management. Chief engineer maximum power vhf. Write Box 701A, B•T.

Television transmitter engineer, 3 years experience. High power vhf. Desires position in Florida. Box 716A, B•T.

Programming-Production, Others

Experience pays. This man's rich radio-tv experience (12 years) will pay off to the employer willing to take his services. A pioneer in low-cost, local, live tv programming with pull. A young man seeking opportunity as program director or manager's assistant. Replies confidential. Box 427A, B•T.

Cameraman—2 years experience. All studio operations. Desires production position or cameraman. References. Fordham 5-1650 after 6. Write Box 667A, B•T.

26, married, 3 years radio and tv, New York major network, all phases broadcast news, looking for job with future and airwork. Box 680A, B•T.

Program-production: Veteran, SRT graduate. Announcing, sales experience. Can handle all phases of tv operation. Single, willing to travel. Box 692A, B•T.

Producer-director. 2 years experience in all phases of television production: Directing, camera operation, audio and video engineering, film directing of various remote telecasts. Wish to remain in southwestern states. Write F. H. Barron, % KUHT, University of Houston, Houston, Texas.

FOR SALE

Stations

Flash. One-station market. Established fulltime network operation. Modern, completely air-conditioned one-site operation. Thriving market, big population, high retail sales. Details to financially qualified principals. Ralph Erwin, Broker, Box 811, Tulsa.

Exclusive. Priced to sell now. Long-established am station. Heavily populated urban market. Must dissolve multiple ownership immediately. Beautiful southwest location. State your finances. Ralph Erwin, Broker, Box 811, Tulsa.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment

Ampex 401D portable tape recorder, $550; Concertone 1401D tape recorder, $150; Travis tapak tape recorder, $260; two new Fairchild three-way turret arms, $100. Stanley Graziadio, WDAD, Indiana, Pa. Phone 5-6841.

FOR SALE—(Cont'd)

For sale: Presto 6-N portable disc recorder, complete with 87-B amplifier. WMAM, Marinette, Wis.

For Sale: Dage two-camera vidicon chain complete. Original price $12,000. Will take best offer. D. Rodabaugh, Kierulff Electronics, 820 W. Olympic, Los Angeles 15, Calif.

WANTED TO BUY

Stations

Miss.—Ark.—La.—W. Tenn.—Stations or CPs—Towns 5000 plus or cities. Box 947G, B•T.

Want to buy part interest in or complete radio station in Chicago metropolitan area. New York too big for my dad and myself. Box 671A, B•T.

Radio. Eastern seaboard. Reply giving gross earnings and asking price. Box 679A, B•T.

Experienced broadcaster seeks tv or am property, or both, now operating in red. Have successful record in radio and tv, willing to apply this successful formula to your property. Write Box 682A, B•T.

Losing operation wanted. Experienced broadcaster wants to apply time tested knowledge to produce good profit. Write Box 683A, B•T.

Will pay cash for 5-man operation, daytime radio station. Write Elmer Wright, Sweetwater Reporter, Sweetwater, Texas.

Radio. Texas, Oklahoma, Arkansas, Missouri, Kansas. Professionally licensed service. Ralph Erwin, Broker, Box 811, Tulsa.

Equipment Etc.

Wanted: RCA portable mixer pre-amplifier type OP 7—used. Box 604A, B•T.

Wanted: Used portable tape recorder, minitape, tapak, etc. Rush particulars. WBIZ, Eau Claire, Wisconsin.

Wanted: 1,000 watt transmitter in operating condition. State price and condition. WMFC, Monroeville, Alabama.

Wanted, used, good synchronizing generator. Preferably portable, and video switcher. Write: Chief Engineer, WTOM-TV, 407 N. Washington, Lansing, Michigan.

INSTRUCTION

Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesmen will call). Get the best—it costs no more! Northwest Radio & Television School, 1221 N. W. 21st Avenue, Portland 9, Oregon.

Get your FCC first phone license in 8 weeks. Intensive, personalized instruction in residence or by correspondence. For details, write Grantham School, Dept. 1-K. Address either 6064 Hollywood Blvd., Hollywood, Calif., or 737 11th Street N.W., Washington, D. C.

Radio

Help Wanted

Managerial

MANAGER WANTED

A successful daytime independent playing specialized music in one of the midwest's biggest markets is looking for a manager. He must have independent station experience and be strong in local sales. Salary and override. Our staff knows of this ad. Write details immediately.

Box 495A, B•T.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

PROMOTION ASSISTANT WANTED!

Top station in major market needs alert young man with some media and possibly research experience. Moderate salary to start but good future. Please write, giving full details, to

Box 709A, B•T.

Situations Wanted

Managerial

RADIO-TV EXECUTIVE

3 years Gen. Mgr. medium VHF. 10 years management and ownership small and medium radio plus excellent engineering background. Young, aggressive. Strong on sales and program development. Your further inquiry and interview are invited.

Box 695A, B•T.

Announcer

Announcer — Newscaster Commentator
9 years experience
Small & large city radio & TV Stations
Seeks position in large market.
Box 676A, B•T.

TELEVISION

Help Wanted

Technical

Qualified TV Engineers Needed

1st class license required. Send resume to Chief Engineer WXEX 124 W. Tabb Street, Petersburg, Virginia.

TELEVISION

Situations Wanted

TV PROGRAM MANAGER
OR
TV PRODUCER-DIRECTOR

8 years in radio & television. 4 years—TV. TV producer, director—major market. Producer, film buyer—major market. TV program manager—medium market UHF. Currently radio program manager—medium market. Top industry references.

BOX 678A, B•T.

FOR SALE

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

WANTED TO BUY

Responsible individuals seeking independent radio station in major market in the Carolinas. Write full details
Box 718A, B•T.

Employment Service

Marjorie Witty

A really PERSONAL personnel service
Specializing in
Creative, Executive, Sales Personnel for
RADIO & TV STATIONS
AD AGENCIES ✶ PACKAGERS



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the individual for the job
the job for the individual
415 Lexington Ave., N.Y.C. MU 2-1736

INSTRUCTION

FCC 1st PHONE LICENSE IN 5 to 6 WEEKS

***THE* ORIGINAL INTENSIVE 'DOOR OPENING COURSE' RADIO-TELEVISION**
OUR INTEGRITY PROVEN

Check the school that others try to copy.

WILLIAM B. OGDEN
1150 W. Olive Avenue
Burbank, California

BE TAUGHT—NOT TOLD
UNDERSTAND—NOT MEMORIZE
Over 1600 successful students in NINE years

(Continued from page 104)

WSLA (TV) Selma, Ala., Deep South Bcstg. Co.—Upon verbal request of applicant, ordered that the subpena duces tecum heretofore issued to William A. Simpson be quashed (Docket 11371) (Action 5/26).

Upon motion to amend procedural schedule filed by counsel for Chief of Broadcast Bureau and for applicant, Iowa State College of Agriculture and Mechanic Arts (WOI), Ames, Iowa, ordered that the exchange of written direct cases in Docket 11290 be continued from May 31 to June 27 and that the date for hearing be continued from June 7 to July 6 (Action 5/25).

By Hearing Examiner Annie Neal Huntting

Tarentum, Pa., Louis Rosenberg—Granted informal request for continuance of hearing in proceeding re his am application and those of Miners Bcstg. Service Inc., Ambridge, Pa., and Somerset Bcstg. Co., Painesville, Ohio; hearing continued from June 7 to June 27 (Action of 5/25).

Upon agreement of counsel for applicants in ch. 10, Parma-Onondaga, Mich., proceeding, continued hearing from June 22 to July 18 (Dockets 11169, et al.) (Action 5/26).

June 1 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of May 27

Buffalo, N. Y., Wasyl Sharvan—Granted authority to transmit programs from 562 Genesee St., Buffalo, to radio station CHVC Niagara Falls, Ont., Canada (BFP-256).

Granted License

WFEB Sylacauga, Ala., Alabama Bcstg. Co.—Granted license covering installation of a new transmitter (BL-5715).

KREM Spokane, Wash., Louis Wasmer—Granted license covering changes in the antenna system and mounting of tv antenna on north tower (increase height), condition (BL-5666).

WINA-FM Charlottesville, Va., Charlottesville Bcstg. Corp.—Granted license for fm broadcast station (BLH-1054).

WEBK Tampa, Fla., Hillsboro Bcstg. Co.—Granted license covering change of frequency and installation of directional antenna (DA-D) (BL-5711).

KAMQ Amarillo, Tex., Top of Texas Bcstg. Co.—Granted license covering increase in daytime power, installation of new transmitter and change from employing DA-N to DA day and night (DA-2) (BL-5719).

Granted CP

WSTV Steubenville, Ohio, WSTV Inc.—Granted CP to install new transmitter (BP-9850).

WJOY Burlington, Vt., Vermont Bcstg. Corp.—Granted CP to replace expired CP for installation of new transmitter, as an auxiliary (BP-9864).

WKID Urbana, Ill., WKID Bcstg. Co.—Granted CP to erect new antenna (decrease in height to 300 ft.) (BP-9860).

Modification of CP

WPFD Darlington, S. C., Blue Ridge Bcstg. Co.—Granted mod. of CP to change type transmitter (BMP-6846).

The following were granted extensions of completion dates as shown: KFBC-TV Cheyenne, Wyo., to 12-1-55; KWWL Waterloo, Iowa, to 12-2-55; WBOC Salisbury, Md., to 10-20-55; WSFA-TV Montgomery, Ala., to 12-15-55; WGBS-TV Miami, Fla., to 12-17-55; WHEN-TV Syracuse, N. Y., to 12-15-55; KGVO-TV Missoula, Mont., to 12-17-55; WBIQ (TV) Birmingham, Ala., to 2-13-56.

Actions of May 26

Modification of CP

KRTR Thermopolis, Wyo., Mildred V. Ernst—Granted mod. of CP to change type transmitter, change studio location and to operate transmitter by remote control (BMP-6849).

WOBS Jacksonville, Fla., Southern Radio and Equipment Co.—Granted mod. of CP to change type transmitter (BMP-6854).

The following were granted extensions of completion dates as shown: KCTS (TV) Seattle, Wash., to 12-9-55; WAKR-TV Akron, Ohio, to 12-14-55; WCNY-TV Carthage, N. Y., to 12-10-55.

Actions of May 25

Modification of CP

WGGA Gainesville, Ga., Blue Ridge Bcstg. Co.—Granted mod. of CP to use the mod. transmitter as an alternate main transmitter for night use and for auxiliary use for daytime (BMP-6848).

The following were granted extensions of completion dates as shown: KJEO (TV) Fresno, Calif., to 12-8-55; KBET-TV Sacramento, Calif., to 12-9-55; WHIZ-TV Zanesville, Ohio, to 12-7-55; KLRJ-TV Henderson, Nev., to 12-3-55; KBAK-TV Bakersfield, Calif., to 12-10-55.

Actions of May 24

Granted License

WACH Newport News, Va., Eastern Bcstg. Corp.—Granted license covering change in transmitter location and increase in height of tower; conditions (BL-5632).

WPAD-FM Paducah, Ky., Paducah Bcstg. Co.—Granted license covering changes in licensed station (BLH-1050).

Granted CP

KXOL Ft. Worth, Tex., Ft. Worth Bcstg. Co.—Granted CP to install old main transmitter as an alternate main transmitter, at present location of main transmitter, on 1360 kc 1 kw, night only, DA-N (BP-9861).

KBUR Burlington, Iowa, Burlington Bcstg. Co.—Granted CP to install old main transmitter as an auxiliary transmitter, at present location of main transmitter, to operate on 1490 kc 250 w (BP-9865).

Actions of May 23

Granted License

WAVE Louisville, Ky., WAVE Inc.—Granted license covering installation of a new transmitter (BL-5717).

WAPL Appleton, Wis., Bartell Bcstrs. Inc.—Granted license covering installation of new transmitter (BL-5716).

WHVH Henderson, N. C., Vance County Bcstg. Co.—Granted license for am broadcast station (BL-5707).

WMNC Morganton, N. C., Nathan J. Cooper—Granted license covering change of facilities and installation of new transmitter (BL-5695).

KYSM Mankato, Minn., Southern Minnesota Supply Co.—Granted license covering installation of new transmitter (BL-5694).

KPTL Carson City, Nev., Edwin L. Bullis and Alma F. Bullis—Granted license for am broadcast station (BL-5722).

WHOP Hopkinsville, Ky., Hopkinsville Bcstg. Co.—Granted license covering installation of new transmitter (BL-5675).

KCAR Clarksville, Tex., Texo Bcstg. Co.—Granted license for am broadcast station (BL-5700).

WPCT Putnam, Conn., The Israel Putnam Bcstg. Co.—Granted license covering increase in power (BL-5713).

WVNA Tuscumbia, Ala., Power Center Bcstg. Co.—Granted license for am broadcast station (BL-5681).

WEED Rocky Mount, N. C., William Avera Wynne—Granted license covering change of facilities and installation of new transmitter (BL-5651).

Granted CP

WNMP Evanston, Ill., Evanston Bcstg. Co.—Granted CP to change antenna-transmitter-studio location (BP-9817).

WOAY Oak Hill, W. Va., Robert R. Thomas Jr.—Granted CP to replace expired CP (BP-9373) to erect new tower 180 ft. SW of old tower and mount tv antenna (increase height); conditions (BP-9845).

Modification of CP

WKOZ Kosciusko, Miss., Cy N. Bahakel—Granted mod. of CP for change in type transmitter (BMP-6845).

KFJZ-TV Ft. Worth, Tex., Texas State Network Inc.—Granted mod. of CP to change studio location and make minor equipment changes; antenna height 1020 ft. (BMPCT-3049).

WHP-FM Harrisburg, Pa., WHP Inc.—Granted mod. of CP for extension of completion date to 7-10-55.

June 1 Applications

ACCEPTED FOR FILING

Renewal of License

WPGW Portland, Ind., Glenn West—(BR-2591).
WDXB Chattanooga, Tenn., WDXB Inc.—(BR-2143).

Application Returned

KBCH Oceanlake, Ore., Lincoln Electronics Inc.—License to cover CP (BP-9496) which authorized new standard broadcast station (1400 kc).

Modification of CP

WEAT-TV West Palm Beach, Fla., WEAT-TV Inc.—Mod. of CP (BPCT-1803) as mod., which authorized new tv station to extend completion date to 11-22-55 (BMPCT-3138).

WHBF-TV Rock Island, Ill., Rock Island Bcstg. Co.—Mod. of CP (BPCT-746) as mod., which authorized changes in facilities of existing tv station to extend completion date to 10-30-55 (BMPCT-3135).

WKNE-TV Keene, N. H., WKNE Corp.—Mod. of CP (BPCT-1300) as mod., which authorized new tv station to extend completion date to 2-22-56 (BMPCT-3137).

WFPG-TV Atlantic City, N. J., Neptune Bcstg. Corp.—Mod. of CP (BPCT-269) as mod., which authorized new tv station to extend completion date to 12-21-55 (BMPCT-3136).

KFBC-TV Cheyenne, Wyo., Frontier Bcstg. Co.—Mod. of CP (BPCT-771) as mod., which authorized new tv station to extend completion date to 12-1-55 (BMPCT-3134).

License for CP

WOI-TV Ames, Iowa, Iowa State College of Agriculture and Mechanic Arts—License to cover CP (BPCT-974) as mod., which authorized changes in facilities of existing tv station (BLCT-312).

KLX Oakland, Calif., Tribune Building Co.—License to cover CP (BP-9562) which authorized installation of new transmitter as an auxiliary transmitter, at present location of main transmitter, to be operated on 910 kc, power of 1 kw, DA night use only (BL-5730).

WSON Henderson, Ky., Henderson Bcstg. Co.—License to cover CP (BP-9749) which authorized installation of new transmitter (860 kc) (BL-5731).

WILS Lansing, Mich., Lansing Bcstg. Co.—License to cover CP (BP-9773) which authorized change in present auxiliary transmitter to alternate main transmitter nighttime and auxiliary transmitter daytime on 1320 kc 1 kw (BL-5729).

KEYD-TV Minneapolis, Minn., Family Bcstg. Corp.—License to cover CP (BPCT-795) as mod., which authorized new tv station and to change S-L to Foshay Tower, Marquette Ave., Minneapolis (BLCT-313).

Remote Control

KQXR (FM) Bakersfield, Calif., Elward L. Robertson et al d/b as KLEF Bcstrs.—Operation by remote control from residence 0.45 mile E of intersection of Hwy. 65 & Lerdo Rd., Bakersfield (BRCH-134).

Modification of CP

WILL-FM Urbana, Ill., U. of Ill.—Mod. of CP (BPED-161) as mod., which authorized changes in educational fm station for extension of completion date (BMPED-295).

WALA-TV Mobile, Ala., Pape Television Co.—Mod. of CP (BPCT-705) as mod., which authorized new tv station to extend completion date (BMPCT-3140).

KHSL-TV Chico, Calif., Golden Empire Bcstg. Co.—Mod. of CP (BPCT-1310) as mod., which authorized new tv station to extend completion date to 9-11-55 (BMPCT-3142).

WICA-TV Ashtabula, Ohio, WICA Inc.—Mod. of CP (BPCT-1788) as mod., which authorized changes in facilities of existing tv station to extend completion date to 12-21-55 (BMPCT-3144).

KCEB (TV) Tulsa, Okla., Elfred Beck—Mod. of CP (BPCT-1392) as mod., which authorized new tv station to extend completion date (BMPCT-3141).

KNUZ-TV Houston, Tex., KNUZ Television Co.—Mod. of CP (BPCT-1356) as mod., which authorized new tv station to extend completion date to 12-29-55 (BMPCT-3143).

WSLS-TV Roanoke, Va., Shenandoah Life Stations Inc.—Mod. of CP (BPCT-1865) as mod., which authorized maintenance of auxiliary transmitters at main transmitter site to extend completion date to 12-26-55 (BMPCT-3145).

KPMC Bakersfield, Calif., Pioneer Mercantile Co.—Mod. of CP (BP-4868) as mod., which authorized increase power; install new transmitter; install DA for day and night use (DA-1) and change transmitter location for extension of completion date (BMP-6857).

KOSI Aurora, Colo., Mid-America Bcstg. Co.—Mod. of CP (BMP-6668) which authorized increase in power and change type transmitter to change type transmitter (BMP-6858).

WCFS Harvey, Ill., Charles F. Sebastian—Mod. of CP (BP-9111) as mod., which authorized new standard broadcast station for extension of completion date (BMP-6856).

WNRG Grundy, Va., Virginia-Kentucky Bcstg. Co.—Mod. of CP (BP-8919) as mod., which authorized new standard broadcast station for extension of completion date (BMP-6855).

KOAM-TV Pittsburg, Kan., Mid-Continent Telecasting Inc.—Mod. of CP (BPCT-656) as mod., which authorized new tv station to extend completion date to 1-1-56 (BMPCT-3146).

WFBG-TV Altoona, Pa., The Gable Bcstg. Co.—Mod. of CP (BPCT-543) as mod., which authorized new tv station to extend completion date to 12-30-55 (BMPCT-3147).

WNOW-TV York, Pa., H. J. Williams, M. E. Cousler and Lowell W. Williams, a partnership d/b as The Helm Coal Co.—Mod. of CP (BPCT-356) as mod., which authorized new tv station to extend completion date to 1-5-56 (BMPCT-3148).

CP

KCIJ Shreveport, La., Southland Bcstg. Co.—CP to install new transmitter as an auxiliary transmitter at present location of main transmitter to be operated on 980 kc with power of 250 w for auxiliary purposes only and operate auxiliary transmitter by remote control (BP-9836).

Remote Control

KSKY Dallas, Tex., Sky Bcstg. Sservice—(BRC-735).

UPCOMING

JUNE

June 5-8: Adv. Federation of America golden anniversary convention, Palmer House, Chicago.
June 5-8: Alpha Delta Sigma convention (adv. fraternity), Palmer House, Chicago.
June 6-8: National Community Tv Assn. convention, Park Sheraton Hotel, New York.
June 12-14: Iowa Broadcasters Assn., Crescent Beach Lodge, Lake Okoboji.
June 13: BMI Clinic, Turf Club, Twin Falls, Idaho.
June 13: RAB Clinic, New York.
June 14: BMI Clinic, Rainbow Hotel, Great Falls, Mont.
June 14: RAB Clinic, Hartford, Conn.
June 14-16: Radio-Electronics-Television Mfrs. Assn. convention, Palmer House, Chicago.
June 15: BMI Clinic, Hotel Utah, Salt Lake City.
June 15: RAB Clinic, Boston.
June 16: RAB Clinic, Manchester, N. H.

The Stanton Amendment

FRANK STANTON has proposed a radical amendment to the political broadcasting law to give broadcasters far more authority —and far more responsibility—over their presentations of political news and commentary.

As reported here last week, Dr. Stanton would add the following language to the existing Section 315 which now requires that any broadcaster who allows a "legally qualified candidate" to use his facilities must provide equal opportunity to all other candidates for the same office:

> Appearance by a legally qualified candidate on any news, news interview, panel discussion debate or similar type program where the format and production of the program and the participants thereon are determined by the broadcasting station, or by the network in the case of a network program, shall not be deemed to be use of a broadcasting station within the meaning of this subsection.

Dr. Stanton's proposal deserves support, not as a final solution to the vexatious problems of political presentations but as a practical step toward final solution.

In the long run, of course, radio and television broadcasters must be freed entirely of government regulation which seeks to apply a manifestly absurd mathematical formula to the amount of time a station or network may devote to political coverage. As long as the government usurps the right of editorial discretion in that important field, radio and television cannot mature into their full potentials as news and communication media.

Unfortunately, the government has usurped that right for more than 20 years. Or, to be more precise, politicians acting as government but thinking as candidates have usurped the right which properly belongs to broadcasters. What every candidate, or every legislator who expects to be one, fears is that some rival will get more exposure than he before the radio and television audience.

In such circumstances it is naive to believe that complete elimination of Section 315 is possible overnight. It may be possible eventually, however, and the adoption of an amendment like the one Dr. Stanton has suggested would enhance the possibility.

Given a chance to exert wider choice over the amount and nature of political broadcasts—more properly, of broadcasts about political developments—broadcasters would be able to present political candidates and issues more intelligently. They would be able, for example, to present the views and personalities of serious candidates who have at least a hope of election, without obligating themselves to give equal time to all the splinter party representatives and crackpots.

Broadcasters, in short, would have a chance to prove their ability to use editorial judgment and to that extent make a record on which they could stand when the time came for the final effort—repeal of all restrictions in Section 315.

Box Office Ballyhoo

THE first phase of the FCC's consideration of subscription television comes to a close June 9, the deadline for comments. An unprecedented mass of opinion has been collected.

More opinion will come in during the next phase, the filing of comments on the comments, and still more in the third phase, the public hearings which will eventually be held. Unless special experiments are authorized and conducted, the FCC will have to rely upon opinion, rather than provable facts, when the time comes to deliver a decision.

Since that is so, it is important that informed opinion be presented to the FCC by as many broadcasting people as have opinions on the question. In an issue which has both technological and economic complexities, public opinion—of which much is already on file—is apt to be based on the effects of propaganda, from both sides. The weight of public opinion alone should not predominate in the FCC's decision, since the public's knowledge of toll tv is necessarily speculative.

So far much of the campaigning by both the advocates and organized opponents of subscription television has been targeted at the public with the obvious intent of creating public pressure on the government. From now on, we suggest, it would be desirable to redirect the campaigning and to concentrate on presenting the case intelligently and without ballyhoo to the agency which must decide whether the U. S. is to attach a box office to its television sets.

That decision is probably the most fundamental the FCC has ever been asked to reach, and the Commission needs help from both sides if it is to reach a just one.

Less propaganda aimed at the public and more cooperation with the FCC will assure a speedier and sounder conclusion to a case which is too vital to be resolved on the basis of rival publicity campaigns.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Wonder if the improved quality of the late tv shows has anything to do with it?"

Impact (by Eisenhower)

IMPACT is the big word in advertising. Call it "cost per thousand," "penetration" or "acceptance," it's still the matter of impressing as many people as possible at minimum cost and inducing them to buy products, services or ideas.

President Eisenhower believes in the impact of radio and television. Without ever using the word he gave broadcasting a tremendous sales tool in his address before the NARTB convention a fortnight ago. He rated radio and television above the press as news media. So did a parade of other speakers, who may not have had material things in mind.

The publisher, the President said, "puts in your home a piece of print. It is essentially cold. . . ." Then he added:

"But with the television or with the radio, you put an appealing voice or an engaging personality in the living room of the home, where there are impressionable people from the ages of understanding on up."

Could any media ask for more?

Dr. Norman Vincent Peale, the celebrated pastor, credited radio and television with the "great religious revival that is sweeping the United States." Dr. Peale hailed the broadcasters as "fellow evangelists."

The renaissance of radio was extolled by speaker after speaker. Broadcasters learned they have been underestimating their own strength.

Whether it's selling world peace, or religion or goods, the impact is the thing.

What more do the salesmen of radio and television need? With this kind of inspiration, a few good copywriters can do the job.



YOUNG & RUBICAM, INC.

Advertising • New York Chicago Detroit San Francisco Los Angeles Hollywood Montreal Toronto Mexico City London

1st in the Heart of America! . . . for farm service



the KMBC KFRM radio TEAM

Agriculture is big business in the Heart of America. It provides the basic income for thousands of farm families in Missouri and Kansas . . . and pours additional millions of dollars into dozens of other industries such as transportation, meat processing, milling, insurance, machine manufacturing, fertilizer production, petroleum, etc.

Because farming *is* so important to so many in the Heart of America, farm programming receives special attention on the KMBC-KFRM radio Team. Daily farm features — skillfully presented by the Team's full time farm experts — are followed faithfully by high-income farm folks throughout the entire state of Kansas and by thousands of rural families in western Missouri.

KMBC-KFRM coverage of farm news and views is part of the well-balanced programming that keeps the Team *first in the Heart of America.* Sports, play-by-play major-league baseball, women's programs, kid shows, national, regional and local newscasts, drama, variety, forums and music — serious and popular — are other broadcast features that draw and hold tremendous, varied audiences of loyal listeners. Your Free & Peters Colonel can show you the best way to present your sales message to this ready, willing and able market. Contact a Colonel for availabilities.

1st in the Heart of America — 6th Oldest CBS Affiliate

Primary Basic CBS Radio



FREE & PETERS, INC.
Exclusive National Representatives



. . . and for television, the Swing is to KMBC-TV . . . Kansas City's Most Powerful TV Station

"Vox Agricolae"

KMBC-KFRM farm service amo to more than mere market reports regional weather forecasts . . . altho our farm staff handles this rou coverage as well or better than anyb in the business. We go a good n steps beyond these fundamentals, h ever. Our farm staff consists of thre the best-known names in the agr tural broadcasting field — Phil Ev Bob Riley and Jim Leathers. These lows — known and respected by f ers of every age and acreage in Heart of America — speak with aut ity backed by years of grass roots perience. Each one knows the farr problems firsthand — and each con utes to solving those problems.



For instance, up this year neither souri nor Kansas graded egg laws. KMBC-KFRM farm department re nized the need for such legislation began stumping for government ac Our men lectured on the subjec farm meetings — they devoted size portions of air time to the crusade. even helped draw up the actual w ing of the law. As a result, their ef helped secure the passage of graded bills during the 1955 sessions in the Kansas and the Missouri legislat



Bangs disease in c was another pro our farm experts he bring under contro Kansas. By working the Farm Bureau and other agricul organizations, Evans, Riley and Lea were instrumental in securing the a tion of a state Bangs program. As Missouri does not have a Bangs However, there is now a bill before Missouri legislature; and you can that KMBC-KFRM is in their lobb for its passage!

In 1953, our farm department he arouse interest in the need for Mis and Kansas laws requiring the coo of garbage which is used as hog Since that time, laws have been p in both states — and the dreaded VE ease in swine has been greatly redu



When our farm isn't at work on pet legislative pr they spend their publicizing, couns and addressing 4-H FFA groups — promoting the wor the Farm Bureau, Grange Co-ops, Soil Conservation Service and va Extension Clubs . . . and just gene working for the good of agricultur

We're proud of the job our farm partment has done and is doing in Heart of America. Their efforts poin just one more reason why the KM KFRM Team is nationally known as of America's great radio institutio

Don Davis

DON DAVIS *Vice President*
JOHN SCHILLING *Vice Pres. & Gen'l*
GEORGE HIGGINS *Vice Pres. & Sales*

JUNE 13, 1955 35c PER COPY

BROADCASTING TELECASTING

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24TH year

E NEWSWEEKLY RADIO AND TV





"Radio-Active" Vacationers

"Let's get away from it all" they say . . . Everything that is, BUT Radio!

Wherever they go, whatever they're doing, they're listening to Radio.

They want to hear their home town news, their local ball games and they're interested in what's doing in their vacation spot.

And Spot Radio turns Radio-Active Vacationers into customers for advertisers.

WSB	Atlanta	NBC
WFAA*	Dallas, Ft. Worth	NBC, ABC
KOA	Denver	NBC
WIKK	Erie	NBC
KPRC*	Houston	NBC
WJIM	Lansing	NBC, ABC
KARK	Little Rock	NBC
KABC	Los Angeles	ABC
KSTP	Minneapolis, St. Paul	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
WRNL	Richmond	ABC
WOAI*	San Antonio	NBC
KFMB	San Diego	CBS
KGO	San Francisco	ABC
KMA	Shenandoah (Iowa)	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC
ABC	Pacific Radio Regional Network	

*Also represented as key stations of the TEXAS QUALITY NETWORK

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • ATLANTA

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

Beeline RADIO

DELIVERS MORE FOR THE MONEY





These four *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

In this inland market — ringed by mountains — the Beeline covers an area with over 645,000 households, and more retail sales than Kentucky. *(1955 Consumer Markets)*

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA

Paul H. Raymer Co., National Representative

Latch on to 37 TIMES MORE AUDIENCE...

52 STATIONS IN
UTAH
COLORADO
IDAHO
MONTANA
WYOMING
NEW MEXICO
NEVADA
TEXAS
NEBRASKA



...For the Same Expenditure in Salt Lake County

HERE'S HOW:

According to a recent survey*, a national advertiser who spent $296.80 for 40 inches of advertising in each of the two Salt Lake City daily newspapers, reached **only 1705 homes,** or less than **6 homes per dollar.**

SALT LAKE CITY NEWSPAPERS



= **6 HOMES**

Approximately this same expenditure on KALL, Salt Lake City key station of the Intermountain Network, buys 30 1-minute announcements which reach **67,811 homes****, or **222 homes per dollar*****.

SALT LAKE CITY'S KALL



= **222 HOMES**

*Pulse Newspaper Advertising Rating Survey of Salt Lake City newspapers in Salt Lake County, February 10-11, 1955

**Pulse Radio Survey, Salt Lake County, February, 1955.

***Obviously KALL can deliver many more homes per dollar within its **total** coverage area

BUY WHERE YOUR DOLLARS CAN DELIVER 37 TIMES MORE AUDIENCE

KALL Salt Lake City

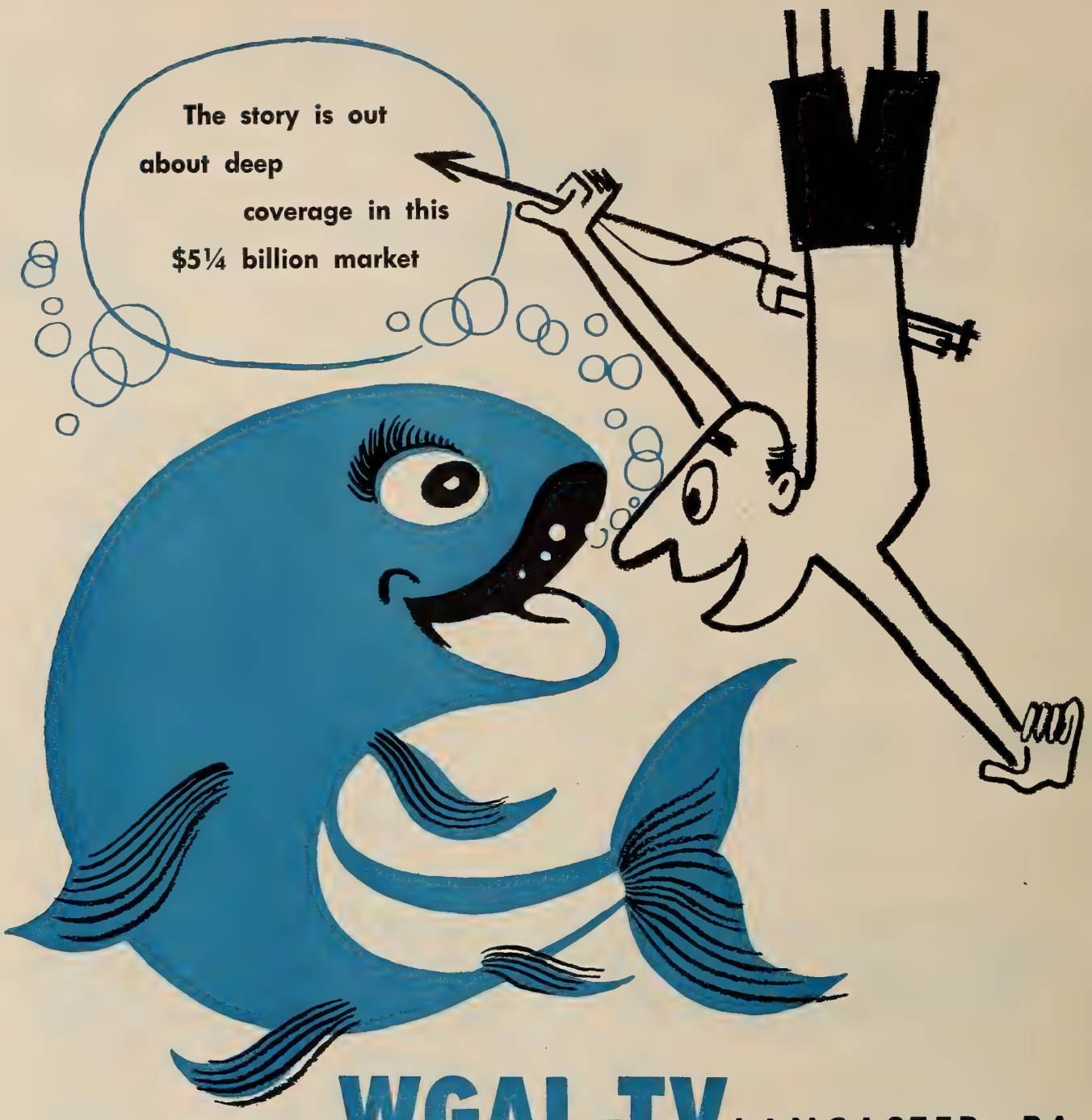
See your Avery-Knodel man.

KEY STATION OF THE

InterMountain Network

Lynn L. Meyer, President

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



WGAL-TV LANCASTER, PA.

NBC CBS DuMont

Channel 8 Mighty Market Place



316,000 WATTS

And, it's *the* advertising story of the year. Here are more than three million people with $5¼ billion to spend. And *one* station —WGAL-TV—reaches this vast audience for you. No time to waste—start your product success story in this market *now*.

STEINMAN STATION
Clair McCollough, Pres.

Harrisburg	Reading
York	Lebanon
Hanover	Pottsville
Gettysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Mount Carmel
Frederick	Bloomsburg
Westminster	Lewisburg
Carlisle	Lewistown
Sunbury	Lock Haven
Martinsburg	Hagerstown

Representatives: **MEEKER TV, INC.**
New York • Los Angeles • Chicago • San Francisco

closed circuit.

V.P. TO CONSULTANT • Earl H. Gammons, Washington vice president of CBS Inc., will relinquish that position before end of year but will continue with organization in consulting capacity. He will also open public relations office in Washington. He will be 62 in July, has been with CBS since 1929 and head of Washington affairs since 1942. (See OUR RESPECTS, B•T, May 23.)

B•T

TELEVISION stations and networks took in at least $550 million revenue in 1954. That's unofficial but reliable guess, since FCC hasn't yet released 1954 figures. Word is that 1954 revenues continued to expand as fast as in 1953 when $430.8 million total take represented 33% increase over 1952 levels.

B•T

POST-DISNEYLAND • Delco Division of General Motors, through Campbell-Ewald, New York, understood to have first option for alternate-week sponsorship of ABC-TV's Wednesday night 8:30-9 p.m. period following *Disneyland*, starting in September. Meanwhile, American Cigar & Cigarette Co. (Paul Mall cigarettes) takes over entire half-hour for first eight weeks during summer and, effective Sept. 20, is expected to co-share show with Delco. Although program has not been decided upon, it's understood westerner will be presented during summer months, followed by family-situation type show in fall to attract ready-made *Disneyland* family audience. Sullivan, Stauffer, Colwell & Bayles, New York, is agency for Pall Mall.

B•T

INITIAL impetus to Senate Commerce Committee majority counsel Sidney Davis' plan to name ad hoc *committee to make allocation study [B•T, June 6] gets underway at 10:30 a.m. June 21 with meeting of 10 engineer representatives with Commerce Committee Chairman Warren G. Magnuson in latter's office, it's understood. Represented will be four tv networks, FCC, RETMA, UHF Coordinating Committee, Assn. of Communications Consulting Engineers, radio network, radio consulting engineer and firm which makes sets and owns stations.*

B•T

COMMUNITY TV • Issue of whether or not to regulate community antenna tv systems was thrown smack back into FCC's lap last week by U. S. Court of Appeals in ruling on Clarksburg newspaper protest (story page 84) almost as soon as Comr. John C. Doerfer, speaking before community antenna convention in New York (story page 69), hoped FCC could shake regulation dilemma from its sticky fingers. Court told FCC to assert jurisdiction "if and when it concludes that such systems provide or are adjuncts of a broadcast service."

PROBLEM of community antennas continues to haunt FCC, with good prospect that it will land in lap of Congress—upon invitation of FCC. Fundamental question is whether FCC has jurisdiction, and if it doesn't, whether Congress should so legislate. Several members of FCC admit they're stumped and would just as well seek legislative guidance, rather than become embroiled in litigation that could only lead to months or years in courts.

B•T

DOUBLE DEAL • Two station sales, amounting to nearly $600,000, were wrapped up last week through Blackburn-Hamilton Inc., subject to usual FCC approval. WHIM Providence was sold by Robert T. Engles and C. George Taylor to Frank W. Miller Jr., director of Headley-Reed and vice president of WSAR Fall River, Mass., for $469,000. KGHI Little Rock sold to Harold E. King, owner of KBTM Jonesboro, Ark., for $127,500 by A. L. Chilton, L. H. Chilton and S. C. Vinsonhaler. Chiltons own KSKY Dallas. Messrs. Engles and Taylor will continue as co-managers until merger arrangement with WPRO-TV Providence (ch. 12) is completed.

B•T

ONLY SEMBLANCE of opposition to appointment of Richard A. Mack as member of FCC has come from Miami Mayor Abe Aronovitz. He had been at logger-heads with Florida Railroad & Public Utilities Commission because of its position on relocation of Florida East Coast Railroad terminal from mid-Miami to outskirts. Mayor Aronovitz said publicly he didn't believe Mr. Mack "deserves any promotion" but it's doubted whether he will personally appear at hearing before Senate Interstate Commerce Committee June 16 to consider nomination (story page 82).

B•T

LEGION LETTERS • Letters calling for "investigation" of KCNA Tucson, Ariz., owned 51% by author Erskine Caldwell (*Tobacco Road*), are beginning to hit FCC, prompted by directive in May 15 issue of American Legion's *Firing Line*. Legion said it had complaint KCNA aired some "left-wing propaganda," reported its files showed Mr. Caldwell "has been affiliated with 14 organizations that are cited as subversive and communist" by U. S. Attorney General and House Un-American Activities Committee and asked "Legionnaires and other patriotic Americans" to write FCC "immediately" and "demand" probe.

B•T

IRONIC twist is that Mr. Caldwell has been stockholder of KCNA since original grant in 1946 and that he received routine consent to his acquisition of control in scant month after application in 1953 at very time FCC was rumored to be building big fire to fry Edward Lamb on similar issue. KCNA won routine renewal in three months in 1953, but Mr. Lamb's WICU (TV) Erie, Pa., went through tumultuous renewal hearing just ended, waits examiner's initial decision.

B•T

SET COUNT • Don't moan too loudly over slim pickings that will come out of U. S. Census Bureau's current tv count (story page 58). While this will show only national tv homes total, broken into four regions, there's hope for county and city set circulation figures later. NARTB's Tv Board will hear another interim report at Hot Springs, Va., June 23 on field-testing of circulation and set-use technique. Testing should be complete later in year. Tv Board will then decide if idea's in shape to turn over to private corporation that will provide circulation data regularly.

B•T

SPEAKING of tv audience measurements, there's second NARTB project in works —pilot study of plan to appraise audience reaction to programs. This was inspired by NARTB Tv Code Review Board. Some of those behind project believe they have developed workable way of finding out what public thinks of programs. NARTB's tv directors will have look at this one, too.

B•T

TIME AND TOLL • Is Time Inc. in favor of pay-tv? When G. Bennett Larsen, who has minority interest in *Time*-controlled KDYL-AM-FM and KTVT (TV) Salt Lake City, filed with FCC his "dissent" from NARTB stand against subscription television (story page 27), first reaction was that he might be tipping *Time* hand too. But word at *Time*, which also owns KLZ-AM-TV Denver and half of KOB-AM-TV Albuquerque, is that Mr. Larsen's statement is not significant as to *Time's* position. They knew he was going to file and what he was going to say. But Time Inc. has taken no stand.

B•T

IF THERE'S change in administration as result of next year's elections, it's regarded as practically foregone certainty that Robert T. Bartley of Texas will become new FCC chairman. He was appointed to FCC in 1952 and has acquitted himself well during his tenure.

B•T

MONEY TALKS • Thomas F. O'Neil, president of MBS and General Teleradio, is making earnest bid to buy RKO—including studios and all films—from Howard Hughes at reported price of around $25 million, but whether deal will jell was unknown at week's end. Others who have sought to deal with Mr. Hughes have been unsuccessful, but some still believe he eventually will sell movie concern—when he feels price is right.

KOWH
OMAHA



MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Reps., Inc.

Every Omaha daytime quarter hour —save four—belongs to KOWH. In 18 quarters, KOWH has more than half the available audience.* Average a.m. audience: 46.6%; afternoon 49.4%; all-day 48.3%. You can't buy a bad time. Now is the time for KOWH to come to your aid. Call for an H-R man, or KOWH General Manager, Virg Sharpe.

** Hooper Continuing Measurements, 8 a.m.-6 p.m. Mon.-Sat., Feb.-May, 1955*

at deadline

NBC-TV Plans Spectacular On Big Four Conferences

NBC-TV planning special spectacular next month explaining inner workings of Big Four conferences, network said Friday. Program, slated for July 17, 8-9 p.m. (EDT), preceding by day scheduled opening of four-power meeting at Geneva, will be available for sponsorship.

NBC-TV, it was learned, may invite such personages as former President Harry S. Truman and Sir Winston Churchill to appear on program, which will be titled *Meeting at the Summit.* Program, under NBC President Sylvester L. Weaver Jr.'s plan, would present top world statesmen, either live or on film, exclusive of Big Four participants. Seating arrangements of each nation's participants plus aides and advisors will be explained along with significance of this and past conferences. Reuven Frank has been named program's producer.

'Stanton Debate Plan' Bill To Be Introduced in House

BILL implementing recent proposal by CBS President Frank Stanton to allow radio and tv stations and networks to present debates between candidates of two major parties [B•T, May 30] will be introduced this week by Rep. Oren Harris (D-Ark.), chairman of House Transportation & Communications Subcommittee, which would hold hearings on bill.

Rep. Harris said bill, suggested by CBS, would be introduced after analysis by staff of parent House Commerce Committee. He said bill to amend Communications Act was being introduced for "study" purposes. Measure would allow stations and networks to present Democratic or Republican presidential or congressional candidates on news, news interviews, news documentary, panel discussion, debate or "similar type" programs where format, production and participants are determined by network or station—thus giving broadcaster authority to refuse similar broadcasts to candidates of minor parties.

Chairman J. Percy Priest (D-Tenn.) of House Commerce Committee, it was understood, had termed Dr. Stanton's proposal "very good," with "sound objective," and indicated hearings on bill could be held before Congress recesses this summer, so Congress could act before next year's election campaign.

Rep. Harris, however, said he would not go as far as Rep. Priest in commenting on worth of bill; neither, he said, did he expect hearings this year, indicating next year would be more likely time because of increased interest.

42 Advertising Contracts Signed by WABD (TV) in Month

IN LAST 23 working days, 42 contracts, including 17 signed by clients new to station, were negotiated by WABD (TV) New York, it was announced Friday by Ted Cott, general manager of DuMont o&o stations.

Upswing in new and renewed business was attributed mainly to station's new nightly series, *Featurama,* of cartoons, short subjects and filmed newsreel. Mr. Cott reported that in less than three weeks on air, program has 20 participations per week.

LAMBERT PLAN

TELEVISION plans for Lambert Pharmacal Co. (Listerine), Jersey City, still indefinite but firm is understood to be considering quarter-hour show with Les Paul and Mary Ford to be placed regionally. Lambert was scheduled to be part sponsor of Perry Como series on NBC-TV next fall but bowed out because of product conflict. Company still sponsors *Ozzie & Harriet* Fridays on ABC-TV.

K&E Holds Convention For Key Executive Group

THIRD annual meeting of Kenyon & Eckhardt, New York, at Lake Placid, N. Y., last week was largest and "easily most successful" to date, William B. Lewis, president of agency, said Friday. Mr. Lewis led key personnel, numbering 98 men and 9 women from K&E's seven offices in U. S. and Canada through two and one-half days of intensive sessions covering all phases of agency's business.

Prominent on agenda was panel quiz in which Wick Crider, vice president in charge of radio and television, and his staff answered questions on television.

Social feature was a "This Is Your Life" surprise program honoring Thomas D'Arcy Brophy, board chairman. Production featured special recorded introduction by Ralph Edwards, custom tailored acts on film by Ed Sullivan and other stars; recorded tributes to Mr. Brophy from President Eisenhower, Ex-Gov. Thomas E. Dewey and other civic leaders; and was climaxed by the appearance of Mrs. Brophy and their two daughters and two grandsons.

Three Named B&B V.P.'s

MARSHALL CLARK, Charles Shugert and Donald Weill, all account supervisors, Benton & Bowles, N. Y., appointed vice presidents. Mr. Clark has been with agency since January 1950; Mr. Shugert since September 1952, and Mr. Weill since October 1949.

STATION SUED

SUIT asking $50,000 damages from Mid-Continent Broadcasting Co., Omaha, Neb., operating WTIX New Orleans, filed in New Orleans civil district court Friday by Bill Stewart, program director of WNOE.

Suit charged that Mr. Stewart was "falsely and maliciously accused . . . of deliberately falsifying the facts in a radio news broadcast." It was claimed in petition that WTIX had reported participation of "7,500 cars and 25,000 to 30,000 people" in a "Treasure Hunt" staged June 5 by WTIX. Mr. Stewart's petition, filed by J. David McNeill, his attorney, admitted his news story had referred to WTIX participation report as "the greatest lie ever perpetrated upon the people of New Orleans."

• BUSINESS BRIEFLY

STUDEBAKER TO B&B • Studebaker Div. of Studebaker-Packard Corp. is expected to name Benton & Bowles, New York, to handle its approximate $7 million dollar advertising budget. However the Studebaker-Packard television show *Tv Readers Digest* Mondays on ABC-TV will continue to be handled by Ruthrauff & Ryan, New York, and was renewed until Jan. '56.

CRISCO SCHEDULE • Procter & Gamble Co. (Crisco), through Compton Adv., N. Y., has placed 20-second spot schedule in 50 television markets starting early in June, nighttime only. Contracts are usual P&G's 'till forbid.

ROYAL ANNOUNCEMENTS • Standard Brands, N. Y., for its Royal Instant Pudding beginning radio spot announcement campaign July 6 to run through Aug. 16 in about 10 markets. Ted Bates & Co., N. Y., is agency.

PABST PROPOSAL • Pabst Brewing Co., through Warwick & Legler, considering use of spot radio and television in markets where its fightcasts have not been cleared. Firm will make final decision regarding spots by July 1.

MURIEL TV TEST • P. Lorillard Co. (Muriel cigars), N. Y., through Lennen & Newell, N. Y., placing tv spot announcement test in St. Louis starting June 20. If campaign proves successful it will be expanded next fall.

BLUE BONNET BUYING • Standard Brands (Blue Bonnet margarine), N. Y., buying radio-tv campaign effective end of June for four weeks in about 25 markets. Agency: Ted Bates & Co., N. Y.

GENERAL FOODS SPOTS • General Foods (Certo, Sure Jell), N. Y., effective June 27 buying eight-week spot announcement campaign in about 25 radio markets. Young & Rubicam, N. Y., is agency.

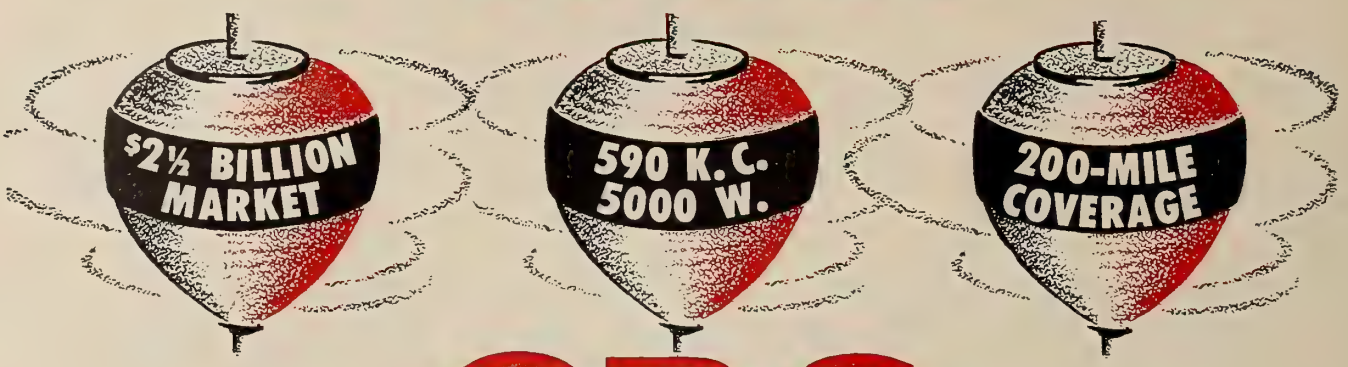
L&M RENEWS • L&M filter cigarettes renews *Gunsmoke* daytime series on CBS Radio (12:30-1 p.m. EDT) effective July 2, but will drop Saturday evening *Gunsmoke* series (also CBS Radio, Sat., 8-8:30 p.m.) after June 25 broadcast. Agency: Cunningham & Walsh, N. Y.

BORDEN BUYS • Borden Co. has acquired *People's Choice,* film series starring Jackie Cooper, to replace *Justice* on NBC-TV (Thurs., 8:30-9 p.m. EDT), effective Oct. 6. Agency: Young & Rubicam, N. Y.

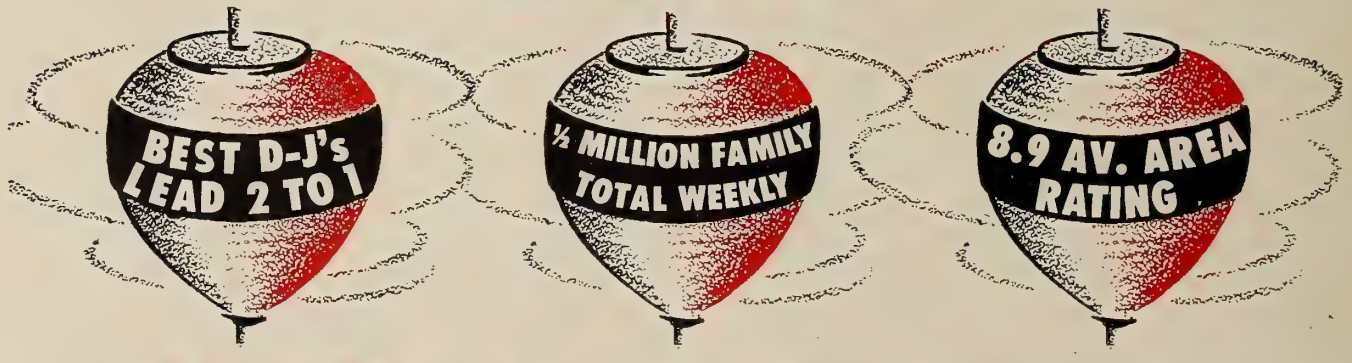
'Protest' Bill to Hearing

CHAIRMAN Oren Harris (D-Ark.) of House Transportation & Communications Subcommittee said last week his group will hold public hearing June 22 on bill to amend Sec. 309 (c) "protest" provisions of Communications Act. Bill, introduced by Chairman J. Percy Priest (D-Tenn.) of parent House Commerce Committee, would allow station which has received non-hearing grant from FCC to go on air pending outcome of protests from parties in interest and would allow FCC final say on what will be the issues in protest cases.

REGIONAL WOW IS NOW



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Tops in *Every Way* . . . that's Radio WOW . . . now proudly a basic CBS Radio affiliate.

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at deadline

Hearing Ordered by FCC In WJRT (TV) Site Change

ECONOMIC protests of ch. 57 WKNX-TV Saginaw, ch. 54 WTOM-TV Lansing and ch. 13 WWTV (TV) Cadillac, all Mich., against move of transmitter site by ch. 12 WJRT (TV) Flint are sufficient to merit hearing, FCC said Friday in memorandum opinion and order which postponed effective date of April 13 grant and scheduled hearing June 27 in Washington before examiner.

Issues include whether or not WJR Detroit "misrepresented and concealed from Commission material facts with respect to its intentions to construct and operate the television station proposed in its original application" for Flint. Burden of proof is on protestants. Petitions of original ch. 12 contestants, WFDF Flint and W. S. Butterfield Theatres, seeking reconsideration, were denied since they have appeals pending in court.

In separate additional comment, to which Comr. Frieda B. Hennock concurred, Comr. Robert E. Lee noted original WJRT permit called for site 23 miles southeast of Flint in direction of Detroit while new site is 20.5 miles northwest of Flint and "in addition, it has changed its proposed operation in a number of material respects. To all intents and purposes, we have before us a proposal raising new and serious questions." He felt FCC should place burden of proof on WJRT. Comrs. Rosel H. Hyde and John C. Doerfer did not participate in ruling.

Both WKNX-TV and WTOM-TV claimed WJRT now would put Grade A signal into their respective Saginaw and Lansing markets, ruin their competitive positions and hurt uhf generally. WKNX-TV feared for its CBS affiliation while WTOM-TV feared loss of ABC and cited one Detroit advertiser already had canceled $600-700 monthly account.

Ch. 13 WWTV charged WJRT's new operation would cause "destructive" adjacent channel interference and have 16.3% Grade A and 23.4% Grade B service area overlaps, which would "seriously endanger" its affiliation with CBS, ABC and DuMont.

Last month WJRT and CBS jointly announced that effective Sept. 1 WJRT would become affiliate of network [B•T, May 16].

Two Denver Applications

DENVER is represented in two applications reported filed with FCC Friday, one for new am outlet and other for sale of KVOD there [B•T, June 6]. KSLV Monte Vista, Colo., buys KVOD for $225,000 from W. D. Pyle and associates. Evert A. Bancker Jr., owner KFML (FM) Golden, Colo., seeks 1 kw day on 1390 kc at Denver. KFXJ Grand Junction, Colo., filed for day power boost on 920 kc from 1 kw to 5 kw, retaining present 500 w night.

KFXM San Bernardino Sold

KFXM San Bernardino, Calif., sold for $152,000 by Eugene and Bertha Lee to Willard R. Hasbrook and associates, according to application filed with FCC. Mr. Hasbrook is manager and program director of KFSD San Diego.

AM BOOSTER DENIED

STANDING FIRM on its Feb. 28, 1947, ruling against synchronous amplifiers for am stations, FCC Friday turned down request of WCCP Savannah, Ga., for waiver of rules to install 100 w booster unit. WCCP operates on 1450 kc with 250 w fulltime.

Commission left door open for petition by WCCP asking rule-making proceeding looking toward authorization of amplifiers, but pointed out it has considered use of such units to be "completely at variance with the entire standard broadcasting allocation structure as provided for, defined and circumscribed by the Commission's rules and engineering standards governing the assignment of standard broadcast frequencies."

ABC Film Syndication Holding Week-Long Session

THIRD national sales meeting of ABC Film Syndication will open in New York today (Monday) and continue through Friday, with discussion covering all operational phases including sales policy, promotion, advertising and programming. Sessions will be held at New Weston Hotel under direction of George C. Shubert, president of ABC Film Syndication.

Full sales crew of unit's offices in New York, Chicago, Hollywood, Dallas, and Atlanta will be in attendance. Discussion will be led by Don L. Kearney, vice president in charge of sales; Richard Morgan, assistant to president; John Burns, midwest manager; William L. Clark, western manager; Howard Anderson, southwest manager; Joseph Porter, southern manager, and Lee Francis, promotion manager. Among those who have been invited to meeting are Leonard Goldenson, AB-PT president, and Robert Kintner, ABC president.

KSO Sale Application Filed

FORMAL application for FCC approval to sale of KSO Des Moines by Kingsley Murphy Jr. and family for $125,000 to Lyman S. Ayers and associates, operators WXLW Indianapolis, filed with FCC Friday [B•T, May 30]. Murphy group has option for 30% interest in KRNT-AM-TV Des Moines.

UPCOMING

June 12-14: Iowa Broadcasters Assn., Crescent Beach Lodge, Lake Okoboji.
June 14-16: Radio-Electronics-Television Mfrs. Assn. convention, Palmer House, Chicago.
June 16-18: Maryland-D. C. Radio & Television Broadcasters, Stephen Decatur Hotel, Ocean City, Md.
June 17-18: Colorado Broadcasters Assn., Denver Hotel, Glenwood Spring.
June 19-22: National Assn. of Television-Radio Farm Directors, Washington.
For other Upcoming see page 113

PEOPLE

GORDON GREY, president of U. of North Carolina and former Army Secretary, named Friday to be Assistant Defense Secretary. Nomination goes to Senate this week. He is Democrat and president of WSJS-AM-TV Winston-Salem, N. C. Nomination is for term vacated with resignation of H. Struve Hensel.

AL PIGG, formerly at WLBH Mattoon, Ill., and with number of other Illinois stations as radio-tv farm reporter, appointed farm director of WICS (TV) Springfield, Ill.

MELVIN BRORBY, senior vice president, Needham, Louis & Brorby Inc., Chicago, re-elected for third one-year term of Chicago Council on Foreign Relations.

JOSEPH MURPHY, executive assistant to vice president in charge of sales for Coca-Cola Bottling Co. of New York since 1946 and previously district manager for Pacific Coast Borax Co., appointed merchandising coordinator for WRCA New York.

Film Firm Sues Talent

VIVIAN BLAINE and her agent-husband Manny G. Frank were charged with failure to fulfill tv film series contract by producers Norman and Irving Pincus and Screen Televideo Productions in $375,500 damage suit filed in Los Angeles Superior Court. Plaintiffs claim Miss Blaine last February agreed to appear in 26 half-hour tv films during first year of five-year contract. After pilot film of series titled "It's Sunny Again" and sales trailer for prospective sponsors were completed at reported cost of $75,000, plaintiffs charge she refused to continue with project. Mr. Frank, according to plaintiffs, also allegedly informed prospective sponsors that actress would not appear in series. Court is asked to enjoin Miss Blaine from breaching asserted contract.

Film Library Acquired

ACQUISITION by General Teleradio Inc. of Station Film Library Inc., founded in 1954 by Harry Trenner, announced Friday by Thomas F. O'Neil, president of General Teleradio. Price not disclosed. Station film library provides tv stations with tv daytime programming on library basis.

Zane Grey Films Planned

HAL HUDSON, general manager of CBS-TV program department in Hollywood, resigned to become vice president of Zane Grey Productions, CBS-TV announced Friday. Firm, being formed by Romer Zane Grey and Mr. Hudson, to produce tv and theatrical films based on famous Zane Grey stories.

Iron Curtain Film Project

FILM drama, "Nightmare in Red," with footage shot behind Iron Curtain in Soviet Russia and much of it never seen publicly, may be shown on NBC-TV late this summer or in fall, it was reported Friday. Footage of foreign film, acquired and processed by Henry Salomon, would fill one-hour period.

Guild Films Placing Series

GUILD FILMS Co., New York, expected to complete negotiations by end of this week to place its *Confidential File* filmed series in up to 130 markets on national spot basis. Film, dealing with social problems, has been endorsed by various civic groups and government officials.

the week in brief

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*Reg. U. S. Patent Office

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In the Public Interest...

Another citation for The Voice of the South



WSB Radio on June 1 was presented a citation from the Jewish Theological Seminary of New York for carrying the seminary's program "Eternal Light" for ten consecutive years.

In Georgia, WSB has become synonymous with public service so far as the audience is concerned. In education, in agriculture and in religion WSB has maintained a consistent record of helpfulness for 33 consecutive years.

The people of Georgia like this. And they like WSB for doing it. This explains, in part, WSB's tremendous audience loyalty which is not duplicated by any other Georgia station.

While these public service programs are not for sale, *you can capitalize* on the unswerving loyalty and audience dominance which programming of this nature has built for WSB.

wsb
ATLANTA

The Voice of the South

NBC Affiliate. Represented by Petry. Affiliated with The Atlanta Journal and Constitution.

LESS

That's what a growing number of

these days. And the place they're

Dollar for dollar, it turns up 81% bigger

medium. Where else is it possible for

much of his market for so little

of the icing and more of the cake.

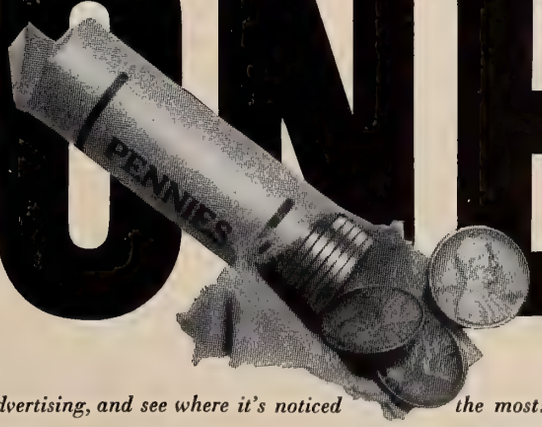
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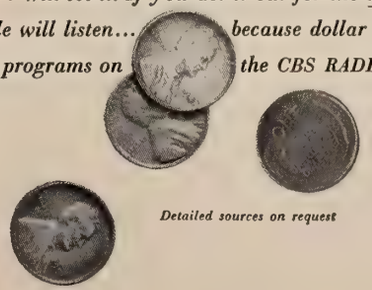
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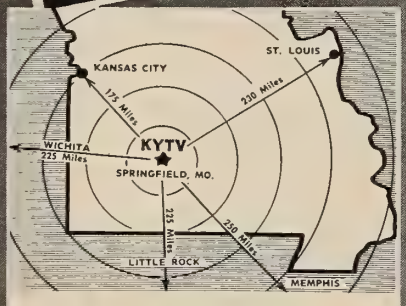


Take a dollar's worth of your advertising, and see where it's noticed the most: If you tell your story in newspapers, 210 people will see it. If you put it in magazines, 277 will see it. If you act it out for the television cameras, 356 people will watch. But tell it on CBS Radio, and 643 people will listen... because dollar for dollar, prospect for prospect, the biggest buys in all advertising are the programs on the CBS RADIO NETWORK.



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100,000 watts
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283,600
FAMILIES WITH
$1,146,950,000
SPENDABLE INCOME
(Sales Management May 1954)
84,530
TELEVISION SETS IN AREA
(Television Magazine Report March 1, 1955)

The ONE way to reach ALL of MISSOURI'S 3RD LARGEST MARKET!

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Commercial Manager

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GEORGE P. HOLLINGBERY
NEW YORK CHICAGO
LOS ANGELES ATLANTA
SAN FRANCISCO

ORIGINATING STATION ABC
"OZARK JUBILEE"

WILD BILL HICKOK

WILD BILL HICKOK has been around some time now on tv, in the person of Guy Madison. Now CBS-TV has corraled him away from spot appearances for a network series. Basically, it's the same format but a new series of episodes for showing in key markets selected for Kellogg Co.

The result is an above fair-to-middlin' oater that ranks with the best of its kind now on television, including the Autrys and Rogers, mostly because of excellent photography and finely-drawn characterizations.

The premiere, titled "The Maverick," involves a poor cowjoe who aspires to the hand of a certain lady. He robs a bank on the one hand and convinces his bride-to-be he expects to strike it rich from a gold mine in Willows Springs, on the other. It is not the law but another trio of thieves, however, that catches up with him at the outset and stashes him away until he tells where he hid some $30,000.

The gal is only incidental in all this, true to westerns, and the ultimate chase narrows down to a point where Wild Bill and "Jingles" (well-played by Andy Devine) track the youthful robber and his brethren in crime.

The pattern for this series has pretty well evolved along basic patterns—there is the hero, his amusing saddle sidekick for comic relief, the villains and a few others who only get in the way, like the sheriff and girl.

Equally sprightly, along with the photography, are the animated commercials for Kellogg's Sugar Smacks, Corn Flakes and Rice Krispies. Krispies includes a special offer of pet statuettes for "horse-trading" purposes.

Production cost: Approximately $28,500 for first telecast
Network: CBS-TV, 75 stations (live and delayed), 11:30-12 noon, EDT; 1:30-2 p.m. EST & CST zones
Sponsor: Kellogg Co., Battle Creek, Mich.
Agency: Leo Burnett Co., Chicago
Producer: William F. Broidy Productions, Hollywood
Editing & Traffic (prints) for Burnett: Modern Talking Pictures (Tv Div.)
Cast: Guy Madison, Andy Devine, Marshall Reed, Sally Mansfield, Tommy Cook, George Eldredge, Bill Tannen, Bill Crandall, Gordon Wynn

THE CHOCOLATE SOLDIER

FOR ALL the emphasis nowadays in big-time tv on creation, the best Max Liebman could unlock on June 4 for the last of his season's Saturday night spectacular series, was a reincarnation of Oscar Straus' "The Chocolate Soldier."

Although billed as light operetta, the production seemed a rather embellished, 90-minute rendition of *The Bell Telephone Hour* starring Rise Stevens.

Miss Stevens, with the aid of Earl Wrightson, carried off most of the nostalgic score with ease. However, as a young, coquettish Nadina, who spurns her military hero for the chocolate-hungry enemy soldier, Bumerli, Miss Stevens was not exactly the type.

Eddie Albert, as Bumerli, got the most of the part. Akim Tamiroff, master of either heavy characterization or light comedy, went through paces of the ambitious Mayor Ludek with no visible strain.

The story is quite simple, centering on the loves of Nadina, the daughter of Mayor Ludek and betrothed to the army's hero, Alexis, and of Bumerli, an enemy soldier who has a preference for women and chocolates to guns and medals.

One of the better sequences was that provided by a delightful ballet by Bambi Linn and Rod Alexander, whose number conveyed a picture of figurines coming to life.

The operetta was tv-washed for the Saturday night performance but despite the writers' cramp, much of the suds remained. Limited comedy relief kept Mr. Albert and Mr. Tamiroff within deadly storyline bounds. If permitted to do their stuff, these veterans could have put the unfortunately corseted viewer in stitches.

An impression gained from this production and other Max Liebman offerings in the Saturday series was an expansive desire to give a very pleasing effect of compatible color on the eye. This certainly is a very commendable effort but the black-and-white set owner—and there are quite a few—should not be forgotten. He, too, wants to be entertained.

Production cost: About $40,000.
Broadcast in color and monochrome on NBC-TV, June 4, 9-10:30 p.m. EDT, one of Max Liebman Presents *series. Sponsored by Oldsmobile Division of General Motors, through D. P. Brother.*
Producer-director: Max Liebman; associate producer-director: Bill Hobin.
Book director: Jeffrey Hayden; music: Oscar Straus; original book and lyrics: Rudolph Bernauer and Leopold Jacobson; American version: Stanislaus Stange; tv adaptation of book: William Friedberg, Neal Simon and Will Glickman.
Dances-musical numbers staged by: Rod Alexander; musical director: Charles Sanford; musical arrangements: Irwin Kostal; choral director: Clay Warnick and choral arrangements by Mr. Warnick and Mel Pahl; settings and art direction: Frederick Fox; costumes: Paul duPont; production stage manager: Sterling Mace; technical director: Heino Ripp; lighting: Fred MacKinnon; audio: Fred Christie; assistant to producer: Max Siegel; NBC supervisor: Hal Janis.
Cast: Rise Stevens, Eddie Albert, Akim Tamiroff, Joan Chambers, Earl Wrightson, George Ebeling, Will Scholz, Bambi Linn and Rod Alexander.

$64,000 QUESTION

REVLON's *$64,000 Question* (CBS-TV, Tues. 10-10:30 p.m. EDT) has done its best to live up to its billing as the "biggest jackpot program in radio-tv history."

Its premiere telecast left one in a dazed state with thousand dollar figures and Cadillac convertibles dancing around in his head. The cars were the consolation prizes for those not cracking the $8,000 puzzler in the series.

M.c. Hal March showed a reserve altogether becoming to a program which easily associates itself with the Bank of America in the mind's eye. He will probably be less tense later.

The prizes involved, the suspense of having the same contestant carry over for four consecutive shows, and the dazzling format will no doubt build a large audience for *$64,000 Question*—but a bigger question is whether Revlon will be long interested in making a habit of paying out $12,000 a week, as it did on its first show.

Production cost: Approximately $30,000.
M.c.: Hal March.
Executive producer: Steven R. Carlen.
Producer-director: Joe Cates.
Production manager: Joseph Stuhl.
Musical conductor: Norman Leyden.
Chairman, board of editors: Dr. Bergen Evans.
Trust officer: Ben Feit, Manufacturer's Trust Co.
Sponsor: Revlon through William H. Weintraub & Co.
Packager: Lewis G. Cowan Assoc.

EVEN WE WERE SURPRISED!



Results of April, 1955
California Central Valley
ARB area survey in

SACRAMENTO
STOCKTON and MODESTO
show

KBET-TV CBS
CHANNEL 10
Sacramento's ONLY VHF Station
LEADS BY MORE THAN

2½ to 1
over its closest
competitor

Out of 98 Weekly ¼ hour periods between 7:00 and 10:30 p.m. on a composite 7 day week.

KBET HAS 49 FIRSTS
1 TIE FOR FIRST

Of the top ½ hour weekly programs between 7:00 and 10:30 p.m. KBET IS FIRST WITH 11. Its nearest competitor is second with 3.

ALMOST A 4 TO 1 MARGIN OF LEADERSHIP AND... THIS AFTER ONLY TWO WEEKS ON THE AIR!

This is Leadership

We would like to show you the complete **REPORT...**

H-R TELEVISION, INC.

NATIONAL REPRESENTATIVES

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

Harold Lindley, *Vice Pres.*
6253 Hollywood Boulevard
Hollywood 28, Calif.
HOllywood 2-6453

James Alspaugh, Mgr.
155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

Clarke R. Brown, Mgr.
452 Rio Grande National Bldg.
Dallas, Texas
Randolph 5149

Bill McRae, Mgr.
101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

Jack Lee, Mgr.
520 Lovett Boulevard
Room No. 1D
Houston, Texas
Justin 1601

G.E. CATALOGS 49 BASIC ANTENNA MODELS FOR BROADCASTERS...

plus hundreds of variations for custom or problem antenna installations!

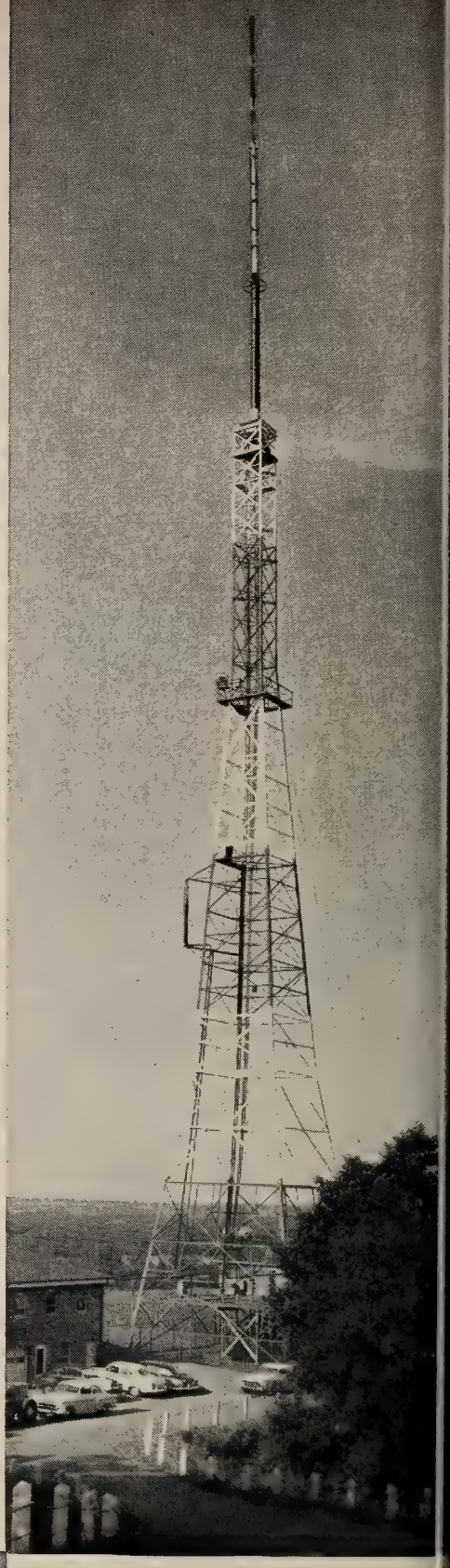
No matter what operating channel...rated power...or topographical characteristics—there is a dependable G-E antenna to suit your station requirements.

For more than 20 years a crack team of antenna design and manufacturing specialists has probed the secrets of antenna development. This full time General Electric program has resulted in today's wide range of antenna models—49 basic designs—built for *full time* dependability.

New uses of better materials, new production techniques, and more efficient manufacturing methods are additional results of this intensive research effort.

The detailed close-ups highlighted here are but a few of the G-E advancements which combine to make a G-E antenna a dependable investment for vital full time service.

Whether for VHF or UHF, batwing or helical models, your local representative can fill you in on the latest progress in antenna development. Call or write today. *General Electric Company, Section X255-31, Broadcast Equipment, Electronics Park, Syracuse, N.Y.* In Canada, write: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

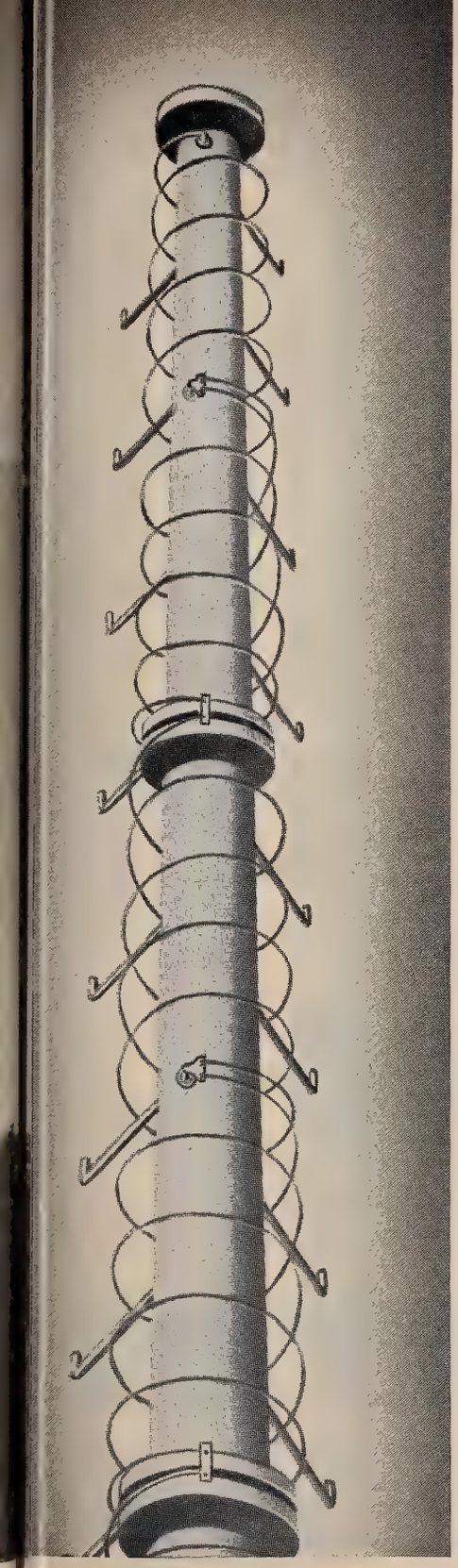


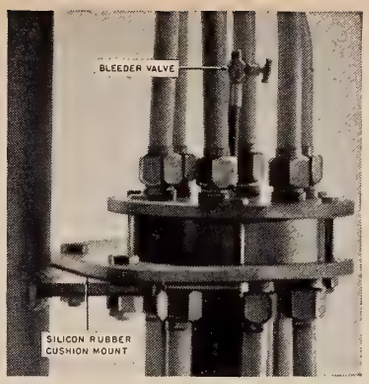


THEN AND NOW

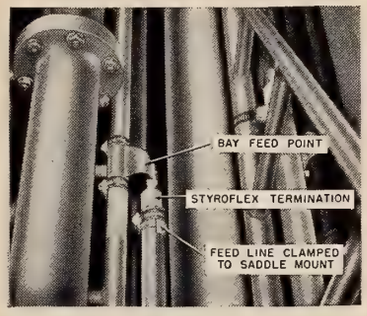
◀ **EARLY TV ANTENNA DESIGNS** were basic installations—often mounted atop wooden poles—as shown at left at W2XB Schenectady in 1939. Range and pattern coverage were limited—yet adequate for early transmission needs.

▲ **TODAY AT ROCHESTER**—this G-E VHF helical, in service with WVET & WHEC, and the batwing antenna of WHAM, combine to offer the solution to a complex multi-station transmission problem. G-E antenna research has consistently improved design and manufacturing methods—leading to 49 basic antenna models for many wide requirements.



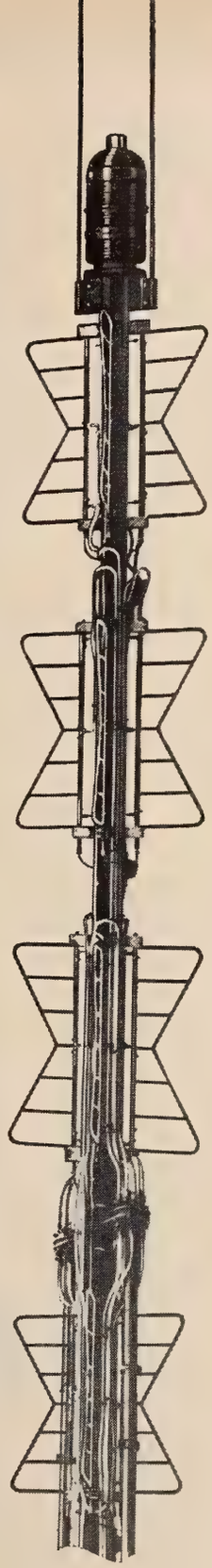


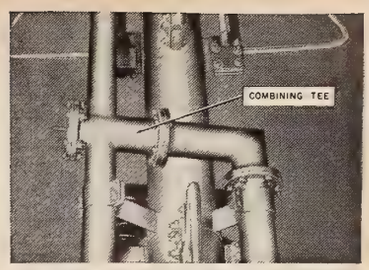
BRASS FEED LINE JUNCTION BOX is machined throughout. Silicon rubber cushion mount relieves mechanical strain.



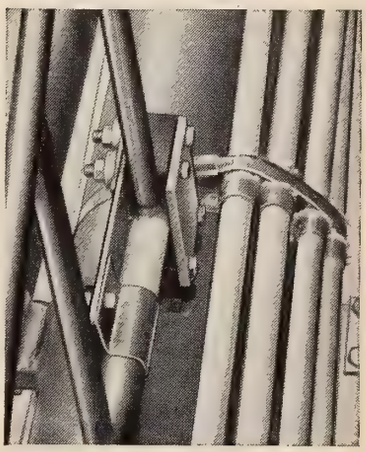
BATWING FEED POINT at Styroflex termination has Teflon end seal. Connection to inner conductor at end seal is extra-sturdy collet-type.

THE NEW G-E HELICAL ANTENNA. It is this G-E model which was used in combination with the batwing antenna for the Rochester installation shown at left. Cylindrical shape offers less tower load. G-E helical design, in use with UHF since 1952, makes possible a simpler antenna providing the equivalent power gain of batwing models. No de-icing problems—the helix serves as a heater. G.E. catalogs 49 basic antenna models for VHF or UHF needs.

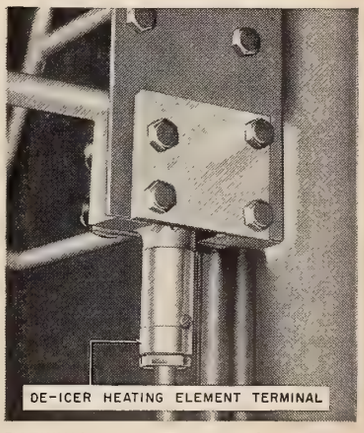




TEE FEED divides power proportionately between upper and lower bay groups.



SEPARATE MECHANICAL AND GROUND CLAMPING of Styroflex feed lines. Mechanical clamping is of the type that permits tightening, if required, in maintenance. The ⅞-inch diameter lines provide extra capacity and safety.



BATWING MOUNTING LUG is welded to mast. Heating element, if required, has gasketed terminal.

CONSTRUCTION DETAILS like these help G-E antennas provide all the coverage your transmitter can produce ...*without danger of wind or power overloading.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

Safety on Records

AS A MEANS of promoting highway safety, the National Safety Council, in cooperation with the Center for Mass Communication, Columbia U. Press, is distributing free to radio stations a special recording of "Songs for Living Longer," composed by Hy Zaret and Lou Singer. The transcription includes songs and short messages on highway safety plus several jingles on home safety.

Station Adopts Orphans

CHAB Moose Jaw, Sask., has adopted five European war orphans under the Unitarian Service Committee of Canada plan. The station has raised money to care for the five youngsters in five different countries and has broadcast the names and addresses of the children for whom the funds are being raised. One of these orphans, Nicole Le Corre of Sevres, France, visited recently by the Canadian director of the fund, told of receiving hundreds of letters from CHAB listeners and contributors to the fund, and had a sheaf of mail ready to send back to CHAB's audience.

Tv Appeals for Medical Aid

THROUGH APPEALS on WSBA-TV York, Pa., *Hitchin' Post Theatre,* an eight-year-old viewer who has an incurable lung disease is receiving free medical treatment and has been given $250 to help pay other expenses.

WORD's Word on CP

WORD Spartanburg, S. C., raised $12,000 for the Cerebral Palsy fund through a three-hour radiothon. The special show featured local and nationally-known celebrities.

Traffic In Color

PRINT of a color film produced by WBZ-TV Boston, "This Is Your City—Traffic," has been forwarded to President Dwight Eisenhower by Sen. Leverett Saltonstall (R-Mass.). Sen. Saltonstall said the year-old film illustrates "as vividly and informatively as possible the traffic highway problems which confront not only Boston but so many of our cities." The film, directed by Chet Collier of the WBZ-TV production staff, and sent to Sen. Saltonstall by Gordon Swan, program manager, has been shown about 50 times to civic groups and has been telecast three times in color by WBZ-TV, which also has produced three other public service films.

'Men Toward the Light'

A 13-FILM series on blindness, *Men Toward the Light,* has been scheduled for a second showing by KVAR-TV Phoenix, Ariz. The films, produced by the American Foundation for the Blind, New York, and the Industrial Home for the Blind, Brooklyn, have been seen on more than 40 tv stations.

WNEM-TV Studies Heart

WNEM-TV Bay City, Mich., has presented an hour-long panel discussion program on which heart trouble—its causes and controls—was probed. Prominent members of the Michigan Medical Assn. were panel members and answered questions which the public submitted by mail.

Detour on a Holiday

DRIVERS in Chicago get up-to-the-minute traffic information on the Memorial Day, Independence Day and Labor Day holidays from WGN there which provides bulletins on conditions as reported by aircraft observers in cooperation with the Chicago Motor Club. WGN has been providing the sponsored bulletin service for the past six years.

Governor's Panel

SERIES of public service programs on Pennsylvania's 29 television stations has been launched by Gov. George M. Leader. Gov. Leader's telecasts have a panel format similar to *College Press Conference,* a program created by Ruth Geri Hagy and carried weekly by ABC-TV. Miss Hagy also is moderator of the new series.

Safe Holidays

WHOT South Bend, Ind., has transcribed 500 driving safety "commercials" made by police and traffic officials for use on weekends and holidays. The station plans saturation campaigns for all 1955 vacation periods using the transcriptions during station breaks.

Radio at the Beach

WNHC New Haven, Conn., has started airing its schedule from noon to 6 p.m. over a special public address system at the Lighthouse Beach in New Haven. The public address system provided by the station will be available to the Park Dept. in any emergency to locate lost children or information on first aid or life saving operations.



POWER

250,000 Watts of it!!

NEW AUDIENCE BORN! We've boosted our power to 250,000 watts. Here, where the terrain is flat for miles and miles around, that's important. It means we have a big, brand-new audience.

Plus that, we've added new facilities, experienced personnel, new merchandising services to help you sell. Our representatives will show you how costs-per-thousand hit the skids when you use KFDA-TV.

KFDA-TV

CHANNEL 10 — AMARILLO, TEXAS

CBS INTERCONNECTED ABC

Represented by H-R Representatives, Inc. • Southern Representatives — Clark Brown Co.

WPEN
Shows the greatest rating increase
of any station in Philadelphia*

WPEN
Shows the greatest share of audience
increase of any station in Philadelphia*

*pulse Jan.-Feb. '55
pulse Jan.-Feb. '54

Represented Nationally by Gill-Perna, Inc.



Read the other day where a television station in a neighboring state had just completed a brand new building with two studios and they were contemplating a "goal" of 17½ hours weekly of "live" programming. We wish them well but wonder a little if they won't get lost in those two studios.

With our just one studio we here at WMAZ-TV are producing some 33½ hours of live shows every week and some weeks we go even higher.

Now we realize that the number of live hours we do doesn't mean a thing if the folks in their homes don't like what we do. Pulse surveys show that folks do watch us (the Avery-Knodel fellows will show you our latest) but we like to know that our "live performers" are welcomed into Middle Georgia homes.

Take Herb for instance. He does a weather spot on our noon-time "Almanac" show. So what do the folks do? Call Herb to find out more about the weather, instead of the weather bureau. He spends a lot of extra time on the phone but he's glad to talk to them.

Then there's Carrie. Carrie's our home economist who does "TV Kitchen". She's a Georgia gal, learned her business in Georgia colleges, and lots of Middle Georgia families are learning from her that there are plenty of good things to eat other than turnip greens and corn bread. You see, the housewives pay attention when Carrie cooks.

And Ernie! He's known as the friendly little man who plays the organ on "Starlight Serenade" and Uncle Ned and his boys and gal. And Bob, and Dave, and Farrel, and Roy and Jack.

Yep, we're loaded with "live" hours, but better yet we're loaded with good friendly folks, and Middle Georgians like 'em. Better let them carry some of your advertising!

Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to ADOLPH JAMES TOIGO



THE SEARCH for effective advertising, according to Adolph (Dolph) Toigo, president of Lennen & Newell Inc., New York, begins with research.

"The competitive understanding of the delicate relationship of product to consumer," he maintains, "is the guts of the advertising business."

Significantly, guts and research have been the twin hoists on which Mr. Toigo has lifted himself from coal miner to his present eminence as operating head of one of the leading advertising agencies in America.

Adolph James Toigo was born Sept. 29, 1905. He went down into the mines at the age of 14 in his hometown, Benld, Ill., to support his way through high school after the death of his father.

In his spare time in the sunlight he played football and twice made the all-state high school team; whereupon he moved upstate to the U. of Chicago, where, at 144 pounds, he scored as one of the lightest guards in conference history, supplementing his deficiency in weight with his superiority in tactics.

Struck by his drive and intelligence, Amos Alonzo Stagg, mentor of the Maroon Eleven, invited young Toigo to join the coaching staff upon his graduation. Mr. Toigo accepted the bid and served as line coach at Chicago for one year before taking his PhB. and striking out into the advertising world.

He joined the John H. Dunham Co., Chicago, an agency no longer in existence, with deliberate plans to learn what he could about the research side of the advertising business. He had already had extensive advertising contact while in college through his close personal association with his cousin, John Toigo, now partner in the firm, Biow-Beirn-Toigo.

He joined the Dunham research department in 1930 and stayed there for four years, moving then to Benton & Bowles, New York—again in research—where he remained for about five years before enlisting with Geyer, Cornell & Newell (now Geyer Inc.) where he became vice president in charge of research. It was at this position that he met and established his intimate working relationship with the late H. W. (Hike) Newell. In 1943 Mr. Toigo joined William Esty Co. as vice president and research director. He held that job for 10 years, until 1952, when Mr. Newell called on him to join the newly-reorganized Lennen & Mitchell, forerunner of the present Lennen & Newell.

Last December, upon the death of Mr. Newell, Adolph Toigo became president of the agency.

The agency, when reorganized in 1952, billed about $17 million and will bill about $36 million this year, Mr. Toigo predicts, with 35% of that billing going into television. "Some of our bigger accounts spend about 60% of their budgets in tv," he said.

Nor has Mr. Toigo's personal emphasis on research abated. Under his stewardship the agency spends an average of a half million dollars for research for each account.

Mr. Toigo still feels that it is the first and most important step toward the creation of good advertising; that the more strictly creative fields of copy and art should have all available knowledge of the product they are to write about, the market they are addressing and, most important, the habits of thought of the essential consumer of the product.

The proper use of research, according to Mr. Toigo, is to establish the area and directions where creative activity will be best rewarded. Research figures, by his lights, are guideposts defining the areas where exploration and inquiry by the creative departments are most likely to produce the most profitable advertising.

"When it comes to writing ad copy," explained one of his colleagues, "Adolph Toigo—like nature—abhors a vacuum."

At Lennen & Newell, creative people never have to write ads in a vacuum. Carefully planned and secured research and general information are placed at the disposal of art and copy people: what the product is, what it can do, what has been written about this product and similar products in the past, what the public, the consumer, thinks of the product and so on. And all of this effort is based on the creed of the man who began his working life digging and has never lost the habit.

The research-minded president of Lennen & Newell lives in Forest Hills with his wife, the former Lucy Buoscio, and younger son Alfred, 20, who is a student at the U. of Pennsylvania. Dolph Toigo is devoted to his work to the exclusion of nearly all other activity. He reads a great deal and widely, interests himself in local civic affairs—he has been president of the Men's Club of Forest Hills for the past two years—and operates a Vermont farm. He also is an advisor to the Republican party on opinion studies and campaigns.

His oldest son, Oliver, 22 and married, is now working at L & N, awaiting an Army call.

As for the rest of the Toigo clan, the Benld branch, they're understandably proud of Dolph and John but admit to no great surprise at their success. As one of the visiting and more expressive members of the clan put it when he recently saw the richly tailored operations Dolph Toigo runs: "You could tell even by the way he dug coal that he'd someday hit gold."

hats off to Hooper

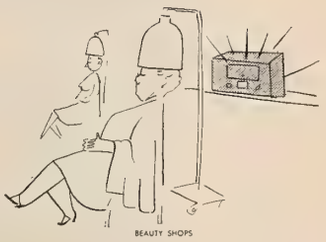


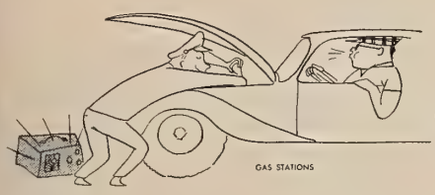
FOR ORIGINATING THE NEW "BUSINESS ESTABLISHMENTS" AUDIENCE INDEX.

DISPLAYED AT THE NARTB CONVENTION IN WASHINGTON



AND . . . PORTRAYING STILL ANOTHER MAJOR INSTANCE OF WHERE RADIO MAKES CUSTOMERS AND SALES TODAY.





We're Proud

OF THE NATION'S FIRST STUDY MADE IN NEW HAVEN.



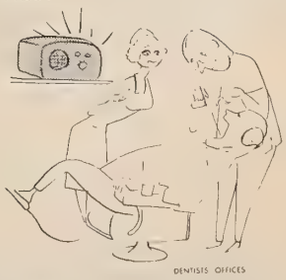
BUSINESS ESTABLISHMENTS WITH RADIO 74%

MONDAY THROUGH FRIDAY 9:00 a.m.-5:00 p.m.	Radio Sets In Use	WAVZ	Station A	Station B	Other AM & FM
	38.1	54.5	13.1	8.2	24.2

INCLUDES SAMPLING OF BARBER SHOPS, BEAUTY SHOPS, CLEANERS, DENTISTS' OFFICES, GARAGES, GAS STATIONS AND GROCERY STORES.



ASK YOUR FORJOE MAN OR SEE KETTELL-CARTER IN NEW ENGLAND, FOR THE WAVZ BOX SCORE . . . .



HOOPER IN HOME	PULSE IN HOME	PULSE OUT OF HOME
WAVZ–*First* √	WAVZ–*First* √	WAVZ–*First* √

DANIEL W. KOPS. . VICE PRESIDENT-GENERAL MANAGER
RICHARD J. MONAHAN. . COMMERCIAL MANAGER

WAVZ



If you want to reach the television viewers of the South Bend Market there's only one way to do it. Buy WSBT-TV. This station gives you more viewers than all the others put together! No other station, UHF *or* VHF, whose signal reaches the South Bend Market, even comes close to WSBT-TV in share-of-audience. Furthermore, when you use this station, your sales story is presented with a clear, interference-free picture.

* *TV Hooperatings, Nov., 1954 for South Bend-Mishawaka, Ind.*

* *Pulse, Jan., 1955 for the 4 Northern Indiana Counties of St. Joseph, Elkhart, Marshall and Kosciusko.*

A BIG MARKET... A PROSPEROUS MARKET

The primary coverage area of WSBT-TV embraces a prosperous 9-county market in Northern Indiana and Southern Michigan. The following income and sales figures show clearly the sales potential of this great market:

Effective Buying Income . . $1,165,620,000. Food Sales . . $182,091,000.
Total Retail Sales . . . . . $783,927,000. Drug Sales . . . $22,930,000.

Source: Sales Management Survey of Buying Power, 1955.

WSBT-TV SOUTH BEND, IND. CHANNEL 34 CBS Du Mont

A CBS BASIC OPTIONAL STATION

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVES

OPEN MIKE

Nothing Missing

EDITOR:

We have been a regular subscriber to B•T during the past few years and have been making particular use of the TELESTATUS listing during that time. We note that section has not been appearing in issues published after May 2 . . .

R. W. Roth
Advertising Division
United States Steel Corp.
Pittsburgh

EDITOR:

[An] item of value to me in BROADCASTING • TELECASTING has been missing lately. What became of TELESTATUS?

W. T. Freeland
Freeland Products Co.
New Orleans, La.

[EDITOR'S NOTE: TELESTATUS isn't missing. It has been restyled; its information has been expanded, and it appears in the first issue of each month, with its pages perforated to enable readers to tear out the section for ready reference.]

Recommended Reading

EDITOR:

All this week I have been receiving calls to get my reaction to the NARTB convention. I had a simple answer. Told all of them to read BROADCASTING • TELECASTING.

I thought you did a magnificent job, got everything in its proper perspective and gave complete coverage to every phase of the convention. Here's a tulip for you.

F. M. Russell
Vice President, NBC
Washington, D. C.

EDITOR:

A job well done deserves applause, and my compliments go to you and your staff on the convention issue.

It not only was done comprehensively, but the art and layout made it one of the most attractive books you have ever had.

All of these sincere compliments, mind you, even though you persist in adding a "c" to my name.

Victor A. Sholis
Vice Pres. & Director
WHAS-AM-TV Louisville

EDITOR:

It certainly seemed like old times to read the current [May 30] issue of your good magazine—sort of like attending a convention without suffering from a hangover. I even got a better look at the pretty girls than you usually are able to do in those crowded corridors! Furthermore, look at all the time I saved by not listening to all those speeches! . . .

Maurice B. Mitchell, Pres.
Encyclopaedia Britannica Films Inc.
Wilmette, Ill.

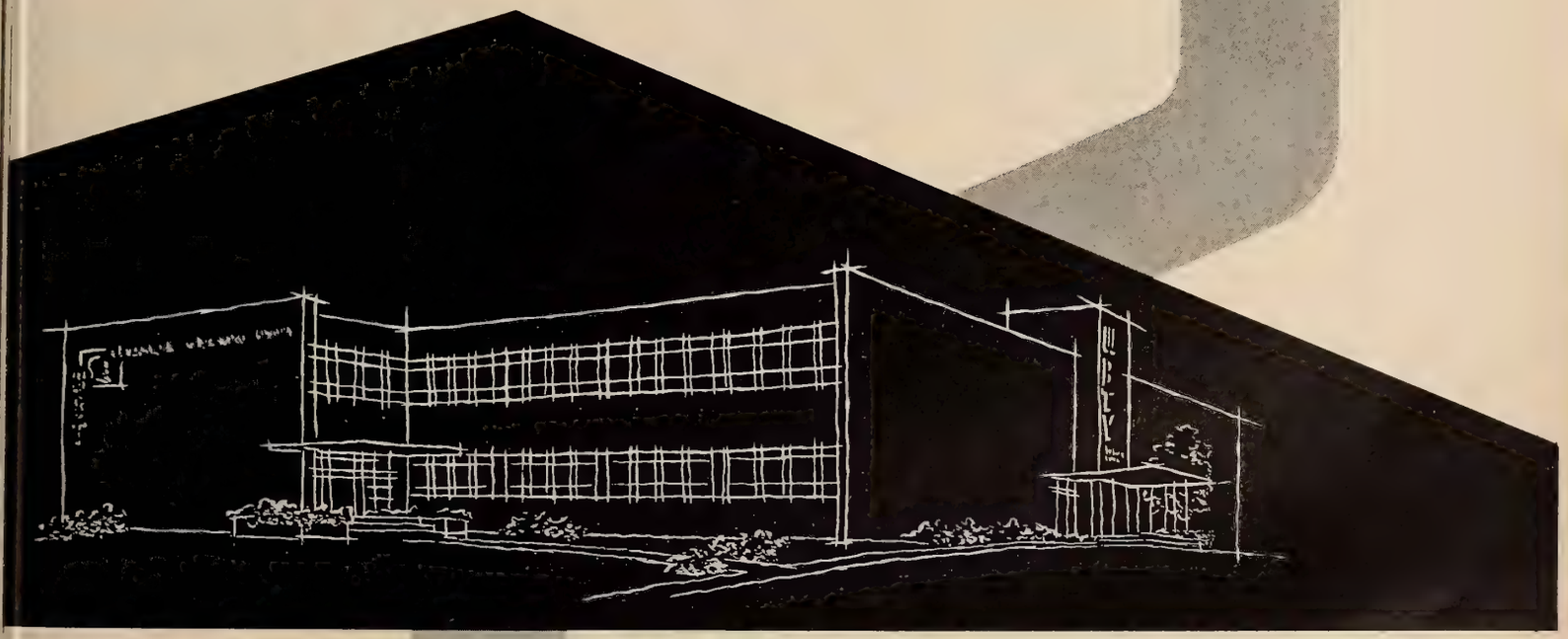
Good Idea Gets Around

EDITOR:

I was very interested in an article in your "Promotions" column in the issue of May 9. The article was captioned "What Listeners Won't Hear" and went on to tell about a campaign on WKDA Nashville designed to show the listening audience what "they will not hear on the station." The reason for my interest was that I used the same campaign on KLIF in Dallas two years ago and re-used it here on KNOE two months ago.

Bill Stewart, Prog. Dir.
WNOE New Orleans, La.

WHERE ELSE IN THE CAROLINAS



KINGSIZE FACILITIES

In the Carolinas, advertisers find many types of TV facilities . . . but only on one station, WBTV, can the advertiser get complete, Kingsize Facilities.

Here, in WBTV's new $1,250,000 home with 51,000 square feet of floor space, are TV studios measuring 40′ x 40′ and 40′ x 60′, each wired for three black-and-white and two color cameras, each accommodating Kingsize studio audiences . . . the last word in engineering equipment . . . art and carpenter shops for designing and building any type of scenery . . . three ultra-modern darkrooms . . . *dual* facilities for transmitting color and black-and-white slides and films . . . Kingsize executive, program, production, engineering, news, sales, business, promotion and merchandising departments.

Conditioned by 33 years of broadcast leadership, WBTV planned big . . . built big. Now more than ever, WBTV is your first, biggest step to TV coverage of the two Carolinas.

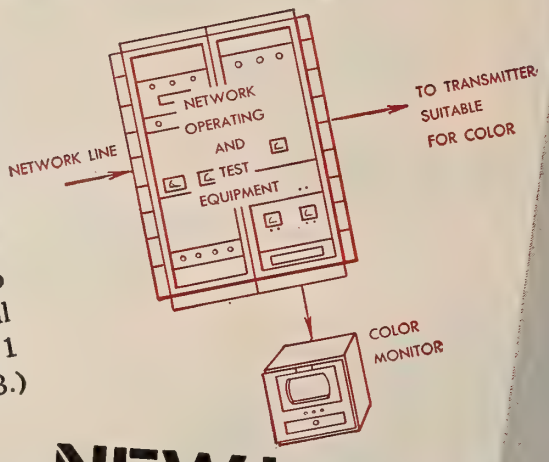
WBTV
CHARLOTTE
Channel 3 Top Power

RCA's 3 Easy Steps

Step 1

TRANSMITTING NETWORK COLOR SHOWS

The first step in color for a TV station. Equipment includes: (a) everything you need to transmit network color pictures through your existing system, and (b) color test equipment you need to check signal quality. (All equipment used in Step 1 is used in Steps 2 and 3.)



NEW!

Step 2

ORIGINATIN

Everything additionally needed to originate color film shows and color "spots," insert station breaks and provide a color bar test pattern for system checks. Includes: (a) color bar and origination equipment and (b) 3-Vidicon color film and slide equipment.

NEW!

RCA

To simplify your build-up to full-scale color operation RCA television engineers have developed new color equipments which are available now. Among them are:

NEW 3V Color TV Film Camera

New 3V Color TV Film Camera requires less than half the auxiliary equipment and cabinet racks needed by other types of color film systems.

NEW Improved Live Camera Chain

RCA's improved Color Camera Chain, the TK-41, reduces auxiliary camera equipment to 1⅓ racks.

A new processing amplifier used with both the 3V and Studio Color Cameras combines all signal processing functions in a single chassis.

More than 100 TV stations have already installed RCA color equipment and these are the steps they are using as they swing to color, or expand their present color facilities. Many of these stations are already programming local color on regular schedules.

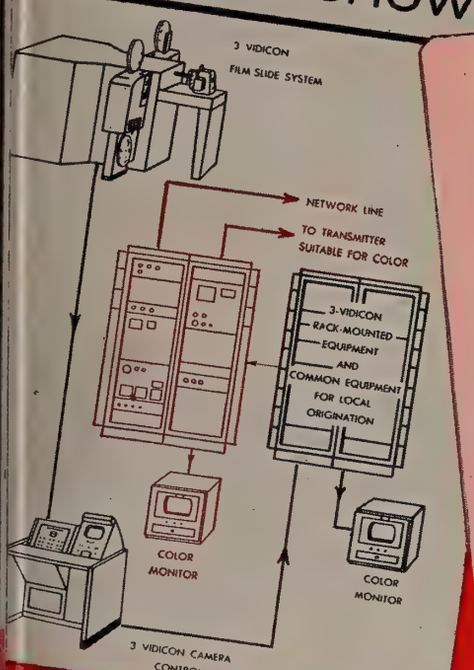
For help in planning color, start right. Talk to your RCA Broadcast Sales Representative. In Canada, write RCA VICTOR Company Limited, Montreal.

RCA Pioneered and Developed Compatible Color Television

sto COLOR

...with new RCA color equipments now in production!

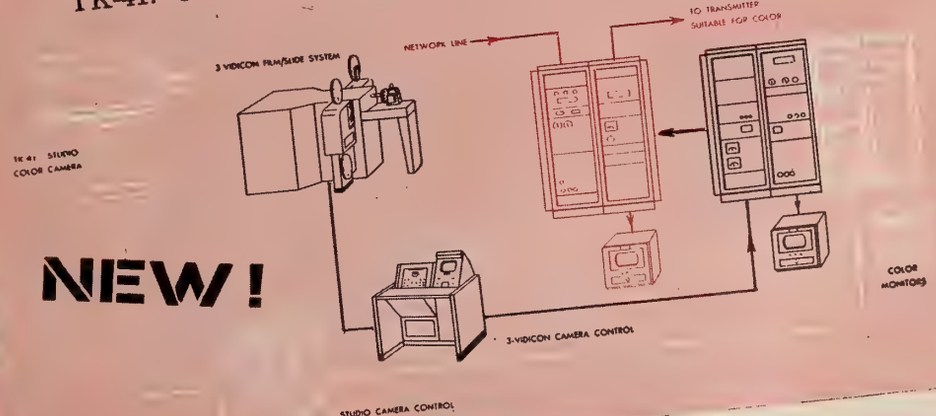
OLOR FILM SHOWS



Step 3

ORIGINATING LIVE COLOR PROGRAMS

Additional equipment needed for originating live color programs at your station. Includes a complete RCA Studio Color Camera Chain, TK-41. Once this is added to the equipment in Steps 1 and 2 you can program from four different sources: (1) network, (2) films, (3) slides, (4) your own studio.





NEW... Catalog on Color Equipment for Television contains a complete explanation of these three steps, describes and illustrates all the latest RCA color equipments. The only book of its kind—it's ready now. Ask your RCA Broadcast Sales Representative for a copy.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION
CAMDEN, N.J.

who's in the news?

All seven of the enterprising newsmen you see here. These five reporters and two photographers write, edit and inform a four-state area seventeen or more times daily for KCMO radio and television. These alert men are eminently qualified to keep the Midwest posted, too; for all are journalism graduates, reared in this region, and they know just how listeners and viewers like their news.

As far as we know, KCMO is the only station in the United States to receive both the National Association of Radio News Directors' Distinguished Achievement Award and the "oscar" of journalistic awards, the Sigma Delta Chi award, for radio-television reporting.

But, most gratifying are the reports we get from enthusiastic and widespread audiences so loyal to KCMO's up-to-the-minute newscasting. They all tell us we're the No. 1 news station.



kcmo RADIO TV-FM

KANSAS CITY, MISSOURI

affiliated with publishers of
Better Homes & Gardens and Successful Farming



BOB YOUKER PAT PATON BILL McREYNOLDS HAROLD MACK JIM MONROE HOWARD NEIGHBOR JOE KRAMER

BROADCASTING TELECASTING

June 13, 1955 Vol. 48, No. 24

WOULD TOLL KILL FREE TV? FCC HEARS FROM BOTH SIDES

The case-in-chief for and against subscription television is in. Major broadcasting interests are united in opposition on the common ground that pay tv would end commercial telecasting. But the advocates still see it as a supplement to the existing system and a way to help faltering stations and enhance the nation's culture.

WHEN the public has to pay for watching a tv program, that means the death of "free" tv.

That was the unanimous tenor of the opposition comments to subscription tv proposals filed with the FCC last Thursday.

They were filed by ABC, CBS, NBC, NARTB, Joint Committee Against Toll Tv, Storer Broadcasting, WGAL-TV Lancaster, WDSU-TV New Orleans, KPRC-TV Houston, WSAZ-TV Huntington and KGUL-TV Galveston.

This attitude was termed nonsense by the proponents of pay tv—Zenith Radio Corp. and Teco Inc., Skiatron Electronics & Television Corp. and Skiatron Tv Inc., and International Telemeter Corp. All filed formal documents reiterating their belief in the future of subscription tv. There were some significant additions:

Zenith recommended that existing tv networks be prohibited from engaging in toll tv. It also urged that advertising on pay tv be barred and that time limits be placed on the amount of pay tv each station may broadcast.

Skiatron repeated its original suggestion that pay tv be limited for its first three years to uhf stations. It added, however, that where non-affiliated vhf stations ask for permission to use subscription tv, that the Commission permit it.

Although June 9 was the deadline for comments—and it was the day on which the first formal documents from major broadcast entities were filed, letters and postal cards continue to flood the FCC. At week's end, Volume 54 of Docket 11279 was being filled.

An unofficial estimate was that as of June 3 about 20,000 such pieces of correspondence had been received by the Commission. About 11,000 were in favor of pay tv; 9,000 opposed.

In other sectors of the broadcasting and allied industries—like motion picture producers and exhibitors, radio-tv manufacturers, educators, advertising men and others—the ferment caused by the pay or not-to-pay subject boiled and bubbled (see separate stories in this department).

In addition to the proponents of pay tv, the National Assn. for Better Radio & Tv, Los Angeles, joined the toll tv advocates, as did a number of broadcasters—mainly uhf stations. Subscription tv has been held out as one means of succoring ailing uhf operators.

In a cryptic statement filed with the Commission at deadline, G. Bennett Larson, president and 20% owner of KDYL-AM-FM and KTVT (TV) Salt Lake City, formally disassociated himself from the NARTB Tv Board's stand of last April that pay tv should not be authorized on present broadcast channels. Mr. Larson made no statement pro or con otherwise. The Salt Lake City stations are owned 80% by Time Inc. *(Time, Life, Fortune)*. Time Inc. also owns 50% of KOB-AM-TV Albuquerque and 100% of KLZ-AM-FM-TV Denver. They did not file comments.

Next step in the proposed rule-making on subscription tv is the filing of reply comments. This is due July 11.

Thereafter, the FCC will study the statements and decide whether to hold a hearing or not. It is firmly believed by most observers that some sort of a hearing—including demonstrations—will be required before the Commission can make up its mind on this controversial and hotly debated subject. This may be scheduled for early fall, it is believed.

The opposition to pay tv by the major interests in broadcasting took the position that the maintenance of the present system of "free" tv was in the public interest.

With complete unanimity, all agreed that the introduction of pay tv—even on a small scale—would spell the doom of the 35-year-old system of American broadcasting.

This would be against the interest of the 35 million owners of tv receivers, they held, and therefore the petition for permission to use subscription tv should be denied.

Pay-as-you-see tv is not "broadcasting" as defined in the Communications Act, they affirmed. If anything, it should be considered common carrier communications, they stated.

Both the opponents and the proponents of pay tv devoted long sections of their comments to the legislative history concerning charges for broadcast programs. All quoted similar Congressional debates and reports. But the opponents held that these bore out their contentions that pay tv was contrary to the Act,

WHO'S FOR AND AGAINST SUBSCRIPTION TELEVISION

PRO



McDONALD
Zenith



LEVEY
Skiatron



RAIBOURN
Telemeter

CON



SARNOFF
RCA



STANTON
CBS



KINTNER
ABC



STARR
JCATTv



STORER
Storer



FELLOWS
NARTB

WGAL-TV
WDSU-TV
KPRC-TV
WSAZ-TV
KGUL-TV

while the advocates of pay tv maintained that these same reports upheld their cause.

Both sides leaned heavily on the 1941 Muzak case and this year's fm multiplexing authority.

In the first instance, the music purveyor asked for special authority to transmit its paid program service to its customers over the air—utilizing a "pig squeal" to discourage non-customer listening.

In the latter, the Commission granted fm stations authority to broadcast a second service to paying customers. This is done through multiplexing the station's output, so that a regular broadcast program and special, "tailored" program go out over the same carrier, but the general public receives only the regular program.

In addition to recommending that existing networks be forbidden to engage in pay tv and that advertising be banned on the pay-as-you-see system, Zenith also proposed that pay tv be limited to 15% of a station's broadcast time on an annual basis. It also suggested that a total of no more than three hours of pay tv be permitted in any segment of the broadcast day. This means, Zenith said, that 85% of a station's time will be, perforce, advertising-sponsored tv.

The Zenith plan envisages a franchise holder licensed by Teco to encode station programs and to lease and service decoders and to make collections. Decoders would be leased to the public for from $1 to $2. They will cost about $50 to manufacture on a mass production basis, Zenith said. Stations will choose their own pay tv programs and set prices. They will make arrangements with the local franchise holder for encoding and splitting the income.

Teco, established by Zenith as a separate corporation will act as agent in promoting Zenith's Phonevision system and in granting franchises. It will also act as a program distributor. Zenith will only manufacture the equipment.

Basic method of billing will be through the use of a punch-out card which will have a list of dates and programs and which will give the purchaser the proper combination setting for a decoder when the proper hole is punched.

Six Months For Tooling

Upon authorization of pay tv, Zenith estimated that it would require six months for tooling up. It would then go into several markets to establish the system, it said. After a year's operation in the first markets, it said it would be ready for expansion.

Zenith said it would initially make all decoders itself. However, when manufacturers began building decoders into receivers, it would license other manufacturers, Zenith explained.

It listed 46 patents on various elements of its pay tv system.

In answering charges that subscription tv would drive out the present system of tv broadcasting, Zenith said:

"We propose that the service be established in a manner and under conditions that will result in a continuation of advertising-type programs with the public paying directly only for those box-office type programs that it elects voluntarily to patronize."

Also on the same subject, Zenith said:

"Sound business as well as public policy requires that subscription television be limited to supplementing and augmenting existing program fare of the advertising type with new and unique program product which is primarily box-office in nature. It is utterly naive to assume that subscription television could obtain public acceptance if it attempted to charge the public for programs now regularly available on a sponsored or sustaining basis. Indeed, we can think of no more certain way of killing the potential program and revenue contribution which subscription television can make to our national television system than for broadcasters to attempt to charge for the type of sponsored and sustaining programs now being broadcast on a regular or unrestricted basis, for the simple reason that the public will not pay for them."

Zenith's attitude toward advertising-sponsored tv was summed up in this statement:

"We do not suggest nor imply herein that advertising will not support a substantial amount of television service. It is now supporting, and will continue to support a great number of programs. The economic factors of advertising, however, impose limitations on the scope and type of television service it is possible to render which are far short of both the technical capacity of the service and the appetite of the

SUBSCRIPTION TV: *Continued on page 74.*

WHAT ADMEN SAY ABOUT TOLL TV

SOME leading midwest agency and advertising executives apparently have given little thought to toll tv and what government approval would mean to them.

The same would seem to be true of a number of other advertising representatives who attended the golden jubilee convention of the Adv. Federation of America in Chicago last week but who did not appear in panel discussions. Comment for the record was at a premium.

The thorny toll tv issue did arise during the convention, along with another "hot potato"—the government's antitrust suit against advertiser-agency-publisher groups—but drew a blank as a subject of controversy.

It cropped up officially during a panel session of leading midwest agency and advertiser representatives after luncheon Tuesday—but few executives cared to comment. The subject also was raised Monday at a session on "The Economic and Social Forces at Work."

But one top agency executive did not hesitate to go out on a limb when queried specifically by B•T for his views, though he had no formal statement as such. Fairfax M. Cone, president of Foote, Cone & Belding, observed that sentiment for subscription television among "non-professional people" evidently stems from their belief they will get operas, plays and other cultural events they are not now receiving—or so-called "less popular" fare.

He made this observation:

"I don't think they will get one of these things. Who would subsidize it? I am quite happy with commercial television in this particular area as it is now. There is no dearth of educational and other similar features on tv today," he asserted, though conceding that sometimes they are not telecast in convenient hours.

Mr. Cone said he felt that the growth of educational tv would help take up any cultural slack.

Earle Ludgin, board chairman, Earle Ludgin & Co., Chicago, at Tuesday's session reiterated an expressed belief of a year ago that some form of subscription television "was coming." He commented: "I sincerely believe it will be necessary for the FCC to permit some form." But he raised the question of whether it might not take the form of an advertising medium and felt it could pose "a serious problem for advertisers."

Melvin Brorby, senior vice president of Needham, Louis & Brorby Inc., told B•T later that he had no specific comment on these two questions raised on the panel: (1) What do agencies think of pay-as-you-see tv and (2) How will it affect commercial television?

But Mr. Brorby added that his basic philosophy is "not to rule out" anything that might "improve the fundamental power and efficiency of television." He commented that television has not been utilized "to its fullest power." He said that, speaking personally and not for the agency's tv department, "we are not afraid of anything that is revolutionary in concept."

Manufacturing representatives who are good broadcast advertisers are staying out of the controversy at this time because, as one put it, "its Zenith's baby at present."

At least one newspaper, John S. Knight's *Chicago Daily News*, took the occasion during AFA convention week to editorialize: "Let Those Who Wish Pay."

Actually the only inkling of what pay tv would mean to advertisers was posed during a general session Monday by Dallas W. Smythe, research professor, Institute of Communications Research & Economics Dept., U. of Illinois, and consultant to the anti-toll tv proponents in the theatre bloc.

Mr. Smythe noted the appeal of no advertising on paid tv, particularly among "better-educated groups," but claimed that "a far greater number of people either like or tolerate advertising on tv."

He declared:

". . . If the FCC should approve pay-to-see tv . . . and if the broadly hinted promise of no advertising were kept . . . it would certainly mean that advertising would be barred from tv beginning in the prime evening hours. The result would be, in time, this powerful advertising medium would be closed to you."

Even if advertising were allowed on paid tv, "that part of the public which had understood that the pay program would include no advertising would resent what they would consider a double-cross," Mr. Smythe said. "The much larger segment of the public which now accepts advertisements on sponsored tv would resent having to pay money and also watch advertisements during the program."

Adding up these considerations and "the weight of the half century of tradition that the airwaves are properly subject to government regulation in the public interest whereas the printed media are not, you come out with a dim view of the future of advertising on pay-tv," Mr. Smythe concluded.

"The alternative to bad public relations for tv advertisers might well be to submit to strict controls on the amount, subject matter and location in the program of advertising matter," he asserted.

LACK OF BRILLIANCE IN ADV., HIGH COST SCORED AT AFA

Fairfax Cone, ad agency president, hammers at admen who he says are putting out 'paid publicity' instead of sales-increasing copy. Swift & Co. executive asserts some tv costs are abusive. Topics basic to whole advertising field are discussed.

OVER 1,100 major advertisers are more mindful than ever of their vital roles as creative and social forces in the nation's expanding economy, complicated by the emergence of television as a powerful medium on the American scene, and by various other factors. And some 2,000 members of the Advertising Federation of America, meeting last week at the Golden Jubilee Convention in Chicago, were told bluntly that this advertising battle for $8 billion is being fought with a "lack of brilliance."

The role of television—and the prospects of color tv as well as radio—with the undercurrent considerations of budget costs—seeped into all major talks, along with such explosive subjects as toll tv and the government's antitrust action against advertising and publishing trade associations. These and other topics permeated the atmosphere of AFA's three day meeting at the Palmer House.

Delegates were told that choice of media must be complementary and properly balanced; that there must be more good creative copy in advertising to appeal to the consumer; that color tv will be here ("By Labor Day We're on Our Way"); that toll tv may or may not be inevitable; that there is not much need for concern about the Justice Dept. suit against AAAA, ANPA and other groups on the advertising agency recognition system, and about what the future holds for radio (see separate stories).

Radio's Value Underscored

Radio was hailed at one point as a continuing "valuable advertising media," to be included in any budget considerations of major advertisers.

Highlight of the three-day convention was a post-luncheon discussion Tuesday, featuring these speakers-panelists: Melvin Brorby, senior vice president, Needham, Louis & Brorby; Leo Burnett, president, Leo Burnett Co.; Fairfax M. Cone, president, Foote, Cone & Belding; Frank J. Cornwell, director of advertising and sales promotion, Monsanto Chemical Co.'s Merchandising Div.; Earle Ludgin, board chairman, Earle Ludgin & Co.; John B. McLaughlin, advertising and sales director, Kraft Foods Co., and Edward R. Taylor, marketing vice president, Motorola Inc. Sidney Bernstein, convention general chairman, served as moderator.

They discussed the question: "What Changes Can We Expect in Advertising?"

Mr. Cone stated that "just now the battle of $8 billion is being fought with a lack of brilliance that is a challenge to everyone in our business." He said that if "it isn't creative it isn't really advertising at all" but "only paid publicity." He blamed printed media more than television for inadequacies in this regard.

The view was expressed by Mr. Burnett that the best advertising today departs from the concept that it is a "very personal medium of communication between the advertiser and millions of individual flesh and blood human beings." He predicted a new era of opportunity for the truly creative advertising person and a "great new wave of interest in motivational research."

Mr. Brorby felt that advertising that "doesn't win friendliness doesn't win sales." He called for advertising more closely harnessed to sales, based more than ever on marketing skill and knowledge, more flexibly attuned to best media advantages and more imaginative copy.

"Some of the old patterns will unfreeze," Mr. Brorby said. "Color television will come of age and force many changes in the use of other media . . . new ways will be created to reach consumer minds with competitive sales messages."

Ray Weber, advertising manager of Swift & Co., scored abuses of tv in a statement read by the moderator. Mr. Weber, who was hospitalized, asserted:

"Television is an influential medium, but productivity of television advertising is being emaciated, if not murdered, by malpractices within the industry. Some current practices in the buying and handling of props seems to be reaching racket proportions." He suggested "truth in advertising" as a more positive means of productivity. He raised the question of whether advertising is not "pricing itself out of business" and asked:

"Are mounting costs and spiraling budgets reaching a ceiling above which there is no profitable return for the user?" Mr. Weber also felt that the "excessive differential" between newspaper national and retail rates in many cities has been a "burden to national advertisers for many years."

Mr. McLaughlin called for "more effective management, new advertising practices and techniques, more market and consumer research, and perhaps even new and radical advertising and marketing concepts."

Mr. Cornwell, stressing research survives by trade groups, commented:

" . . . Media voices—such as ANPA's Bureau of Advertising and . . . Television Bureau of Advertising—should be heard in Kankakee as well as in Los Angeles, at the used car lot as well as the General Motors Bldg."

Plea for a "necktie economy," an elaboration of the old "two-car-family" idea, was delivered by Mr. Taylor, in emphasizing the need for keeping the consumer always in a buying frame of mind about new tv sets, cars and other products he already has. He predicted broadening of motivational research activities and a resurgence of "abject sincerity and believability in advertising messages." He also foresaw a more influencing role for color in all media.

The size of advertising budgets and how they are determined cropped up in the question-and-answer session. Mr. Taylor acknowledged that most were "too little," while Mr. Cone noted a change from years ago when advertisers felt there was no need to advertise because business was good, or felt they couldn't afford it when business wasn't good.

The suggestion was raised that perhaps in the future, with a continued expanding economy accounting for a potential $17 billion in ad expenditures, tv might derive as much as 20% of budgets. Ad outlays now are tabbed at roughly $8 billion.

Mr. McLaughlin said Kraft Foods Co. never has been able to ascertain what part of advertising sells products, and compared the ad budget situation to a football team. He suggested "proper balance" among media—"all have to be used, each has its place." His football reference was to the winning and losing ways of teams.

Mr. Taylor felt color tv is definitely here—or will be at least by Labor Day, and attributed current drawbacks to (1) a limited number of color shows, which he noted will be increased by fall, and (2) public beliefs about servicing problems. Motorola has found, he reported, that in the case of color tv there has been an average of only 1.9 calls per set over a nine-month period.

Key luncheon talks were given last week by executives of two leading advertisers—Walter R. Barry, vice president, General Mills Inc., and Clarence E. Eldridge, executive vice presi-



BALCONY SHOT catches agency and advertising executives in the question-and-answer panel session during AFA's Golden Jubilee Convention. L to r: Melvin Brorby, Needham, Louis & Brorby; Edward R. Taylor, Motorola Inc.; Earle Ludgin, Earle Ludgin & Co.; Sidney Bernstein, moderator; John McLaughlin, Kraft Foods Co.; Fairfax Cone, Foote, Cone & Belding; Frank J. Cornwell, Monsanto Chemical Co.; Leo Burnett, Leo Burnett Co.

THE FACTS AND FIGURES OF NETWORK ADVERTISING

SIX SPEND OVER $1 MILLION IN NETWORK TV DURING MARCH

NETWORK TV's growing popularity in the monthly budgets of top national advertisers is again indicated in the figures for March supplied by Publishers Information Bureau.

On the basis of this data, two-thirds of the top 10 network tv advertisers are spending more than $1 million per month on the network medium. And one advertiser—Procter & Gamble—is spending more than $2.6 million per month on network tv alone.

In March, General Foods Corp., spending $1,078,988 on network tv, became the sixth advertiser in network tv's top 10 to shoot over the $1 million monthly mark.

Adding network radio monthly expenditures, P & G's March total comes to a combined radio-tv network total of $3,567,849, about $400,000 above February, more than $200,000 over January and more than $400,000 above December 1954.

Also on that basis, Colgate-Palmolive and General Motors neared the monthly $2 million mark—C-P with $1,939,166 and GM with $1,888,717. Another heavy spender for March, Gillette, recorded a combined radio-tv network total of $1,480,610 and Lever Bros., $1,124,600. Chrysler Corp. spent nearly $1.3 million in network tv alone.

Of the $1 million-or-more list in the top ten tv network advertisers, the categories generally covered: drugs and toiletries (includes some soap products), foods and automotive. Two tobacco firms, R. J. Reynolds and American Tobacco, were in the more than $900,000 and the more than $800,000 level, respectively.

P & G also boosted its network radio spending in March over the preceding

ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARING MARCH OF 1955 AND 1954 WITH JANUARY—MARCH TOTALS

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR MARCH AND JANUARY-MARCH 1955, COMPARED TO 1954

	March '55	Jan.-Mar. '55	March '54	Jan.-Mar. '54
Apparel, Footwear & Access.	$ 408,248	$ 1,003,368	$ 374,171	$ 1,048,853
Automotive, Auto. Equip. & Access.	3,724,709	10,469,081	2,367,563	6,713,573
Beer, Wine & Liquor	561,864	1,562,930	588,792	1,588,514
Bldg. Materials, Equip. & Fixtures	107,589	238,112	144,729	333,523
Confectionery & Soft Drinks	786,881	2,403,295	628,299	1,964,495
Consumer Services	120,806	418,643	69,072	242,909
Drugs & Remedies	1,938,068	5,700,462	1,186,114	3,617,969
Food & Food Products	7,203,704	20,661,231	5,381,389	14,617,701
Gasoline, Lubricants & Other Fuel	362,953	1,220,227	203,222	905,884
Horticulture	....	4,746	....	....
Household Equipment & Supplies	2,806,600	8,445,112	2,472,046	6,732,682
Household Furnishings	236,848	704,514	469,474	1,299,372
Industrial Materials	701,645	1,848,638	631,633	1,566,375
Insurance	160,280	508,493	169,324	448,942
Jewelry, Optical Goods & Cameras	452,531	1,243,873	252,530	681,902
Office Equip., Stationery & Writing Supplies	518,267	1,691,991	381,945	1,073,076
Publishing & Media	70,614	219,563	12,075	49,325
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	969,756	2,639,339	713,663	2,128,094
Retail Stores & Direct by Mail	....	10,392	....	42,345
Smoking Materials	3,600,922	10,250,957	3,464,584	10,066,117
Soaps, Cleansers & Polishes	3,728,295	10,514,981	3,036,822	7,945,090
Sporting Goods & Toys	4,818	22,674	....	28,900
Toiletries & Toilet Goods	5,718,926	16,519,250	3,335,222	10,106,309
Travel, Resorts & Hotels	37,980	124,425	155,046	460,881
Miscellaneous	375,955	994,126	232,901	736,251
TOTAL	$34,594,139	$99,319,468	$26,270,616	$74,399,082

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING MARCH 1955

Best Foods Inc.	$ 66,930
General Motors Corp.	1,068,901
Pabst Brewing Co.	243,936
Johns-Manville Corp.	48,780
The Coca-Cola Co.	275,062
Electric Cos. Adv. Program	82,656
American Home Products	658,839
General Foods Corp.	1,078,988
Gulf Oil Corp.	157,645
General Electric Co.	541,586
Armstrong Cork Co.	145,680
U. S. Steel Corp.	189,750
Prudential Ins. Co. of America	98,352
Eastman Kodak Co.	142,980
W. A. Shaeffer Pen Co.	152,539
Crowell-Collier Publishing Co.	45,145
Admiral Corp.	241,250
R. J. Reynolds Tobacco Co.	911,201
Procter & Gamble Co.	2,221,536
Outboard Marine & Mfg.	4,818
Colgate-Palmolive Co.	1,173,953
Pan-American World Airways	37,980
Quaker Oats Co.	119,460

Source: Publishers Information Bureau

The accompanying tables are taken from the report of Publishers Information Bureau on advertising expenditures for time on the nationwide radio and television networks during the month of March 1955.

TOP TEN TV NETWORK ADVERTISERS IN MARCH 1955

1.	Procter & Gamble	$2,637,626
2.	Colgate-Palmolive	1,607,949
3.	General Motors	1,319,736
4.	Chrysler	1,286,179
5.	General Foods	1,078,988
6.	Gillette	1,040,342
7.	R. J. Reynolds Tobacco	911,201
8.	American Tobacco	828,937
9.	Lever Bros.	802,147
10.	General Mills	746,033

TOP TEN RADIO NETWORK ADVERTISERS IN MARCH 1955

1.	Procter & Gamble	$930,223
2.	General Motors	568,981
3.	Gillette	440,268
4.	Miles Labs	403,043
5.	Lever Bros.	378,570
6.	American Home Prods.	332,013
7.	Colgate-Palmolive	331,277
8.	Liggett & Myers Tob.	269,227
9.	National Dairy Prods.	262,732
10.	Swift & Co.	248,108

months of the year, about $100,000 more than either its February or January network radio gross. It was still some $300,000 under its radio network expenditure of March 1954, however.

In the March radio top 10, Swift & Co. was back and General Mills was out compared to February's list. Compared to the same month last year, General Motors and National Dairy Products were new, replacing Sterling Drug and General Foods.

In tv, the list comparing March with February remained the same while on the basis of comparison with March 1954, Chrysler Corp. replaced P. Lorillard Co. in the top 10.

Gross billings of the tv networks were up more than $8 million last March above that month in 1954—the same boost registered last February above the same month of the previous year. Radio networks' gross time sales were down nearly $2.7 million, also a repetition of the February-to-February comparison.

Nearly all product groups in network radio showed less spending in March 1954 by national advertisers, with the reverse generally true for network tv product groups. More than $7 million was spent in network tv by food advertisers; over $5.7 million by advertisers of toiletries and toilet goods; more than $3.7 million by both automotive and soap advertisers and some $3.6 million by advertisers of smoking materials.

In network radio, food and food product advertising accounted for better than $2.3 million. Other categories over the million mark: drugs and remedies; toiletries and toilet goods; soaps, cleansers and polishes.

AM ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARING MARCH OF 1955 AND 1954 WITH JANUARY—MARCH TOTALS

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR MARCH AND JANUARY-MARCH 1955, COMPARED TO 1954

	March '55	Jan.-Mar. '55	March '54	Jan.-Mar. '54
Agriculture & Farming	$ 41,926	$ 131,660	$ 97,101	$ 267,548
Apparel, Footwear & Access.	....	44,668	73,812	196,182
Automotive, Auto Equip. & Access.	874,592	2,531,375	1,060,221	2,610,716
Beer, Wine & Liquor	138,813	302,105	295,532	610,069
Bldg. Materials, Equip. & Fixtures	....	15,369	145,579	458,489
Confectionery & Soft Drinks	199,805	547,349	256,934	710,805
Consumer Services	64,158	216,688	184,589	511,585
Drugs & Remedies	1,355,224	4,001,014	1,863,534	5,355,442
Food & Food Products	2,331,739	6,680,700	2,883,695	8,245,006
Freight, Industrial & Agricultural Development	143,917	388,743	....	....
Gasoline, Lubricants & Other Fuel	464,893	1,348,127	577,456	1,728,117
Horticulture	22,688	34,032	22,640	33,960
Household Equipment & Supplies	249,132	801,437	355,296	1,015,269
Household Furnishings	64,283	167,038	67,376	191,213
Industrial Materials	....	....	69,224	230,779
Insurance	355,770	976,272	204,847	583,373
Jewelry, Optical Goods & Cameras	170,958	529,944	144,213	349,645
Office Equip., Stationery & Writing Supplies	84,984	331,086	139,812	301,864
Publishing & Media	218,181	557,211	51,353	177,248
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	131,873	349,906	158,355	585,605
Retail Stores & Direct by Mail	....	11,383	....	....
Smoking Materials	964,729	2,805,233	1,160,894	3,411,979
Soaps, Cleansers & Polishes	1,167,799	3,258,378	1,458,998	4,027,951
Sporting Goods & Toys	....	....	294	294
Toiletries & Toilet Goods	1,286,109	3,555,131	1,830,753	5,404,237
Travel, Resorts & Hotels	34,500	96,000	79,035	205,914
Miscellaneous	825,077	2,556,189	725,560	2,199,232
TOTAL	$11,236,150	$32,237,038	$13,907,103	$39,412,522

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING MARCH 1955

Allis-Chalmers Mfg. Co.	$ 34,784
General Motors Corp.	493,813
Anheuser-Busch Inc.	80,753
William Wrigley Jr. Co.	124,999
American Tel. & Tel. Co.	62,611
Miles Labs	403,043
National Dairy Products Corp.	262,732
Aero Mayflower Transit Co.	134,527
Standard Oil Co. of Indiana	110,133
Ferry-Morse Seed Co.	22,688
Seeman Brothers Inc.	99,057
Burton-Dixie Corp.	40,007
Mutual Benefit Health & Acc.	94,994
Longines-Wittnauer Watch Co.	170,958
Hallmark Cards	53,664
Kiplinger Washington Agency	82,161
RCA	73,224
Liggett & Myers Tobacco Co.	269,227
Procter & Gamble Co.	658,253
Gillette Co.	440,268
State of Florida	34,500
American Federation of Labor	119,337

Source: Publishers Information Bureau

dent, Campbell Soup Co. Mr. Barry called on radio, tv and printed media to be researcher, marketer, merchandiser, promoter and media specialist. He attributed high American economy to "informative, persuasive advertising" and pioneering of products and services by business.

Ben R. Donaldson, new AFA board chairman, lauded radio-tv outlets and other media for contributing time and space to AFA's program to inform the public on advertising's importance. He reviewed plans for celebration of National Advertising Week next February.

Dallas W. Smythe, Institute of Communications Research and Economics Dept., U. of Illinois, spoke on "Tomorrow's Media." He took a dim view of toll tv prospects and also made these points:

(1) Growth of the children's market in the next 10 years will lead advertisers to develop suitable program material for them, as an aftermath of protests now over alleged bad effects of radio-tv and comic books.

(2) Possible future innovations in electronic media are "impressive in scope" and by 1965 the bulk of home receivers probably will be equipped for color, and most network shows will be so transmitted. Color tv will be followed by 3-D color. There will be close to 1,000 tv stations serving over 90% of an expected 58 million homes.

"It is apparent that at lower time rates than in its hey-day, radio will continue to be valuable as an advertising medium, with more stress on specialization," Prof. Smythe asserted.

DONALDSON ELECTED CHAIRMAN OF AFA

ELECTION of Ben R. Donaldson, director of institutional advertising for Ford Motor Co., as board chairman of Advertising Federation of America, was announced at AFA's 50th annual convention in Chicago Tuesday evening. He previously had served as vice chairman and succeeds Wesley I. Nunn, advertising manager, Standard Oil Co. of Indiana, who was named a director for two years.



MR. DONALDSON

Among directors re-elected for two-year terms was J. L. Van Volkenburg, president of CBS-TV. Elon Borton was re-elected to his paid post of AFA president and general manager.

Mr. Donaldson was succeeded as vice chairman by Robert M. Feemster, executive committee chairman, *Wall Street Journal*. William G. Werner, director of public and legal services, Procter & Gamble, was elected treasurer and Viola Erickson, executive vice president, Cleveland Better Business Bureau, was re-elected secretary. Robert MacNeal, president of Curtis Pub. Co., was elected a director.

Mr. Donaldson has been active in advertising circles for many years, serving as chairman of the Assn. of National Advertisers (1953-54) and AFA treasurer for four years.

In other elections, the Council on Advertising Clubs (men's clubs in AFA) named Bert S. Gittins, of the Milwaukee advertising agency bearing his name, as chairman. New vice chairmen are Roy Baccus, commercial manager, WBAP-AM-TV Fort Worth, and Shields Johnson, general manager, *Times-World News* of Roanoke. All three automatically ascend to vice presidents' posts with AFA.

Heading the Council on Woman's Advertising Clubs of AFA is Mary E. Busch, vice president of Emery Adv. Corp., Baltimore, who also becomes an AFA vice president.

Other new AFA directors are Mel G. Grinspan, Black and White Stores, Memphis, and onetime AFA vice president; Clair Henderson, Rippey, Henderson, Kostka & Co., Denver; Roger M. Holt, Munsingwear, Minneapolis, and John L. Briggs, Southland Insurance Co., Dallas.

ANTITRUST SUIT EFFECTS CONSIDERED BY AFA PANEL

Little disruption to basic advertising pattern is anticipated. Some feel investigation would be 'healthy in the long run'.

TRADITIONAL structure of advertising with its conventional pattern of relationships between agencies and their clients probably will continue much as it has in the past, regardless of the outcome of the government's antitrust suit against the AAAA, ANPA and other groups on the 15% commission issue.

In fact, on the basis of comments by leading midwest agency and advertising executives at last week's AFA convention in Chicago, the industry would even welcome such an investigation.

The civil antitrust suit, filed last month in New York District Court by the Dept. of Justice, which has set July 5 as deadline for comments [B•T, June 6, May 16], was on everybody's lips during the AFA convention. It was brought out in the open during a panel session at the Palmer House last Tuesday, though obviously AFA was not expected to take any formal action.

Admen Unperturbed

Leading executives expressed little concern over the restraint-of-trade suits leveled against advertising and publishing groups over the advertising agency recognition system.

Among those executives who commented on the government action and its possible effects on advertising, in a question-and-answer take, were Melvin Brorby, senior vice president, Needham, Louis & Brorby Inc.; Edward R. Taylor, marketing vice president, Motorola Inc.; Earle Ludgin, board chairman, Earle Ludgin & Co.; John McLaughlin, director of sales and advertising, Kraft Foods Co.; Fairfax Cone, president, Foote, Cone & Belding; Frank J. Cornwell, director of advertising and sales promotion, Monsanto Chemical Co. (merchandising div.), and Leo Burnett, president of Leo Burnett Co.

Mr. Brorby said frankly, "We are not worried about it [the suit] at all," adding that in his personal opinion, it isn't anything to be very much concerned about. "The forces of advertising will move in the same paths," he added, noting there would be cause for worry if agencies were not rendering "proper services."

The view that "the government has a bear by the tail" was sounded by Mr. Taylor. He doesn't think agencies overcharge and felt the suit smacks a little of that filed against the Great Atlantic & Pacific Tea Co. a few years ago.

Mr. Ludgin commented that if the government wins its suit, "there'll be great confusion for a while. If this had happened 20 years ago, he observed, before the traditional advertising agency pattern had been well established, stability of the industry might have been affected. Today industry is better able to cope with it."

That there could ensue some "temporary confusion" also was concurred in by Mr. McLaughlin. He noted that some people "think a mad scramble" will take place, with "under-the-table" deals, but felt "American ingenuity will figure a way out to continue this basic relationship" among agencies and their clients.

Mr. Cone felt the suit "may be a pretty good thing because some people who have considered the 15% commission standard may not find it so standard after all." He thought publication of agency costs and results in the suit might be helpful.

Mr. Cornwell noted that the agency service has meant much in the development of marketing strategy and that, regardless, a "system of remuneration would be worked out on an equitable basis."

Mr. Burnett also felt an investigative "airing may be healthy in the long run" for the advertising industry—even if the issue goes to the U. S. Supreme Court.

Walters Warns AFA Against Taking Freedom For Granted

WARNING that freedom of the press and broadcasting media, along with other freedoms "too many of us have taken for granted in the U. S.," can "slip away by default" was sounded last week by a top newspaper executive.

The admonition came from Basil (Stuffy) Walters, executive editor of the *Chicago Daily News* and other Knight newspaper properties. He spoke briefly at a luncheon Tuesday during the 50th annual convention of the Advertising Federation of America.

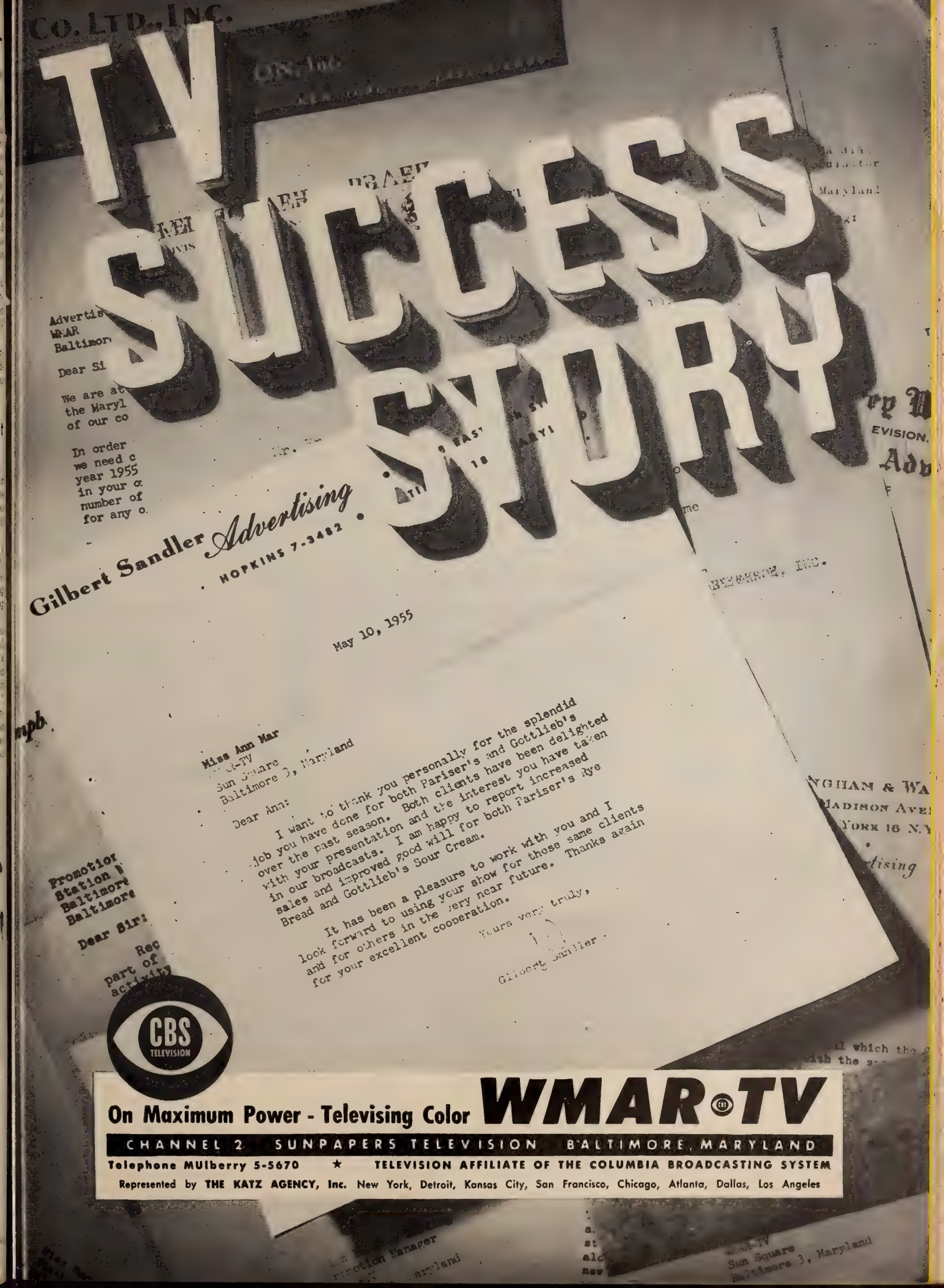
Sanctioning the idea of a "Freedom of the Press Day" and the work of the International Press Institute at Geneva, Mr. Walters noted a certain apathy about freedoms which he termed "very dangerous." He asserted that "the truth must be voiced at all times to counter the lies."

Mr. Walters joined advertising with the continued fight for freedom in all media. He also noted that through the years advertisers who established themselves in the public mind and discontinued advertising fell by the wayside.



ANNUAL "Advertising Woman of the Year" honor went to Joan Gardner (r), promotion and publicity director, St. Louis Fashion Creators. Presenting the award at last week's AFA Golden Jubilee Convention in Chicago is Bea Adams, vice president of Gardner Adv. Co., St. Louis, Miss Adams won the "Ad Woman" title in 1950.

[*A&A continues on page 52*]


TV
SUCCESS
STORY
Gilbert Sandler Advertising
HOPKINS 7-3482
May 10, 1955
Miss Ann Mar
Sun Square
Baltimore 3, Maryland
Dear Ann:
I want to thank you personally for the splendid job you have done for both Pariser's and Gottlieb's over the past season. Both clients have been delighted with your presentation and the interest you have taken in our broadcasts. I am happy to report increased sales and improved good will for both Pariser's Bread and Gottlieb's Sour Cream.
It has been a pleasure to work with you and I look forward to using your show for those same clients and for others in the very near future. Thanks again for your excellent cooperation.
Yours very truly,
Gilbert Sandler
CBS TELEVISION
On Maximum Power - Televising Color
WMAR-TV
CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND
Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

RECIPE FOR SUPER SALES



When the famous "Culinary Arts" cookbooks went on sale in several selected groups of Nashville food stores, *the entire advertising program* for them consisted of a 26-week schedule of *daytime* spots on Channel 4. "This," said local advertising men, "will be an interesting test of the selling power of WSM-TV's daytime programming."

RESULTS?

Successful beyond all expectations: 317,649 copies sold.

For further proof of the selling power of daytime advertising on Channel 4, contact WSM-TV's Irving Waugh or any Petry man.

CHANNEL 4 DAYTIME

WSM-TV

Clearly Nashille's #1 Station

NBC Affiliate

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN MAY

FROM the monthly audience surveys of American Research Bureau, B•T each month presents a table showing the 10 highest rated syndicated film programs for television in 10 major markets, selected to represent markets in all parts of the country and with various degrees of competition, from two to seven tv stations. This is the May report.

NEW YORK — SEVEN-STATION MARKET

1.	Superman (Flamingo)	Mon.	6:00	WCBS-TV	13.7
2.	Fairbanks Presents (ABC Film)	Wed.	10:30	WRCA-TV	11.3
3.	Little Rascals (Interstate)	M.-F.	5:30	WPIX	9.7
4.	Star & Story (Official)	Sat.	7:00	WRCA-TV	9.2
5.	Sherlock Holmes (UM&M)	Mon.	7:00	WRCA-TV	9.0
6.	Racket Squad (ABC Film)	Thu.	10:30	WABC-TV	8.1
7.	Guy Lombardo (MCA-TV)	Thu.	7:00	WRCA-TV	7.8
8.	Capt. Z-Ro (Atlas) (a.m.)	Sun.	11:30	WRCA-TV	7.4
9.	Wild Bill Hickok (Flamingo)	Wed.	6:00	WRCA-TV	7.2
10.	Mr. District Attorney (Ziv)	Fri.	10:30	WABC-TV	7.1

LOS ANGELES — SEVEN-STATION MARKET

1.	Waterfront (MCA-TV)	Tue.	7:30	KTTV	29.2
2.	Badge 714 (NBC Film)	Sat.	7:30	KTTV	24.3
3.	Death Valley Days (Pacific Borax)	Thu.	7:00	KNXT	22.0
4.	Annie Oakley (CBS Film)	Tue.	7:00	KTTV	20.8
5.	Life of Riley (NBC Film)	Sat.	8:00	KTTV	20.0
6.	I Led Three Lives (Ziv)	Sat.	8:30	KTTV	19.1
7.	Stories of the Century (Hollywood)	Sun.	9:00	KTTV	17.0
8.	Science Fiction Theatre (Ziv)	Tue.	8:00	KTTV	14.5
8.	Mr. District Attorney (Ziv)	Mon.	10:00	KNXT	14.5
10.	Superman (Flamingo)	Sat.	7:00	KTTV	14.4

MINNEAPOLIS-ST. PAUL — FIVE-STATION MARKET

1.	Badge 714 (NBC Film)	Mon.	9:30	KSTP-TV	26.8
2.	Mr. District Attorney (Ziv)	Thu.	9:30	KSTP-TV	26.1
3.	I Led Three Lives (Ziv)	Tue.	8:30	KSTP-TV	24.2
4.	City Detective (MCA-TV)	Wed.	8:30	KSTP-TV	19.6
5.	Hopalong Cassidy (NBC Film)	Sat.	8:00	WCCO-TV	17.0
6.	Life of Riley (NBC Film)	Sun.	9:00	KSTP-TV	15.2
7.	Lone Wolf (MCA-TV)	Sun.	8:30	WCCO-TV	14.3
8.	Wild Bill Hickok (Flamingo)	Sat.	4:30	WCCO-TV	12.8
9.	Sherlock Holmes (UM&M)	Sun.	8:30	KSTP-TV	11.7
10.	Ellery Queen (TPA)	Fri.	10:30	KSTP-TV	9.6

SEATTLE-TACOMA — FIVE-STATION MARKET

1.	Waterfront (MCA-TV)	Fri.	7:30	KOMO-TV	30.8
2.	Badge 714 (NBC Film)	Fri.	9:30	KING-TV	30.1
3.	Superman (Flamingo)	Mon.	6:00	KING-TV	27.3
4.	Mr. District Attorney (Ziv)	Fri.	9:00	KING-TV	26.5
5.	Life of Riley (NBC Film)	Thu.	7:30	KING-TV	25.2
6.	Annie Oakley (CBS Film)	Thu.	7:00	KING-TV	24.6
7.	Liberace (Guild)	Wed.	8:30	KING-TV	24.5
8.	Life with Elizabeth (Guild)	Mon.	7:00	KOMO-TV	22.0
9.	City Detective (MCA-TV)	Fri.	8:30	KING-TV	19.5
10.	Victory at Sea (NBC Film)	Fri.	9:30	KOMO-TV	14.1

CHICAGO — FOUR-STATION MARKET

1.	Mayor of the Town (MCA-TV)	Sat.	10:00	WNBQ	24.8
2.	Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	18.0
3.	Mr. District Attorney (Ziv)	Fri.	9:30	WBKB	14.1
4.	Liberace (Guild)	Wed.	9:30	WGN-TV	12.9
5.	Wild Bill Hickok (Flamingo)	Sun.	1:30	WBKB	12.1
5.	Annie Oakley (CBS Film)	Sun.	2:00	WBKB	12.1
7.	Racket Squad (ABC Film)	Tue.	8:30	WGN-TV	11.9
8.	Eddie Cantor (Ziv)	Mon.	9:30	WNBQ	11.7
8.	H. Christian Andersen (Interstate)	Sun.	2:30	WBKB	11.7
10.	Badge 714 (NBC Film)	Tue.	8:00	WGN-TV	10.2

WASHINGTON — FOUR-STATION MARKET

1.	Life of Riley (NBC Film)	Fri.	8:30	WRC-TV	21.1
2.	Superman (Flamingo)	Tue.	7:00	WRC-TV	19.9
3.	I Led Three Lives (Ziv)	Mon.	10:30	WRC-TV	15.5
4.	Wild Bill Hickok (Flamingo)	Thu.	7:00	WRC-TV	15.4
5.	Sherlock Holmes (UM&M)	Mon.	7:00	WRC-TV	13.4
6.	Appt. with Adventure (ABC Film)	Sun.	10:00	WTOP-TV	11.0
7.	Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	10.6
8.	Badge 714 (NBC Film)	Fri.	7:00	WRC-TV	10.2
9.	Annie Oakley (CBS Film)	Fri.	7:00	WTOP-TV	9.8
10.	Little Rascals (Interstate)	Wed.	7:00	WRC-TV	9.0

ATLANTA — FOUR-STATION MARKET

1.	Racket Squad (ABC Film)	Sun.	10:00	WSB-TV	29.5
2.	Waterfront (MCA-TV)	Thu.	9:30	WAGA-TV	20.7
3.	Stories of the Century (Hollywood)	Sat.	11:00	WSB-TV	19.8
4.	Favorite Story (Ziv)	Tue.	9:30	WAGA-TV	16.9
5.	I Led Three Lives (Ziv)	Wed.	10:30	WSB-TV	13.6
6.	Mr. District Attorney (Ziv)	Fri.	7:00	WSB-TV	12.8
7.	Star & Story (Official)	Sun.	10:30	WSB-TV	12.4
8.	Heart of the City (MCA-TV)	Fri.	10:30	WSB-TV	12.0
9.	Appt. with Adventure (ABC Film)	Sun.	9:00	WAGA-TV	11.2
10.	Superman (Flamingo)	Wed.	7:00	WSB-TV	10.7

CLEVELAND — THREE-STATION MARKET

1.	Little Rascals (Interstate)	M.-F.	6:00	WEWS	20.8
2.	Annie Oakley (CBS Film)	Sat.	6:30	WXEL	18.5
3.	I Led Three Lives (Ziv)	Fri.	10:30	WXEL	17.0
4.	Badge 714 (NBC Film)	Fri.	7:00	WNBK	16.8
5.	Buffalo Bill Jr. (CBS Film)	Sat.	6:00	WNBK	14.8
6.	Foreign Intrigue (Reynolds)	Sun.	10:00	WEWS	14.1
7.	The Whistler (CBS Film)	Sat.	7:00	WNBK	13.2
8.	Waterfront (MCA-TV)	Wed.	7:00	WEWS	12.7
8.	Sherlock Holmes (UM&M)	Mon.	10:30	WNBK	12.7
10.	Liberace (Guild)	Wed.	9:00	WEWS	12.3

BOSTON — TWO-STATION MARKET

1.	Range Rider (CBS Film)	Sun.	7:00	WBZ-TV	31.7
2.	I Led Three Lives (Ziv)	Mon.	7:30	WNAC-TV	28.5
3.	Mr. District Attorney (Ziv)	Tue.	10:30	WNAC-TV	26.2
4.	Death Valley Days (Pacific Borax)	Fri.	10:30	WNAC-TV	24.8
5.	Ellery Queen (TPA)	Sun.	10:30	WNAC-TV	23.0
6.	Superman (Flamingo)	Fri.	6:30	WNAC-TV	17.8
7.	Wild Bill Hickok (Flamingo)	Tue.	6:30	WNAC-TV	15.6
8.	Badge 714 (NBC Film)	Wed.	6:30	WNAC-TV	13.2
9.	Foreign Intrigue (S. Reynolds)	Mon.	10:30	WBZ-TV	12.6
10.	Lone Wolf (MCA-TV)	Sat.	10:30	WNAC-TV	11.8

DAYTON — TWO-STATION MARKET

1.	Man Behind the Badge (MCA-TV)	Fri.	9:30	WHIO-TV	32.8
2.	Mr. District Attorney (Ziv)	Wed.	9:30	WLWD	23.8
3.	Waterfront (MCA-TV)	Sat.	9:30	WHIO-TV	20.2
4.	Life of Riley (NBC Film)	Fri.	7:30	WLWD	16.9
5.	Appt. with Adventure (ABC Film)	Sun.	9:00	WHIO-TV	16.6
5.	Badge 714 (NBC Film)	Sat.	10:30	WHIO-TV	16.6
7.	Science Fiction Theatre (Ziv)	Sat.	10:00	WLWD	15.5
7.	I Led Three Lives (Ziv)	Tue.	8:00	WHIO-TV	15.5
9.	Kit Carson (Coca-Cola)	Sun.	6:00	WLWD	13.8
10.	Racket Squad (ABC Film)	Tue.	10:15	WHIO-TV	13.3



WJAR-TV

Is The Prime Source For Entertainment

In Southern New England!

WJAR-TV gives *more people more pleasure* than any other medium of entertainment in Southern New England! One and a half million loyal viewers look to WJAR-TV for relaxation, pleasure and entertainment regularly.

More people in WJAR-TV Land watch our programs than do anything else — except breathe, talk, walk and eat. To sustain their loyalty, it is our trust to bring to each home the best in television.

WJAR-TV
gives entertainment and sells merchandise

POWERFUL 10 DOMINATES!
Providence, Rhode Island

WJAR-TV

Represented Nationally by Weed Television

SENDING OFF A NEW FILM SHOW

PROMOTION PLUS: 'VALOR' GETS PLUSH PREMIERE AT KTTV (TV)

EVERY NEW PROGRAM to start on KTTV (TV) Hollywood gets a publicity-promotion send-off. They range in cost from $200 to $4,000. Such was the case with General Teleradio Film Div.'s new *Uncommon Valor.*

More than 200 members of Southern California press, guests, station executives and Marine Corps officials attended KTTV national premiere of that show May 18, a week in advance of the program premiere on the station. The party was staged in the manner of a military movement with the press members having no idea of where they were going until their arrival. Invitations simulated military orders and were delivered in person by Sgt. June B. Voorheis, USMC, a very attractive woman Marine loaned to KTTV for the occasion.

At the station the press boarded six special Greyhound busses, which were then driven under Marine vehicle escort to El Toro Air Facilities Base at Santa Ana. Each bus was equipped with a bar and waiter who served drinks and *hors d'oeuvres* en route.

On arrival at El Toro, "Operation Valor," a special half-hour telecast, was watched from bleachers erected for the occasion.

The Corps, with official approval from the Pentagon, provided 15 helicopters and 15 heli-teams from Camp Pendleton for the special telecast. Included in the program were a demonstration of vertical envelopment combat technique, Marine Corps band and color guard, interviews by station commentator Bill Welsh with press and Gen. Holland (Howlin' Mad) Smith, USMC Ret., series host, and clips from the series.

At the conclusion of the telecast, the busses transported the company to the neighboring Irvine Country Club. After cocktails and dinner, an episode from the series was screened and Richard A. Moore, station vice president and general manager, introduced the various officers and Holmes Tuttle, the program sponsor.

The promotion accorded the premiere of *Uncommon Valor* is typical of the station's big campaigns, devised by Reavis Winckler, KTTV publicity director.

Besides the press party, Mr. Winckler sent out three gimmick letters over and above the station releases. On May 20, Sgt. Voorheis personally delivered Marine "C" rations (breakfast, lunch and dinner) to 36 top tv columnists. On May 23 she delivered an illustrated color brochure on the Marine Corps and its history. As a last-minute reminder on May 24, she delivered a book, titled *Tarawa,* and a personal note from the station.

On-the-air publicity of *Uncommon Valor* was divided into two parts: publicizing "Operation Valor," the remote telecast, and publicizing the actual start of the series.

Campaign for the special telecast, from May 16 to May 18, featured spots up to 45 seconds in length, timed to hit different audience groups. A total of 18 spots plugged the remote in addition to stay-tuned copy.

The second part of the publicity on-the-air campaign promoted the first episode of the series with 25 spots used. These were slides showing the Marines raising the flag on Iwo Jima or films taken from the series itself. In the case of station talent, many brought war souvenirs from home and mounted photographs showing action scenes of various campaigns to use on their own programs.



PRESS REPRESENTATIVES brought to El Toro base by KTTV (TV) watch "Operation Valor" as it happens before them and on special tv monitors.

During both on-the-air campaigns, announcers were told to use *Uncommon Valor* copy for "fills" or when extra time necessitated padding. Nearly 50 spots of various lengths, totaling 10 minutes and 15 seconds of air-time, publicized the series.

Promotion-wise Jack O'Mara, KTTV promotion and merchandising director, ran a series of ads in the *Los Angeles Times* and *Los Angeles Mirror-News* newspapers. On May 18 he ran two-column 6-inch ads in each. On May 24, there were one-column 4-inch "teaser" ads in each, and on May 25, there were three-column 10-inch ads in each heralding the actual start of the series that day.

Mr. O'Mara also arranged that from May 30 to June 6, back panels of 65 Arrowhead and Puritas Waters trucks would be devoted to the series. Additionally, 150,000 of the water bottles were scheduled to bear program stickers. The 4-by-40-ft. sign on the KTTV studios building was given over to the show. All Marine Corps recruiting posters in Southern California have snipe stickers across the faces of the posters. Sponsor Holmes Tuttle Inc., Los Angeles Ford-Lincoln-Mercury dealer, has 15-foot displays in its showrooms.

Such publicity-promotion campaigns, conducted by KTTV in varying degrees for each new program, accomplish several purposes. They engender enthusiasm among the tv editors who in turn fire their readers' interest. They make for a close station-press relationship. This promotion-minded attitude on KTTV's part demonstrates to the producer and the distributor that the series in question will get a noteworthy send-off. This policy also indicates to the sponsor that KTTV will do its utmost to make the public fully aware of his program.

American Research Bureau ratings of the premier telecasts of several series, which were given extra-special campaigns by KTTV, reveal the following figures: *Stories of the Century* pulled a 10.8 as compared with a 5.2 chalked up the preceding week by another program in the same time slot; *Science Fiction Theatre* pulled a 14.5 as compared with a 7.4; *Annie Oakley* pulled a 16.9, against 9.0; *Badge 714* pulled a 26.2, against 3.2; *Waterfront* pulled a 24.5, against 18.7, and *Liberace,* after a year on another Los Angeles station, left it with a 6.6 and moved to KTTV with an 18.3.

In the opinion of vice president and general manager Moore, these campaigns pay off.



THE BEST IN TV FILM ART

ONCE A YEAR commercials are afforded the luxury of being inspected not on the merits of their primary function —that of selling—but on the strength of their art and design.

This event occurs when a group of judges, selected by the Art Directors Club of New York, casts a critical eye on tv commercials, entered on the basis of their artistic attributes in an annual contest sponsored by the Art Directors Club. Climax of the competition is an awards luncheon. This year, it was held at the Waldorf-Astoria, New York, on June 3. Art Directors Club medals and awards of distinctive merit were presented to winners whose work had been submitted in 31 categories covering all media.

In the tv classification a little fellow, created in full animation by artists of Maxon Inc., who was on a worcestershire sauce sales mission for the H. J. Heinz Co., and a partially animated commercial created at Guild, Bascom & Bonfigli Adv., San Francisco, for Skippy Peanut Butter, won top honors in the tv classification. Their medals were won in competition with 264 other commercials entered in the television category. Of the 266 tv entries, eight others, representing a good cross-section of tv commercial techniques, won distinguished merit awards.

Criteria by which these entries are judged are simply good art and design, Vincent DiGiacomo, chairman of the 34th annual exhibition and an art director at Grey Adv., New York, told B•T. The commercial's sales impact is of no importance in the Art Directors Club competition. But commenting on this point, Mr. DiGiacomo noted a definite correlation between sales effectiveness and quality art and design. "I'd say at least 85% of the award winners this year, picked entirely because of their artistic merit, have also been considered highly successful from the commercial standpoint."

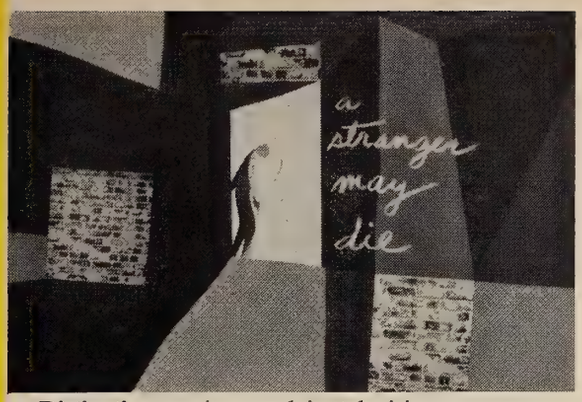
TOP: Examining entries. L to r: Leslie Gill, photographer; Suren Ermoyan, art director, Lennen & Newell; John Averill, designer, and Robert Fawcett, illustrator.



Medal winner for tv art in film commercial, full animation category, to John Hubley and Leo Langlois, art directors, and Art Babbitt, artist, Maxon Inc., for this Worcestershire sauce commercial. Advertiser: H. J. Heinz Co. Producer: Storyboard Inc.



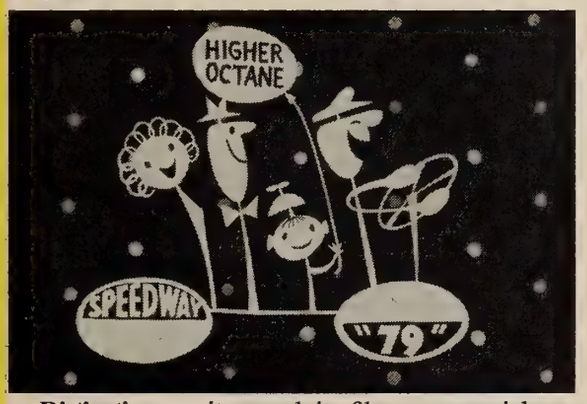
Medal winner for tv art in television commercials, limited animation category, to Alex Anderson, Dave Bascom, Sam Hollis and Dan Bonfigli, art directors, Guild, Bascom & Bonfigli Adv., San Francisco. Advertiser: Skippy Peanut Butter. Producer: Tv Spots.



Distinctive merit award in television commercials, title category, to Georg Olden, art director, CBS-TV New York. Client: CBS-TV for *Studio One* (sponsored by Westinghouse).



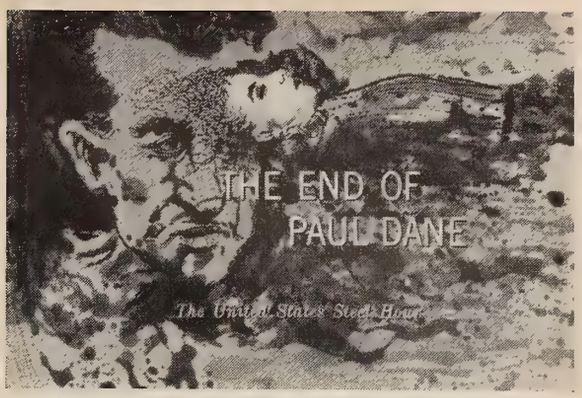
Distinctive merit award in film commercials, full animation category, to John Hubley, art director, and artists Art Babbitt and Paul Julian, W. B. Doner & Co., Detroit. Advertiser: Feingenson, Detroit. Producer: Storyboard Inc.



Distinctive merit award in film commercials, full animation category, to John Hubley, art director, and Emery Howkins and Arnold Gillespie, artists, W. B. Doner & Co., Detroit. Advertiser: Speedway Petroleum Co., Detroit. Producer: Storyboard Inc.



Distinctive merit award in film commercials, live technique category, to S. Rollins Guild, art director, McCann-Erickson, New York. Advertiser: National Biscuit Co. Producer: Elliott Unger Elliott.



Distinctive merit award in television commercials, single frame art (editorial) category, to Andrew Ross, art director, and Byron Goto, artist, ABC-TV New York. Client: ABC-TV.



Distinctive merit award in television commercials, still art category, to William R. Duffy, art director, McCann-Erickson, New York. Advertiser: Chrysler Div. Artist: Raym Assoc. Producer: Television Mat Service Inc.



Distinctive merit award in television commercials, combined live and animation category, to Gene Deitch and Jack Sidebotham, art directors, Young & Rubicam, New York. Advertiser: General Foods Corp. Producer: United Productions of America.

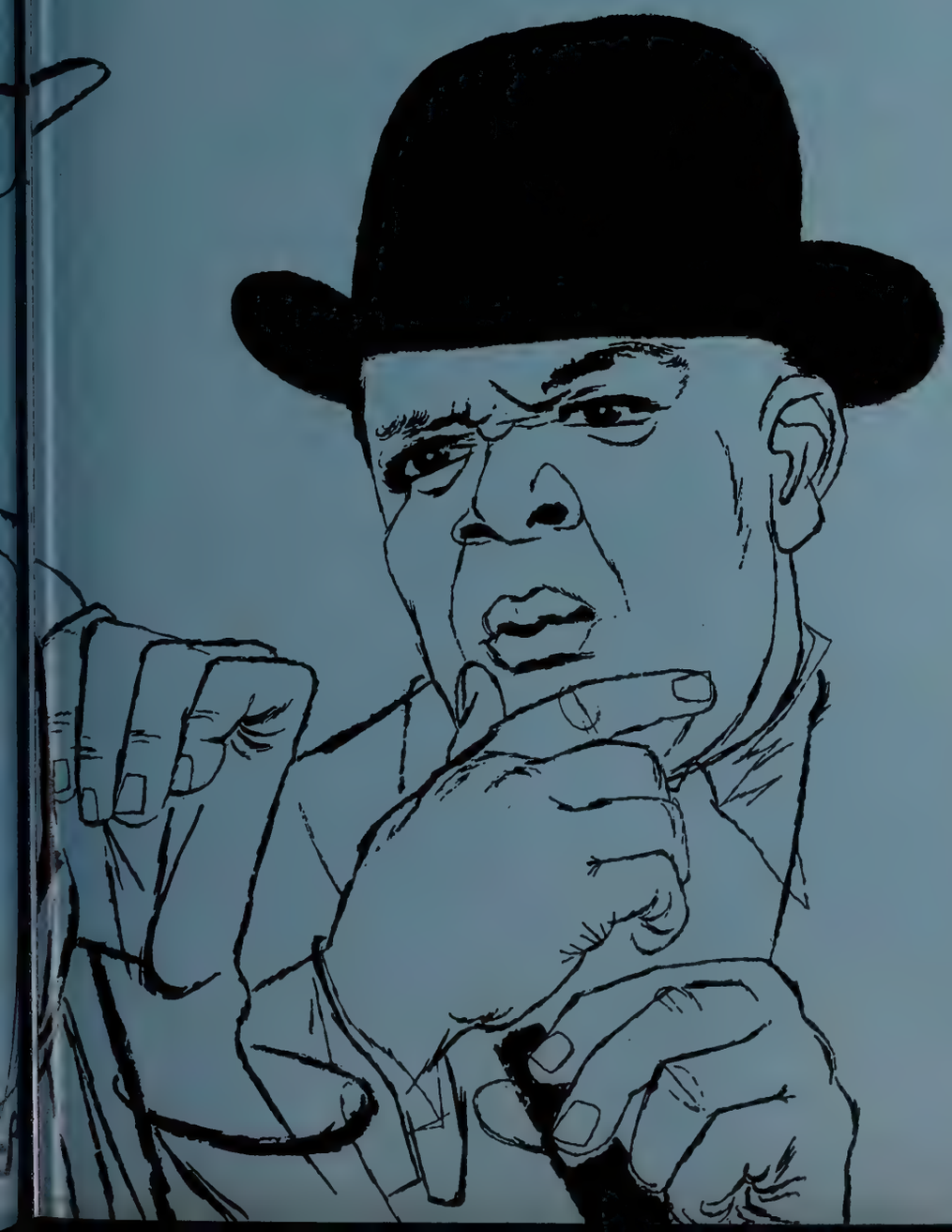


Distinctive merit award in television commercials, animated show opening category, to S. Rollins Guild, art director, McCann-Erickson, New York. Advertiser: National Biscuit Co. Producer: United Productions of America.

now . . . new adventures



of Amos 'n' Andy



This week's big news from the Kingfish and his Mystic Knights is that there are now thirteen brand-new half-hours in the can . . . thirteen fabulous and wonderful new adventures of Amos 'n' Andy, Kingfish, Sapphire and Mother, Lawyer Calhoun, Lightnin' and the other Amos 'n' Andy characters.

With this series of 13 new films, there are now 78 half-hours of Amos 'n' Andy – broadcasting's longest-running hit – available for local or regional sponsorship . . . ready to go to work selling for *you* as they are currently selling for Sears Roebuck, Rexall, Safeway, Food Fair, Piggly Wiggly, Kroger, Westinghouse and others.

Amos 'n' Andy wins the biggest audiences in its time periods in large markets and small . . . North and South . . . in Detroit and Tulsa, Rochester and Little Rock . . . drawing bigger audiences than many of television's most famous network programs. Look at these *ratings:* Syracuse 36.9, Fort Wayne 41.1, New Orleans 50.3, Little Rock 58.1, Columbia 45.7, Evansville 56.4.*

For more information and a list of markets where you can sponsor America's most enduringly-famous comedy team, call or wire . . .

CBS TELEVISION FILM SALES, INC.

NEW YORK, CHICAGO, LOS ANGELES, DETROIT, SAN FRANCISCO, ST. LOUIS, ATLANTA, BOSTON, DALLAS. IN CANADA: S. W. CALDWELL, LTD.

*ARB, latest available reports.



FILM'S THE FORMULA FOR COLE-FINDER SUCCESS

CHICAGO CAR DEALER PUTS 75% OF BUDGET INTO CELLULOID TV

By John Osbon

WITH BLUE CHIPS stacked high and competition keen, the race must inevitably be to the swift and the shrewd in the advertising sweepstakes for the 1955 automotive dollar.

Dealers have proved no less prudent than manufacturers in selecting media that will move cars from their showrooms onto the nation's highways. Like their manufacturing brethren, many are enchanted with the potentialities of television as a sales weapon, provided they hit upon the magic formula.

Cole-Finder Inc., of Chicago, which describes itself as "the world's largest Mercury dealer," has been placing its blue chips on the visual medium since 1949. The formula: a heavy concentration of filmed shows in the Chicagoland area with various appeals.

It is a matter of record that Cole-Finder was, indeed, America's first exclusively-franchised Mercury dealer, a distinction which promises to take on more luster with recent developments at Ford Motor Co. involving its Lincoln and Mercury automobiles. Cole-Finder proceeded to strike it rich, once it found the film formula, and seems to have assured itself of a thriving, profitable future in Chicago's fiercely competitive auto market.

President Irwin Cole put his company in the national spotlight by giving away his Mercurys to deserving subjects on Ralph Edwards' *This Is Your Life*. But Chicagoans are more apt to associate Cole-Finder with the likes of such established national tv properties as *Life of Riley, Boston Blackie* and *Inner Sanctum*.

The fastidious choice of film series prepared especially for television—and some old movies—has paid off handsomely in the sale of new Mercurys. But why film?

"We find we get better ratings and cover all types of people," Mr. Cole explains. "We have always bought choice time and choice film."

Irving Rocklin, head of Rocklin Irving & Assoc., which handles the Cole-Finder account, says simply: "Cole-Finder is sold on quality film packages—those with family appeal."

Top-quality film programs, according to Ira Segall, agency account executive, pay off in "top ratings, volume sales, audience goodwill, and sponsor prestige."

Firmly entrenched as one of Chicago's leading radio-tv advertisers, Cole-Finder sponsors *Life of Riley, Boston Blackie, Inner Sanctum, Six Shooter Theatre* and *Captured,* all on WGN-TV, and *Cole-Finder Playhouse* on WBKB (TV). The dealer also picks up the tab for a nightly radio interview program and a saturation spot schedule on three of Chicago's four television outlets.

The ratings seem to speak for themselves, on the basis of a Telepulse report covering the typical week of March 1-7. On Tuesday evening, *Life of Riley* drew down a whopping 16.3 and 16.0 in the 9-9:30 p.m. slot, surpassing such network properties as *Danger* and *U. S. Steel Hour* for second-place in Chicago viewing. The *Boston Blackie* series (Thursday, 9:30-10 p.m.) commanded a respectable 9.7 and 10.7.

Every Saturday evening at 6 p.m. a unique thing happens in Chicago viewing and advertising circles: Cole-Finder competes against itself for audience, running two film shows simultaneously on WGN-TV and WBKB.

What began as a modest experiment to determine audience pull now seems to have become standard procedure for Irwin Cole. He set out to determine whether the full-hour *Six Shooter Theatre* commanded better ratings than the 30-minute *Cole-Finder Playhouse*. The "test" is still being conducted, with the likelihood it will continue indefinitely. The reason: They pull different type audiences.

On the basis of the Telepulse report, however, the small fry seemed to be more numerous than adult televiewers: *Six Shooter* pulls down a 7.0 and 6.3 for the two quar-

DES MOINES TELEVISION

KRNT-TV



ON THE AIR August 1st

with

CBS Shows and Established Local Personalities

Your Iowa campaign starts with Des Moines . . . state capital and largest city . . . the shopping and distribution center . . . salesmen's home base. And your Iowa campaign starts with KRNT-TV, the showmanship station with CBS shows that run away with the ratings sweepstakes, PLUS Central Iowa's favorite personalities with established audiences — and proved power to move merchandise!

Face the facts! The same showmanship savvy that always gives you the biggest Hooper and Pulse ratings in Des Moines Radio is now also running the newest **know-how, go-now** operation . . . KRNT-TV.

CBS

KRNT AM TV

Channel 8 in Iowa

KATZ HAS ALL THE FACTS **FULL POWER, 316,000 WATTS**

ters (6-6:30 p.m.) compared to 5.3 and 4.7 for *Playhouse*.

Only recently Mr. Cole decided it was a propitious time to buy another sizable package and leaned on a "marathon" gimmick. Seeking to test tv's selling power with film still further, he ordered his agency to sew up a weekly five-hour segment on WNBQ (TV) for eight weeks. If he could compete with himself with two film stanzas on different stations, why not compete for the Chicago viewer's sustained interest each Saturday from 1 to 6 p.m.?

What emerged May 21 was a series called *Picturama,* featuring a different feature film every hour on the hour, divided equally between westerns and other fare. Whether it marked the largest time bloc purchase on either network or local facilities will just have to be questioned by other broadcasters —or perhaps Mr. Cole's competitors—but anyway, he tried and the offhand evidence is that it constituted a tv "first" in Chicago.

Mr. Cole is as reluctant to divulge the cost of time and film properties as he is to reveal how many Mercurys he sells every day (reportedly about 30). But it's understood that television film packages get a sizable share (about 75%) of his annual advertising budget, estimated at $1 million-plus.

When Cole-Finder is not buying up film packages, it is telling viewers to watch other programs (film and live) with four-second audio-only plugs ("Cole-Finder suggests you stay tuned for *Disneyland*"). These "commercial promotion announcements" have brought such "startling results," in the words of Irwin Cole, that the dealer followed up its original schedule on WBKB with a similar schedule on WGN-TV. Additionally, Mr. Cole bought a series of 30 weekly 10-second film spots on WNBQ (TV).

Cole-Finder got into television in 1949 when there were only a few thousand sets in the Chicago area. It bought Ernie Simon and a sidewalk interview show on the old WBKB (TV). Though its formula had not yet emerged, the dealer managed to quadruple its business, convincing Mr. Cole he should get in television on a continuous and heavier scale.

Mr. Cole made that decision with the same firmness that he and his GI buddy, Irving Finder, had determined to set up their own auto agency while in the service. It was agreed that whoever returned to the states first would set the wheels turning.

Cole-Finder was founded in January 1946 with four employes and a small show room. Today the firm employs 215 people and has two large locations on Chicago's north side. In May 1954 Cole-Finder adopted a "no down payment" policy for its customers on the premise that, while "so many people have the ability to pay, they feel more secure with that money in the bank." Mr. Cole received the first Mercury dealership in September 1949 (there now are about 50 exclusive Mercury dealers in the country today and the outlook is for more) and last year bought out his partner's interest in the company.

This exclusive franchise was granted by Ford Motor Co. (which recently split Mercury and Lincoln into separate divisions) in line with Mr. Cole's wish to specialize in one product. Within the past couple of years, Cole-Finder embarked on its film package campaign.

"We have found that our tv budget has been a completely effective weapon for us in selling cars," Mr. Cole told B•T, alluding to other media. To test this theory Mr. Cole conducted a survey on traffic brought to his showrooms. Television outpulled newspapers 10-1 through the film shows, during the period surveyed (March 22-April 6). What's more, people actually bought cars. Ads were placed in three Chicago newspapers for five days each week.

Mr. Cole is, of course, indebted to Ralph Edwards for his national fame as an auto dealer—or more appropriately to an idea dreamed up by one of Mr. Edwards' production associates who had heard of the ex-GIs now turned dealers. Mr. Cole describes the association as "very good" since the fortuitous arrangement was worked out in October 1953.

It was agreed then that only the more deserving among the subjects who appeared on *This Is Your Life*—not the celebrities—were to receive new Mercurys, But Mr. Cole recalls, "we found ourselves selling cars to postmen and school teachers" and others whose occupations were mirrored in the lives of those who did appear on the program.

Beyond that, Mr. Cole says, there is no special connection between Cole-Finder and *This Is Your Life*. And Mr. Cole does not feel that any mention of Cole-Finder is in the nature of a "plug" because, as he points out, "deserving people get automobiles free." However, the agreement has paid off in generous goodwill as exemplified by the hundreds of letters he receives each week. (Some writers suggest subjects who they feel are worthy of a free car.)

Cole-Finder also has introduced a new character, "Cousin Matilda," a sort of cracker-barrel Minnie Pearl, on commercials in connection with its film series. Mr. Cole reports "our volume of sales has increased since Matilda (Irenne Webster) joined us." He has a philosophy on this type of characterization for commercial use, which actually runs through the vein of all Cole-Finder advertising:

"Matilda is interesting to some people and amusing to others. We try to make the commercials more interesting because a great percentage of people feel automobile advertising is pretty much the same."

In contrast to some auto dealer magnates, Mr. Cole thoughtfully disdains personal appearances on television. He feels it's "impossible to develop volume on a personal basis" and that his place is in his place of business.

Mr. Cole's feelings about his tv recall agencyman Irving Rocklin's remarks: "Tv makes a big man out of a small man and turns a small business into a big one. Television made Cole-Finder."



SILENCE is golden.

Latest proof of the truth of this time-tested maxim comes from the Southwest, where 52 tv stations are now carrying 20-second soundless commercials for Magnolia Petroleum Co., distributor of Mobil products in Texas, Oklahoma, New Mexico, Louisiana and Arkansas.

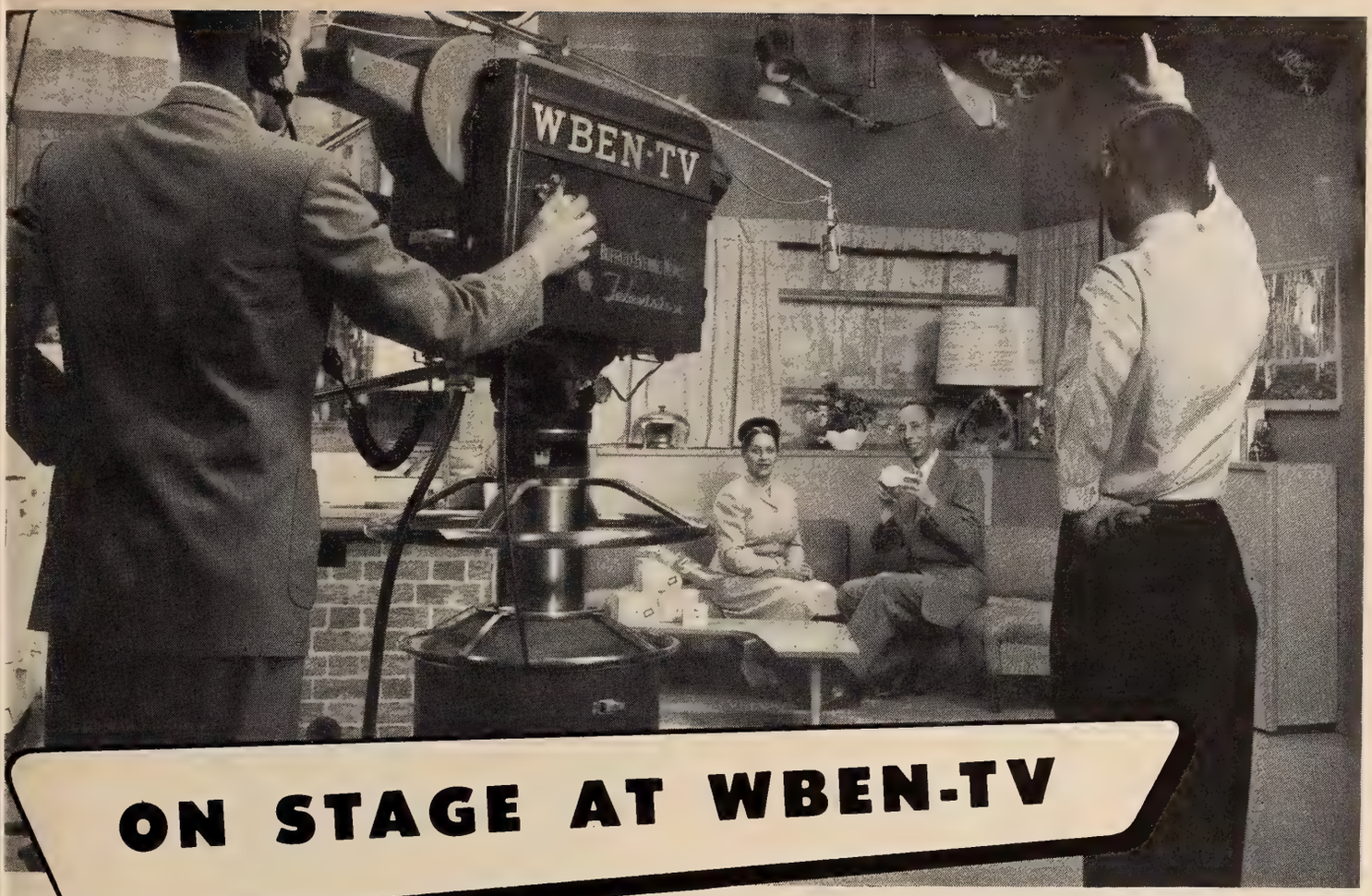
The only audio on the filmed commercials is a radio station "beeper" heard at the beginning of the spots, as a "Silence —on the Air" sign introduces the sales message, which from then on utilizes only visual effects, unaccompanied by sound.

Despite their quiet approach, these silent commercials carry ample impact, as has been proved by the phone calls, wires and letters from both viewers and tv stations. Each film sent to a station is accompanied by a letter explaining that it was a silent commercial, but that did not prevent at least a dozen stations from calling or wiring the agency—Ratcliffe Advertising Agency of Dallas—to ask whether the silence was deliberate or whether something had gone wrong. Typical is the comment of KGBT-TV Harlingen, Tex.:

"We either overlooked instructions, or somebody in your organization has been a sly old fox in regard to the Magnolia 20-second tv announcements," the station wrote. "Consternation reigned rampant in our organization last night when the Magnolia 20-second spot hit with no sound. We had to come in later and scrape the production crew off the control room walls.

"The floor manager was in the process of running from the control room to the front office to dig into the file; I was on one line from home calling the control room while the control room projectionist was on another line trying to call me.

"We had 11 telephone calls from the general public advising us that something was wrong with our transmitter. All of this because of silent 20-second Magnolia spots. Honestly, in my opinion, the way they are running will create more attention than if you put a brass band on film."



ON STAGE AT WBEN-TV

On stage at WBEN-TV . . . and a crew of experts goes to work ! Experts because . . . WBEN-TV's well-knit team of directors, announcers and technicians have been with this pioneer station since its beginning in 1948. These TV veterans have had seven long years experience in the production of television commercials.

WBEN-TV scheduling assures enough rehearsal time for every commercial. Two fully equipped studios permit staging effects that are polished to perfection.

Standards like this cost no more, — that's why more and more time buyers buy WBEN-TV more and more often. Let quality production tell YOUR story in a quality way.

WBEN-TV DELIVERS

Western New York is the second richest market in America's richest State. And—WBEN-TV delivers this market as does no other television station.

in Buffalo-TV dollars count for more on channel 4

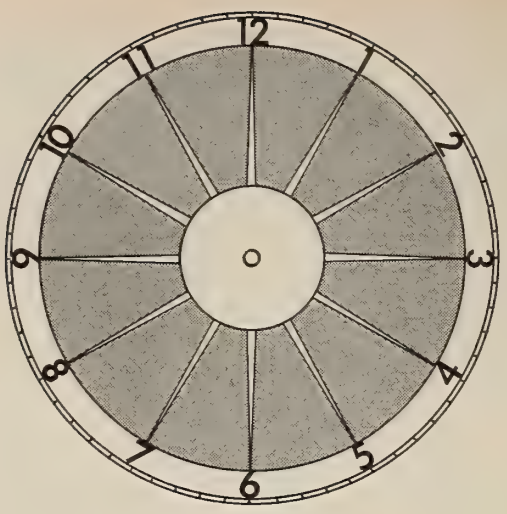
CBS NETWORK

WBEN-TV

BUFFALO, N. Y.

WBEN-TV Representatives

HARRINGTON, RIGHTER and PARSONS, Inc., NEW YORK, CHICAGO, SAN FRANCISCO



Something missing *from your film processing picture? At Precision we've learned over the years that selective printing for every scene plays a vital role in a perfect print — and that only expert human judgment can be depended on to select that timing value.*

Leaders in the film industry—directors, producers, cameramen—have learned that Precision alone offers such fully rounded experience and skill in film processing.

In everything there is one best...in film processing, it's **Precision.**

PRECISION

FILM LABORATORIES, INC.
21 WEST 46TH STREET, NEW YORK 36, N. Y.

A division of J. A. Maurer, Inc.

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.
I've checked service desired.

☐ 52 weekly issues of BROADCASTING • TELECASTING	$7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook	9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook	9.00
☐ 52 weekly issues and both Yearbook-Marketbooks	11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*



GEORGE BURNS

— filmmaker —

NOT CONTENT to rest on his comedy laurels, George Burns, as president of McCadden Corp., lends his professional know-how to tv film series other than his own.

When MCA asked him to form a corporation in 1952 to film CBS-TV's *George Burns and Gracie Allen Show,* the comedian treated the project as a script. This meant casting to get the best people for each job. With production in the hands of Al Simon and business affairs entrusted to Maurice Morton, McCadden has grown from a $1.25 million gross business in 1953 to one of $5 million in 1954.

McCadden's number one show is, of course, *Burns and Allen.* The comedy team, on CBS Radio until 1949, went into live video in the fall of 1950 on 47 CBS-TV stations. They now have 136 films in the can and are seen every week over 185 CBS-TV stations and in Canada, Mexico, Hawaii and England. Under a seven-year contract to Carnation Co. and a five-year contract to B. F. Goodrich Co., each of which has two years more to run, they have five years more to go under their CBS-TV deal.

Another venture is NBC-TV's *Bob Cummings Show,* recently renewed by R. J. Reynolds Tobacco Co. (Winstons). In this Messrs. Cummings and Burns are partners.

Available, with sales reported pending, are five new McCadden-filmed pilots: CBS-TV's *Miss Pepperdine,* new Marie Wilson series; NBC-TV's *Impact,* documentary show owned by creator Al Simon, NBC and McCadden; *How Now, Brown,* comedy starring Keenan Wynn and packaged by Ashley-Steiner; *The People's Choice,* starring Jackie Cooper and owned by the actor, creator Irving Brecher and McCadden; *The Getter and the Holder,* starring Peter Lorre and Francis L. Sullivan and owned by the two actors and McCadden.

"We know comedy pretty well as we've been kicking it around for quite a while," Mr. Burns says. "We don't bite off more than we can chew and accept only those shows we know we can do the best."

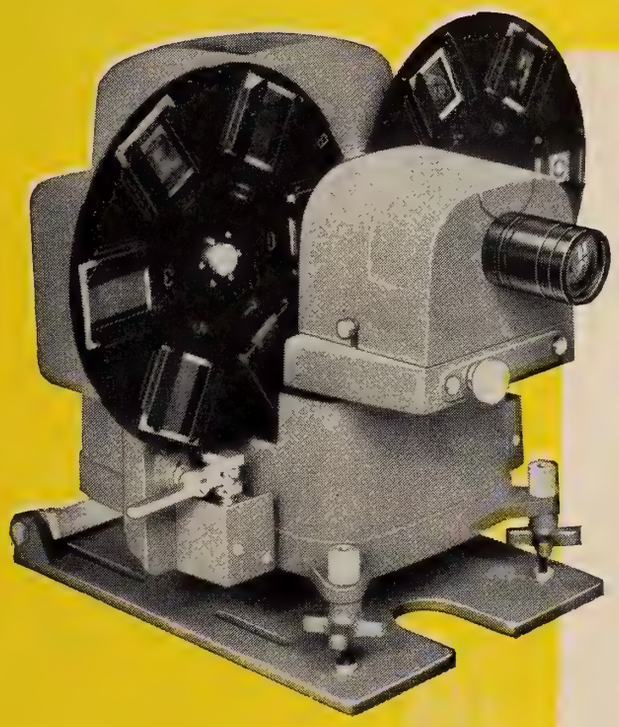
It is difficult to separate George Burns, born Nathan Birnbaum in New York City on Jan. 20, 1896, from Gracie Allen. Each with a vaudeville history, they became a show business team in 1923 and were married three years later. Their radio debut occurred that year on the BBC during a London tour. They started on CBS in 1932.

The Burnses have lived in Beverly Hills since 1934 and have two adopted children, Sandra, 21, and Ronald, 20.

NEW SINGLE LENS

GRAY TELOJECTOR

STAR PERFORMER....



for TV commercials



Precision Projection

BETTER Commercials at LOWER COST

Yes . . . **now** you can use better 2″ x 2″ transparencies in uninterrupted sequence at lower cost. Important too, Gray Telojector is low in initial cost . . . ideal for budget-minded program directors. Telojector is compact, light weight, trouble-free. Two turrets take up to 12 slides at one loading. Additional loaded turrets are substituted in a matter of a few seconds . . . providing unlimited continual sequence. Controlled locally at the unit or remotely at the master video console. Also, can be used with the Gray 35B Manual Control Box to produce superposition, laps, fades and slide changes at any desired rate.

Complete Projection System

The New Gray 3B Telojector (2″ x 2″ Transparency Slide Projector) utilizes a single lens —permits superposing of two images on an optical axis . . . eliminates any need for external registration adjustment. The improved unit provides positive focusing of images on the camera tube with an uninterrupted sequence of slides for television commercials, news flashes and photographs or station and sponsors' identification.

GRAY RESEARCH

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY

Originators of the Gray Telephone Pay Station and the Gray Audograph and Phon Audograph

WRITE FOR:

Illustrated, detailed information on the NEW, SINGLE LENS GRAY TELOJECTOR and complete line of Gray Television-Broadcasting Equipment.

OUT OF THE CAN, INTO THE MARKETPLACE

ANNUAL WGN-TV FILM FESTIVAL BRINGS TOGETHER THE BUYERS AND THE NEW SYNDICATED PROPERTIES



SOMEWHERE along the nation's two coasts, among the thousands of feet of film shot each year expressly for television, are unsung properties destined for national spot or local purchase by eagle-eyed film buyers intent on discovering another *Liberace* or *Dragnet*.

Once home viewers see these programs, the die will be cast ratingswise and a show will go on to become a favorite or a celluloidic misfit. But getting these syndicated packages before the buyers themselves, the influential people who decide what shall appear on the viewers' screens, has long been a time-consuming project—and not always a rewarding one.

"Out of the can into the marketplace" might be a suitable phrase to describe a project launched three years ago by the *Chicago Tribune*'s video outlet, WGN-TV, for the purpose of enabling film companies to display their wares before potential sponsors.

WGN-TV currently is mapping plans for its fourth annual "Film Festival," which it aptly compares to the mass screenings conducted by the motion picture industry for exhibitors. It is, however, more in the nature of a preview of packages that will be available for the 1955-56 season. The Festival this year is scheduled for June 22 and also will include previews of first-run network programs which will now be available for local sponsorship (first-run in the sense of being syndicated or appearing locally).

The idea of mass-monitoring excerpts of producers' wares, edited in such a way as to preserve the flavor of the property—seems to have caught the fancy of agency, advertising and distributor representatives in the Midwest. This is understandable: the buyer, as Elizabeth Bain, WGN-TV film director, puts it, can see a "streamlined preview with a minimum of discomfort" and eliminate endless conferences and screenings, not to mention saving of foot work.

Frank Schreiber, vice president of WGN Inc. and manager of WGN-TV, explains its value in this statement:

"Our Film Festival enables potential clients and their advertising agency representatives to accomplish within the space of a few pleasant hours a task that would normally take several days. Staged at a time when plans are being made for fall advertising campaigns, it enables the buyers to preview in one sitting the best products that are available on film. We are gratified at the response and delighted to be of such practical service to the industry in Chicago."

Reflecting its reputation as a widely-anticipated event, the preview is expected to entice over 400 sponsors and agencies into the WGN audience studios at Tribune Tower for afternoon and evening runs of five and ten-minute film excerpts. Screenings will be held from 4-5:30 p.m. and 8-9:30 p.m. with a break for a dinner hosted by WGN-TV. Buyers will run the emotional gamut generated by dramas, mysteries, sports, news, quiz, panel and other type shows.

In 1954 a similar festival in August (it was pushed up this year to better take advantage of the upcoming fall buying) played off some 33 first-run packages in which more than one buyer discovered *Sherlock Holmes*, the Ronald Howard starrer filmed in England.

Other notable packages which, directly or indirectly, were sold locally or nationally following the film festival last year include *The Falcon, Duffy's Tavern, Joe Palooka, Stories of the Century, Tales of Tomorrow, Mayor of the Town, Florian ZaBach, Paris Precision, Curtain Call* and *Mr. and Mrs. North*. WGN-TV itself picked up five or six properties after the 1954 preview.

Next week, according to advance notices, buyers will see capsules from such series as *I Spy, Dr. Hudson's Secret Journal, March or Die, Brother Mark, Judge Roy Bean* and *Uncommon Valour*. Fall shoppers also will take a critical look at such first-run network shows made available locally as *My Little*

memo from Ed Hochhauser Jr.

Sensational News for Telecasters . . .

APS TV Production Music LIBRARY

FROM PERFORMANCE . . . . precisely timed and faithfully reproduced on 16 inch virgin vinylite lateral transcriptions, APS gives you 321 different TV Production Aid Selections. This is music available from no other source—all carefully coded by production experts in a specially designed catalog which spells out the most functional use of every musical selection.

TO PRICE TAG . . . . Just $19.50 per month on a simple one year contract basis. Once you've heard this APS TV Production music, you'll know why more telecasters use APS than any other transcription library.

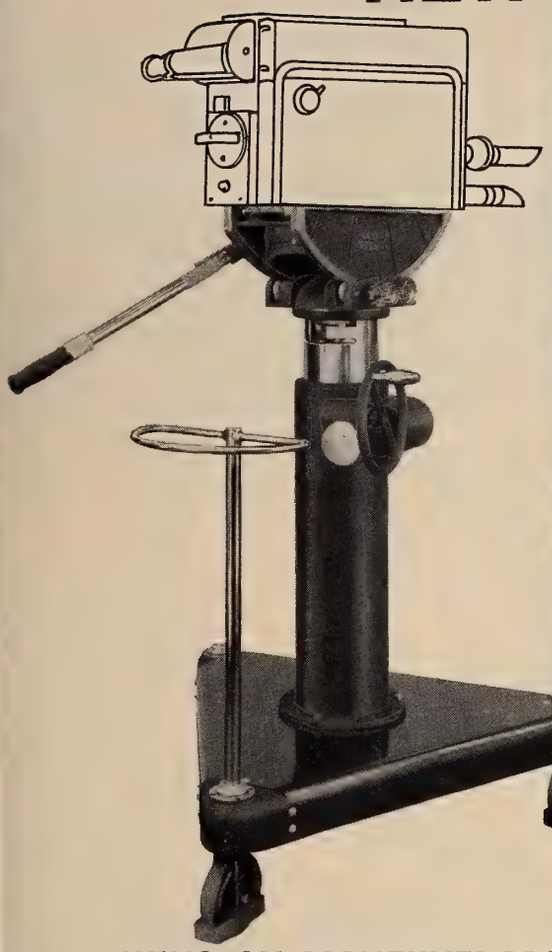
Write, wire or phone today.

"the library that pays for itself"

APS Associated Program Service

221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

NEW LIGHTWEIGHT CHAMP!





NEW HOUSTON FEARLESS PD-7 TV CAMERA PEDESTAL

WINS ON MANEUVERABILITY AND EASY OPERATION!

Here's the perfect camera mount for the small television studio . . . the ideal auxiliary mount for the large studio . . . the all-new Houston Fearless PD-7 Pedestal. Because of its extremely light weight, (140 lbs.), the PD-7 is quickly positioned in the studio, easily rolled for running dolly shots. Compact, it will pass through a 34″ door, or if necessary, through a 30″ door. Easily transported to field locations.

Unusual maneuverability is afforded with the two types of steering provided. Parallel Steering assures straight, steady tracking in any direction for running dolly shots. Tricycle Steering enables the pedestal to turn sharply or to rotate around its own axis. Change instantly from one steering method to the other.

The camera is easily raised or lowered by turning a hand wheel conveniently located on the side of the column. Little effort is required because of the high gear ratio and counterbalancing springs.

Although priced within the budget of small stations, the PD-7 is famous Houston Fearless quality and workmanship throughout. Send the coupon now for prices and complete information.

HOUSTON FEARLESS

DIVISION COLOR CORPORATION OF AMERICA

11807 W. Olympic Blvd.., Los Angeles 64, Calif. BRadshaw 2-4331
620 Fifth Ave., New York 20, N. Y. Circle 7-2976

HOUSTON FEARLESS DIVISION
11807 W. Olympic Blvd. • Los Angeles 64, Calif.
Send information on ☐ PD-7 Pedestal ☐ Other Pedestals ☐ Parabolas
☐ Camera Dollies ☐ All Metal Tripod ☐ Camera Heads ☐ Film Processors

Name_____
Firm_____
Address_____
City_____ Zone____ State_____

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE FILM PROCESSING AND TV STUDIO EQUIPMENT"

FREE! EXCITING FILMS ON CANADA

Canadian Pacific offers 13 different 16 mm. subjects to all U.S. TV stations

Take your choice of these highly entertaining outdoor prints on spectacular Canada! Running times vary from 11 to 32 minutes for flexible scheduling! Popular subjects include Canadian hunting, fishing, hiking, riding, camping, touring, cruising, golfing, skiing! Order now!

TITLE	MINUTES
Canadian Pattern	32
Shining Mountains	18
Banff's Golf Challenge	21
Jackpine Journey	20
Snowtime Holiday	19
High Powder	22
West Coast Playground	12
Klondike Holiday	22
Canada's Tackle Busters	21
Canada's East Coast Playground	20
Alaska and the Yukon	11
Riding High	18
Happy Voyage	17

For films and complete information contact: P. T. Cole, Public Relations Officer, Canadian Pacific, 581 Fifth Ave., N. Y. 17, N. Y. PLaza 9-4433.

HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business

So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL
Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre
KNOTT HOTELS



PRIME-MOVERS behind WGN-TV's Film Festival (l to r): Robert Hibbard, special assistant to General Manager Frank P. Schreiber; Elizabeth Bain, film director; Ted Weber, sales manager, and J. E. Faraghan, program manager.

Margie, Ray Milland Show, Life With Father, Stuart Erwin Show and *Gangbusters.*

The festival follows a precise pattern. WGN-TV maintains a literature table for distributors, but that is as far as film representatives will get, short of the darkened theatre. They are excluded from the dinner. WGN-TV claims there is "no pressure, no pitches" for selling properties and views its preview as a "sales service." Producers-distributors and distributors-only also will be permitted to set up displays and posters highlighting their packages, much of it fresh from the NARTB convention in Washington. Syndicated film divisions of ABC, CBS and NBC will be among the exhibitors.

From then on, it's all screening, with WGN-TV supplying a timetable, so that buyers may catch a particular type show on schedule. The film editing job falls every year to WGN-TV Film Chief Elizabeth Bain. Her staff edits the films into short capsules.

As explained by Ted Weber, WGN-TV sales director, this method of screening evolved the second year "when we learned everybody would be interested in various types of packages. It called for adroit editing by the film department while preserving the flavor of the program."

Mr. Weber points out that not all "interested parties" within the confines of an advertising agency could be expected to see every property. Some agencies maintain their own film departments but mass screening at a central source seem indicated where even the agency account executive could preview packages. By the third year (1954) WGN-TV had settled on a limited first-run policy of screening.

The festival is not restricted to Chicago executives and, in fact, representatives accept invitations from St. Louis, Detroit, Kansas City and other midwestern cities. And you don't need to be told twice that producers-distributors have jumped on the festival bandwagon with all the vigor at their command. The fact they might be held *persona non-grata* were they to enter an organized pitch at the market-place has not dimmed their enthusiasm. Where else can you show your wares "for free" save for shipping charges?

Like its brethren, the producers-distributors, advertisers, agency film executives and others, WGN-TV will not mince the fact that it has profited "directly" from the project, not to mention indirectly through goodwill and prestige. It has sold packages locally in Chicago to advertisers and has been instrumental in sponsors picking up others on rival stations. For a small service charge WGN-TV will aid the selling processes in conformance with its policy of "no exclusivity." Says Ted Weber: "We don't care who buys the property as long as it's bought here. But we don't insist they buy through us."

Mr. Weber operates in Chicago on the theory that a local station should let Hollywood or New York turn out the entertainment product (film) and concentrate, with the advertisers, on the commercial insert and the most suitable time slot in view of market differences.

WGN-TV, which dabbles heavily in full-length feature films for a number of local clients, will have no part of these 60-, 90- and 120-minute movies in its festival. The reasons should be apparent: tv packages are sold differently than full-length products, with perhaps 90% of all purchases by the station directly instead of by the client.

Distributors approach the festival cognizant of what they hope to accomplish. A distributor representative can discuss with WGN-TV's film department those of his properties which he feels may be of interest to agency representatives. These might be films currently aired in Chicago by the networks or those available in smaller surrounding market areas. He knows beforehand that the more he cooperates with the *Tribune* station to make the Festival a success, the more he benefits in the long run.

The actual procedure followed for the festival is relatively simple. Weeks in advance of the preview, WGN-TV asks distributors to send in film prints of suitable programs. From the batch WGN-TV selects 25 or 30 for "their importance to the market, or because of the need of such material known to us through client contacts," according to Miss Bain. Then they are capsuled according to relative length. The edited versions are mounted on large reels for running time of an hour or more, without needless interruption and any need of rethreading the projection machine.

KSBW-TV

CHANNEL 8

SALINAS-MONTEREY

California

ABC CBS NBC DU MONT

with an
Unduplicated Audience
of more than
100,000 TV Homes

John Cohan—President & General Manager
Bill Oates—Secretary & Ass't. Gen. Manager
Fran Conrad—Station Manager
Graham Moore—Sales Manager

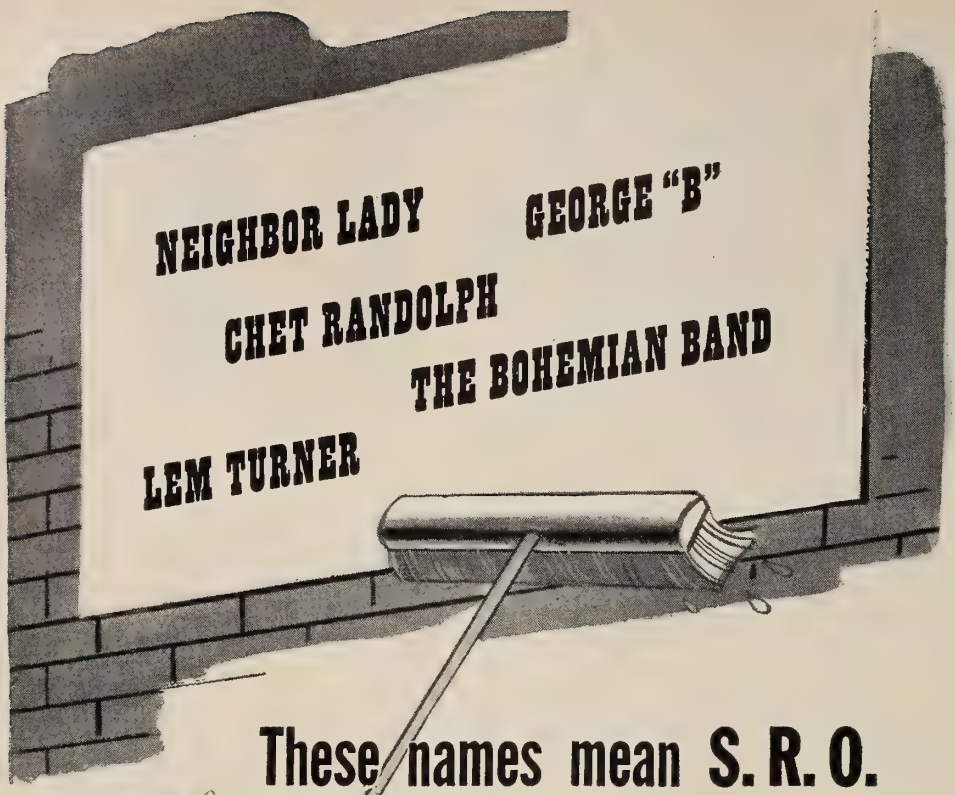
is pleased to announce
the appointment of

HR TELEVISION inc.

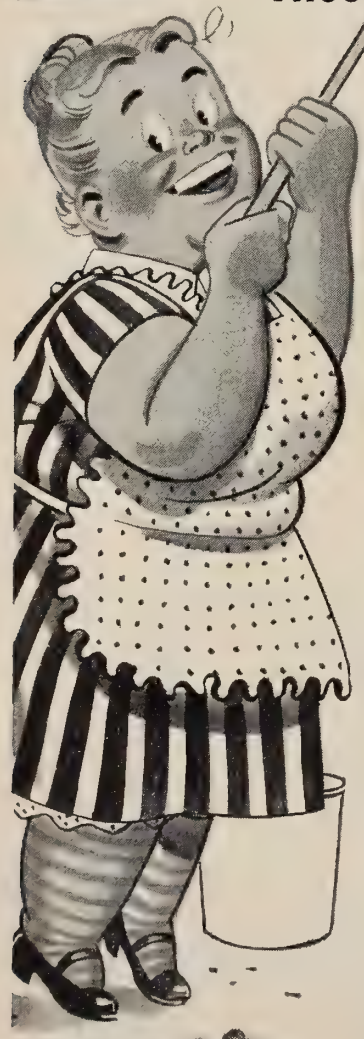
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • DALLAS • ATLANTA • HOUSTON

as National Representatives

EFFECTIVE JUNE 13th 1955



These names mean S. R. O. in the land where TV means "T'aint Visible"



When the WNAX-570 talent team goes on the air, it's S.R.O. (Switch Radios On) in Big Aggie Land. You see, the 660,950 families in the Grea Upper Missouri Valley like their radio entertainment live and neighborly. And that's just what they get on WNAX-570.

The friendly folks in this 5-state area like to meet these popular entertainers, too. They prove it when the WNAX-570 gang bundles into a bus and puts on a real hoe-down to S.R.O (Standing Room Only) crowds in Big Aggie towns.

This close, personal relationship between station and audience is important to you. It backs your selling message with the priceless believability that turns a commercial into a friendly suggestion—and sells! Big Aggie's fans have $2.8 billion to spend. Your Katz man will put you on the bill.



WNAX-570

Yankton, South Dakota

A Cowles Station, CBS Radio

Don D. Sullivan, Advertising Director. Under the same management as KVTV Channel 9, Sioux City; Iowa's second largest market.

[A&A continues from page 32]

Ewald, Hotchkiss Get Posthumous AFA Honors

TWO advertising leaders—Henry T. Ewald, co-founder of Campbell-Ewald Co., and George B. Hotchkiss, considered the "dean of teachers of advertising"—entered Advertising Federation of America's Hall of Fame posthumously last week.

The Advertising Hall of Fame is sponsored by AFA to honor those who have contributed by "special achievement and service in the upbuilding and advancement of the social and economic value of advertising". Citations honoring Messrs. Ewald and Hotchkiss, who both died early in 1953, were read by AFA President Elon Borton at a luncheon last Tuesday.

Mr. Ewald was honored primarily for "his interest in and service for the industry over a period of more than four decades." Mr. Hotchkiss was credited with "initiating and shaping the course of marketing and advertising education in this country."

Mr. Borton also paid tribute to Homer Buckley, present at the luncheon, pioneer in direct mail advertising.

Among the 1955 Hall of Fame judges are Joseph J. Hartigan, vice president and media director, Campbell-Ewald Co., and Edgar Kobak, president of Advertising Research Foundation, station owner and business consultant.

WNDU-TV, NBC-TV, BOTV To Make Ad Presentation

IN COOPERATION with NBC-TV and Box Office Television, WNDU-TV South Bend, Ind., the upcoming tv outlet of the U. of Notre Dame, will hold a special closed circuit presentation for advertisers, timebuyers, radio-tv directors and other agency executives in New York tomorrow (Tuesday).

Announcement of the combined presentation, reception and drawing for tickets among agency-client personnel to 1955 Notre Dame football games was made last week by Bernard C. Barth, vice president and general manager of the station, slated to begin operation about July 15. The program will be beamed from the Colonial Theatre to the Grand Ballroom of the Roosevelt Hotel, where it will be viewed on large-screen tv receivers.

The presentation will draw a host of executives from NBC-TV and Meeker Tv, national station representatives for WNDU-TV. Mr. Barth will appear along with Tom Hamilton, WNDU-TV sales manager; Rev. Theodore M. Hesburgh, Notre Dame president, and Terry Brennan, Notre Dame's head football coach.

The presentation will be repeated for midwest advertising executives at the Sheraton Hotel in Chicago, June 16, with Edward Hitz, vice president in charge of NBC central division network tv sales, as official greeter and host.

P&G Takes Janis Paige Show

PROCTER & GAMBLE, Cincinnati, effective Sept. 10 will sponsor *It's Always Jan* on CBS-TV, Saturdays, 9:30-10 p.m., featuring Janis Paige, star of the Broadway musical comedy "The Pajama Game." Art Stander, producer and writer, is creator-producer of the new series, a situation comedy about three girls living in a New York apartment. Although the accent will be on comedy, the program will also relate a running story about the more serious problems encountered by the girls in their lives and loves. Show will be produced by Janard Productions and will be filmed at Desilu studios. Compton Adv., New York, is agency for P & G.

G. Nancarrow

G. C. Nancarrow,
Vice President and Sales Manager,
Atlas Press Company, says:

"Maybe it's the healthy climate! Anyway, growth has always been a significant characteristic of Western Michigan. There's a diversity of business and industry here, which makes for a sound, steadily expanding economy. The tremendous growth of our company, since 1911, has paralleled the continuous advancement of the entire area."

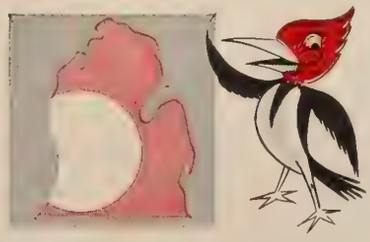




WOODland-TV is big territory!

Throughout the world, the name "Atlas" means fine power tools — to industrialist and hobbyist alike. For 43 years, Atlas Press Company has been producing tools which have contributed their precision to the progress of other WOODLAND industries — and to industry as a whole.

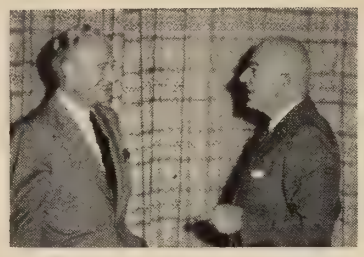
Throughout WOODLAND, you'll find similar examples of healthy progress. WOOD-TV's expanding facilities are the natural outcome of this sound area development. First station in the country to deliver 316,000 watts from a tower 1000′ above average terrain, WOOD-TV brings you the primary trading center of Grand Rapids — plus cities like Kalamazoo, Muskegon, Battle Creek and Lansing. For top coverage of this rich, Western Michigan area, schedule WOOD-TV, Grand Rapids' *only* television station.



WOOD-TV
GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC, BASIC; ABC, DuMONT, SUPPLEMENTARY • ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, IND • WFDF FLINT, MICH., WEOA, EVANSVILLE, IND. • WOOD-AM, WOOD-TV, REPRESENTED BY KATZ AGENCY

THE BLACK & WHITE ON GREY



SOME of the "huckster" myths about advertising agencies were laid to rest last Saturday on NBC-TV as Grey Advertising Agency, New York, presented "The Story of Advertising" over that network's *Mr. Executive* program (12:30-1 p.m. EDT).

The purpose was to show how an agency works—the day-by-day routine—and to show the effect this intricate and specialized business has on every individual. To do it the Grey agency traced the steps involved in working out a commercial for a coffee campaign.

The 30-minute film show is now available for showings in high schools, colleges, and universities.

Host of the network series is Conrad Nagel, pictured (inset) as he interviews Grey agency President Lawrence Valenstein (r).



THE CAMERA looks over Radio-Tv Director Richard Lukin's shoulder as he considers pictures of actresses for a commercial.



COAST-TO-COAST publicity given the product is pointed out by Christopher Cross, director of publicity and promotion (holding can of coffee). His assistant, Jerry Kaufman, holds clippings already published about the product.



TESTING: Mrs. Florence Goldin, vice president in charge of women's accounts, and home economists taste various batches of the coffee preparatory to writing up tabulations and remarks for the nationwide campaign.

Minute Maid Merchandising Explained at N. Y. Meeting

JOHN M. FOX, president of Minute Maid Corp., last week revealed the basic merchandising principles which, he said, have kept his company's products consistent sales leaders in the $200 million citrus concentrate business. He spoke at the regular meeting of the Merchandising Executives Club of New York, where he explained that the growth of the company in the past decade is due to:

(1) Complete advertising, promotion and publicity planning aimed at building consumer demand for the company's many frozen food products; (2) a continuing sound trade relations program backed by promotion ideas; (3) a broad merchandising program that includes specific incentive for distributor and Minute Maid sales representatives, and (4) a firm principle of producing top-quality products, advertised and priced so that the company shareholders receive a fair profit on their investment.

In giving examples of how Minute Maid Corp. had followed through with its merchandising philosophy, Mr. Fox cited the early association of Bing Crosby as a shareholder and promoter of the firm's orange juice; annual participation in the Tournament of Roses Parade in Pasadena, and a recent "Quarter More" promotion designed specifically for retail grocers which included sales force participation.

Audience Composition Shown In New Trendex Tabulation

AUDIENCE composition report, based on Trendex interviewing last April, was released last week by Trendex, which claimed it to be the first such report for network time periods.

Trendex said the new report would be useful as a "planning tool and will greatly increase the effective use of the Trendex program audience composition reports." The next report will be issued with the June Trendex tv program popularity report, Trendex said.

The April report breaks the time periods into half-hours with averages of daily viewing by men, women and children plus averages for each. Also given are averages of viewers per set. Averages as taken from the report (segments are according to New York time periods):

	Averages				
	6:00	6:30	7:00	7:30	8:00
Men	0.51	0.63	0.76	0.76	0.85
Women	0.65	0.78	0.92	1.01	1.11
Children	1.19	1.01	0.97	0.87	0.75
Viewers per set	2.34	2.42	2.65	2.65	2.71
	8:30	9:00	9:30	10:00	10:30
Men	0.88	0.90	0.87	0.85	0.91
Women	1.15	1.17	1.15	1.31	1.06
Children	0.69	0.58	0.48	0.31	0.26
Viewers per set	2.72	2.66	2.50	2.29	2.23

Agencies for Charles Antell

CHARLES ANTELL's Formula No. 9, Shampoo and Hair Spray continues to be handled by the Joseph Katz Co., Baltimore, with Antell's Beauty Div. being handled by Product Services Inc. [B•T, June 6]. Beauty Div. products are Super-Lanolin and Fastabs (reducing pill).

O. L. "TED" TAYLOR

announces the appointment

of the

John E. Pearson Company

as exclusive national representatives

for

KRGV and KRGV-TV, Weslaco, Texas

NBC for the Rio Grande Valley

and

KANS, Wichita, Kansas, NBC for Wichita

EFFECTIVE IMMEDIATELY

. . . JEPCO knows how the wind blows



John E. Pearson Company

radio and television station representatives

New York • Chicago • Minneapolis • Dallas • Atlanta • Los Angeles • San Francisco



Safety Is

—so WCKY makes

For 1953

WCKY was awarded the National Safety Council's Public Interest Award for "Exceptional Service To Safety"

For 1954

WCKY was again the recipient of this same distinguished citation for "Service To Safety"

For 1955

and all the years to come, WCKY will continue to devote its efforts, skill and facilities to the promotion of this, and other worthwhile causes.

NEW YORK
Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565

Everybody's Business

Safety ITS Business



- - - and because

WCKY believes in promoting Safety—and 156 other charitable, civic and philanthropic organizations—

9709 spot announcements
1645 news programs
175 hours of special programs in 1954

- - - because

WCKY is recognized as a station which supports every worthwhile project, with wholehearted effort

- - - because

radio listeners in the great coverage area of the station, believe in the station, and in the advertising which they hear on WCKY

WCKY's advertisers, national, regional and local, get exceptional results at low, low cost.

L. B. Wilson
INCORPORATED
WCKY
CINCINNATI

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
607 Market St.
Phone: Garfield 1-0716

TY-FOUR HOURS A DAY ● SEVEN DAYS A WEEK

NATIONWIDE TV SET COUNT UNDERWAY

Census Bureau includes "do you have a tv set?" question in monthly survey of labor force. First figures from 1954 agricultural census are out.

FIRST CENSUS of television homes since 1950, when 5 million sets had been produced, will be taken this week by the U. S. Census Bureau.

Using a 25,000-home sample, the Bureau will ask occupants if they have a television set. Commercial places will not be surveyed. A second, similar estimate will be made toward the end of the year. From this industry-financed project the Bureau will come up about Labor Day with a figure showing the number of tv homes in the U. S. Size of the sample permits only breakdowns by four regions (Northeast, Southeast, Central and West) plus class divisions by rural-urban homes and by size of city.

The Bureau has started to release figures from the 1954 Census of Agriculture (see box below). In this census the Bureau counted the number of tv sets on farms, using its conventional 20% sample which is considered statistically reliable on a county and city basis.

The new sample survey of U. S. tv homes was coordinated by Advertising Research Foundation. A fund of $14,500 was provided by NARTB, Television Bureau of Advertising, NBC, CBS and ABC.

In its survey this week the Census Bureau will include a tv set question in its monthly survey of the nation's labor force. The Bureau often includes special questions in its monthly survey, handling the project under contract if the information is deemed of public interest.

The 25,000-home sample includes 230 representative areas. Census Bureau officials said a sample of 3,000 to 5,000 homes would be needed in each case if circulation figures were to be gathered for any one major city, with a nationwide survey of all major cities likely to run into big money.

In the 1950 decennial census the Bureau found that 12.3% of U. S. homes had tv sets. The figure is now unofficially estimated at 75%, with 35.5 million sets in use [B•T, June 6].

The new Bureau figure is expected to provide the advertising industry with up-to-date bench-mark figures for the nation and the four principal regions.

First complete state figures from the 1954 Census of Agriculture show that 8.8% of the farms in sparsely settled Nevada have tv sets, 250 out of 2,857 farms. County figures are coming out for other states but Nevada is the only one in which data is complete for all counties. Eight of the 18 counties in Nevada have no tv sets at all, according to the Bureau.

In announcing this week's nationwide tv survey the Census Bureau said, "Continued growth in the television industry since 1950 has resulted in a need for a current survey which is being paid for by the industry. The tv question will be in addition to the normal inquiries on employment and unemployment which are asked each month."



NEVADA: These preliminary figures from the U. S. Census of Agriculture show the number of farms with television sets in each county of Nevada in October-November, 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers may clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

County	Total Farms	Farms With Tv	% Tv Farms
Churchill	619	20	3.2
Clark	210	22	10.5
Douglas	124	4	3.2
Elko	278	12	4.3
Esmeralda	22		
Eureka	36		
Humboldt	113		
Lander	33		
Lincoln	134		
Lyon	327	6	1.8
Mineral	53		
Nye	134		
Ormsby	33		
Pershing	117	1	0.9
Storey	11	1	9.1
Washoe	465	181	38.9
White Pine	148	3	2.0
Nevada Total	**2,857**	**250**	**8.8**

Revised Spot Manual Offered Advertisers

EIGHT national advertisers already have made use of the 10-second shared identification technique, according to NBC Spot Sales, which is releasing a new manual for use as a guide for video and audio standards.

Reason for the revised manual is the announcement last fall by NBC Spot Sales that advertisers were being offered a new alternative method for handling shared identifications on tv stations which it represented. Under the method, as announced by Thomas B. McFadden, NBC Spot Sales vice president, the advertiser may use the full screen for 7¼ seconds and the station 2¾ seconds for call letters and channel numbers.

The revision was designed for advertisers who were concerned about too large a percentage of budgets being taken up by production costs of art work and printing involved in making separate 10-second films with call letters of each station.

The book, which will be distributed beginning early next month, includes a condensed text of the NARTB Code on commercials; an explanation and illustration of the full-screen and shared identification; specialized requirements for 10-second spots of KSD-TV St. Louis and WRGB (TV) Schenectady; film specifications for 20-second and one-minute spots for all NBC Spot Sales-represented stations; slide and telop specifications; copy standards, and instructions for clearance, delivery, deadline and disposition of materials. Specifications also apply to other represented stations: WRCA-TV New York, WAVE-TV Louisville, WRC-TV Washington, WNBK (TV) Cleveland, WNBQ (TV) Chicago, KPTV (TV) Portland, Ore., KRCA (TV) Los Angeles, and KONA (TV) Honolulu.

Margaret Gerz, manager of commercial requirements at NBC Spot Sales (30 Rockefeller Plaza, New York 20), who worked on the manual, is handling requests from companies associated with spot advertising.

SHELL, AMOCO OPEN RADIO-TV DRIVES

Leading oil companies expand advertising budgets to historic heights. Shell buys in 12 more markets and looks over network tv shows. Amoco to use Edward R. Murrow shows and 'Rhythm on the Road.'

TWO of the nation's leading oil companies—Shell and American—are launching the most extensive advertising campaigns of their histories, with radio and tv figuring prominently.

Shell Oil Co., through J. Walter Thompson Co., New York, has expanded its budget so that the firm is adding at least 12 markets in radio and television to its list of 75 radio and 35 television markets already carrying five minute programs. Shell is buying five-minute news, weather or sports programs in early morning, late afternoon or early evening in radio and in television prefers time between 5 and 7 p.m. or the late evening from 10:30-11:30 p.m. Contracts are for 52 weeks firm.

Shell Oil (public relations), in institutional advertising through Kenyon & Eckhardt, New York, is understood to be interested in sponsoring a television network show and is currently looking at prospective programs.

American Oil Co. (high-octane premium gasoline) has launched its most aggressive advertising campaign, according to Thomas A. Aldridge, vice president in charge of marketing.

He explained that the "completion of a new, multi-million dollar ultra-former at our large modern Texas City, Tex., refinery enables us to offer the public a new high-octane premium gasoline that delivers the best road performance in our history." He said commercials will be carried five nights a week on the *Edward R. Murrow and the News* program on 91 CBS Radio stations and on alternate Friday nights on the Murrow *Person to Person* television program over 46 East Coast CBS-TV stations.

In addition, American Oil Co. yesterday (Sun.) started sponsorship of *Rhythm on the Road,* a full-hour program on CBS Radio featuring music and safety and weather reports. It is heard 4-5 p.m. This is the second summer that Amoco has sponsored the series.

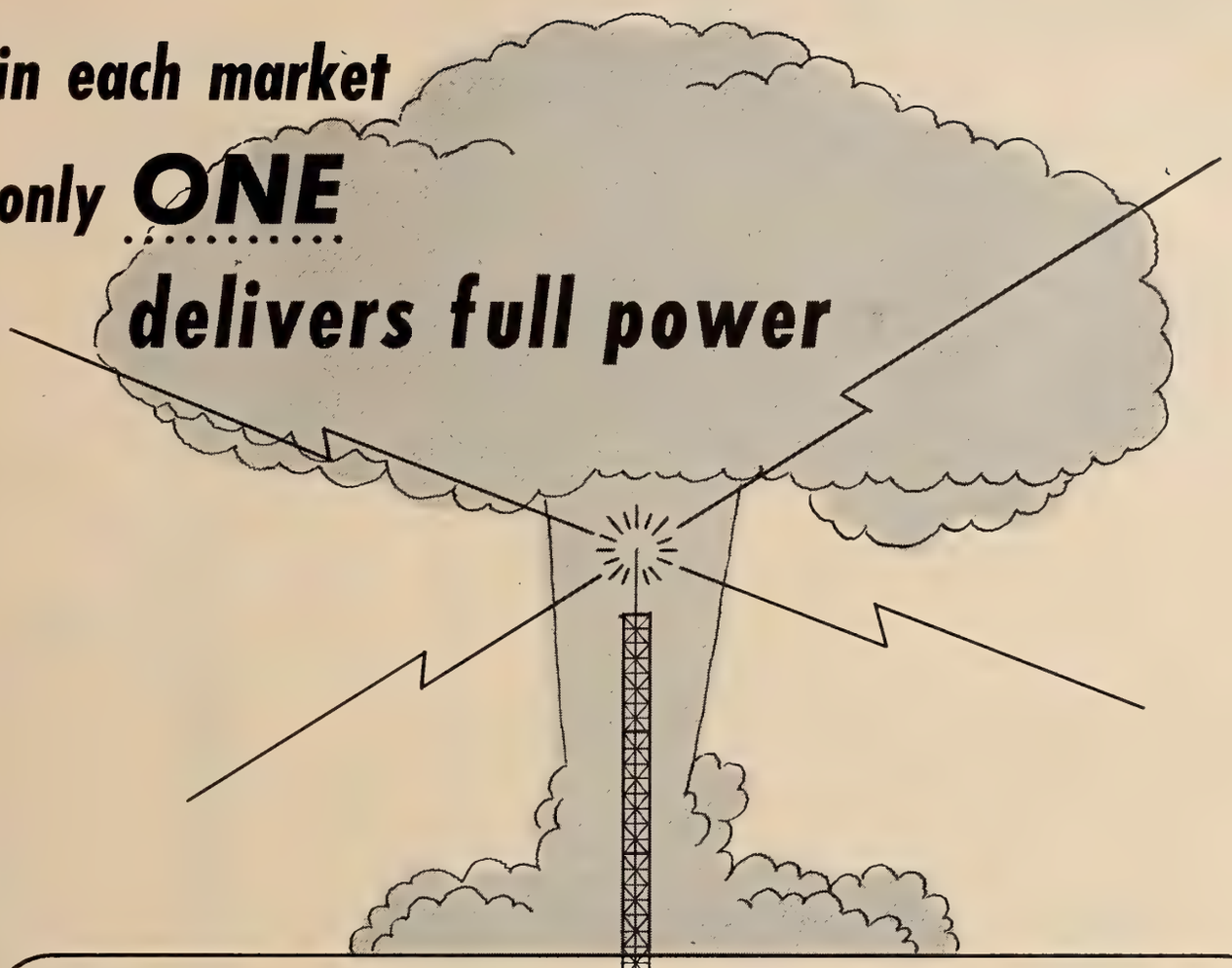
Joseph Katz Co., Baltimore, is the agency for American Oil.

Clicquot Club Launches Intensive Ad Campaign

CLICQUOT CLUB Co., Millis, Mass., manufacturer of ginger ale, sparkling water and other soft drinks, announced the launching of a stepped-up advertising and merchandising program at a news conference in New York last Wednesday. The campaign is designed and based on market-by-market promotions to help sales of the parent firm's approximately 125 franchise bottlers throughout the country.

Clicquot, one of the oldest advertisers in

in each market only ONE delivers full power



. . . between Des Moines — Ames and Minneapolis and between Cedar Rapids and Sioux City

KGLO-TV

MASON CITY, IOWA, CHANNEL 3
CBS — DUMONT 100 KW

Lying in the heart of the heart of the gravy-rich land of corn, hogs and beef, where farmers make money — and spend it, KGLO-TV covers this vast market like the summer sun. Use KGLO-TV to reap this rich harvest the year around.

. . . between St. Louis and the Quad-Cities and between Kansas City and Chicago

KHQA-TV

HANNIBAL, MO. — QUINCY, ILL., CHANNEL 7
CBS — DUMONT 316 KW

Bridging the fabled Tom Sawyer country with studios in both Hannibal, Missouri, and Quincy, Illinois, KHQA-TV reaches a larger audience in a single tick of the clock than Mark Twain did in his entire lifetime. You'll do well to channel your "showboat" over Channel 7—KHQA-TV.

Lee STATIONS
National Sales Offices, WCU Building
Affiliated with KGLO-AM-FM, WTAD-AM-FM

QUINCY, ILL.

REPRESENTED BY WEED TELEVISION
Chicago — New York — Detroit — Atlanta — Boston — Hollywood — San Francisco

with WAVE

you don't buy the hen—

YOU BUY THE EGGS!

In Kentucky it *pays* to put all your eggs in one basket—in WAVE, the station that gives you exactly what you need, and at the right cost.

KENTUCKY'S MOST IMPORTANT MARKET
WAVE's 59% BMB daytime area is almost a perfect duplication of the Louisville Trading Area, *which accounts for 42.5% of Kentucky's Net Effective Buying Income!*

BIG-LEAGUE PROGRAMMING—HIGH LISTENERSHIP
WAVE is the *only NBC station* between Cincinnati and the Mississippi River. *Local* programming is top-notch, too—we employ 62 people on radio alone, 44 of them solely for on-the-air activities.

Don't buy the hen—buy the eggs. NBC Spot Sales has the figures.

WAVE
LOUISVILLE

•

5000 WATTS
NBC AFFILIATE

NBC SPOT SALES
National Representatives



radio, will use a radio campaign in selected markets, as well as newspapers and eventually television. The current campaign will use the firm's Eskimo Boy trade character and will introduce a companion character in the form of a blonde girl, also in an Eskimo costume, to be known as "Lotta Sparkle." The latter will appear in television commercials and her voice will be heard on radio commercials.

Thomas F. Black Jr., Clicquot Club president, told newsmen the company will advertise and merchandise its products aggressively. He noted the first Clicquot Club advertisement appeared in a national magazine in 1907 and said the advertising budget that year was $7,000. Since then well over $20 million has been spent to advertise Clicquot Club products.

"The advertising campaign this year has already begun on radio in selected markets," Mr. Black said. "Radio promotion takes advantage of the spelling of the firm's name as the basis of a 'Spell-a-Phone' contest. An announcer, disc jockey or other personality on local stations makes a call off the air to names selected at random from the telephone directory and asks the person who answers the phone for the correct spelling of the company name. If the name is spelled correctly and the Eskimo Boy trade mark also identified, the contestant receives a case of Clicquot Club soft drinks free. Even if the name is spelled wrong, the contestant receives one free bottle.

Product Interest

"The object of the Spell-a-Phone promotion is to stir up interest in the product. The actual number of calls placed to homes will reflect only a fraction of the number of people actually reached with the Clicquot Club advertising message. At the same time, the contest provides an extensive sampling operation to show a large number of people the high quality of Clicquot Club beverages."

The radio campaign will include 30 spots per week in a market and will be placed in areas where there is Clicquot Club distribution. The company will mark its 75th anniversary next year and is expecting to use television then. Harold Cabot & Co., Boston, is the agency.

Three Firms Pick Up Tab For Disneyland Preview

THREE ADVERTISERS—American Motors Corp., Swift & Co. and Gibson Greeting Card Co.—will sponsor a 90-minute show on ABC-TV July 17 for a special live presentation marking the completion of Disneyland, 160-acre playground at Anaheim, Calif.

To be called "Dateline Disneyland," the program—7:30-9 p.m. EDT—will be seen the day before the park's formal opening to the public. Walt Disney, originator of the Disneyland playland and host of the weekly ABC-TV *Disneyland* program will serve as host and guide on the special telecast.

According to ABC, the telecast will be the largest remote ever handled, with more cameras in operation, larger numbers of engineers and technicians, and the greatest accumulation of electronic equipment ever used on a live telecast. Each of the four main Disneyland sections —"Tomorrowland," "Fantasyland," "Frontierland," and "Adventureland"—will be visited in addition to "Main Street, U. S. A.," which duplicates an American town at the turn of the century.

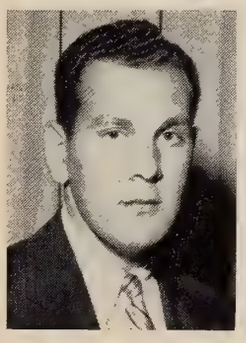
Two of the sponsors, American Motors, through Geyer Adv., New York, and Swift & Co., through McCann-Erickson, Chicago, are also among advertisers of the weekly *Disneyland*. Gibson's agency is Stockton, Kest & Burkhart, Cincinnati.



REPRESENTATIVES of the Florida Citrus Commission and its newly-appointed agency, Benton & Bowles Inc., which takes over the commission's 1955-56 $3.5 million advertising budget as successor to J. Walter Thompson [B•T, June 6], finalize the agreement, which becomes effective in about 90 days. L to r: Tom B. Swann, chairman of the commission's advertising committee; Robert C. Wooten, newly-elected chairman of the commission; Atherton W. Hobler, chairman of B&B's executive committee, and Paul S. Patterson, advertising director for the commission.

Harris Named To Head PCA Merchandising Unit

TELEVISION and Special Services Div. of the Publicity Corp. of America has been launched as a merchandising-dealer aid to manufacturers and advertising agencies, Sidney J. DuBroff, PCA president, announced last week.



MR. HARRIS

Burt M. Harris, tv and merchandising consultant, has been named vice president in charge of the new department. Mr. Harris formerly was tv merchandising consultant for the Bulova Watch Co.

The service will provide personalized campaigns and include production of tv and radio commercials for use of the local dealer.

Various promotional tie-ins supplement the program. The service will act for the manufacturer in his relationship with the dealer. Commercial tv films will be created and supervised by PCA and Walt Framer Productions. The series will be available in two-minute, one-minute, and 20-second lengths. It also is planned to supply top tv shows free to dealers as part of the service.

ARB Expands in D. C., N. Y.

AMERICAN Research Bureau has moved into larger quarters in the National Press Bldg., Washington, more than doubling its previous space, according to James W. Seiler, president. The New York office at 551 Fifth Ave. also has been enlarged. ARB started five years ago with two employes and one room. Its current organization includes a large executive staff and a nationwide operation involving 900 workers.

With enlarged offices in Washington and New York as well as a Los Angeles office, ARB is expanding its 80-city list of tv surveys and its annual 140-market "Abilene-to-Zanesville" surveys. Research and tabulation work is done at a plant in College Park, Md.

LATEST RATINGS

NIELSEN

Top Radio Programs Two Weeks Ending May 7

Rank	Program	Homes (000)
Evening, Once-A-Week (Average for all programs)		(1,101)
1.	People Are Funny (Paper Mate) (NBC)	2,476
2.	Jack Benny Show (CBS)	2,339
3.	Dragnet (NBC)	2,293
4.	Lux Radio Theater (NBC)	2,247
5.	Our Miss Brooks (Amer. Home) (CBS)	2,110
6.	You Bet Your Life (NBC)	2,018
7.	People Are Funny (Toni) (NBC)	2,018
8.	My Little Margie (Campana) (CBS)	1,834
9.	Roy Rogers Show (NBC)	1,789
10.	My Little Margie (Philip Morris) (CBS)	1,743
Evening, Multi-Weekly (Average for all programs)		(917)
1.	One Man's Family (NBC)	1,743
2.	News of the World (NBC)	1,422
3.	Amos 'n' Andy (CBS)	1,422
Weekday (Average for all programs)		(1,376)
1.	Guiding Light (CBS)	2,385
2.	Young Dr. Malone (CBS)	2,293
3.	Our Gal, Sunday (Amer. Home) (CBS)	2,247
4.	Helen Trent (Amer. Home) (CBS)	2,247
5.	Our Gal, Sunday (Participating) (CBS)	2,247
6.	Perry Mason (CBS)	2,201
7.	Ma Perkins (CBS)	2,201
8.	Helen Trent (Participating) (CBS)	2,155
9.	This is Nora Drake (Toni) (CBS)	2,110
10.	Road of Life (CBS)	2,064
Day, Sunday (Average for all programs)		(459)
1.	Adventures of Rin Tin Tin (MBS)	871
2.	Greatest Story Ever Told (ABC)	825
3.	Galen Drake (8:55) (CBS)	780
Day, Saturday (Average for all programs)		(734)
1.	Gunsmoke (CBS)	1,789
2.	Kentucky Derby (CBS)	1,284
3.	Allan Jackson-News (12:00) (CBS)	1,009

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VIDEODEX

Top 10 Tv Programs May 1-7

	Name of Program	Cities	Homes (%)
1.	I Love Lucy (CBS)	140	35.5
2.	Toast of the Town (CBS)	135	34.2
3.	Dragnet (NBC)	123	33.9
4.	You Bet Your Life (NBC)	143	33.5
5.	Disneyland (9:00 P.M.) (ABC)*	20*	33.4
6.	Max Liebman Presents (NBC)	99	31.2
7.	Studio One (CBS)	91	30.7
8.	Tv Playhouse (Sunday) (NBC)	117	30.5
9.	Our Miss Brooks (CBS)	67	30.2
10.	GE Theatre (CBS)	118	29.6

* Markets receiving second telecast of May 4.

	Name of Program	Cities	Homes (000)
1.	I Love Lucy (CBS)	140	12,328
2.	Toast of the Town (CBS)	135	11,917
3.	You Bet Your Life (NBC)	143	11,441
4.	Dragnet (NBC)	123	11,052
5.	December Bride (CBS)	161	10,516
6.	Tv Playhouse (Sunday) (NBC)	117	10,276
7.	Max Liebman Presents (NBC)	99	10,064
8.	Studio One (CBS)	91	9,995
9.	GE Theatre (CBS)	118	9,893
10.	Ford Theatre (NBC)	162	9,636

Copyright 1955 by Videodex Inc.



WHAT MAKES A TV SHOW GREAT?

The clap-clap of a child's hands in response to a familiar tune . . . the burst of laughter from a timid little boy when he sees a funny cartoon . . . the enthusiastic response from youngsters grouped around the TV set exploring new playtime crafts and friends . . . these result in a child's faithful belief that "Aunt Fran's OK." . . . that's what makes **wbns-tv's** "Aunt Fran Show" great.

Mothers too, share this same belief in Aunt Fran. They heartily approve of her "instruction through entertainment" show methods. These young homemakers, representing America's most potent family buying group, become familiar with the products Aunt Fran advertises, while their youngsters enjoy **wbns-tv** on-the-spot visits with the butcher, baker and candlestick maker.

These combined ingredients of fact and fancy make **wbns-tv's** "Aunt Fran Show" great.

wbns-tv

COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*

REPRESENTED BY BLAIR TV

'Steel Hour' Adds Directors

U. S. STEEL Corp., aiming for "an even greater" enlargement of "scope" of its drama series, *U. S. Steel Hour,* which moves July 6 from ABC-TV to CBS-TV, is adding three top directors "to guide" the series during the coming year.

In an announcement today (Mon.), U. S. Steel noted that each of the directors—Dan Petrie, Norman Felton and Sidney Lumet—"although highly versatile and experienced in all types of tv drama," possesses "different special abilities." Mr. Petrie has directed a number of tv series, including *Justice, Circle Theatre* and *The Elgin Hour.* Mr. Felton has been a director of *Robert Montgomery Presents* for the past six years and was formerly executive tv producer on NBC Central Division. Mr. Lumet's talents have been connected with *Danger, You Are There, Omnibus, Best of Broadway* and *The Elgin Hour.*

NETWORK NEW BUSINESS

Miles Labs Inc. (Alka-Seltzer, One-a-Day Vitamins), Elkhart, Ind., replaces *Break the Bank* on NBC Radio with *Fibber McGee & Molly* (Mon.-Fri., 11:45 a.m. EDT), starting June 27. Agency: Geoffrey Wade Adv., Chicago.

General Foods Corp., White Plains, N. Y., through Young & Rubicam, N. Y., and Procter & Gamble, Cincinnati, through Biow-Beirn-Toigo, N. Y., will sponsor *Those Whiting Girls* on alternating basis as summer replacement for *I Love Lucy* on CBS-TV (Mon., 9-9:30 p.m. EDT), effective July 4.

W. A. Sheaffer Pen Co., Fort Madison, Iowa, and **Maytag Co.,** Newton, Iowa, will co-sponsor *Navy Log,* CBS-TV Film Sales property, on CBS-TV (Tues., 8-8:30 p.m.), effective in fall. Russel M. Seeds and McCann-Erickson, both Chicago, are respective agencies.

Pharmaceutical Inc. (Geritol, Serutan, R.D.X.), Newark, N. J., to sponsor *Masquerade Party* alternate Wednesdays on ABC-TV (Wed., 9-9:30 p.m. EDT), effective July 13.

Ball Bros. Co. (home canning jars and lids), Muncie, Ind., to sponsor new *Breakfast Club Review,* digest of highlights of Mon.-Fri. *Breakfast Club* on ABC, on ABC Radio (Sat., 10:30-10:55 a.m. EDT), starting June 18. Agency: Applegate Adv., Muncie.

Ford Div., Ford Motor Co., Detroit, will sponsor *Ford Jubilee* on CBS-TV (Sat., 9:30-11 p.m.), effective early fall. Agency: J. Walter Thompson Co., N. Y.

AGENCY APPOINTMENTS

Halle Bros., Cleveland, appoints McCann-Erickson, same city, effective July 1. Radio-tv will be used. **Sohio Chemical Co.,** Lima, Ohio, has appointed M-E, Cleveland.

National Paint & Varnish Co., L. A., names Caples Co. there. Tv will be used. Emil Reisman is account executive.

Shavex Co. (AC to DC converter), L. A., appoints J. P. Shelley & Assoc. Inc., same city. J P. Shelley is account executive. Radio saturation campaign in 83 markets planned.

Cobblers Inc. (California Cobblers shoes), appoints Calkins & Holden, same city.

AGENCY RESIGNATION

Pringle-Gotthelf Assoc. Inc., N. Y., has resigned account of Rhodes Pharmacal Co., Cleveland.

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"Airliner Down... *on my way"*

Case History No. 9



The jangle of a telephone startled Bill Bowers, News Director of KTTS and KTTS-TV, Springfield, Mo., out of a sound sleep shortly before midnight. A deputy sheriff was calling—one of Bowers' good news sources. Bowers listened, suddenly wide awake. Seconds later he put in calls to The Associated Press bureau at Kansas City, and to his station:

"An airliner's reported down north of the airport," he said. "I'm on my way."

His call gave The AP a head start on the crash, in which 13 were killed, 22 injured. But Bill's work had just started.

He drove through a chilly rain to the crash area. Plodding over a muddy farm field, he reached the wreckage just as survivors were being removed.

He helped ambulance drivers. He interviewed survivors. He started work on an identification list. His back, still sensitive from a recent spinal operation, began to hurt. He continued his rounds.

The AP, meanwhile, was wrapping up other details through a multitude of telephone calls. Bowers came through again—with the first survivor interview, plus a casualty list.

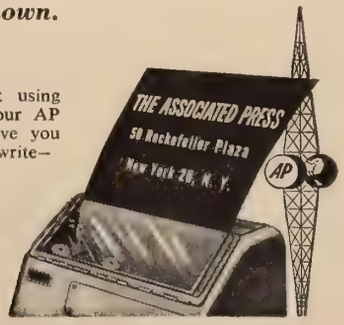
Soon, AP staffmen arrived from Kansas City and Bowers helped them ... meantime feeding the story to his station.

Twenty-four hours later, Bill Bowers was able to resume his interrupted sleep. And the next day, the doctor put a brace on his back again. But Bowers didn't mind.

"I am proud of the way all of us handled the story," he said. "It's that spirit of cooperation that makes AP a great service."

Bill Bowers is one of the many thousands of active newsmen who make The AP better . . . and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—



Those who know famous brands...know the most famous name in news is AP



in television — what you don't know can hurt you!

Q. Where can I get some really up-to-date information about stations equipped for color TV?

A. Easy enough. It's all in the *1955 Telecasting Yearbook* . . where the facilities are — what they're equipped to handle. Most complete run-down on color TV ever assembled by anybody.

Q. How are food and drug sales going in Coconino County these days?

A. Just look them up in the *1955 Telecasting Yearbook!* It has the full market data story on *every* U.S. county — including Chattahochie, Dimmit, Musselshell *and* Smith.

Q. C.D.M. & S.? Is that a new agency I didn't know about?

A. No . . but if it were, the *1955 Telecasting Yearbook* would have the latest directory facts on their TV accounts and the top people who handle them. Accurate stuff, right up to presstime.

Q. How soon is there likely to be television service in a market like, say, Hubcap, Nebraska?

A. Well, if there's a CP outstanding with an on-air date projected — the *1955 Telecasting Yearbook* will give you all the information available. And, of course, the complete story about every existing station is neatly listed in the big state-by-state directory.

Q. Say . . what *doesn't* this *1955 Telecasting Yearbook* contain?

A. *Your advertisement* — if you haven't already reserved space. And, if not, now's the time to do something prompt about it . . because the deadline (July15) is rolling upon us like a monsoon!

Q. You think it's a good place for us to be represented?

A. "Good" is no word for it. Like its predecessors, the *1955 Telecasting Yearbook* will go to 15,000 of the most active people in television . . men and women who thumb through, read, study and re-read its nearly 500 pages of vital TV facts, day after day, week after week, in every corner of America. This is the *perfect, indispensable* place for you to tell your story! Unless you *prefer* being a hermit . . .

Q. What's it cost?

A. Despite TV's incredible growth — and the far greater readership the *1955 Telecasting Yearbook* will enjoy — rates are the same as last year for contract advertisers. Otherwise, rate card No. 8 applies.

Q. Where do I sign?

A. Right here . . on the coupon below. This will save you a good position where multiple readings of the *1955 Telecasting Yearbook* are sure to put your facts, again and again, before the people who count all year long. But hurry. Your competitors may be reading this, too!

BROADCASTING TELECASTING

1955-56 TELECASTING YEARBOOK-MARKETBOOK ISSUE

- the BLUE book of TV knowledge
- nearly 500 fact-crammed pages
- read and used by 15,000 people throughout the TV industry and advertising
- out mid-August; deadline July 15 for proofs
- used last year by almost 350 advertisers
- TV's remarkable one-book library

TELECASTING Yearbook-Marketbook

1735 DeSales Street, Washington, D.C.

Quick! Schedule us for the following space in this year's edition, out in mid-August:

1 page	$450*	7¾″ x 11″
⅔ page	335*	5⅛″ x 11″
½ page	265*	8½″ x 5½″ or 4″ x 11″
⅓ page	185*	2½″ x 11″ or 5⅛″ x 5½″
1/6 page	105*	2½″ x 5½″ or 5⅛″ x 2¼″

*One-time rate. For contract advertisers, rate card No. 7 remains in force.

Advertiser _____

Per: _____ **Title** _____

Address _____

City _____ **Zone** _____ **State** _____

We'll get copy to you by July15 — complete plates by July 25. (Check which)



A&A PEOPLE

William Rich, sales manager, WRCA New York, to Gash, Ferolie Corp. (food brokers), N. Y., as vice president and partner.

George F. Drake, formerly executive planner, Ruthrauff & Ryan, Chicago, to MacFarland, Aveyard & Co., same city, as vice president and creative director.


MR. DRAKE

Richard W. Bowman, copy supervisor, Foote, Cone & Belding, N. Y., to William H. Weintraub & Co., N. Y., as radio-tv copy supervisor.

Reinhardt Knudsen, vice president, Botsford, Constantine & Gardner, Portland, Ore., named manager, Seattle office, succeeding **W. W. Woodbridge Jr.,** who moves to Dancer-Fitzgerald-Sample, S. F.; **Douglas Murray,** art director, BC&G, Seattle, elected vice president.

Elwood K. Grady, formerly account representative, J. Walter Thompson Co., S. F., to Chicago office as associate media director.

Willson M. Tuttle, formerly vice president, tv-radio dept., Ruthrauff & Ryan, N. Y., to radio-tv dept., Fuller & Smith & Ross, same city, in management capacity for overall agency tv activities.


MR. TUTTLE

Vonda Carlton, editor, *Whittier Star Reporter,* to Byron H. Brown & Staff, L. A., as publicity director.

Frank Flis, formerly with Kudner Agency, N. Y., to Erwin, Wasey & Co., Ltd., L. A., as art director.

Katherine Cabell, to Applestein, Levinstein & Golnick Adv., Baltimore, as production executive.

George W. Bamberger, account executive, Gardner Adv. Co., St. Louis, promoted to account group supervisor; **Charles W. Butler,** assistant account executive, named account executive; **Edward A. Langan,** account service manager, promoted to assistant account executive.


MR. SUTTON

Felix M. Sutton, formerly with William H. Weintraub & Co., N. Y., to Biow - Beirn - Toigo, N. Y., as copy group head.

Norman Rose, copy chief, Doyle Dane Bernbach, L. A., named account executive.

Myron S. Lewis to Biow - Beirn - Toigo, N. Y., as associate account executive.

Jim Swift, formerly in charge of MCA-TV syndicated film div. offices, Phila., Baltimore and Washington, to BBDO, Hollywood, as assistant publicity director.

Maurice Goodman Jr., formerly account executive, Grey Adv., N. Y., named advertising and sales promotion director, Technical Tape Corp., N. Y.

Another thinly disguised WJR success story



Get these housewives off my back!

Recently, a buyer for a chain of supermarkets just wouldn't buy a certain macaroni. Figured it was a dust gatherer, and you know how a buyer would feel about dusty macaroni packages. The buyer didn't figure on the macaroni-maker's advertising.

A successful advertiser, the macaroni-maker knew that *spot radio on WJR* is the best way to move goods fast.

That's why he had bought a morning newscast on WJR, Detroit.

Suddenly, the store managers had every brand of macaroni but the one the housewives wanted. The store managers called a harried and pleading order to the buyer: "Get these housewives off my back!"

The macaroni is going great all over WJR's primary coverage area, which includes 10 percent of U.S. buying power—more than 16,000,000 people. WJR is the most effective "goods mover" in this great market.

Ask the macaroni-maker. In return for his investment, he got skilled programming that combined a housewife's interest in news, her mid-morning relaxation, and her meal planning.

He got a huge audience, conditioned over the years to like and trust WJR advertisers because it likes and trusts WJR programs.

The macaroni-maker got results. Now he's a WJR success story. Your Henry I. Christal man can tell you how you can be one yourself.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network



WJR's primary coverage area: 16,000,000 people



YOU MIGHT SPEED 200 MPH ON A TRAIN—*

BUT . . . YOU NEED WKZO RADIO TO COVER GROUND IN WESTERN MICHIGAN!

6-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH, 1955
SHARE OF AUDIENCE
MONDAY—FRIDAY

STATIONS	6 a.m. 12 noon	12 noon 6 p.m.	6 p.m. midnight
WKZO	41%	37%	35%
B	18	17	16
C	10	12	11
D	10	9	7
E	8	7	8
OTHERS	14	18	24

NOTE: For first time, Battle Creek's home county (Calhoun) was included in this Pulse sampling, and provided 30% of all interviews

If you need to throw the throttle wide open in your Western Michigan advertising, use WKZO—CBS radio for Kalamazoo and Greater Western Michigan.

Pulse figures, left, show WKZO gets more than twice as many listeners as Station B—*morning, afternoon and night!*

Nielsen credits WKZO with 181.2% more *daytime* radio families than Station B—190.6% more *nighttime!*

AM—TV—FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

** A French National Railways electric train set this record near Bordeaux on March 28, 1955.*

TV SATELLITE, BOOSTER COMPETITION SPOTLIGHTED AT NCTA N. Y. SESSIONS

Community television system operators' association doubles its budget to meet growing problems of the organization.

THREAT of tv satellite and booster operations to the future of community tv systems overcast the fourth annual convention and trade show held Monday through Wednesday at the Park Sheraton Hotel in New York by the National Community Television Assn.

Convention delegates also placed the question of "property rights," and possible federal or state regulation high on the list of problems which operators of the systems must face in the coming year.

Concern over these as yet unsolvables was reflected in the NCTA's decision to more than double its budget for the coming fiscal year, starting July 1. The budget has been increased to $50,000 compared to the approximately $20,000 budget of the previous fiscal year.

NCTA member confidence in the higher budget—which will mean wider promotional efforts—was shown by consent to a revised dues structure which for some operators will mean yearly dues payment as high as 10 times what they formerly paid.

Delegates, learning of possible litigation facing a member operator in Montana because of a "property right" question, hastened a board of directors post-convention session Thursday. The board announced that if there is litigation NCTA will fight the case in the courts.

The Montana situation was made known Tuesday by E. Stratford Smith, NCTA executive secretary and general counsel, referring to a letter from E. B. (Ed) Craney, XL Stations, to G. Norman Penwell, operator of Bozeman (Mont.) Community Tv Inc. (Mr. Craney operates KXLQ [AM] Bozeman and Mr. Penwell is also president of Penn Engineering Co., licensee of KBMN [AM] there).

Retransmittal Challenged

Reportedly Mr. Craney asked the community tv firm to cease "retransmittal" of KXLF-TV Butte, Mont., signals since they were intended for "free public reception" and because advertiser contracts with the station expressly forbid retransmittal. He also was said to have noted that an allocation exists for a uhf channel in Bozeman and thus the vhf transmittal by the community tv operation would work against set owners' interests should that channel be occupied.

During the Tuesday session, which featured a panel on satellite and booster stations, speakers agreed that the low-powered satellite station would pose the greatest competitive threat if the station can be self-supporting.

On the panel were H. M. Diambra, president of Entron Inc.; Milton Shapp, president of Jerrold Electronic Corp.; Fitzroy Kennedy, president of Spencer Kennedy Labs, and M. F. Malarkey Jr., community tv operator and president of the association.

Some of the speakers pointed up what they called weaknesses of satellite operations—economic (who will finance the stations) and programming (can the station provide more than one channel).

Mr. Shapp said that the effect of satellites on community systems already has been felt and there will be still more of an effect in the "coming months." He urged systems operators to increase efforts on cable connections, asking for greater selling as the means for competing against the satellite.

Noting that there is a great investment in community tv, Mr. Shapp warned that the community television industry "cannot be exposed to the satellite threat." He said ways must be found to protect this investment and to assure a return "if FCC permits satellite stations" on a wide scale.

Mr. Kennedy suggested that economically the satellite would be a loss to a tv broadcaster since ordinarily a coverage area of a station would not be increased enough to warrant a proportionate increase in the rate card as opposed to the initial investment in the satellite.

It was pointed out, however, that am station operators were setting up satellite tv stations, receiving signals from a high-powered tv station and gaining their revenue through sale of spot adjacencies.

Mr. Diambra offered the view that the satellite eventually will fit into the broadcast allocations pattern but that a question remains: From where would the satellite draw its support? He said community tv systems must learn to "coexist" with satellite operations. And if the satellite's programming is not adequate, "the stations will fall of their own weight."

Mr. Malarkey said that neither the booster nor satellite would "pose a serious threat," if the community tv systems assure reasonable pricing structures and offer better and more service to customers. He acknowledged, however, that the association is much concerned with the impact of these stations on both existing and future community tv systems.

Also offered for thought was the possibility that toll tv would enter the picture, with low-powered satellites carrying such programs and thus automatically solving the question of financial support.

In his opening address to NCTA, Mr. Malarkey noted that community tv antenna systems have progressed since the lifting of the tv freeze; noted that if operators keep their own "house in order" there will be no need for states to regulate them, and cautioned operators that there would be no gain in petitioning before the FCC against satellites and boosters—the best weapon, he said, is to heighten competitive aggressiveness thus relegating the satellite operation to a secondary position to community tv.

Mr. Malarkey, operator of community tv antennas in Pottsville, Schuykill Haven and Minorsville, all Pennsylvania, was re-elected president of NCTA. Other officers named: Bill Daniels, president, Community Tv Systems of Wyoming, vice president; Joseph Saricks, Clearfield Community Tv Systems Inc., secretary; William Calsam, Community Cable Corp., treasurer (re-elected). Mr. Smith was reappointed executive secretary and general counsel.

FREEDOM OF COMPETITION FOR NCTA—DOERFER

COMMUNITY antenna television systems—whether eventually declared to be broadcasting or common carrier operations, subject or not subject to FCC regulations—should be allowed to compete freely with other services, FCC Comr. John C. Doerfer said last Wednesday in a talk before the fourth annual convention of the National Community Television Assn. in New York. He hoped FCC would not assume jurisdiction.

"The avowed objective of FCC is to make

Reserve
Your TV Space today
in the
1955–6
TELECASTING
YEARBOOK & MARKETBOOK
Deadline: July 7
Publication Date:
Mid-August

possible for everyone in the U. S. at least one free television service," Comr. Doerfer stated. "In my opinion, it would be more consistent with American philosophy to accomplish this by providing opportunity rather than imposing artificial restraints or outright prohibition of a competing CATV service by governmental fiat."

Comr. Doerfer explained that if FCC or the courts decide the Commission has jurisdiction over CATV systems as common carriers for hire, "then I can see no escape from the FCC taking jurisdiction over charges and service standards. This suggests a difficult problem in the administration of regulation over two types of systems in the same field.

"If the FCC has jurisdiction over CATV systems—not as common carriers but as competing broadcasters—it may be asserted that it would be desirable to restrain them from competing against the establishment or development of a free local broadcasting system. But broadcasters are in a free competitive field. The Communications Act and court decisions so state. They are not entitled to protection solely from competition of other broadcasters. So if CATV is broadcasting, then no broadcaster is entitled to protection.

"If CATV is declared a common carrier, then if any one is entitled to protection it is common carriers under the ordinarily understood concepts of regulation. Hence, if broadcasters seriously contend that they are entitled to protection, they, in effect, are asking for eventual regulation of their rates and services. No modern theory of governmental grant of exclusivity to a territory for an industry permits that industry to operate without extended regulatory controls eventually to a greater degree than presently applied to the broadcasting industry."

Free Signals for All

Pointing out the Sixth Report & Order's pronouncement of at least one free tv signal for everyone in the U. S., Comr. Doerfer reminded the CATV convention of Commission proposals to extend tv broadcast station coverage through low power outlets, boosters and satellites.

"Even these may prove too costly in some areas," he speculated. "It is in such fields that there may still be fertile ground for the CATV systems."

Reviewing the history of the regulation of the broadcasting industry, Comr. Doerfer commended the CATV operators for pioneering in an uncharted field to provide service to some one million viewers. He noted that CATV now incorporates some 400 systems, serving more than 300,000 subscribers, and represents a $20 million industry.

Comr. Doerfer noted there is substantial precedent for holding that CATV constitutes interstate commerce, "but not all interstate commerce is subjected to federal regulation. There is ample authority for the proposition that if Congress has not fully pre-empted the field and the activity is predominantly a local one, the courts will not stay the hand of local regulation or insist upon federal regulation where none was intended.

"Whether this is the true state of affairs in your industry," Comr. Doerfer told the CATV group, "only time and court decisions will tell. I am aware of the fact that some community antenna operators insist that they are not common carriers for hire; that their operations are merely an extension of individual home antennas upon a high point to capture a signal which is about to escape its earthly usefulness on its way to infinite space. Although this may have merit insofar as federal regulation is concerned, it is doubtful that it could successfully resist assumption of jurisdiction by a state."

AAAA NAMES LOCAL, REGIONAL OFFICERS

NEWLY-ELECTED officers and governors of the four sectional regions and 19 local councils of the American Assn. of Advertising Agencies were announced last week.

Sectional boards of governors are as follows:

Eastern Region—John K. Strubing Jr., Compton Adv., New York, chairman; William Resor, J. Walter Thompson Co., New York, vice chairman, and Aaron Sussman, Sussman & Sugar, New York, secretary-treasurer. Also George B. Barnard, Aitkin-Kynett Co., Philadelphia; Robert E. Daiger, VanSant, Dugdale & Co., Baltimore; Thomas F. Harrington, Ted Bates & Co., New York; James M. Henderson, Henderson Adv., Greenville, S. C.; Richard S. Humphrey, H. B. Humphrey, Alley & Richards, Boston; Sture H. Nelson, Wm. B. Remington Inc., Springfield, Mass., and James D. Webb, C. J. LaRoche & Co., New York.

East Central Region—Ernest A. Jones, MacManus, John & Adams, Bloomfield Hills, Mich., chairman; John C. Maddox, Fuller & Smith & Ross, Cleveland, vice chairman; Edward E. Rothman, Campbell-Ewald, Detroit, secretary-treasurer, and William Z. Burkhart, Stockton-West-Burkhart, Cincinnati; Robert W. Dailey, McCann-Erickson, Cleveland; William J. Geissinger, Ketchum, McLeod & Grove, Pittsburgh; Clarence Hatch Jr., D. P. Brother & Co., Detroit; Wilfred F. Howard, J. Walter Thompson Co., Detroit, and Vincent C. Koepnick, Geyer Adv., Dayton.

Central Region—Vincent R. Bliss, Earle Ludgin & Co., Chicago, chairman; L. O. Holmberg, Compton Adv., Chicago, vice chairman, and E. J. Lauesen, Fuller & Smith & Ross, Chicago, secretary-treasurer. Also George B. Bogart, Calkins & Holden, Chicago; Charles A. Brandon, Winius-Brandon Co., St. Louis; F. Strother Cary, Leo Burnett Co., Chicago; Bobb Chaney, BBDO, Minneapolis; James H. Cominos, Needham, Louis & Brorby, Chicago; Ira E. De Jernett, De Jernett Adv., Dallas; Clinton E. Frank, Clinton E. Frank Inc., Chicago; Milton H. Reynolds, Allen & Reynolds, Omaha, and Arthur G. Rippey, Rippey, Henderson, Kostka & Co., Denver.

Pacific Region—A. W. Neally, BBDO, Los Angeles, chairman; Trevor Evans, Pacific National Adv., Seattle, vice chairman, and Dorr Walsh, Hixson & Jorgensen, Los Angeles, secretary-treasurer. Also William E. Haberman, L. C. Cole Co., San Francisco; Reinhart Knudsey, Botsford, Constantine & Gardner, Seattle; Wayne R. Leland, House & Leland, Portland, Ore.; J. Walter McLean, J. Walter McLean Adv., Spokane; Edward Merrill, Young & Rubicam, San Francisco; Robert Miller, Miller, Ogle & Myers, Spokane; Ross H. Ryder, Ryder & Ingram, Oakland; C. E. Staudinger, Warwick & Legler, Los Angeles; John L. Sugg, Cole & Weber, Portland, and W. H. Wilde, McCarty Co., San Francisco.



NEW managing director of the Station Representatives Assn., Lawrence Webb (r), is welcomed by Adam J. Young Jr., SRA president, as Mr. Webb officially takes over his duties.

Officers of the local councils are as follows:

Chesapeake Council—Robert E. Daiger, VanSant, Dugdale & Co., Baltimore, chairman; Sidney A. Levyne, S. A. Levyne Co., Baltimore, vice chairman, and John F. Hardie Jr., Lewis Edwin Ryan, Washington, secretary-treasurer.

Chicago Council—George B. Bogart, Calkins & Holden, chairman; Norman D. Buehling, Fensholt Adv., vice chairman, and Scott Leonard, Young & Rubicam, secretary-treasurer.

Cleveland Council—Robert W. Dailey, McCann-Erickson, chairman; John F. Wilson, Carr Liggett Adv., vice chairman, and Charles Farran, Griswold-Eshleman Co., secretary-treasurer.

Dayton Council—Vincent C. Koepnick, Geyer Adv., chairman; Carter B. Helton, Kircher, Helton & Collett, vice chairman, and Hugo Wagenseil, Hugo Wagenseil & Assoc., secretary-treasurer.

Michigan Council—Clarence Hatch Jr., D. P. Brother & Co., Detroit, chairman; Richard J. Farricker, Kudner Agency, Detroit, vice chairman, and Robert E. Anderson, BBDO, Detroit, secretary-treasurer.

New England Council—Sture H. Nelson, Wm. B. Remington Inc., Springfield, Mass., chairman; W. L. Shepardson, James Thomas Chirug Co., Boston, vice chairman; Daniel F. Sullivan, Daniel F. Sullivan Co., Boston, secretary-treasurer.

New York Council—James D. Webb, C. J. LaRoche & Co., chairman; Bryan Houston, Bryan Houston Inc., vice chairman, and A. W. Fargo Jr., Chas. W. Hoyt Co., secretary-treasurer.

Northern California Council—William E. Haberman, L. C. Cole Co., chairman; James A. Brown, Hoefer, Dieterich & Brown Inc., vice chairman, and Harold Marquis, West-Marquis, Inc., secretary-treasurer.

Oregon Council—John L. Sugg, Cole & Weber, chairman; T. Bryce Spruill, Botsford, Constantine & Gardner, vice chairman, and Adolph L. Bloch, Adolph L. Bloch Adv., secretary-treasurer.

Philadelphia Council—George B. Barnard, Aitkin-Kynett Co., Philadelphia, chairman; Earle Steiert, Richard A. Foley Adv., Philadelphia, vice chairman, and Walter G. O'Connor, Michener and O'Conner, Harrisburg, secretary-treasurer.

Pittsburgh Council—William J. Geissinger, Ketchum, MacLeod & Grove, Inc., chairman; George S. Hill, Albert P. Hill Co., vice chairman, and B. B. Jones, Ketchum, MacLeod & Grove, secretary-treasurer.

Puget Sound Council—Reinhart Knudsen, Botsford, Constantine & Gardner, Seattle, chairman; Wilfred W. Pascoe, McCarty Co. of Washington, Seattle, vice chairman, and Franklin C. Welch, Honig-Cooper Co., Seattle, secretary-treasurer.

Rocky Mountain Council—Arthur G. Rippey, Rippey, Henderson, Kostka & Co., chairman; Robert L. Roat, J. Walter Thompson Co., vice chairman, and Curt Freiberger, Curt Freiberger & Co., secretary-treasurer.

St. Louis Council—Charles A. Brandon, Winius-Brandon Co., chairman; George H. Shields, Gardner Adv. Co., vice chairman, and Roger Bacon, Ruthrauff & Ryan, Inc., secretary-treasurer.

Southern California Council—C. E. Staudinger, Warwick & Legler, chairman; Jack W. Smock, Young & Rubicam, vice chairman and Paul R. Jordan, the Jordan Co., secretary-treasurer.

Southeast Council—James M. Henderson, Henderson Adv. Agency, Greenville, chairman; C. K. Liller, Liller, Neal & Battle, Atlanta, vice chairman and T. Russell Paulson, J. Walter Thompson Co., Atlanta, secretary-treasurer.

Southwest Council—Ira E. De Jernett, De Jernett Adv. Agency, Dallas, chairman; A. S. Black, A. S. Black & Co., Houston, vice chairman, and Ted A. Workman, Ted Workman, Adv., Inc., Dallas, secretary-treasurer.

Spokane Council—J. Walter McLean, J. Walter McLean Adv., chairman; Charles R. Devine, Devine & Brassard, Inc., vice chairman, and Virgil A. Warren, Virgil A. Warren Adv., secretary-treasurer.

Twin City Council—Bobb Chaney, chairman; Charles R. Strotz, Bruce B. Brewer & Co., vice chairman, and Vance Pidgeon, Vance Pidgeon, and Assoc., secretary-treasurer.

GOOD, HONEST ADS SOUGHT BY CONE

GOOD, HONEST and creative advertising, more than any other factor, can help forestall cynicism on the part of the American people, Fairfax M. Cone, president of Foote, Cone & Belding, told Alpha Delta Sigma, national advertising fraternity, in Chicago last week.

On the other hand, bad, dishonest and non-creative advertising, in the form of "sheer ballyhoo," can help speed the day of such a fate, the agency president said. He charged television today has as much of these unfavorable elements as radio had five years ago.

Mr. Cone addressed a banquet of ADS, holding its national convention at the Palmer House concurrently with the golden jubilee meet of the Adv. Federation of America (see story, page xx).

"Advertising has never been so important and copy in advertising has never been so important as now," Mr. Cone asserted. He said advertising and selling must be directed to consumers, and the most important thing in copy is ideas "to pierce the wall of all advertising, which has doubled since the war."

Philip Ward Burton, re-elected ADS president, presided over the three-day meeting. Jack S. Pettersen, dealer development director, Norge Sales Corp., addressed an ADS luncheon session Monday on "Will It Make a Sale?" He asserted that advertising conceived and executed without exposing the product to the consumer at retail level is "absolutely worthless" and stressed merchandising. Other meetings were devoted to business and advertising education with representatives of 24 colleges and universities attending. Three awards were given.

New officers of Alpha Delta Sigma are Milton E. Gross, U. of Missouri, executive secretary, and Dr. Noel P. Laird, Franklin & Marshall College, national treasurer.

D. C. AWRT Elects Tufty

AT ITS annual business meeting Wednesday, the D. C. chapter, American Women in Radio & Television elected Esther Van Wagoner Tufty, Washington editor of NBC-TV's *Home* program, as president. Other officers elected were Fran Riley, NARTB, vice president; Vicki Kissal, WMAL, corresponding secretary; Beverly Warren, Civil Air Patrol radio-tv specialist, recording secretary; Gertrude Entenmann, Henry J. Kaufmann & Assoc.

S. CAL. RADIO ENJOYING BEST YEAR, AD CLUB TOLD

SCBA panel, appearing on club's annual 'Radio Day' program, says Southern California radio is reflecting a national trend for the medium.

SOUTHERN CALIFORNIA radio is currently enjoying its most profitable year, part of a national trend, members of a Southern California Broadcasters Assn. panel told the Hollywood Adv. Club at the Club's annual "Radio Day" last Monday.

Speaking of the "re-evaluation of radio" surveys undertaken by three New York agencies, Frank Crane, SCBA managing director, summarized their findings. Grey Adv. found that "Radio is the constant companion of the American public"; BBDO that it is a "growing, vital medium," and David J. Mahoney Inc. that, "Radio is going to experience a tremendous boom within the next 10 years."

Current programming trends in radio were noted by Mr. Crane, with individual stations varying from the still-important music and news format by intensifying local news coverage and increasing live programming. Moreover, radio sales presentations are tending to de-emphasize ratings and to point up success stories, he commented.

Stan Spero, commercial manager, KMPC Hollywood and chairman, SCBA sales committee, called attention to the unique characteristics of the expanding Southern California market, which increases by approximately 20,000 persons a month. With this growth has come a decentralization in marketing and only 10% of the retail business is now conducted in downtown Los Angeles, he observed. There are more automobile radios than tv sets in the area, he added.

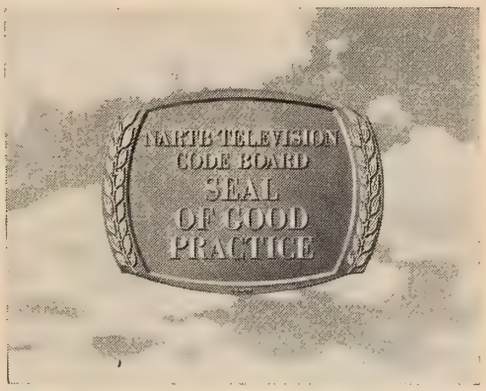
The search for new advertisers by the SCBA sales committee was outlined by Mr. Spero. The committee has promoted the use of co-operative advertising funds in radio and has monitored other media in its search for prospects, he observed.

Tv has proved an indirect blessing to radio by increased advertising budgets, believes Terry Mann, sales manager, Don Lee Broadcasting System, Hollywood, and vice chairman, SCBA sales committee. With the increase in tv rate cards to meet actual programming costs, the trend has been back toward radio, Mr. Mann opined.

Commenting on the eastern agency findings discussed by Mr. Crane, Mr. Mann noted that David J. Mahoney is a 32-year-old advertising executive who is not "blinded by the glamor days of pre-tv radio," and who finds that radio can do a very effective selling job now.

While admitting that network radio and national spots have not shown gains corresponding to those made by independent stations, he noted that no longer is a $1 million budget required to launch a national radio campaign. Upcoming network programs like NBC Radio's *Monitor* and such revised rate cards as now offered by Mutual-Don Lee make possible the effective use of the advertising dollar on radio, Mr. Mann concluded.

Robert J. McAndrews, vice president and commercial manager, John Poole Broadcasting Co., Hollywood, and immediate past SCBA president, acted as chairman of the "Radio Day." Mr. McAndrews also commented on the intensified local radio news coverage and the increasing number of stations subscribing to such services as City News Service of Los Angeles to give them local news coverage equal to that of metropolitan newspapers.



TV STATIONS subscribing to the NARTB Tv Code will have a "talking seal" as well as slides to use in promoting code affiliation. An animated sound film has been produced for subscribing stations and the official seal design (above) has been revised. The new design has fewer words and symbols, and it leaves room for call letters in the corners.

Tv Code Board Campaigns For Wider Public Interest

CAMPAIGN to build wider public interest in the television industry's voluntary self-regulation has been started by the NARTB Television Code Review Board. A promotion kit has been sent to the 259 stations and four tv networks subscribing to the code, according to NARTB President Harold E. Fellows.

"Many viewers feel that the managements of tv stations are not interested in public opinions, reactions and criticisms," Mr. Fellows said. "Through this 13-week campaign, conducted over the transmitters of 259 tv stations and with the cooperation of all tv networks, I am hopeful that we will convince viewers that they themselves determine the nature of tv programming."

The promotion kits contain 35mm slides, glossy photos and balops of the new NARTB "Seal of Good Practice" (see photo); 20-second animated sound film; four-page brochure for distribution to the public; mats and proofs for newspaper and trade press ads, and audio copy for spot announcements of various lengths.

In a letter to all code subscribers Mr. Fellows called for participation in the 13-week drive designed to emphasize the industry's "recognition of the public's dominating role in determining the acceptability and nature of television programming and advertising." Additional kit material will be sent code subscribers from time to time.

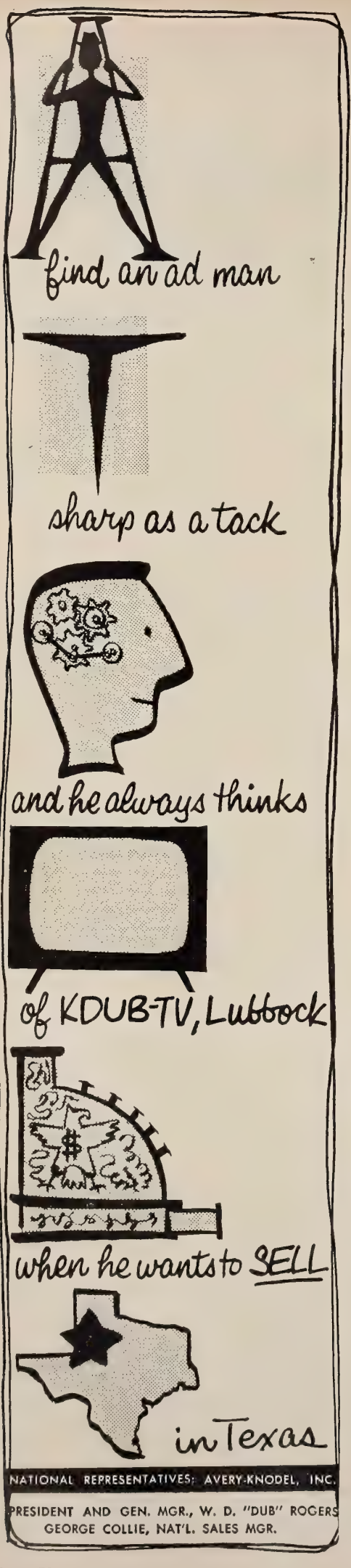
NAAN Sets 1955 Schedule For Regional Conferences

PLANS for eastern, western and far western regional network conferences have been announced by the National Advertising Agency Network through Sidney Garfield, NAAN general meetings chairman.

Harold Reingold, president of Reingold Adv., Boston, will preside as chairman of the eastern meeting, which will be held Oct. 14-16 at Atlantic City, N. J.

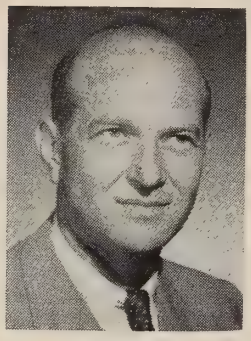
The western meet will be held Oct. 7-9 in Dayton, Ohio. Presiding as chairman will be George Doyne, president of Doyne Adv., Nashville, Tenn.

The far western regional conference will be presided over by Galen Broyles, president of Galen E. Broyles Co., Denver, Colo. The site of the far western meeting has not as yet been designated.



Barrett Joins TvB As Sales Executive

HALSEY V. BARRETT, veteran station, network and film distribution executive, has joined Television Bureau of Advertising (TvB) as a sales executive, TvB President Oliver Treyz is announcing today (Monday).



MR. BARRETT

"His experience in television from its earliest days," Mr. Treyz said, "well equips him to concentrate on his basic assignment — to explain to non-television advertisers in the insurance field, for example, the reasons why they should now use America's number one advertising medium."

Most recently associated with Consolidated Television Sales, Mr. Barrett entered broadcasting in WOR New York's sales promotion department after service with the Wall Street firm of E. A. Pierce & Co. With WOR for two years, he moved next to WNEW New York as promotion manager.

Following World War II service as a Navy lieutenant and as aide to Adm. Lewis L. Strauss, Army and Navy Munitions Board, he joined CBS-TV as sales promotion manager. In 1948 he joined DuMont—where he is credited with making the first commercial sale in the history of daytime tv. His DuMont association includes service both as manager of spot sales and in network sales.

He is a co-founder of the American Television Society.

Kan. AP Radio Meets

ANNUAL spring meeting of the Kansas Associated Press Radio Assn., held June 4-5 in Kansas City, Kan., heard Robert L. Pratt, general manager of KGGF Coffeyville cite the commercial importance of newscasts. "Radio stations have no trouble selling news," Mr. Pratt told the members during a discussion of the Kansas AP radio report.

Robert Wells, general manager of KIUL Garden City, presided in the absence of Chairman Grover Cobb, general manager of KVGB Great Bend.

Md.-D. C. Broadcasting Assn. Sets Program for June Meet

WIDE range of radio-tv topics will be covered at the June 16-18 meeting of the Maryland-D. C. Radio & Television Broadcasters Assn., to be held at Ocean City, Md. Leslie H. Peard Jr., WBAL-AM-TV Baltimore, is association president.

A radio panel June 17 will include Arthur Goldman, advertising manager, Gunther Brewing Co.; Horace L. Battin, advertising manager, Sears, Roebuck & Co.; Frank Coulter, associate media director, Young & Rubicam; Gordon Kronert, advertising director, The Hecht Co., and Robert B. Jones Jr., vice president-general manager of WFBR Baltimore.

Ralph W. Hardy, NARTB government relations vice president, will speak on "Broadcasting's Opportunity." John Hoagland, BBDO director of new program development, will talk on "Radio—A New Medium." At the June 17 dinner, FCC Comr. John C. Doerfer will be speaker.

Judge Joseph Sherbow of the Supreme Bench of Baltimore, will speak on "Freedom of Information." Charles H. Tower, NARTB employer-employe relations manager, will talk on "Your Economic Future." A tv panel will include Joe Culligan, NBC vice president for tv sales; Richard P. Doherty, president of Tv-Radio Management Corp.; Bob Walsh, advertising director for VanSant, Dugdale & Co.; Ed Codel, vice president of The Joseph Katz Co., and Oliver Treyz, president of Tv Bureau of Advertising.

Elder Resigns From NARTB, Joins Richards PR Office

OSCAR ELDER, assistant to the NARTB vice president in charge of government relations, has resigned to join the Robert K. Richards public relations firm in Washington. He assumes the new post July 1.



MR. ELDER

Mr. Elder joined NARTB in October 1950 as assistant director of public affairs. Mr. Richards was director of public affairs at the time. In 1953 Mr. Elder was moved up from the post of manager of publicity to an assistant vice president. He is 44, attended U. of Florida, is married and is the father of two boys. Before joining NARTB he had been a sports publicist and newspaperman in Washington and Florida.

N. Y. AWRT Elects Shannon

JAYNE SHANNON, supervising timebuyer, J. Walter Thompson Co., has been elected president of the New York chapter of American Women in Radio & Television, succeeding Nancy Craig, WABC-TV New York, who will serve as *ex-officio* member of the board for the coming year. Other new officers: Martha Rupprecht, CBS-TV, first vice president; Josephine McCarthy, WRCA-TV New York, second vice president; Lillian Lang, BBC, treasurer; Pat Hurley, WQXR New York, corresponding secretary, and Henriette Harrison, radio-tv consultant, recording secretary. Directors-at-large are Lillian Okun, WMCA New York; Pat Meikle, DuMont, and Kate Titus, Dudley, Anderson & Yutzy Agency.

Iowa Broadcasters Convene

IOWA Broadcasters Assn. is holding its annual meeting yesterday (Sunday) through tomorrow at Crescent Beach Lodge on Lake Okoboji, with featured speakers to include John Meagher, NARTB, and Fred A. Palmer, Columbus, Ohio, sales consultant. An outing is planned for the families during convention business sessions.

RETMA-IRE Fall Meet Set

ANNUAL Radio Fall Meeting under auspices of Radio-Electronics-Tv Mfrs. Assn. (Engineering Dept.) and Institute of Radio Engineers (Professional Groups Committee) will be held Oct. 17-19 at Hotel Syracuse, Syracuse, N. Y. Chairman of the meeting committee is Virgil M. Graham, RETMA Engineering Dept. manager. Radio, tv and electronic engineers from the U. S. and Canada will discuss topics of interest to the industry.

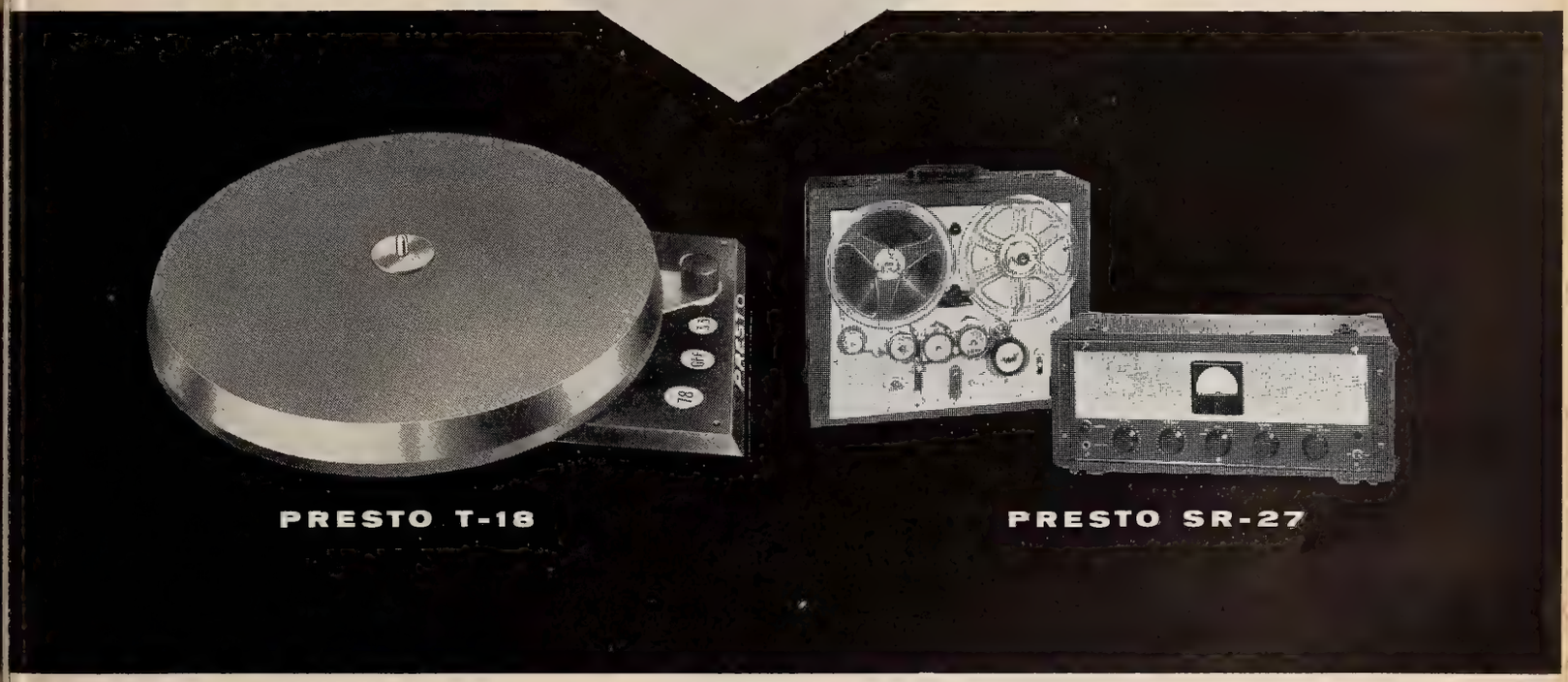
TWO NEW PRESTO UNITS

PRECISION THREE-SPEED TURNTABLE

T-18

LOW-COST PROFESSIONAL TAPE RECORDER

SR-27



PRESTO T-18 TURNTABLE

introducing new flick shift!
one sideway motion
selects 3 speeds—33⅓, 45, 78 rpm.

The new streamlined T-18 sets the highest standards in turntable design and performance today. Most revolutionary is the exclusive 3-speed shift—with 3 idlers mounted on a single movable plate. A sideway flick of the single control lever automatically engages the proper idler. Trouble-making arms and shift cams are eliminated. Other advantages! Extra heavy weight, wide-bevel table, precision deep-well bearing, built-in adapter for 45 rpm discs, smart telephone black and brushed chrome finish. Only $53.50. Also available with hysteresis motor, $108.

PRESTO SR-27 TAPE RECORDER

featuring top-performance features
of finest PRESTO units—
economy priced for the first time!

Top value as well as top performance are yours in this 2-unit combination—SR-**27** tape recorder and A-920 amplifier. The recording unit features 3-motor drive; separate record, erase and playback heads; fast forward and rewind. No take-up reel clutch, no idler pulley. A truly professional performer! Companion amplifier has 10 watt output at 16 ohms, self-contained power supply, separate preamps and VU meter, 2 playback speakers. Playback head can be monitored during recording. This combination is your best buy in hi-fi at only $485.

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: | 25 Warren Street, New York 7, N. Y.
Canadian Division: | Instantaneous Recording Service, 42 Lombard Street, Toronto

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

CONTINUED FROM PAGE 28

WOULD TOLL KILL FREE TV?

public for more service and types of programs not now available."

Skiatron, whose system is called Subscriber-Vision, emphasized that its proposal to limit pay tv to uhf—and to needy vhf stations—was based on the income-producing potentials of subscription tv broadcasting.

It also disclosed that it planned to market a decoder-converter in two models. One would carry the audio up to 7 kc limits; a more expensive model would permit up to 15 kc for the sound. The converter portion would be for a single uhf channel.

These decoders would cost from $40 to $50 initially, Skiatron said, but after mass production came into effect, the cost should drop to about $25.

Decoders would be sold through normal retail outlets, Skiatron declared. The encoder would cost about $10,000, with installation ranging from $200 to $1,000.

It also planned to establish franchises in pay tv markets. The franchise holder would furnish or lend encoding equipment to fee tv stations. The franchise holder would either pay card rates to the station for pay tv time, or make an arrangement with the station for a percentage split of the income.

In conjunction with International Business Machines, Skiatron has developed a card which will be mailed to subscribers. The card contains a printed circuit on one side and its use in the decoder impresses billing information on the other. These cards would be mailed back to the franchise holder, who would send the next card to the subscriber with a bill for the first card.

Programs would be furnished by Skiatron Tv Inc. (Matthew Fox, president). Within nine months after authorization, Skiatron Tv will offer stations program schedules of 18 hours a week.

Skiatron estimated that it will take from nine months to a year to establish a satisfactory service. Saturation would be reached, it estimated, in 36 months from the date pay tv was authorized.

In addition to furnishing a pay service to the public, Skiatron also told of a special, secondary system for transmissions to the medical profession.

It also held out the possibility that pay tv might become a new means of distributing motion pictures.

Along this line, it said:

"Subscription television has certain distinct advantages over the theatres. If television were employed to distribute pictures, revenues would be increased because of a substantial reduction in distribution costs. The period of distribution would also be greatly shortened, with the result that the investment in the picture would be tied up for a much shorter time."

Stations would still be responsible for continuing to present a balanced program structure, Skiatron declared. However, in order to keep this situation unhampered, Skiatron suggested that subscription tv be limited to a maximum of 35 hours a week, with no more than 20 hours to be permitted in the 6-11 p.m. time segment.

Telemeter's Price

International Telemeter Corp., which is 80% owned by Paramount Pictures Corp., said that the cost of integrating its coin box attachment into a regular tv receiver at the factory should add no more than $25-$30 to the present price. For those that have to be attached to existing sets, the cost would be about $75-$80 initially and after mass production about $50. Installation cost would be about $10 to begin with but would soon come down to $5.

Equipment for encoding the transmissions will cost from $10,000 to $15,000. These will be bought by the station or leased from a franchise holder. The franchiser will install and service decoders and make collections.

ITC, whose system is called Telemeter, boasted that it now has a marquee as well as a barker in its plan. When a subscriber tunes to a pay tv station, a sign will appear which will advertise the attraction and note the price. At the same time, the aural portion of the signal will announce the same information.

In a massive, fact-filled economic section, ITC estimated that the cumulative tv bill from 1949 to 1954 equals $16 billion. This was broken down as $10.3 billion spent for receivers, $2.9 billion for running and repairing these sets, $0.3 billion for station investment and networks, and $2.4 billion spent by advertisers.

The average tv receiver owner, ITC said, who bought his set in 1949 had laid out $500 for the initial cost, repairs, maintenance and electricity. In that time, the Telemeter company said, the advertiser has spent only $150 per set on programs. Telemeter went on:

"The fact that most tv entertainment must meet the criteria of those advertisers who find tv advertising suitable to their needs means that

PHOENIX 41st* metropolitan market
in population and 45th in retail sales



NOW 34TH* IN DRUG STORE SALES

	DRUG STORE SALES	Millions
32	COLUMBUS	19.5
33	HARTFORD	
34th	PHOENIX	18.7
35	SAN BERNARDINO-RIVERSIDE-ONTARIO	
36	FORT WORTH	18.1

*SRD Consumer Markets '55

Drug Store sales are high above the national average, because Phoenix is a health-and-beauty conscious city. Phoenicians are consistent and generous purchasers of products that promote health, good grooming, comfort and general well-being.

For the most complete and economical coverage of this profitable market, tell YOUR sales story over KPHO, and KPHO-TV. Judged strictly by results, KPHO and KPHO-TV can be your biggest sales-builders, too!

SOLD reached most effectively through . . .

KPHO-TV and KPHO
YOUR MEREDITH STATIONS
Channel 5 First in Arizona since '49
Dial 910 • ABC Basic Hi Fidelity Voice of Arizona

AFFILIATED WITH BETTER HOMES and GARDENS • REPRESENTED BY KATZ

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.



"No, it isn't CANCER . . ."

PEOPLE are beginning to realize that there is much needless worry about cancer. For example, at a typical cancer clinic, where large numbers of people are examined, *only about one out of every 125 is found to have cancer.*

Thanks to medical progress, the spirit of hopelessness that once surrounded cancer has been replaced by rising optimism. This is based in part on the increased number of lives now being saved. Skin cancer, for instance, discovered early and treated promptly and properly, is curable in 85 percent of the cases.

What developments hold great promise for future progress against this disease? For one thing, there are the advances achieved in detecting so-called "silent cancers," or those which have not caused noticeable symptoms. It is in this stage that the disease is often completely curable.

Another great hope is that drugs will be found to cure both localized and widely spread cancer. Already there are chemicals which can slow down . . . and even stop for awhile . . . the growth of some types of cancer cells. Today, however, only surgery and radiation, used singly or in combination, offer hope of cure or control.

While research goes on against cancer, everyone . . . especially those who are middle-aged and older . . . should take these two wise safeguards:

1. Learn the seven danger signals listed here, that give early warning of the possibility of cancer.

2. Have periodic medical examinations. About 50 percent of all cancers occur in body sites that can be readily examined by the doctor in his office.

Cancer's Seven Warning Signals

1. **Any sore that does not heal.**
2. **A lump or thickening in the breast or elsewhere.**
3. **Unusual bleeding or discharge.**
4. **Any change in a wart or mole.**
5. **Persistent indigestion or difficulty in swallowing.**
6. **Persistent hoarseness or cough.**
7. **Any change in normal bowel habits.**

Cancer still ranks second to heart disease as a cause of death—but cancer is *not* hopeless. Even with today's weapons, we are . . . according to the American Cancer Society . . . saving the lives of 70,000 people each year from cancer.

COPYRIGHT 1955—METROPOLITAN LIFE INSURANCE COMPANY

Metropolitan Life Insurance Company

(*A MUTUAL COMPANY*)

1 MADISON AVENUE, NEW YORK 10, N. Y.

much entertainment that is technically capable of being presented on tv is not presented. The absence of a means of paying for tv entertainment, except through the specialized channel of advertising, means that a potentially economically effective demand for tv entertainment is left unsatisfied."

Between 1949 and 1954, advertisers have been spending about $25 per set in use, ITC said. Based on its Palm Springs, Calif., experience, ITC estimated that pay tv would bring in $75 to $100 a year per set.

ITC ran a subscription tv test in the 1953-54 season over its Palm Springs community television system.

ITC said that estimated tv advertising revenues in 1960 will be $1.45 billion and for 1965, $1.85 billion. If only 25% of tv homes spend an average of $1 a week for pay tv, this aggregate revenue in 1960 would be $600 million. If 90% participated and spent $2.50 a week, the total income for 1960 would be over $5 billion, ITC said. For 1965, the same figures would be $700 million and $6 billion, the company said.

In discussing the effect of pay tv on movie exhibitors and advertisers, ITC had this to say:

"The opponents of pay-as-you-see tv have argued that its authorization constitutes a disastrous threat to motion picture exhibitors and to tv advertising. It is submitted that this new competitive force of pay-as-you-see tv would constitute a stimulus to the theatre exhibition of motion pictures and invite new techniques and procedures by tv advertisers. The likely result is a competitive co-existence in which the public will be the beneficiary."

ITC gave this resume of the pay-tv/free tv pattern likely to emerge:

"The pattern most likely to prevail is that pay-tv will concentrate where it has its greatest relative strength—i.e., on a relatively few high quality or special audience appeal programs occupying a relatively small portion of the total tv air time. Advertisers, on the other hand, will concentrate where they in turn are strongest—i.e., on programs of low per-viewer cost that will convey advertising messages with frequency and effectiveness and that will take up the bulk of viewer time. The composite would be a more varied, wider range of programs for the public to view."

ITC held that there should be no limitations placed on the use of subscription tv, either on the type of station or hours of operation. The station owner will still be responsible for balanced programming, it emphasized.

It listed 10 patents which it holds as a "partial" list. It said it will begin pay tv in a "few of the nation's markets" immediately after authorization and will branch out as soon as "good business judgment" warrants.

All three exponents agreed that the technical means of scrambling and unscrambling "jittered" pictures was no problem. They also all agreed that a single technical standard for pay tv was required.

Estimates of the cost of programs ranged up to a high of $2.50 (by ITC).

Earlier Statements

Opposition to the establishment of pay tv was much along the lines already mentioned in recent weeks by Gen. David Sarnoff, NBC chairman; Dr. Frank Stanton, CBS Inc. president, and spokesmen for the Joint Committee on Toll Tv.

The NBC position was over the signature of Gen. Sarnoff [B•T, June 6].

General Sarnoff's position was that pay tv would destroy the American system of broadcasting. He said "co-existence between pay tv and free tv is impractical." Stars, programs and sports events would be lost to free tv if pay tv is introduced, the NBC chairman said. With the undoubted dimunition of audience and sponsors, public service broadcasting would suffer, and—alluding to Paramount Pictures interest in Telemeter—tv would come under the domination of Hollywod producers.

Eight million people would be blacked out in the 61 areas which have only one tv station, Gen. Sarnoff pointed out.

He called subscription tv "paid narrowcasting."

CBS' comments were an elaboration of Mr. Stanton's position expounded to CBS-TV affiliates last month [B•T, May 23].

Subscription tv, CBS said, would black out free tv broadcasting in many areas; would siphon off talent and programs, and would divide the American people.

By blackout, CBS said, it meant the fact there would be 100% deletion of free tv service in those areas which have only one station, and up to 33 1/3% in those areas having three stations.

The public has put $13.5 billion into the purchases of tv receivers, CBS said, and this blackout would depreciate this investment.

Talent and programs would be bought away from free tv, CBS said. Using its top-rated *I Love Lucy* as an example, CBS said it costs $85,000 a week to produce this show and put it on the air. It is seen in 17 million homes, CBS stated.

If only one out of every 17 families were to pay 25¢ for this program, gross receipts would amount to $250,000, CBS said. If half of that sum were available for the purchase of this program, pay tv'ers could outbid the network. If half of the 17 million homes paid 10¢, the gross for *I Love Lucy* would be $850,000—making $425,000 available for its purchase, CBS added.

Zenith's estimate of $2 per week from all tv owners would amount to $3.5 billion a year—three times the amount spent by all tv advertisers, CBS said.

Present free tv, CBS said, permits the taxi driver to view the same program as the millionaire.

"Ability to pay," CBS said, would become for the first time in American broadcasting, a major factor in determining which portions of the population would see which programs. Those who were barred, for economic reasons, from seeing the program they wanted would be second-class citizens so far as television is concerned, even if a free program were available to them."

In a four-page section, CBS enumerated the "great box office attractions" which free tv has already brought into the American home. It listed stage and movie stars (Ethel Barrymore, Helen Hayes, James Stewart, Frederic March), classic plays (King Lear, Antigone), scenes from Broadway plays (Fanny, Ankles Aweigh), opera (Tosca, Saint of Bleeker St.), etc.

In answering what it called "fallacious" argument that the choice of whether or not pay tv

Toll Tv on 'See It Now'

PAY tv will be examined—and demonstrated—on Edward R. Murrow's *See It Now* program tomorrow night (Tues.), the entire program (10:30-11 p.m. EDT) to be devoted to that controversial subject. CBS-TV reported late last week that guests already slated to participate included James M. Landis, counsel for Skiatron (Subscriber-Vision); Walter O'Malley, president, Brooklyn Dodgers; Robert E. Sherwood, playwright; Frank Stanton, president of CBS Inc.; Alfred Starr, Nashville theatre exhibitor, co-chairman of the Joint Committee Against Toll Tv, and P. A. (Buddy) Sugg, WKY-TV Oklahoma City. The program will consist of interviews with the guests and a demonstration of pay tv (system to be shown was not identified).

It's Easy to Break Pay-Tv Code–Jerrold

JERROLD Electronics Corp., Philadelphia, last Thursday attacked the "scrambled" broadcast technique planned for pay-as-you-see television as "technically and economically unsound" and contended that "the only practical way to bring subscription tv programming to the American public is by means of wire."

Jerrold's position was outlined in a five-page memorandum to be filed with the FCC and explained at a news conference in New York by Milton J. Shapp, president of the company. Along with the memorandum, Jerrold had for the FCC a 17-page "engineering report on encoding television signals," prepared by Don Kirk, vice president and director of research, which concluded that "there is no known practical system for coding a broadcasting television signal that cannot be broken with ease."

Jerrold is a manufacturer of master antenna systems, used in many of the cable community television systems in the U. S.

Mr. Shapp claimed that his firm is prepared to file for patents on an electronic "jig saw puzzle solver" that could automatically reassemble any scrambled picture, regardless of the method used. He asserted, moreover, that "in the practical sense, it is extremely doubtful if such an automatic decoder would be needed." He continued:

"Any complicated scrambling and decoding method, which would require such an automatic device to break the code, is ruled out when it is considered that whatever coding technique is used must be compatible with the existing 36 million television receivers now in American homes. The operation of the decoding mechanism must be simple enough to be understood and manipulated by a housewife, and the 'key' must be distributed to subscribers well in advance of the program."

Mr. Shapp charged that "bootlegging" would result when a sample of the decoding device and extensive sampling of the coded material are made available to the public. A "bootlegger," he said, could break the code and make his own decoding devices available to his own "customers."

Under the Jerrold proposal for subscription tv, Mr. Shapp said, the same technical facilities used in closed circuit community antenna systems could be expanded to bring subscription tv to any city in the nation.

Several representatives of the Zenith Radio Corp., developers of the "Phonevision" system of pay-tv, attended the news conference and sharply challenged Mr. Shapp's assertion that Jerrold is prepared to "break" any coding method to be used with the existing 36 million tv sets. Millard C. Faught, consultant to Zenith, said he would be "amazed" if Zenith engineers had overlooked considerations which the Jerrold organization represented as "simple."

SPECIAL DESIGN TOWER takes wave guide for UHF antenna

To operate on channel 41 at 269,000 watts, WROW-TV, Albany, New York, needed a wave guide to feed their UHF-TV antenna. And this required a special design tower to take the wave guide.

The result was a triangular Blaw-Knox Type TG-3 Tower as the basic design. Plus a number of major modifications to provide for the 7½″ x 15″ wave guide inside the tower. An inside climbing ladder permits easy inspection and maintenance of the wave guide for its entire length.

The tower has a number of features which enable it to carry heavy loads and yet withstand tremendous wind pressures. For instance, double laced structural angle bracing provides extra strong, rigid construction . . . pivoted or articulated base avoids excessive bending stresses . . . factory pre-stressed guys are proof tested to a load greater than ever required in service . . . and hot-dip galvanized coating protects against all weather conditions.

This 700 foot tower for WROW-TV is another typical illustration of the flexibility of Blaw-Knox design and construction which is readily available to you.

For further information on the many types of Blaw-Knox Antenna Towers, write for your copy of Bulletin No. 2417. Or, for prompt service send us your inquiry, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION • TOWER DEPARTMENT
PITTSBURGH 38, PENNSYLVANIA

BLAW-KNOX

ANTENNA TOWERS

Guyed and self-supporting—for AM • FM • TV • microwave • communications • radar

Distributed by GraybaR

Detail showing wave guide as it leaves the tower.



Note sturdy angle supports for both wave guide and ladder.



should be approved should be left to the public, CBS argued that any type of pay tv would have a bad effect on free tv. For, it said, even if a small minority was willing to pay for a special type of program, that channel would be blacked out to the rest of the viewing public.

"Even if pay tv were not an ultimate success, more would be lost than merely the dollars of investors," CBS said.

"The existence of a pay television system during a protracted period would effectively operate to prevent the flow to free television of the very programs which would otherwise come to the public without charge. It would prove impossible for free broadcasters successfully to bargain with leading actors, writers and other talent, or with sports promoters, theatrical producers and motion picture producers. Sponsorship would be interrupted. Listener continuity would be destroyed. Indeed, road blocks would be set up which would interfere with the present healthy expansion of free television and entirely disrupt it. The extent of the damage which would be caused during such a period is incalculable; it would, at best, take many years to overcome its effects. Thus, the failure of petitioners' "experiment" would cause not only economic loss but also serious injury to the public interest.

CBS suggested that pay tv ought to use a wire circuit. This has been the traditional approach of the FCC in order to conserve spectrum space, the network avowed.

In arguing that subscription tv is not broadcasting within the meaning of the Communications Act, CBS also held that it is not purely a common carrier system.

"When all of its elements are considered together, it must be concluded that pay television is a hybrid which defies classification under the statute because it does not fit within its framework," the CBS statement said. Therefore, it held, Congress should determine where pay tv fits into the communications scheme of things.

ABC referred to the pay tv proposals as the camel's nose into the tent. Subscription tv would "blot" out free tv, ABC said, particularly in one station markets. This would reduce chances for network clearances, thus diminish advertising support, resulting in the loss of programs and talent.

The "traditional" system of broadcasting will "disintegrate" when deserted by its better programs and larger advertisers," ABC said.

"Free tv and fee tv cannot co-exist," ABC declared. It went on:

"The moment the problem of time clearance is aggravated, over what it is today, by reason of the loss of existing facilities during the hours garbled programs are transmitted, the downward spiral sets in. With the inability to clear time during good viewing hours (equally essential to pay television), free television loses advertising sponsorship. The resulting reduced revenues will affect programming. Pay television wtih its 'box office' will siphon off sporting events of national interest. Better programs and better talent will gravitate to the medium with the larger check book. Free broadcasting, on air-waves owned by the public, would deteriorate if not disappear. If the American way of broadcasting were 'just a business,' its replacement by a new and better industry could not be criticized. But broadcasting has developed in the United States on the concept that the people own the airways, that they have a 'natural right' to see whatever goes out over the air, and that this intelligence is available free of charge to all the public, and not simply those who have the ability to pay—as basic a concept as the American principle of free public schools, free libraries, free parks, and free playgrounds. Not even the proponents of pay television dare suggest that free television should be discontinued. Presented in that garb they know what the answer would be. But pay television superimposed upon frequencies and facilities now devoted exclusively to free broadcasting will have that precise result. Bureaucratic regulation might postpone but not preclude the inevitable relegation of free broadcasting to the limbo of history."

In answer to Zenith's oft-repeated claim that the FCC should permit a try-out of subscription tv, ABC answered by stating that the air is in trust for the public; there is no private right to try out anything.

If subscription tv enters, ABC warned, rate regulation is around the corner. It also warned of monopoly dangers.

The approval of pay tv would be a "breach of faith" to the 35 million set owners who have spent more than $10 billion on purchasing their receivers, ABC said.

Pay tv is a hybrid, ABC said, and Congress should legislate on the proposal before the FCC acts.

In a declaration of faith in the future of the present system of telecasting, ABC said:

"Our present system can survive and grow on the advertising dollar. Television advertising helps to create the markets which make

Here's Buying Power!

WIBW-TV's coverage area is a vast, booming, $1,300,000,000 market with $223 million in food sales, $79 million in drug sales, and $233 million in sales of general merchandise.* Here's big buying power for *your product!*

** Consumer Markets, 1955*







Here's Selling Power!

WIBW-TV . . . Topeka's *only* TV station . . . delivers top coverage in 44 counties in 3 states . . . 156,630 big-buying TV homes . . . 73% saturation!* WIBW-TV gets RESULTS for advertisers because we've mastered the personalized, local approach that turns viewers into buyers . . . a trick we learned years ago on WIBW radio. See your Capper man for *real* TV *selling power!*

** 4/1 . . . excluding urbanized Kansas City and St. Joseph.*

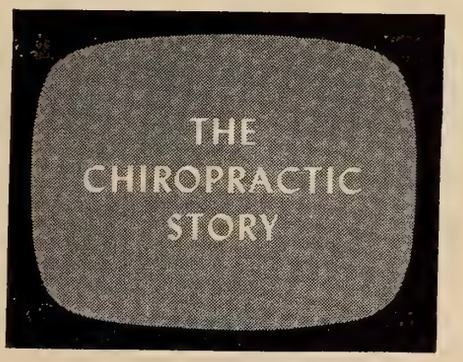
WIBW-TV
SEE YOUR Channel 13 V H F CAPPER MAN
The Kansas View Point

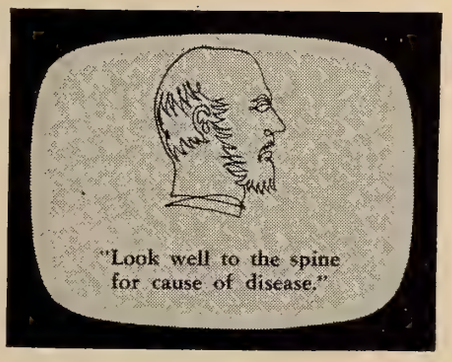
TOPEKA, KANS.
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka, KCKN in Kansas City
Rep: Capper Publications, Inc.

CBS-DUMONT-ABC

"Great is TRUTH. Fire cannot burn, nor water drown it" . . . . . DUMAS

32,000,000 ARE PERSONALLY INTERESTED IN THIS FILM FOR TV . . .







"The Chiropractic Story"

—Saga of a 3,300 Year Old Truth

One of the gambles in presenting a TV show is the size of the audience it will attract. That gamble can be reduced if you show *"The Chiropractic Story,"* because 32,000,000 Americans have availed themselves of, and are vitally interested in, chiropractic. Said another way, the audience of this show can be larger than the total TV ownership of the U.S.A.

The central theme of the film is that truth is eternal. The story enfolds the beginning of the chiropractic truth when Chiron emerges from the mist of 33 centuries of time. Then came his famed pupil, Aesculapius, of whom the immortal Plato said, "He scientifically created the art of healing."

Later, Erasistratus and Herophilus emphasized the importance of the nervous system, and then Hippocrates, the father of modern healing, stated the fundamental truth, "Look well to the spine for the cause of disease." Descartes, 320 years ago in France, and Galvani in Italy, many years later, carried on the teachings of the significance of the nervous system.

So much for the history and travel of the truth of chiropractic. Its entrance on the American scene and its modern version came through Dr. Daniel David Palmer. Today, chiropractic is America's second largest healing profession.

"The Chiropractic Story" is offered without cost to the television stations of America. Write for it today.

If there is particular information you want, write us or send for the book, "The Truth About Chiropractic."

NATIONAL CHIROPRACTIC ASSOCIATION, Inc.,
NATIONAL BUILDING, WEBSTER CITY, IOWA

3 TRUTHS YOU SHOULD KNOW!

550 Insurance Companies Recognize Chiropractic.

1 out of EVERY 5 Americans Avail Themselves of Chiropractic Health Services.

4 Years of Chiropractic College is the Minimum Requirement for Doctors of Chiropractic.



The Truth About Chiropractic

**One of a Series of Reports*

possible mass manufacture and lower prices. As more stations become available (and the situation has improved since 1952), advertising revenue will be further augmented. No other industry in America—the railroad, the automobile, the aeroplane or the motion picture—can point to the progress which the television industry has made in a comparatively short period. All this has been accomplished under the American method of broadcasting. If not denied access by administrative fiat to facilities and program sources, ABC has no fears for the future of the American system of free tv."

One of the heaviest attacks on the philosophy of pay tv was entered by the Joint Committee Against Toll Tv, a group of theatre exhibitors.

With free tv destroyed, the Committee declared, pay tv would cost the average tv set owner $1,156.32 per year if he continued viewing the average 4.8 hours a day.

Pointing up that three-fifths of tv set owners earn less than $5,000 yearly, the Joint Committee declared that the burden of paying would fall on those least able to afford it.

The Joint Committee referred to the pay tv plan as "the greatest grab of the century."

Referring to the relation of Paramount Pictures to Telemeter, the Committee called attention to the producer-exhibitor divorcement decree and warned that the re-establishment of producers and exhibition outlets was inherent in subscription tv.

It recommended that pay tv, if approved, be limited to 12 hours a month per station. It also called for the Commission to prohibit fee tv in one-station markets and to permit it only to uhf stations in markets where there are two vhf stations in operation.

Pay tv is more like a public utility than anything else, the Committee said. It called for Congressional legislation, rather than FCC action. Before the FCC approves such a system, the Committee declared, it should hold a full hearing.

In discussing the future of free tv in competition with pay tv, the Joint Committee drew this picture:

"The same analysis is applicable to revenues. With the first impact of subscription television, there might be a rise in revenue of some broadcast stations. However, this would be counteracted by an immediate decline in revenues attributable to advertiser-support. The overall effect cannot be calculated with precision at this time and until such time as the proposed operating scheme, including the proposed division of the income, is disclosed by the proponents of subscription television. In the long run, however, once free television is dead, the television station licensee will be at the complete mercy of the patent holder. He will have no escape. He will be in a position of the fm licensee and the functional music operator; the contracts between the two permit the licensee barely to eke out a living wage from the functional music operations. Even if advertising returns to the broadcast industry via subscription television programs, it will be of no use to the station licensee. By then advertising will have become the handmaiden of the patent holder. In the end, if the broadcaster does as well as he is now doing he will be a lucky individual. The total pot will be larger, but there will be more mouths to feed, particularly the patent holder and the subscription box office companies."

The establishment of pay tv would make free tv a "daytime oddity," the Committee said.

Terming the prospective approval of pay tv a "breach of faith" to the American public and the idea of charges for broadcasting "completely repugnant to the historical concept of public ownership of the air waves," NARTB reiterated its position as taken by the Tv Board last April [B•T, April 18]. It added:

"It is no exaggeration to state that fee television could transform the entire existing system into one vast 'closed circuit'; closed to those members of the public who cannot afford to use the television set they purchased on the implied promise that its use would be a free one."

NARTB, which delved mainly into the legislative history of paid broadcasting, continued:

"We are not here dealing with a matter of electronics, but with an issue of the highest order involving as it does the possible transmutation of a now public asset into a private one."

Recurring in many of the opposition briefs were references to Comdr. McDonald's doubts on the future of sponsored tv, going back to 1946 when the Zenith president spoke of "televisionaries' who thought advertising could support a tv broadcast system. This was particularly documented by NBC and CBS.

Whammy on Commercials

ZENITH Radio Corp., whether or not it wins the battle for pay-see-tv, apparently is prepared to continue its vendetta against commercials to the bitter end. That could be construed from the new "Flash-Matic" device being incorporated in nine of the new Zenith tv models being announced today. The Flash-Matic includes a gun, resembling an old German Luger, and uses the electric-eye principle. It can be aimed at a sensitive corner of the set screen to "turn the set on or off, change channels, or cut out the sound of long-winded commercials." Suggested retail prices for the sets so-equipped range from $399.95 up.

SUBSCRIPTION TV ARGUMENTS DEVELOP INTO SLUGFEST ON EVE OF FCC DEADLINE

Zenith president says RCA tried to buy rights to Phonevision. The General denies. The Commander denies the denial. Brother Barney Balaban challenges Sarnoff. Brother John Balaban challenges Brother Barney.

TEMPERS FLARED and brother was set against brother in the last few days before the FCC's deadline last Thursday for comments on subscription tv.

In a bitter exchange of charges and denials, Zenith's Comdr. Eugene F. McDonald Jr. and RCA's Brig. Gen. David Sarnoff lashed at each other over the former's allegation that RCA had tried to buy its Phonevision patents.

And Barney Balaban, president of Paramount Pictures Corp., took Gen. Sarnoff to task for the RCA chairman's remarks about the potentional hold producers would have on tv if pay tv was authorized. He was refuted by his brother, John Balaban, president of Balaban & Katz Corp.

Paramount Pictures is majority owner of International Telemeter Corp., one of the three pay tv proponents. Balaban & Katz is a theatre exhibition subsidiary of American Broadcasting-Paramount Theatres Inc., which has taken a stand against pay tv.

The McDonald-Sarnoff exchange began last Monday when Comdr. McDonald charged that RCA unsuccessfully tried to buy control of Zenith's research and development in subscription tv.

"It is not surprising that RCA Board Chairman David Sarnoff has now come out in opposition to any public use of the service," Comdr. McDonald said. He referred to Gen. Sarnoff's statement against pay tv filed with FCC the week before [B•T, June 6].

"On three separate occasions in recent years RCA has proposed that it buy rights to control our Phonevision development," Mr. McDonald stated. "On one occasion Sarnoff told me that if we sold RCA our patent rights, our path to establishment of subscription tv would be made much easier," the Zenith president charged.

He continued: "I knew when we refused to give the patent control of Phonevision to Sarnoff that RCA would do everything in its power to prevent even a trial of Phonevision because of its threat to bring competition where none is now permitted to exist; and Sarnoff's recent effort to kill off what he cannot control is current proof that the government's recent charges are well-founded." Mr. McDonald was referring to the Dept. of Justice antitrust suit against RCA involving patent licensing operations [B•T, Nov. 22, 1954].

Zenith and RCA also are at loggerheads in a private antitrust suit involving patents which has been in the courts since 1946.

Comdr. McDonald's charge that RCA tried to buy Phonevision was branded utterly false and untrue by Gen. Sarnoff. In a statement which reasserted his brief cautioning FCC that pay-tv would "degrade and ultimately destroy the present system of free television," Gen. Sarnoff said:

"Mr. McDonald's conduct is identical with the conduct of Thomas C. McConnell, Zenith's lawyer. On May 23 Congressman Emanuel Celler reprimanded McConnell for making misleading statements before a congressional committee and described Mr. McConnell's statements as deserving of 'condign criticism for his thus misleading the committee.' Mr. McConnell had charged before a House Judiciary subcommittee that RCA counsel John T. Cahill has used advance knowledge of the report of the Attorney General's Committee on the Antitrust Laws in one of the court hearings in the Zenith-RCA private antitrust suit. Mr. McConnell later admitted his charge was unfounded.

"Mr. McDonald's irresponsible statement is so lacking in truth that he, like his lawyer, deserves severe criticism for his attempts to mislead the public, the industry, and the government," Gen. Sarnoff said.

Gen. Sarnoff said "our opposition to pay-television is based on the fact that 'no fee-no see' television would require the American television audience to pay millions of dollars for programs they now see free."

On Thursday, Comdr. McDonald retorted:

"David Sarnoff, chairman of RCA, has denied my recent statement that RCA sought to obtain control of the patents resulting from Zenith's research and development in subscription television. There is no more truth in that denial than in Mr. Sarnoff's recent loud claims that RCA invented magnetic tape video recording and atomic batteries—both of which

were actually discovered by independents long before the RCA claims.

"It is an old Russian custom to claim credit for the work of others and to deny that anyone else can produce a worthwhile discovery.

"The Attorney General of the United States filed a complaint in the Federal court some months ago charging RCA with violating the antitrust laws and with having engaged over the years in the persistent practice of suppressing worthwhile and beneficial developments in the radio-television field because they were not developed or controlled by RCA. That case is still pending in the courts. If called upon by the Attorney General I will be very happy to tell, in open court and under oath, the full particulars of RCA's attempts to secure control of Phonevision. I am sure that Mr. Sarnoff, the defendant in that case, will have an opportunity to repeat his denial this time under oath."

Barney Balaban accused Gen. Sarnoff of "inconsistency" in that he "deplores the possibility that the motion picture industry and Paramount in particular may influence the tv industry if pay television should come into being" and yet "berates us for allegedly refusing to turn over our pictures to television." He continued:

"If they think it is economically feasible at this time to make high-budget pictures for 'free' television, why doesn't Gen. Sarnoff lead the parade? His company has had a wide experience in this field, having controlled, for a considerable period of time, a major motion picture company which owned theatres and produced and distributed motion pictures throughout the world. The answer is a very simple one. Sponsors cannot afford to pay for a million-dollar or multi-million dollar production and then give it away."

The Paramount chief charged that "there is far less freedom in the tv market place because of its present dominance by the giant networks than in any other form of entertainment.

"NBC controls the production of shows, their distribution, and decides who shall be affiliated with its network and who shall not. Station affiliates are bound to the networks through their dependence upon them for the only quality

Two on One

POSSIBILITY of using a single tv channel to transmit two programs was raised last week when International Telemeter Corp. disclosed the principle behind its "marquee" effect (see main story).

When a televiewer tunes his set to a pay tv channel, he will see an announcement of the program and the price to be paid. When he puts the fee into the coin box, under the Telemeter system, the "marquee" will fade out and the unscrambled pay program will appear. In a sense, then, ITC has put two "programs" on a single channel. It is done, ITC explained, by using the same principle of frequency interweaving as is used to transmit luminance and chrominance in color signals.

Dr. Gilbert King, chief of ITC's engineering dept., admitted that the present "multiplexed" program will be degraded. But, he added, "ultimately I think it will be possible to send two full programs simultaneously on the same channel. Our present use of the tv channel is very wasteful."

Paul Raibourn, Paramount Pictures vice president and ITC board chairman, said he believed that five years of "concentrated" effort might lead to the feasibility of doubling the number of tv channels.

for the TOP tower

TOP power

in Milwaukee

it's VHF

Station

WTVW

CHANNEL

12

316,000 Watts

Here's Why...

in Milwaukee
Channel 12 is your best buy!

Now under construction by WTVW Channel 12 in Milwaukee is a Giant 1105 foot Tower. When completed this structure will be the tallest in Wisconsin and will give Channel 12 comparable coverage to any television station in the country. Yes, and no converters are needed for VHF Channel 12 in Milwaukee.

ABC & DUMONT Network

WTVW

CHANNEL 12

Represented Nationally by
Edward Petry & Company, Inc.

programs presently available. It is a few executives of the networks and a handful of sponsors who determine what the public shall see. It is the promotion of commercial products on television that dictates the kind of programs we have on television.

"It is the sale of merchandise rather than the inherent value of the program that sets present tv standards."

Mr. Balaban said "irresistible economic forces make some form of pay television inevitable. Experience shows that more and more quality programs—particularly in sports—are being withdrawn from sponsored television. Good and current motion pictures, the tested favorite entertainment of the public over a period of many years, still cannot be supported on the economic base of sponsor-financed television."

In Chicago John Balaban, president of Balaban & Katz Corp., issued a statement Thursday disagreeing with his brother, Barney, and claiming it would not be in the public interest for viewers to pay a fee for tv programs now available on commercial television.

"If this coin-in-the-slot business becomes a reality, you will never recognize telecasting as we know it in the current free-and-easy era," he stated.

"Viewers, of course, will have to pay for a lot of the very same attractions that are presently available to them without cost."

Mr. Balaban added that virtually all sports will be available only on a fee basis and noted the Brooklyn Dodgers have indicated they would be interested in toll tv if it is adopted. He claimed that theatres will retain certain advantages over tv—like larger screens, air conditioning, general comfort and protection against home interruptions of viewing.

"Big league baseball and top programs like Gobel, Gleason, Disney and Jack Benny would eventually go on pay television. And you would probably still have to look at commercials, too." He added he was not filing any opinion with the Commission.

Phonevision Demonstration

DEMONSTRATIONS of the Zenith Phonevision system of subscription tv will be continued in Washington's Sheraton Park Hotel for this week and next, it was learned last week following two days of showings to FCC officials and staff members. Congressional leaders, executive department officials and diplomatic officials will be invited, it was reported.

Zenith established its demonstration center in the Washington Hotel during the NARTB convention last month.

After closing down for two weeks, the Chicago pay tv advocate restarted the demonstrations last Thursday with FCC guests. During some of the showing, off-the-air pickups will be used in conjunction with the *Washington Evening Star's* WMAL-TV on ch. 7. WMAL-TV received FCC approval to transmit scrambled signals during morning hours until June 24.

GOVERNMENT

SENATE APPROVAL OF MACK SEEMS SURE AS COMMITTEE HOLDS SPECIAL MEETING

Commerce group convenes Thursday, six days in advance of regular session to give main body more time to consider appointment to FCC. Efforts being made to have his term of office start July 1.

SENATE blessing of Floridian Richard A. Mack to succeed Frieda B. Hennock on the FCC seemed virtually certain last week as the Senate Interstate & Foreign Commerce Committee set machinery into action to hasten Mr. Mack's hearing and confirmation.

The committe set a special hearing on the nomination for 10:30 a.m. this Thursday—six days in advance of its next regular meeting date June 22—to give the Senate more time to act before the controversial Miss Hennock's term expires June 30. With no opposition to the Mack nomination in view as of last week, it looked like clear sailing for the 45-year-old Democrat, who is at present a member of the three-man Florida Railroad & Public Utilities Commission.

Sen. George A. Smathers (D-Fla.), a member of the committee, had asked Chairman Warren G. Magnuson (D-Wash.) to advance the hearing date so the Senate could confirm Mr. Mack in time for his seven-year term to begin July 1. In this respect, Sen. Smathers was supported by the rest of the Florida Democratic congressional delegation.

Upon confirmation, Mr. Mack would become the third FCC member with a background in public utilities. Chairman George C. McConnaughey has service as chairman of the Ohio Public Utilities Commission and Comr. John C. Doerfer has served as chairman of the Wisconsin Public Service Commission. Mr. Mack is member of the executive committee of the National Assn. of Railroad & Public Utilities Commissioners and currently vice president of the group, with which both Chairman McConnaughey and Comr. Doerfer have been prominently identified.

He is understood to have the support of NARPUC, as well as that of FCC Chairman McConnaughey, for FCC membership.

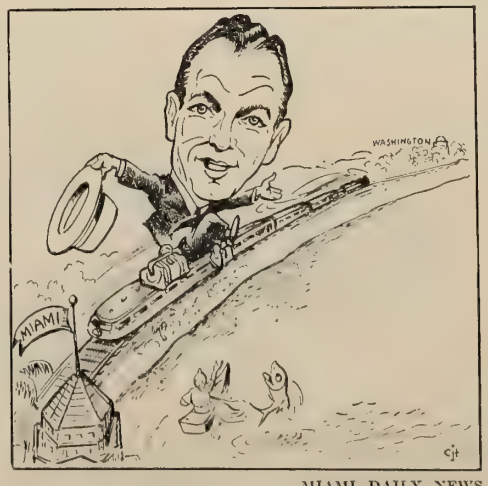
Richard Mack is called "Richie" by his friends and apparently his friends are everybody, according to a sketch of him in the *Miami Daily News* upon his nomination titled "Richard Mack—Young Man on the Way Up." Said the *Daily News*:

"So Richie Mack knows all the right people, is that the answer? No. Richie Mack knows everybody." The newspaper asks again, Why do people like Richard Mack? "Richie is so funny. . . . Little stories of his misadventures, an acute perception of the ridiculous, a happy humor that was light and without edge, made him cherished as a companion. . . ."

Appointed to the FR&PUC in 1947 by Gov. Millard Caldwell to fill a vacancy caused by death, Mr. Mack ran for the elective post in 1948 and won. Says the *Daily News*: "He sat down and learned his job, and he has worked hard and conscientiously at it ever since. He is the first commission member to take the post seriously." Describing Mr. Mack's successful efforts in increasing telephone service in Miami and reducing rates in seven municipalities in that area, the newspaper adds:

". . . He did better at the job than anybody else ever did before him. . . . When you dip this Miamian into the corrosive acid of suspicion into which we dunk all our politicians, he comes out gold."

Also to be heard at the committee's Thursday session is the nomination of William G. Kern to the Federal Trade Commission to succeed James M. Mead, whose term expires Sept. 25.



MIAMI DAILY NEWS

"YOUNG MAN ON THE WAY UP"

$6.8 Million for FCC Approved by Senate

THE SENATE last week approved the Independent Office Appropriation Bill (HR 5240) which carries funds of $6,870,000 for the FCC for fiscal 1956. The bill went to a Senate-House conference to work out differences over Senate amendments not affecting the FCC funds.

The appropriations measure carries an increase of $170,000 over Budget Bureau estimates of which $90,000 is specified for work on the FCC's applications backlog and $80,000 is earmarked for an FCC study of the network broadcasting industry. The FCC originally had asked the Budget Bureau for $7,240,930.

In explaining the proposed FCC study on the Senate floor last Monday before the Senate passed the bill, Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Appropriations subcommittee which held hearings on the bill and of the Senate Commerce Committee, said the FCC does not intend to "duplicate" any of the work done by the Commerce Committee's current investigation of the networks and uhf-vhf troubles. Answering a question from Sen. William Langer (R-N.D.), Sen. Magnuson said neither does the FCC plan to duplicate any work being done by the Senate Judiciary Committee's Antimonopoly Subcommittee in this group's current probe of monopoly.

Sen. Magnuson said he anticipated that information obtained by the FCC study "will be very helpful to the (Commerce) Committee, because we will be able to draw upon the facts which are obtained by an examination of the contracts."

CITY NEEDS BASIS FOR GRANTS UPHELD

Supreme Court rules in Allentown-Easton, Pa., case that Commission decisions may ignore applicant's relative qualifications when adequate service is available in one area but not in another. Under decision WHOL Allentown must cease operating to make way for WEEX Easton.

THE RIGHT of the FCC to make grants according to the needs of the cities involved, without regard to the relative qualifications of two applicants, was upheld by the Supreme Court last week.

In a precedent-making decision in communications law, the Supreme Court reversed the 1954 decision of the U. S. Court of Appeals in Washington in the nine-year-old Allentown-Easton, Pa., 1230 kc case. It said that under Sec. 307 (b) of the Communications Act, the FCC was correct in basing a grant on the question of which city needed the broadcast service more.

Associate Justice William O. Douglas dissented and Associate Justice Hugo L. Black did not participate.

At stake is the continuance of WHOL Allentown. In its mid-1953 decision the FCC held that Easton needed a second broadcast service more than Allentown a fourth. It withdrew the grant to the CBS-affiliated WHOL and authorized the same facilities to the Easton Publishing Co. (*Easton Express*-WEEX-FM and WGVL [TV]).

The appellate court reversed this decision on the ground that the FCC also has to weigh the relative merits of the two applicants.

In a subsidiary judgment, the appeals court said the Commission should not have reversed the examiner's findings regarding the credibility of witnesses except if the "preponderance of the evidence" indicated otherwise. This, too, the Supreme Court said was erroneous.

Nine-Year-Old Case

The case began in 1946 when four applicants sought the 1230 kc wave-length. The grant was made in 1948 following a hearing to what is now WHOL. The *Easton Express* appealed to the FCC to determine which community needed the service most. Following a second hearing in 1951 the examiner recommended that the grant to WHOL be affirmed. The Commission, however, in mid-1953, reversed this recommendation and made the grant to the Easton applicant on the basis of that city's need. This time the Allentown station appealed.

When the appeals court reversed the Commission, the FCC asked the Supreme Court to rule.

The Supreme Court opinion, written by Associate Justice Stanley F. Reed, unqualifiedly agreed with the Commission's contention that when mutually exclusive applicants seek grants for different communities, the FCC must first determine which community has the greater need for the service. Justice Reed said:

". . . Section 307 (b) empowers the Commission to allow licenses so as to provide a fair distribution among communities. Fairness to communities is furthered by a recognition of local needs for a community radio mouthpiece. The distribution of a second license to a community in order to secure local competition for originating and broadcasting programs of local interest appears to us to be likewise within the allowable area of discretion."

Referring to the appeals court's ruling that the Commission should not have overruled the examiner except upon a preponderance of evidence, the Supreme Court decision held that the lower court had gone too far. It said:

"None of the above circumstances [examiner's findings regarding lack of candor, newspaper and other broadcast holdings of Easton Publishing Co.] are in themselves a bar to the Commission's grant of license. Each involves appraisals of testimony that put into a record facts derived from various witnesses by interrogation. There was substantial evidence considering the whole record that had to be weighed pro and con as to types of programs, evasiveness of witnesses, and the desirability of allocating an additional license to an applicant who already controlled other means of communication."

Technically, the Supreme Court sent the case back to the Court of Appeals for a new decision. It is possible for the appeals court to write an opinion affirming its finding that the Commission erred in reversing the examiner. This, however, is considered improbable. It is more likely, it is believed, that the appellate court will issue a new decision upholding the FCC in this case. This means that WHOL will have to cease operation and that WEEX Easton will begin operating on the 1230 kc frequency.

FCC CRACKS DOWN ON UHF EXTENSIONS

Commission says it won't authorize construction extensions beyond Jan. 16, 1956, except where 'there is clear intent to proceed.'

UHF PERMIT holders who are not building their stations because of the high tv band's present economic distress may actually be hurting the industry, FCC indicated last week in an announcement which fixed Jan. 16, 1956, as termination date for all construction permits in this category.

The Commission said that after Jan. 16 it will authorize extensions of completion dates "only when there is clear indication of intent to proceed with construction."

The policy statement was issued coincident with extensions granted 12 uhf stations "notwithstanding indications by these permittees that they are delaying construction and operation because of the uncertain economic future facing uhf tv stations." FCC pointed out "it is the Commission's view that this is not a valid reason for continued extensions, and that further extensions under circumstances which do not include definite plans for actual construction and operation may not fulfill the purpose and intent of Sec. 319(b) of the Communications Act and may actually be detrimental to the development of television."

FCC said that permits surrendered or cancelled under this new policy "do not preclude their reinstatement on appropriate application at any time the applicant shows a desire to proceed with construction and operation except, of course, in those cases where another applicant has meanwhile been authorized to construct the facilities involved."

The 12 applications extended were those of

ROMERO CAPTURES PITTSBURGH . . . 68.9% OF THE AUDIENCE

ARB rates Cesar Romero's new TV show, **PASSPORT TO DANGER,** a slightly phenomenal 43.3 in Pittsburgh. Share-of-audience: 68.9%. And look at these other ARB* ratings and shares:

Milwaukee—34.3—64.6%
Cincinnati—18.1—36.7%
San Francisco—15.1—75.5%
Jacksonville—37.0—86.7

Romero really delivers the audience. Get him while he's "hot"!

*Jan. 1955

CESAR ROMERO, starring in . . .



PASSPORT TO DANGER

produced by Hal Roach, Jr.

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

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WETV (TV) Washington, D. C.; WOBS-TV Jacksonville, Fla.; WMCN (TV) Grand Rapids, Mich.; WKNA-TV Charleston, W. Va.; WITH-TV Baltimore, Md.; WETM (TV) Danville, Va.; WTVE (TV) Elmira, N. Y.; WINR-TV Binghamton, N. Y.; WQMC (TV) Charlotte, N. C.; WTRI (TV) Albany, N. Y.; KBAY (TV) San Francisco, and KAKI (TV) Visalia, Calif.

WOKA (TV) Goes Dark, Cites Financial Trouble

UHF WOKA (TV) Macon, Ga., assigned ch. 47, went dark on midnight of May 31, FCC reported last week upon receipt of a statement from the station that it was "continuing to lose money." WOKA was an NBC outlet. Macon now has only one station, ch. 13 WMAZ-TV, affiliated with ABC, CBS and DTN.

According to the letter received by the Commission, WOKA hopes to resume operation at some future date after new financing is obtained. It did not surrender its permit. According to the letter, J. C. Barnes Sr., principal stockholder in the station, declined to underwrite further financing in view of the continued losses. FCC was told that an effort is being made to seek others who will take over Mr. Barnes' interest in the venture.

Uhf KALA (TV) Deleted

FCC last week deleted ch. 35 KALA (TV) San Antonio, Tex., for lack of prosecution. The uhf facility was owned by W. W. Lechner, doing business as Alamo Tv Co. This raises the total number of post-thaw tv deletions to 134. Of these, 30 were vhf and 114 uhf.

CLARKSBURG CH. 12 DENIAL REVERSED

Appeals court tells FCC to reopen case and hold hearings. Commission's handling of protest from West Virginia publishing company said to be based on 'a seriously inadequate record.'

THE FCC's handling of the protest by the Clarksburg Publishing Co. against the grant of ch. 12 Clarksburg, W. Va., to WBLK there [B•T, July 5, 1954, *et seq.*] was seriously questioned last week by the U. S. Court of Appeals in Washington.

In a strongly-worded opinion by Circuit Judge David L. Bazelon, the court said that the Commission's denial of the Clarksburg newspaper company's protest was based on "a seriously inadequate record."

The denial was reversed and the Commission was told to reopen the record and hold further hearings.

The FCC granted the Clarksburg ch. 12 facility to WBLK in 1954 after competing applicant WPDX Clarksburg withdrew.

The Clarksburg publishing company protested on the ground that the grant was made the day after the second applicant withdrew without public notice, that it violated the multiple ownership rule in that there was overlap between the ch. 12 WBLK-TV and ch. 7 WTRF-TV Wheeling, 34% owned by the same interests, as well as the fact that the Wheeling station's signals were being fed to Clarksburg residents via a community tv system.

The newspaper also alleged that the Clarksburg grant violated diversification policy of the FCC in that the WBLK owners (News Publishing Co.) owned newspapers in various West Virginia cities (although not in Clarksburg) and also owned WPAR Parkersburg, W. Va., and had interlocking ownership with WTBO-AM-TV Cumberland, Md.

The protestant also questioned the propriety of the $14,000 payment to WPDX by WBLK for "out of pocket" expenses.

Clarksburg Publishing Co. publishes the *Clarksburg Exponent* and *Telegram*.

The court told the FCC that the inadequacies of the record are "directly attributable to the Commission's failure to follow the letter and spirit of Sec. 309(c) . . ."

Relating the fact that the Commission acted on the protest on the assumption that even if the allegations were true it did not change the Commission's mind in behalf of making the grant to WBLK, the court said that "this procedure did not satisfy the statutory command."

"The statute contemplates that, in appropriate cases, the Commission's inquiry will extend beyond matters alleged in the protest in order to reach any issue which may be relevant in determining the legality of the challenged grant. Clearly, then, the inquiry cannot be limited to the facts alleged in the protest where the Commission has reason to believe, either from the protest or its own files, that a full evidentiary hearing may develop other relevant information not in the possession of the protestant. . . . However unwittingly, the Commission seems to have assumed the defense of its grant rather than the public interest, as its primary role in the proceedings."

Discussing the question of overlap—the Commission found that there was no overlap within the Grade A contours—the court said "it seems a fair assumption that receivers in the area of overlap would receive acceptable signals from both stations. . . . Nothing in this record tells us why the Commission decided that the instant Grade B overlap would not constitute 'serving substantially the same area' within the meaning of the rule."

Chiding the Commission for not having decided what to do about community tv systems, the court virtually told the FCC to assert jurisdiction "if and when it concludes that such systems provide or are adjuncts of a broadcast service."

It is unrealistic, the court said, to overlook the fact that Clarksburg residents are receiving service from the Wheeling station.

Recalling that the court has "strongly supported" the Commission on the diversification issue, Judge Bazelon concluded that based on the facts in the case "it is difficult to understand how the Commission could have concluded that the grant would not result in 'an unlawful concentration of control . . .'"

"Nothing in the present protest record dispels the strong impression that, on the concentration of control issue alone, the grant would not be in the public interest," Judge Bazelon said.

By implication, Judge Bazelon also told the FCC that it should look into the $14,000 payment to WPDX. It is the Commission's prerogative, he said, to determine whether it should call for itemizing of expenses, identification of parties negotiating the agreement and details of arrangements between competing applicants.

Judge Bazelon also questioned the method by which the grant was made 24 hours after the competing application was dismissed.

EL PASO County 4th in Texas

In Per Family Effective Buying Income*

*1955 Sales Management Survey of Buying Power

More proof of El Paso County's importance among the nation's leading markets is the fact that El Paso County is now fourth in Texas in per Family Effective Buying Income:



1—Dallas County (Dallas)..... $6440
2—Lubbock County (Lubbock)..... 6338
3—Harris County (Houston)..... 6276
4—EL PASO COUNTY (EL PASO).... 6155
5—Jefferson County (Beaumont)..... 5928
6—Nueces County (Corpus Christi)..... 5829
7—Travis County (Austin)..... 5598
8—Tarrant County (Fort Worth)..... 5528
9—Bexar County (San Antonio)..... 5311
10—McLennan County (Waco)..... 4641

KROD-TV

CHANNEL 4 • EL PASO, TEXAS
Affiliated with CBS, ABC and DuMont Television Networks
Affiliated with KROD-600 kc — 5,000 watts
Owned and operated by the El Paso Times, Inc.
Roderick Broadcasting Company
Dorrance D. Roderick, President
Val Lawrence, Vice Pres. & General Mgr.
Dick Watts, General Sales Manager
Represented Nationally by The BRANHAM CO.

EL PASO, TEXAS

Let your Branham man show you how KROD-TV covers this rich market—and, as a bonus, delivers the rich Southern portion of New Mexico.

De-Intermixture Argument

ORAL argument was scheduled by FCC last week for June 27-28 on its controversial rule-making proposals to de-intermix uhf and vhf channels at Peoria, Ill.; Evansville, Ind.; Madison, Wis.; Hartford, Conn., and Albany-Schenectady-Troy, N. Y. [B•T, May 23]. The arguments will be shared by the Commission *en banc*. FCC said eligible parties should enter their appearance by Wednesday and indicated a conference will be called later to arrange for allocation of time and to schedule the order of argument.

Five New Standards, One Fm Granted by Commission

FIVE new daytime am stations at Moses Lake, Wash.; Lynchburg, Va., Brookhaven, Miss.; Arcadia, Fla., and Amory, Miss., and one fm station at Wilkes-Barre, Pa., were granted by the FCC late last week.

A new 1 kw daytime station on 1260 kc at Moses Lake was granted to Central Basin Broadcasting Co., wholly owned by Robert S. McCaw. Mr. McCaw is owner of ch. 23 KRSM (TV) Yakima, Wash., and one-third owner of KYAK Yakima and KALE-AM-FM Richland, Wash.

At Lynchburg, a new 1 kw daytime station on 1050 kc was granted to Harry A. Epperson Sr. Mr. Epperson is on the sales staff of his son's station, WPAQ Mt. Airy, N. C.

At Brookhaven, grant of a new 500 w daytime station on 1570 kc was made to Rural Broadcasting Co., a partnership composed of W. M. Jones (45%), assistant general manager of WJMB Brookhaven, and Laura J. Huff (55%), partner in a local specialty shop.

A new 1 kw daytime station on 1480 kc at Arcadia was granted to Arcadia Punta Gorda Broadcasting Co., wholly owned by H. F. McKee, motel and clothing store owner.

At Amory, a new 250 w daytime station on 1580 kc was granted to Charles C. Boren Jr., former permittee of WAMY there. The permit for WAMY, calling for daytime operation on 1580 kc with 5 kw, was relinquished in an attempt to obtain fulltime operation on 1340 kc there. Rather than go through an unanticipated hearing on the fulltime operation, Mr. Boren amended his application to specify the granted facility.

The new Class B fm station on ch. 277 (103.3 mc) at Wilkes-Barre was granted to Richard G. Evans, former general manager and 23% owner of the now defunct WIZZ (FM) there. The new station will operate with effective radiated power of 3.1 kw with antenna height of 975 ft. above average terrain.

WJBK Gets Extension

WJBK Detroit received a 30-day extension of its construction permit to operate on 1500 kc last week pending FCC action on its new application to lower the prospective nighttime power to 1 kw. The Storer-owned station's permit—to change from 250 w on 1490 kc to 10 kw day, 5 kw night on 1500 kc, directional—had been the target of attacks by co-channel 50 kw outlets KSTP Minneapolis-St. Paul and WTOP Washington [B•T, March 7]. Both stations claimed that WJBK could not make its nighttime directional work. WJBK has been operating on 1500 kc with 10 kw daytime, and has returned to 1490 kc with 250 w for nighttime operation.

UHF-VHF REMEDIES SUGGESTED TO FCC

Uhf Industry Coordinating Committee's proposals include a 90-day freeze on television actions that would aggravate uhf-vhf intermixture.

NINETY-DAY freeze on all tv stations which would aggravate uhf-vhf intermixture, plus establishment of an *ad hoc* committee to study relaxation of rigid engineering standards with tv bids considered on case-by-case basis, were highlights of the proposal presented to FCC Commissioners Monday by the Uhf Industry Coordinating Committee. Recommendation stems from the group's deliberation during the recent NARTB convention [B•T, May 30].

The proposal was presented to the individual Commissioners by Harold H. Thoms, president of ch. 62 WISE-TV Asheville, N. C., who is chariman of the uhf committee, and Fred Weber, president of suspended ch. 46 WFPG-TV Atlantic City, vice chairman. It was reported that a formal petition is to be presented in another meeting with the commission June 21.

The Uhf Industry Coordinating Committee announced that "experience of several years has now clearly established that the predetermined assignment by fixed rule of dissimilar television channels to specified communities does not and cannot provide a sound basis for achieving a system of competitive, nationwide television service." The committee urged FCC to take the following steps:

(1) Withhold, for at least 90 days, the grant of authorizations and modifications of authorizations of television facilities in every case where such authorizations will result in aggravation of intermixture of uhf and vhf stations.

(2) Simultaneously, establish an *ad hoc* committee to study and determine promptly engineering standards for determining objectionable interference, to serve as the basis for rules permitting the assignment of additional stations upon an application, case-by-case method instead of the present method of fixed assignments by rules establishing arbitrary, rigid mileage limitations. This substituted method of making future assignments would have as its objective the establishment of stations to serve specified markets as proposed in individual applications, upon a showing that the requirements of a fair, efficient and equitable distribution of television service and the public interest, convenience or necessity would be served.

(3) During the 90-day period, the Commission is urged also to resolve pending proposals looking towards elimination of intermixture of television assignments.

NARTB Asks FCC Postpone Action on Spurious Radiation

IN ORDER to allow more study and research in the matter of spurious radiation by am and fm transmitters, NARTB petitioned FCC last week to postpone the date for final action and to allow another six months in which comments may be filed. FCC has proposed to restrict spurious emission. NARTB's petition asked for information concerning interference cases that have been reported to FCC and related that an industry committee is gathering data. NARTB, Radio-Electronics-Tv Mfrs. Assn., Assn. of Federal Communications Consulting Engineers and FCC representatives are on the committee, the petition said.

ROMERO IS TOPS IN HIS TIME SPOT IN CINCINNATI!

Yes, **Passport to Danger,** starring Cesar Romero, is going over big in Cincinnati, with a 25.6 rating and an impressive 48.2% share-of-audience (source: ARB, Feb. 1955). In San Francisco, in Louisville, in city after city, the story's the same. For example, here are more ARB ratings:

PITTSBURGH	**43.3**	**68.9% share**
JACKSONVILLE	**37.0**	**86.7% share**
SAN ANTONIO	**26.1**	**56.4% share**
MILWAUKEE	**34.3**	**64.6% share**

All this, plus the fact that Romero's available to do commercials. No wonder he has so many happy sponsors!

CESAR ROMERO, starring in . . .



PASSPORT TO DANGER

produced by Hal Roach, Jr.

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FCC AWARDS WICHITA TV CORP. CH. 3

KFH and KANS lose out as Commission upholds hearing examiner's recommendations by 3-2 vote. Diversification of control, community service cited by majority. Comrs. McConnaughey, Lee dissent.

IN A CLOSE, hair-splitting final decision, FCC last week by a 3-to-2 vote upheld the basic recommendation of its hearing examiner that ch. 3 at Wichita should be awarded to Wichita Tv Corp. and the competing applications of KFH and KANS there should be denied.

The majority ruling, comprising Comrs. Robert T. Bartley, E. M. Webster and Frieda B. Hennock, found Wichita Tv entitled to "slight preference" in several categories over the proposals by KFH and KANS. A dissenting opinion by Comr. Robert E. Lee, chiding the majority for favoring a newcomer and his "promises" over the established record of high performance by KFH, contended KFH was entitled to the grant.

Joined by Chairman George C. McConnaughey, Comr. Lee's dissent also criticized the majority's ruling against KFH in the area of mass media diversification because the station is owned 38% by the Wichita *Eagle*. Comrs. Rosel H. Hyde and John C. Doerfer, both on trips, did not vote in the case.

One of the first post-thaw comparative hearing cases, the ch. 3 fight began in October 1952. The initial decision of Examiner Hugh B. Hutchison was issued last August [B•T, Aug. 23, 1954].

Wichita Tv Corp. is to be owned by 126 stockholders when its nearly 800,000 shares are distributed. Firm is headed by George M. Brown, ice and cold storage plant owner, president and 23% owner; his mother, Mrs. Helen B. Brown, 13%, and William J. Moyer vice president-general manager, 2.3%.

Dale W. McCoy Sr., former sales manager of KFBI Wichita, is vice president and sales director of the new grantee. Tom J. Maloney is vice president and program director, and Daniel M. Moyer is secretary-treasurer and general counsel.

Educational Needs Served

The majority conclusion said Wichita Tv is entitled to slight preference over KFH "because its programming proposal more completely fulfills the educational needs of the area in question. We have concluded that these two applicants are substantially equal, and that therefore neither is entitled to a preference, with respect to the overall question of effectuation of programming proposals together with remaining sensitive to the area's needs. Finally, Wichita Tv merits a preference over KFH on the factor of diversification of control of the media of mass communication."

Comparing Wichita Tv with KANS, the majority concluded Wichita Tv "merits a slight preference with respect to its proposed local live programming (specifically, in the categories of education, discussion and agriculture). Wichita Tv is also to be preferred on the likelihood of its carrying out its proposals as well as remaining sensitive to the area's needs, and on the policy of diversification."

In his dissent, Comr. Lee wrote, "I believe we should approve the application of The Radio Stations KFH Co. KFH-AM is a pioneer am station, having started its operation as far back as 1922, and it is one of the five am stations in that city. It has rendered outstanding service to people in the Wichita area. . . .

"The attempt to belittle or diminish that outstanding record amounts really to placing emphasis on small and trivial matters and cannot stand careful scrutiny. The fact is that the record [of KFH] is one of the most excellent and outstanding ones compiled by any licensee of this Commission. . . . We had KFH's splendid record before us—we had nothing from Wichita Television but promises."

Newspaper Ownership

As to diversification, Comr. Lee said, "I do not think that in the case of awarding a license to a local newspaper, which is not a monopoly, that diversification should outweigh all other factors in the case. The applicant, KFH, is partially owned by the Wichita *Eagle* which has negative control of the radio station, owning one-half of the capital stock of KFH at this time. The *Eagle* publishes one of the two newspapers in Wichita and has done so since 1872. It was established by Victor Murdock and is published today by his son, Marcellus Murdock. If a tv permit were granted KFH, the *Eagle* would hold only some 38% of the stock and the examiner furthermore pointed out that the operations of KFH and the Wichita *Eagle* are separate and distinct. In this case the service rendered by the newspaper and the radio station would seem to merit consideration instead of being regarded as a factor to be held against them. Newspaper ownership should be only one of the numerous comparative factors to be weighed in reaching a decision.

"As of January 1, 1954, there were 349 commercial tv stations on the air, 103 or 30% were stations in which newspapers had majority or minority interests. Of the 556 authorized tv stations as of the same date, 129 had newspaper affiliations. While no similar tabulation has been completed for 1955, it is believed that roughly the same proportions of newspaper-tv affiliations hold.

"I am impressed with the fact that a newspaper necessarily must have its roots very deep in the community. Over a period of 25 years, KFH and the *Eagle* have accumulated knowledge and experience concerning the needs of the community and how it can best be served. Newspapers are the first ones that are behind the drives for support, for public projects, for slum clearance, and other improvements in the community. . . . I would give KFH a point of preference for—instead of against—based on newspaper ownership."

FCC Grants Satellite On Roseburg, Ore., Ch. 4

NEW satellite tv station on ch. 4 at Roseburg, Ore., was granted by the FCC last week.

The satellite was granted to South West Oregon Tv Broadcasting Corp., composed of equal partners ch. 13 KVAL-TV Eugene, Ore., and ch. 5 KBES-TV Medford, Ore. The grant was made possible when Southern Oregon Tv Broadcasting Co., owned by KBES-TV, dismissed its competing bid for the ch. 4 satellite for 50% interest in the new venture [B•T, May 9].

The ch. 4 Roseburg satellite will rebroadcast programs of KVAL-TV, affiliated with ABC, NBC and DuMont networks. The station will operate with an effective radiated power of 5.3 kw visual, 2.6 kw aural with antenna 640 ft. above average terrain.

He'd Outlaw DST

A BILL to outlaw daylight saving time was introduced last week by Rep. Joseph P. O'Hara (R-Minn.). The bill (HR 6721) would require all business and individuals to operate by standard time and would make violation a misdemeanor with fines up to $100.

Mid-West T.V. Favored For Indianapolis Ch. 13

INITIAL DECISION proposing to grant a new tv station on ch. 13 at Indianapolis, Ind., to Mid-West T. V. Corp. was issued by FCC Examiner Basil P. Cooper last week. The decision would deny the competing applications of Crosley Broadcasting Corp., WIBC and WIRE, both in Indianapolis.

The decision concluded that Mid-West must be preferred because of integration of ownership with management and diversification of media of mass communication.

The examiner noted that WIRE is under the control of Eugene C. Pulliam, his wife and son. Mr. Pulliam is president and majority stockholder of Central Newspapers Inc., parent company of WIRE. The examiner noted further that through subsidiary corporations, Mr. Pulliam owns and controls the *Indianapolis Star* and *Indianapolis News*, WAOV Vincennes, the *Vincennes Sun-Commercial*, the *Muncie Star* and the *Muncie Evening Press*, and the *Huntington Herald Press*, all in Indiana.

WIBC, the examiner noted, is owned by the members of the Fairbanks family, former publishers of the *Indianpolis News* before that paper was merged with Mr. Pulliam's *Indianapolis Star*. The decision noted that the owners of WIBC own all the debentures, are the minority stockholders and elect a minority of the board of directors of Indianapolis Newspapers Inc., which publishes the two Indianapolis newspapers.

In denying the WIRE and WIBC applications because of diversification of mass media of communications, the examiner concluded:

"The record and the basic findings herein reflect how the concentration of media for the mass dissemination of news, information and entertainment in the hands of one man can affect adversely the community in which it occurs. Businessmen in Indianapolis are forced by economic necessity to buy advertising which they do not need or desire. Men in public life who do not see eye to eye with the publisher of the newspaper are the targets of headlines, editorials and news stories apearing in the press. If the operation of the channel 13 television station were to be placed in the control of those who now control the *Star* and the *News*, such action would enhance the ability of the owner of the newspapers to continue requiring the advertiser to purchase space he does not want. It would deprive the merchants of Indianapolis of a medium for advertising which would be competitive with the *Indianapolis Star*, the *Indianapolis News* and station WIRE. It would deprive the citizens of the area of a voice which, in other hands, might be raised in defense of those who do not see eye to eye with the owner of the *Indianapolis Star* and the *Indianapolis News*. These remarks are particularly pertinent to the application of Indianapolis Broadcasting Inc. [WIRE]. To a lesser degree, they are equally pertinent to the application of WIBC Inc. [WIBC]."

AT&T Files First Tariff For Off-Air Pickup Service

AT&T has filed with the FCC the first tariff for its new off-the-air tv pickup service to interconnect tv outlets for network programming [B•T, Feb. 28].

The telephone company proposes to feed ch. 5 KFYR-TV Bismarck, N. D., from ch. 6 WDAY-TV Fargo, N. D., over a 180-mile distance, beginning July 1. Rate will be $4,640 per month, AT&T said. KFYR-TV will be liable for an amortization charge of $81,865, pro-rated on a monthly basis, for any time that it ceases to use these facilities before three years are up, the tariff declared.

The AT&T's off-the-air pickup service was proposed earlier this year in response to an FCC proposal to permit tv stations in remote areas to build their own relay facilities for intercity connections. The telephone company said that the charges would be fixed on a case-by-case basis, but that the fees would be about half that charged for direct interconnection for distances of 100-125 miles.

KFYR-TV is affiliated with ABC, CBS and NBC. WDAY-TV is affiliated with ABC and NBC.

Port Broadcasting Granted New Wilmington Radio Outlet

INITIAL DECISION to grant a new am station at Wilmington, N. C., to Port Broadcasting Co., plus power boost for WISP Kinston, N. C., was made final by FCC last week. Port Broadcasting wins 250 w fulltime on 1230 kc while WISP, operating fulltime on the same channel, receives a power boost from 100 w to 250 w [B•T, May 16].

The Commission meanwhile postponed the effective date of a grant made April 19 to Southern Enterprises for a new am station on 1570 kc with 1 kw daytime at Cleveland, Tenn., and designated it for hearing in an oral argument before FCC July 7. Robert W. Rounsaville's WBAC Cleveland, which protested the grant, was made party to the proceeding.

Further protest filed by Radio Mid-Columbia Inc. against the FCC's April 14 grant to The Dalles Bcstg. Co. for a new station on 930 kc with 1 kw fulltime, directional night, at The Dalles, Ore., was turned down by the Commission. An economic protest filed by Radio Mid-Columbia, permittee for 1 kw day on 1300 kc at The Dalles, was denied a fortnight ago [B•T, June 6].

Examiner Would Reinstate Dover 1270 Kc Radio Grant

INITIAL decision proposing to reinstate the grant without hearing of the bid of Granite State Broadcasting Co., for a new fulltime 5 kw am station on 1270 kc, directional, at Dover, N. H., was issued by FCC Examiner William G. Butts last week. The decision would deny the protests of WVDA Boston, Mass., and WWNH Rochester, N. H.

WVDA and WWNH had contended that the grant may not be made because of the ownership of multiple stations together with a regional network and joint rates for advertising.

Granite State, licensee of WKBR-AM-FM Manchester, N. H., is owned by William F. Rust, Ralph Gottlieb and William J. Barkley. They also are associated in ownership of WTSV-AM-FM Claremont, N. H., and WTSL Hanover, N. H.

Granite State has agreed to grant H. Scott Kilgore, owner of WKXL Concord, N. H., and WARE Ware, Mass., an option to purchase 25% interest in the Dover station in consideration for his dismissal of a competitive bid.

The examiner concluded that the grant should be made as it would bring the first standard station and would provide the second primary nighttime service to Dover.

WTRI (TV) Denied Stay Against Albany Purchase

U. S. Court of Appeals in Washington last week denied the request of WTRI (TV) Albany for a stay against the FCC's 1954 order approving the purchase of WROW-AM-TV Albany to Lowell Thomas and associates for $298,800 [B•T, June 6].

The court decision, written by Circuit Judge Walter M. Bastian, said that it could find no abuse by the Commission of the authority to refuse to set aside a grant if in its opinion it would disrupt service.

WTRI, now off the air, was refused a plea for a temporary stay earlier this year.

A full-scale hearing was completed last month before Chief Hearing Examiner James D. Cunningham on the protest by WTRI against the WROW sale [B•T, May 16]. Parties have until June 30 to file proposed findings.

Examiner Proposes to Deny WFPA License Renewal Bid

INITIAL decision proposing to deny the license renewal application of WFPA Ft. Payne, Ala., was issued by FCC Examiner J. D. Bond last week.

George A. Gothberg Jr., licensee of WFPA, had purchased the station in 1952, but had not disclosed to the Commission that funds provided by his father were used to pay for the property, the examiner noted. The decision further noted that in the renewal controversy Mr. Gothberg told the Commission that his father had given him $23,000 and that in a divorce and alimony suit in Alabama he had told the court that his father had loaned him the money.

The examiner concluded that Mr. Gothberg had failed to show the sense of moral responsibility and the candor and honesty in his dealings which the Commission expects of a licensee and that the public interest would not be served by entrusting him with a license.

Broadcast Group Inc. Favored for St. Joseph Am

INITIAL decision proposing to grant a new 1 kw daytime station on 1270 kc at St. Joseph, Mo., to Broadcast Group Inc. was issued by FCC Examiner Fanney N. Litvin last week.

The application had been set for hearing with WREN Topeka, Kan., and KFKU Lawrence, Kan., because it appeared that the proposed station might involve objectionable interference to them. The examiner concluded that the amount of interference would be comparatively small with the interference area contiguous to the city limits of St. Joseph and no actual loss of service by the population in that area. The examiner further concluded that a grant to Broadcast Group should be made as it would provide a third local outlet for St. Joseph, the county seat, and a third choice of local programming.

WILKES-BARRE GOES FOR ROMERO... AND HOW!

Cesar Romero, starring in Passport to Danger, is as "hot" in Wilkes-Barre as he is in other cities, with a 16.9 rating plus 39.7% share-of-audience (source: ARB, Feb. 1955). And here are more ARB ratings:

SAN ANTONIO	26.1	56.4% share
MILWAUKEE	34.3	64.6% share
CINCINNATI	25.6	48.2% share
JACKSONVILLE	37.0	86.7% share

Advertisers go for Romero, too! No wonder: he's big "box office," and what's more, you can build exciting promotions around his name. Call us and check on your market.

CESAR ROMERO, starring in . . .



PASSPORT TO DANGER

produced by Hal Roach, Jr.

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO · ATLANTA · DALLAS · HOLLYWOOD

UHF ILLS SELF-INFLICTED—CHISMAN

Operator of successful ch. 15 WVEC-TV Hampton, Va., claims that many of uhf's wounds are self-inflicted. He cites as other sources of trouble: governmental inactivity and 'blue sky' groups that would use uhf to advance their own causes; says, 'we don't need toll tv.'

UHF's troubles are rooted in attitudes of its own operators, in governmental inactivity and in "blue sky" organizations that want to use uhf stations to advance their own causes, Thomas P. Chisman, president and general manager of ch. 15 WVEC-TV Hampton (Norfolk), Va., said in a statement last week.

Mr. Chisman, who said his uhf station has operated profitably for several months, charged that too many uhf broadcasters are crying before they're hurt and are spending so much time looking for something-for-nothing that they are neglecting their own operations.

"We don't need toll tv, government subsidization or any other outside aid to make our operation successful," he asserted. "What we do need is a little more work, attention to operation, a little ingenuity, and above all, a better sales job about uhf to make the American people understand that we are not an electronic stepchild but quite possibly may be the answer to the 'whither goest television' question.

"Every day, uhf operators are being offered a different 'solution.' One day it is toll tv which is going to be the great benefactor. The next it is NATS [National Affiliated Television Stations Inc.], which is going to finance, research, manage and provide programming for our stations. What then will the station operator's job be? Another day, the government is going to solve the problem with the idea of moving all stations into the upper spectrum. Another idea is de-intermixture. Then we hear about the request by Congress to have all manufacturers produce nothing but all-channel sets.

"These ideas are fine, but the uhf operators would like a little less big talk and more action."

Quoting "a supposedly authoritative source" as saying no uhf station in a vhf competitive market is making "a true profit," Mr. Chisman said "I resent this because my operation is and has been making a true profit in just this kind of a market, and I'm sure there are others like me around the country."

He scored "the deplorable lack of activity on the part of responsible governmental agencies" as having "further heightened the clouds of confusion that tend to obscure the true uhf picture from the public eye. The problem has been kicked around in committee after committee and has been neatly sidestepped when action was necessary." He also hit out at "prophets of doom" and "the present trend by various organizations . . . to ignore any uhf success and play up the weak sisters." He said:

"It is this type of negative approach that is used to continually undermine the confidence of the people in the uhf picture. It certainly does not help the uhf operator and it demeans television as a progressive industry.

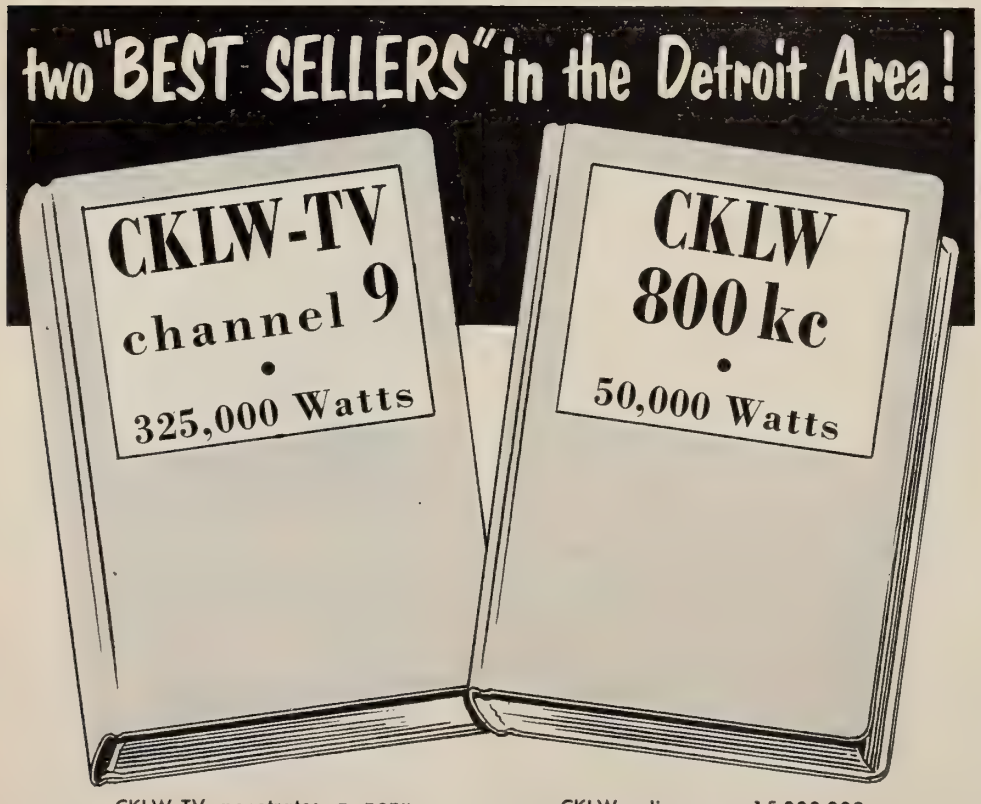
"I am not acting as a spokesman for the uhf industry, but I've been through every phase of the fight and have managed to not only survive but succeed. I'm damn tired of having every Tom, Dick and Harry belittle the time and effort every operator has put into his business and I feel that it's about time someone stood up and gave three big cheers for the uhf operators who are succeeding, who haven't cried 'uncle' and will continue to work and fight to prove that uhf is as good as its lucky lower-spectrum sister."

KCOR-TV Goes on Air With All-Spanish Programs

KCOR-TV San Antonio was slated to take the air Friday as "the first all-Spanish language tv station in the U. S."

The ch. 41 station is headed by President Raoul Cortez, who said the 100% Spanish-language programming would include films of major circuit bullfights from Mexico City, of Mexico City boxing and wrestling events, and most of the Ziv Television Programs which are done in Spanish. Programming at the outset will be from 6 p.m. to 11 p.m. daily.

The inaugural telecast was slated to originate from the 5,000-seat municipal auditorium with Texan and Mexican dignitaries on hand.



CKLW-TV penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets.

CKLW radio covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.

Channel 9
325,000 Watts
National Rep.
Adam J. Young, Jr., Inc.

CKLW

800 kc. Radio
50,000 Watts
J. E. Campeau, Pres.
Guardian Bldg., Detroit

GE Names Schmulbach Head Of WGY Sales; Cross Added

JOHN E. SCHMULBACH has been named manager of sales at WGY Schenectady, Merl L. Galusha, manager of the General Electric station, announced Thursday. Appointment of Charles C. Cross to the WGY sales staff also was announced.

The moves were cited by R. B. Hanna Jr., manager of GE's broadcasting stations department, as latest steps by GE in emphasizing separate media functions of radio and tv in sales and programming. He said it was the department's belief that the broadcast industry best serves the public and the advertiser when the media operate independently of one another.

Mr. Schmulbach was associated with WHAR Clarksburg, W. Va., and WABY Albany before joining the GE broadcasting operation in 1948. Mr. Cross, former account executive at Hevenor Adv., Albany, also had been advertising manager for the Tobin Packing Co., Albany.

WBC Consolidates Offices In New York's Chanin Bldg.

NEW OFFICES for the Westinghouse Broadcasting Co. have been leased on the 21st floor of the Chanin Bldg, 122 East 42d St., New York. The new space permits consolidation of nearly all of the company's executive offices formerly located in New York, Washington, and Philadelphia. Joseph E. Baudino, vice president of the firm, will remain in Washington, however, and the midwest sales office will continue in Chicago.

The move, effective this Thursday, was underway last week with some of the offices already set up at the Chanin Bldg. All of the 21st floor, except four offices, has been leased. Telephone number at the new address: Murray Hill 7-0808.

Dan E. Jayne Dies at 58; WELL Battle Creek Manager

FUNERAL SERVICES were held today for Dan E. Jayne, 58, manager of WELL Battle Creek, Mich, and vice president in charge of radio for Federated Publications Inc., owner of the station and four daily newspapers including the *Battle Creek Enquirer & News.*



MR. JAYNE

Mr. Jayne was at one time president of the Michigan Assn. of Broadcasters and the Michigan Associated Press Broadcasting Assn.

Mr. Jayne was a native of Six Lakes, Mich. He joined WELL in 1928 as a salesman and became station manager in 1932. He is survived by his wife, Lola, and a daughter, Christine.

KRON-TV Uses Color Camera For Improved Black-and-White

USE of its newly-installed three-vidicon camera, normally used for color tv transmissions, for black-and-white film telecasts—with "highly gratifying results"—is reported by KRON-TV San Francisco. According to the station, the "3-V" camera accepts a wider range of tones and it results in a greater amount of detail in black-and-white sets. Additionally, KRON-TV reports, the "3-V" has a higher signal-to-noise ratio which cuts down on the possibility of "'snow" on the picture tube.

The addition of the "3-V" camera, KRON-TV says, makes it the "only tv station in northern California capable of originating any type of local program in color."

WBLN (TV) Bloomington Sold for Liabilities

SALE of ch. 15 WBLN (TV) Bloomington, Ill., by Cecil W. Roberts to Worth Rough and associates for assumption of liabilities amounting to $200,000 was announced last week. Mr. Rough is general manager of 1 kw daytimer WCBC Anderson, Ind. (on 1470 kc).

WBLN began operating in December 1953 and is represented by Joseph Hershey McGillvra. It counts more than 113,000 receivers in its area.

Mr. Roberts is the owner of KREI Farmington, KCHI Chillicothe, KCMU Columbia, all Missouri; KCLO Leavenworth, KCRB Chanute, both Kansas, and WINI Murphysboro, Ill.

KBIG Announces Sales Record

SUCCESSIVE gross billings for last March, April and May were the largest in the history of KBIG Avalon, Calif., running approximately 16% higher than the same 1954 period, Robert J. McAndrews, station vice president and commercial manager, has announced. KBIG, which started its fourth year of operation on June 1, currently has 140 advertisers, Mr. McAndrews said.

Here are two answers to every tower problem

BLAW-KNOX QUALITY

Graybar SERVICE!



This 1063-ft. WWJ-TV tower serves the Detroit area. Weighing 265 tons, this typical Blaw-Knox-Graybar installation supports a 102 ft. antenna and a built-in two-man elevator.

In scores of instances, Blaw-Knox design and construction and Graybar's personalized attention have resulted in "tailor-made" solutions to tower problems. They can do the same for you.

Whatever the situation — extreme wind velocities . . . heavy deposits of ice or sleet . . . difficult terrain conditions — you can be sure of a safety-engineered tower capable of "carrying the load" by specifying Blaw-Knox, via Graybar.

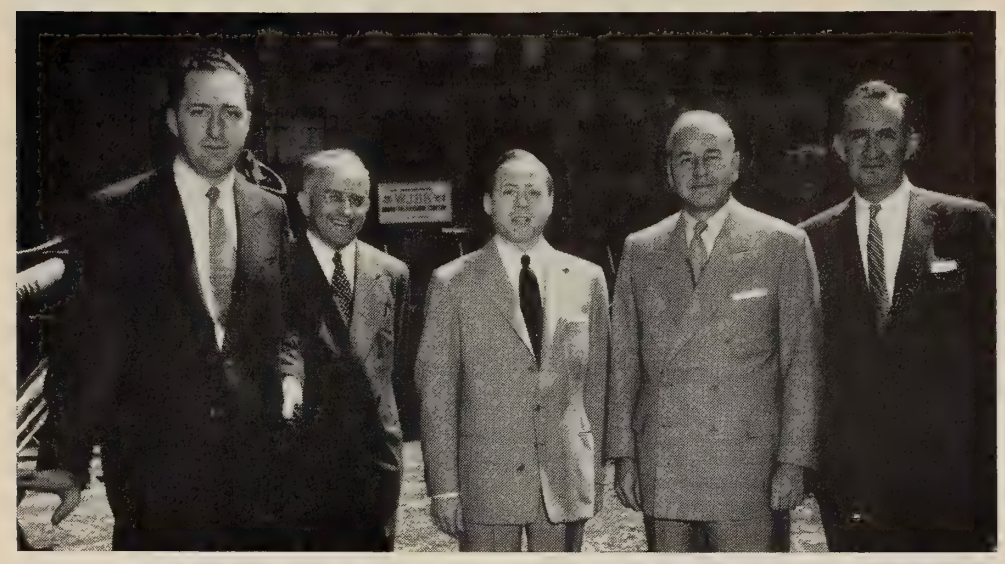
And you can always depend on prompt Graybar service and technical assistance. Blaw-Knox equipment and *all* your broadcast equipment needs for AM, FM and TV are available through your Graybar office. There's one near you. Discuss your requirements with a Graybar Broadcast Equipment Representative. You'll find him well qualified to assist you in every phase of station construction, expansion and modernization.

Keep in mind, also, that Graybar can supply everything you need in wiring, ventilating, signaling and lighting equipment — over 100,000 electrical items, all products of the nation's leading supplier-manufacturers. *Graybar Electric Company, Inc., Executive Offices: Graybar Building, 420 Lexington Avenue, New York 17, N. Y.* 535-16

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Everything Electrical Graybar Electric Company — Since 1869 — Reg. U.S. Pat. Off.

IN OVER 120 PRINCIPAL CITIES



OFFICIALS of Storer Broadcasting and its WJBK-AM-FM-TV Detroit take part in ground-breaking for the Radio-Television Center which will house the stations. L to r: Bill Michaels, WJBK-TV managing director; Paul Frincke, chief engineer, WJBK-AM-FM-TV; Harry Lipson, WJBK managing director; George B. Storer Sr., president of Storer Broadcasting Co., and William E. Rine, SBC northern district vice president.

Construction Underway On WJBK Radio-Tv Center

STORER Broadcasting officials last Tuesday joined with Detroit civic and educational leaders in ground-breaking ceremonies for the Radio-Television Center, future home of Storer's WJBK-AM-FM-TV.

The structure, which is expected to be ready for occupancy early next year, will be located on the southwest corner of Second Ave. and Bethune and will contain "the most complete, modern radio-tv facilities" in the area, according to the stations.

The studios and business offices will fill two stories plus a large basement. Two large tv studios and business offices of the tv station will occupy the ground floor with radio studios and offices, record library, news room and sports department covering the second floor.

Wailes Leaves for Europe

LEE B. WAILES, executive vice president of Storer Broadcasting Co., leaves for a five-week tour of Europe on June 18. He will visit Spain, France and Italy on what he describes as his first real vacation in a quarter-century.

REPRESENTATIVE APPOINTMENTS

WPOR Portland, Me., appoints Everett-McKinney Inc., N. Y., as national representative.

KFRE Fresno, Calif., appoints John Blair & Co., N. Y., as national representative. The appointment becomes effective on July 1.



STATION SHORTS

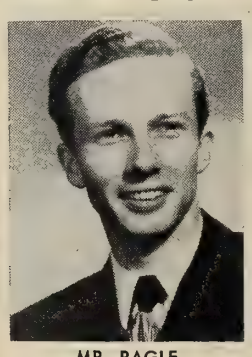
KOSI Aurora, Colo., has increased power to 5 kw.

KVWO Cheyenne, Wyo., reports its Gates basic dynamote, serial No. M-4880, stolen from Cheyenne Presbyterian Church May 28.

STATION PEOPLE

William P. Geary, commercial manager, WMGT (TV) Pittsfield, Mass., appointed manager, succeeding **John T. Parsons,** who moves to WHYN-TV Holyoke, Mass., as manager.

Gene Ragle, program director, KPTV (TV) Portland, Ore., to KBET - TV Sacramento, Calif., as operations director.



MR. RAGLE

Robert Anderson, announcing - production staff, KVAL-TV Eugene, Ore., appointed program director, succeeding **Bob Lownsbery.**

Bernie Hargreaves, formerly commercial manager, KNEA Jonesboro, Ark., to WNNJ Newton, N. J., in same capacity.

Jack R. Wagner, KNBC San Francisco, appointed program supervisor.

Sy Levy, WACE Chicopee, Mass., appointed program director.

Michael Lareau, formerly with sales staff, WWJ Detroit, appointed sales manager, WOOD Grand Rapids, Mich.



MR. LAREAU

Phyllis Boggess, news reporter, KCHA Charles City, Iowa, promoted to news director.

Erik Paige, sportscaster, to KFWB Hollywood as sports director, succeeding **Fred Herman** resigned.

John Ertman, floor manager, WBBM-TV Chicago, promoted to director.

G. W. Parker, formerly representative, S&W Fine Foods Inc., S. F., named manager, merchandising dept., King Broadcasting Co. (KING-AM-TV Seattle), succeeding **Robert J. Osborne,** who has been called to active duty in Air Force.

Dwight Hinshaw, formerly local and regional sales manager, KCKT - TV Great Bend, Kan., appointed local and regional sales manager, KEDD Wichita, Kan.



MR. HINSHAW

Henry Baran, newscaster, *News Report,* WTVR - TV Richmond, Va., now news and weather commentator, WTVR-TV *Morning Show.*

Ted Work, formerly with WTTG (TV) Washington, to WTMA Charleston, S. C., conducting daily disc show.

Jerry Lawrence, Hollywood freelance producer-announcer, adds duties as commercial announcer, KHJ-TV Hollywood Stars-Los Angeles Angels baseball games.

Paul Kristian to KABC Hollywood as commentator.

Betty Granger, women's editor, *New York Amsterdam News,* signed by WLIB New York to conduct *At Home With Betty Granger.*

Ken Malden, formerly with WABI Bangor, Me., returns to WBMS Boston as disc m.c.

Frank Hennessy to WBAL Baltimore as program personality.

Don Owens to WARL Arlington, Va., as disc m.c.

Robert E. Murphy, timebuyer, Arthur Meyerhoff Co., Chicago, to WBNS-TV Columbus, Ohio, as account executive.

Joseph Weisenberg, formerly acting sales manager, WABC New York, named account executive, WABC-TV; **Charles Bernard,** formerly with WABD (TV) New York, **John Knox,** formerly with John Blair & Co., N. Y., and **Barry Mayer,** formerly with WOND Atlantic City, N. J., to WABC sales staff.

William D. Humphries, formerly with drug products sales div., Procter & Gamble, Cincinnati, to sales staff, WDSU New Orleans.

Bill Jeffries, formerly performer, WFMY-TV Greensboro, N. C., to WIST Charlotte, N. C., as salesman and air personality.

Robert Dean Burton, formerly in sales capacities, Remington Rand, N. Y., to sales staff, WJR Detroit.

Frayn Utley and **Virginia Marmaduke,** reporters-commentators, signed by WMAQ Chicago.

Lamont McLoughlin, announcer, WHOT South Bend, Ind., appointed local news reporter.

Donald W. Mills, United Air Lines, S. F., to KPIX (TV) there as publicist and promotion man.



THE PROGRAM policy committee for the *Washington Post & Times Herald* (WTOP-AM-FM-TV Washington and WMBR-AM-FM-TV Jacksonville, Fla.) stations held its first meeting last week in Jacksonville. The group discussed new program ideas and approaches [B•T, June 6]. Present were (l to r): John S. Hayes, vice president for radio and television of the Washington Post Co. and WTOP Inc. president; Glenn Marshall Jr., president, WMBR division of the Post Co.; Dave H. Booker, WMBR radio vice president; Lloyd Dennis, WTOP radio vice president; Philip L. Graham, president of the Washington Post Co. and board chairman, WTOP Inc.; Lawrence E. Richardson, WTOP Inc. director of general services and committee secretary; George F. Hartford, WTOP vice president for tv; Adrian Fisher, vice president and counsel, WTOP Inc.; J. Russell Wiggins, Washington Post Co. vice president and managing editor of the paper, and Charles M. Stone, WMBR vice president for tv.

Alan Sims, formerly with WSNJ Bridgeton, N. J., to promotion-publicity staff, WIP Philadelphia.

William Sprague, narrator, NBC *World News Roundup,* to news and special events staff, WRC-AM-TV Washington.

Bill Rice, formerly with WFBM-TV Indianapolis, to announcing staff, WLWT (TV) Cincinnati.

Herman Clark to farm dept., WNAX Yankton, S. D., for summer.

Robert E. Bradford to WRAD Radford, Va.

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to Sesac Subscribers

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Song for Squares
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"the best music in America"
475 Fifth Avenue New York 17, N.Y.

TOP EXECUTIVES REALIGNED BY DUMONT; SEPARATE ELECTRONICAM UNIT SET UP

Caddigan heads new organization; five others get new assignments. Growing demand for Electronicam by advertisers and agencies is cited by Ted Bergmann, director of DuMont's broadcast division.

A PROGRESS report on DuMont's live-film camera, Electronicam, and the setting up of a separate Allen B. DuMont Labs' organization to handle its activities, with James L. Caddigan at its head, were announced last week.

The new alignment of top executives also included these assignments:

• John H. Bachem, general manager of the DuMont Television Network, to add sales, service and production of Electronicam activity to his responsibilities.

• Werner Michel to succeed Mr. Caddigan as director of programming for DTN and as director of the Electronicam production department, co-ordinating production, engineering and facilities aspects of the camera system. These activities will fall particularly in the servicing of advertising agencies, film producers and program packagers.

• Harry C. Milholland to manager of technical operations, supervising all engineering of Electronicam activity as well as that of DuMont's broadcast division.

• Douglas Downs to direct photography with the new production unit.

• Eric Herud, technical operations engineer for the DuMont broadcast division, to assistant manager of technical operations.

Statements by both Ted Bergmann, director of DuMont's broadcast division, and William H. Kelley, vice president and general manager of the laboratories, reported stepped-up sales activities with Electronicam.

The Electronicam system permits simultaneous live pick-up and filming and fast film processing.

Increasing Demand

Mr. Bergmann said Thursday, in announcing Mr. Bachem's appointment, that the creation of a new organization to handle the Electronicam system was necessary because of a rapidly increasing demand for its use by advertisers, agencies and film producers.

Mr. Kelley said that since the system was shown publicly in mid-April, motion picture producers and tv station operators "from all parts of the world have deluged us with requests as to the availability of the system and its application to their particular problems."

Mr. Caddigan, who becomes director of marketing for the system, will work toward setting up the system "as standard equipment for the production of every type of motion picture—theatrical production, business films, educational pictures, films for television, television commercials and films produced by the government," according to Mr. Kelley. Marketing will be international in scope.

Mr. Caddigan, who has directed programming and production for DTN since 1947, also has extensive motion picture background including assignments for Paramount Pictures and Paramount News. He was largely responsible for the development of the Electronicam in conjunction with DuMont's research laboratories.

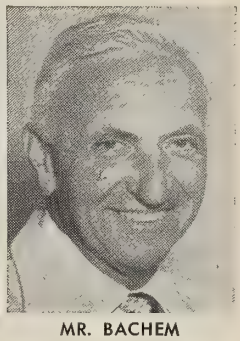
The DuMont network, meanwhile, released a statement hailing the "first television commercial produced via DuMont's new Electronicam tv-film system." New York viewers, according to the network, already were seeing the commercial—a 60-second electric shaver—on WCBS-TV New York's *Early Show*.

DuMont quoted Walter Craig, vice president in charge of radio and tv at William Weintraub Agency, as finding the spot "comparable in sound and picture quality" to other commercial films and as adding that Electronicam had saved on both production time and costs as compared with spots made by conventional film technique.

Mr. Michel as production director has a wide background in both radio and tv. Before joining DuMont, he was associate director for two years of Kenyon & Eckhardt's radio-tv department. At K&E he was in charge of programs, commercial production and network-account liaison. He was producer of the *Ford Television Theatre* and created Ford's 50th anniversary show.



MR. CADDIGAN



MR. BACHEM



MR. MICHEL



MR. MILHOLLAND

Before his association with K&E, Mr. Michel from 1946-1950 was with CBS in New York moving from radio producer-director to assistant program director in charge of production and general program administration, producing *You Are There* and heading the CBS Radio documentary unit. In 1949, he moved to CBS-TV as supervisor and producer. During World War II, he was director of broadcasting for the Voice of America. Before the war, he was a freelance radio writer, director and producer of 16 full-length motion pictures. He also has written musical scores for Broadway revues and directed plays and musicals.

The Milholland appointment was announced earlier in the week by Mr. Bergmann. Mr. Milholland was manager of technical operations for the DuMont Television Network and its WABD (TV) New York.

In his new post, Mr. Milholland will have charge of the engineering groups servicing the network-owned stations WABD and WTTG (TV) Washington, and the new Electronicam production department. In his new post he succeeds Rodney D. Chipp, who has been named director of engineering for all manufacturing divisions of DuMont after eight years as director of engineering for the network [B•T, June 6].

Mr. Milholland, with DuMont since 1943, started as a member of the research staff, specializing in problems of film projection and recording programs on film. As a result of this work he received a patent on a film recording device. He became manager of TeleTranscription engineering for the network in 1948, technical operations engineer for WABD and the network in 1950, and manager of technical operations in 1952.

Mr. Herud, whose appointment also was announced by Mr. Bergmann, joined DuMont Labs in 1944, starting as a draftsman in the research division and also working on DuMont's original orthicon image camera chain. He moved to the broadcast division in 1946 as a video operator in the mobile unit, rising to technical operations engineer in 1952.

Mr. Downs, a freelance cameraman and director, was with March of Time 1944-1953 and with the Army Signal Corps 1941-1944. Also in the Electronicam unit: James Graham, business manager; Roger Gerry, production supervisor, and Don-Marc Trevor, manager of operations.

CBS DROPS BID TO BUY WSTV-TV

Network and station terminate $3 million contract by mutual agreement due, observers believe, to anticipation of prolonged FCC deliberations.

CBS last week dropped its $3 million bid to buy a television station in the Pittsburgh area through the purchase of WSTV-TV Steubenville, Ohio [B•T, Oct. 25, 1954, *et seq.*].

Dr. Frank Stanton, president of CBS Inc., and Jack N. Berkman, president of WSTV Inc., announced Thursday that the contract for CBS' purchase of the ch. 9 station has been "terminated by mutual agreement" and that the application for FCC approval of the transfer was being withdrawn.

The transfer was contingent on FCC approval of a WSTV-TV application to move closer to Pittsburgh and accordingly had drawn protests from other Pittsburgh stations.

The announcement by Messrs. Stanton and Berkman gave no reason for dropping the contract but it was assumed that the probability of extended delays before final FCC action on the transfer was a major factor.

In view of the protests against the move, which included charges that CBS was trying to "leap-frog" the station out of the Steubenville-Wheeling area into the Pittsburgh market, plus the fact that the FCC already has had the application before it for six months, led observers to feel that the Commission almost certainly would call for a hearing before acting. Also, the FCC had sent CBS a McFarland letter dealing with the proposed transfer.

The Stanton-Berkman announcement made clear that "WSTV-TV will continue operation under its present ownership" and that the station will "continue as an affiliate on the CBS-TV network."

There was no indication as to CBS' next move to fill out its quota of owned stations.

NBC Asks Russians To Admit Film Crew

NBC has asked the Soviet Union for permission to send radio-tv technicians and newsmen within its borders for the purpose "of making film and sound recordings for television and radio use about life in the Soviet Union today."

Text of a wire sent June 3 by NBC President Sylvester L. Weaver Jr. to Soviet party chief Nikita S. Khrushchev was released last week. It read:

"We read in the American press that you have invited correspondents into the Soviet Union. You are quoted as saying 'and you can have your visa tomorrow if you wish. You can all have them. You can all get in.'

"The NBC respectfully requests permission for motion picture cameramen, sound men and necessary equipment plus supervisor, directors and reporters to be admitted to the Soviet Union at earliest possible date with purpose of making film and sound recordings for television and radio use about life in the Soviet Union today.

"In anticipation of approval of this request we are proceeding to submit visa applications for the essential personnel mentioned. We will appreciate your help in expediting issuance of visas. We are sending copy of this message to Ambassador of the Soviet Union to the U. S."

NBC said a long-standing visa application has been pending with Soviet Russia for the admittance of Irving R. Levine of NBC News.

No reply had been received late last week.

'Monitor' Is Launched 70% Network-Sponsored

WITH NBC Radio's *Monitor* weekend service set to be launched yesterday (Sunday) the network reported that 70% of the network time available, amounting to more than $1.4 million in gross billings, had been sold up to last week. The service was to be introduced with a special simulcast (4-5 p.m. EDT) and will be carried on subsequent weekends on NBC Radio from 8 a.m. Saturday to 12 midnight Sunday.

The latest national advertisers to sign for participations on *Monitor* are the Chesebrough Mfg. Co., Morton Salt Co. and the B. F. Goodrich Tire Co., the network announced. The total number of announcements sold up to early last week was listed at 1,678, of which 853 are one-minute announcements; 450 are 30-second announcements, and 375 are six-second "billboards."

Other network sponsors of the service are Chevrolet Div. of General Motors, Philip Morris cigarettes, Gruen Watch Co., Western Union Telegraph Co., RCA, Nash Motors and Carter Products.

Additionally, nine sponsors have purchased time on *Monitor* on the NBC-owned stations and individual stations represented by NBC Radio Spot Sales. This group includes the Seven-Up Bottling Co., Thomas Lipton Inc., RCA, A. D. McKelvy Div. of Vick Chemical Co., Douglas Labs, Shulton Inc., Good Humor Corp., Aloe Labs Inc. and D-X Sunray Oil Co.

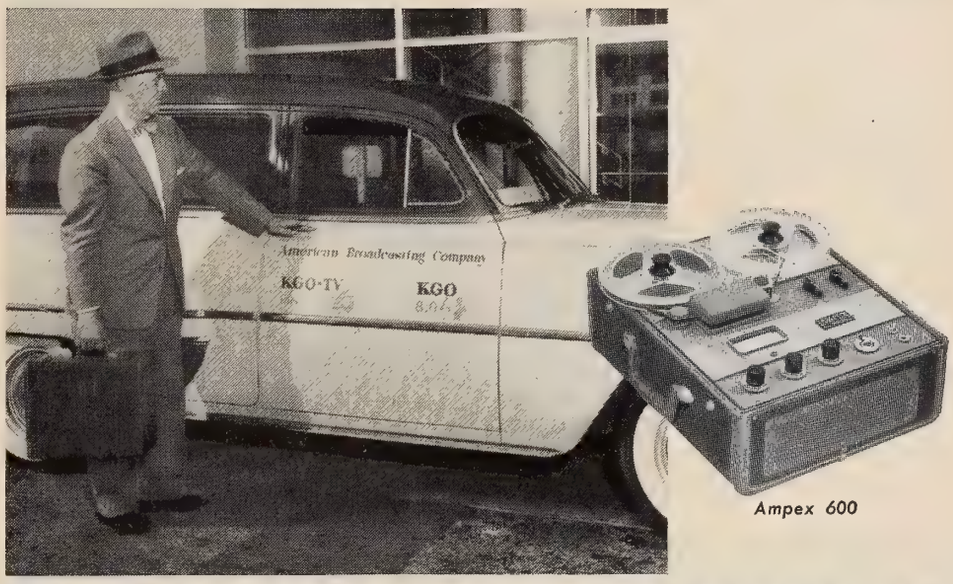
The latest service offered on *Monitor*, as announced last week, will be up-to-the-minute traffic information, gathered in seven key cities by the Civil Air Patrol. Under the arrangement with CAP, observers in planes flown over Dallas, New York, San Francisco, Seattle, Kansas City, Chicago and Washington will radio traffic information to local CAP headquarters, from which it will be relayed for broadcast to NBC Radio central in New York.

'Monitor' Trademark

NBC has hit upon an unusual sound trademark to identify *Monitor*, new weekend radio service launched yesterday (Sunday) with a simulcast from 4-5 p.m. EDT. In cooperation with the New York Telephone Co., NBC decided upon a sound that is a combination of high frequency tones dialed by an operator to activate remote telephone equipment in completing long-distance calls. This sound was recorded by the phone company and sent to NBC, which re-recorded the sound at higher and lower frequencies, put it through various filters and mixed it with a micro-second lag. Upon this conglomeration, NBC engineers then superimposed an oscillator sending the Morse Code letter "M"—for Monitor. The end result will be the program's trademark.

AB-PT Dividends Declared

BOARD OF DIRECTORS of American Broadcasting-Paramount Theatres last week declared dividends of $.25 per share on the outstanding preferred and $.25 per share on the outstanding common stock of the corporation, payable July 20 to holders of record June 24.



Ampex 600

"OUR BEST PORTABLE RECORDER YET"

says Richard Parks, Asst. Chief Engineer, ABC, San Francisco

"This new Ampex 600 really fills a need. We like it. It's light. It's compact. And its fidelity and timing accuracy leave nothing to be desired. Now no matter how important the program material, we can send the 600 out after it. The results that come back are as good as we could have recorded inside our studio on Ampex 350s. For program protection the 600's third head is an excellent feature. The engineer monitors as he records. There's no guesswork. The recording is always right."

"The photo shows Bill Adams, our farm reporter. He has made extensive use of the 600 for farm interviews.

NOW THERE'S AN AMPEX FOR EVERY BROADCAST NEED

The new 600 completes the Ampex line. In any station it's an ideal portable, and for many it's an all purpose machine. The Ampex 600 fits limited space and limited budgets, but does an unlimited job. Base price is $498. In portable case it's $545. The Ampex 620, a portable amplifier-speaker unit in matching case is a superb quality monitoring unit, usable inside or out; price is $149.50.

The Ampex 350 is the versatile broadcast studio machine. It has a remote control plug-in, two speeds, 10½-inch reels, easy editing and quick accessibility for service. Its durability defies time and hard usage.


Ampex 350

Bulletins on the low cost Ampex 600, the versatile 350, the 450 eight-hour reproducer and the Ampex Tape Duplicator are available on request. Write today to Dept. D-1881

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Weaver to Narrate '1976' Program on NBC-TV Oct. 9

NBC-TV will feature NBC President Sylvester L. Weaver Jr. as narrator of a one-hour program, "1976," to be telecast Oct. 9 at 4:30-5:30 p.m. The program, to be sponsored by the American Petroleum Institute, will be based on a book Mr. Weaver is writing, called *Tomorrow*.

The Weaver-narrated show, which will feature some of NBC-TV's top stars including Sid Caesar, Nanette Fabray, Arlene Francis and Wally Cox, will take a peek at life in this country as projected some 21 years. As expressed by Mr. Weaver:

"The show we are building puts the eye of the camera against a telescope to time. At the other end of that telescope we will show our world and its society 21 years hence; our country and its economy; ourselves, and our families.

"None of this will be space-ship stuff. All of it will be based on scientific developments that are known, projected, or scientifically feasible. We will show both things and ideas, gadgets and creature comforts, as well as the spiritual and moral foundation of 1976."

The Petroleum Institute's national chairman of its information committee, W. R. Huber of Gulf Oil Corp., noted that the show will "dramatize the very thing" that the institute has been promoting, the idea "that private management and competitive enterprise are the keys to our future, just as they have been through our past and present growth and development."

The show is timed to coincide with "Oil Progress Week" Oct. 9-15.

broadcasting's gold mine

of bright new instrumental tunes

STANDARD

SHORTY-TUNES

Monthly releases of 20 current and standard pop tunes— each averaging only... **1 1/2** Minutes in length

Includes Top Talent instrumental selections—specially arranged and recorded each month expressly for this Standard Shorty-Tunes service. 100% usable numbers—no duds; Discs are 12 inch virgin vinylite, high fidelity recorded at 33-1/3 rpm with 10 second spirals between selections for continuous play or easy cueing.

NOW NO CONTRACT REQUIRED
Buy Outright Month to Month

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.



CBS-TV and WREC-TV Memphis, Tenn., officials review the agreement by which the station is to become a basic, interconnected affiliate effective Dec. 1. L to r: Hoyt B. Wooten, president, WREC Broadcasting Service; Ed Shurick, CBS-TV director of station relations, and Herbert V. Akerberg, CBS-TV vice president in charge of station relations. The Katz Agency last week was named national representatives for the station.

CBS-TV Daytime Schedule To Be Revamped on July 4

CHANGE in CBS-TV daytime programming will be effected July 4 to accommodate a revamp of its *Morning Show* and the dropping of a daytime serial each by General Foods and Procter & Gamble.

Jack Paar will leave the *Morning Show* to conduct a new comedy, music and variety program in the Mon.-Fri. 1-1:30 p.m. EDT slot, effective July 4. General Foods is dropping *The Inner Flame*—1-1:15 p.m. EDT—and P & G its *Road of Life*—1:15-1:30 p.m. EDT.

It was understood, meanwhile, that CBS-TV plans a news and weather format for its *Morning Show*, featuring possibly a woman commentator in addition to Charles Collingwood, who already appears on the show. The Baird puppets also will be on the program. Mr. Paar had asked CBS-TV to be relieved of the *Morning Show* when he learned that the format would be changed.

Upcoming Movie Stories Made Available to NBC-TV

NBC-TV reported last week that stories which will be made into motion pictures within the next year or two have been made available for use on NBC-TV's *Lux Video Theatre* (Thurs., 10-11 p.m. EDT), starting June 30.

The stories, which will be adapted into one-hour tv plays, are based on best-seller novels, Broadway plays on material never used in other media, according to an NBC-TV spokesman. The tv plays will continue until Sept. 15 but the regular winter format of *Lux Video Theatre* will be resumed on Sept. 22. The program is sponsored by Lever Bros. through J. Walter Thompson Co., New York.

CBS-TV to Add WTWO (TV)

ADDITION of WTWO (TV) Bangor, Me., as a primary interconnected affiliate of CBS-TV, effective Sept. 18, was announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. The ch. 2 station is owned and operated by Murray Carpenter & Assoc., Bangor.

NBC Promotes Hagan

CHESTER E. HAGAN, assistant manager of NBC's central news desk in New York, is being assigned to a newly-created post of manager of news and special events for NBC in Chicago, it was announced last week by William R. McAndrew, director of NBC news.

Rex Goad, network news editor in Washington, will succeed Mr. Hagan in New York, assuming the title of night news room supervisor.

Mr. Hagan joined NBC in 1949. Mr. Goad began his network association in 1951.

5 Years of Hope on NBC-TV

SIGNING of Bob Hope to a new five-year contract with NBC for his exclusive services in television was announced last week by Sylvester L. Weaver Jr., NBC president.

During the 1955-56 season, Mr. Hope will star in six, or possibly eight, hour-long variety programs in the Tuesday, 8-9 p.m. time period under the sponsorship of the Chevrolet Div. of the General Motors Corp. and the Chevrolet Dealers [B•T, June 6]. Campbell-Ewald, New York and Detroit, is agency.

CBS-TV Appoints Prockter

APPOINTMENT of Bernard J. Prockter, formerly president of Prockter Television Enterprises, New York, as a producer at CBS-TV, was announced last week by Hubbell Robinson Jr., CBS-TV vice president in charge of network programs.



MR. PROCKTER

Mr. Robinson said Mr. Prockter "will produce his own shows and also be available for assignment to other CBS Television productions."

Mr. Prockter recently sold his interest in PTE, a television packaging firm which he organized in 1946.

NETWORK PEOPLE

Cecil Barker, executive producer of several CBS-TV Hollywood programs, named producer, fall CBS-TV *Red Skelton* series; **Seymour Berns** named *Skelton* director, succeeding **Jack Donohue,** to NBC-TV *Colgate Variety Hour.*

Harold B. Day, account executive, WABC-TV New York, to sales dept., ABC-TV, in same capacity.

Elmore B. Lyford, former station relations director, DuMont Network, to station relations dept., NBC.

Nat Perrin, producer, CBS-TV *Shower of Stars,* named executive producer, *Red Skelton* and *Johnny Carson* programs.

Lewis W. Shollenberger, CBS, inducted into Sigma Delta Chi, national professional journalism society.

D. Gordon Graham, formerly public affairs director, WCBS New York, appointed public relations director, National Conference of Christians & Jews.

Edward L. Hyman and **Sidney M. Markley,** vice presidents, American Broadcasting-Paramount Theatres Inc., appointed co-chairmen, theatre collections committee, 1955 United Cerebral Palsy campaign.

MUSICIANS' RADIO-TV INCOME RISES, AFM TOLD; SARNOFF ADDRESSES CONCLAVE

Musicians' 1954 income from radio-tv inches to $24.7 million, AFM hears at Cleveland convention. RCA-NBC Board Chairman Sarnoff talks on industry harmony. AFM officers re-elected.

INCOME to musicians from the radio and television broadcasting industry rose slightly in 1954 to an estimated total of $24,718,978 from $24,677,409 in 1953.

This comparison emerged from a presentation of data made to the union's 57th annual convention in Cleveland last week, at which Brig. Gen. David Sarnoff, chairman of the board of RCA and NBC, was the principal speaker. Gen. Sarnoff, who spoke on "Harmony—Keynote for Our Time," was the first representative of business management ever to address an AFM convention.

The increase in musicians' income from radio and tv was accomplished by a rise in tv revenue slightly exceeding a decrease in radio revenue. Data covered employment in Puerto Rico and Canada as well as the U. S. Television revenue in 1954 was listed at $7,721,210 as compared with $6,986,851, and radio income in 1954 at $16,997,768, as against $18,590,558 in 1953.

Radio emerged again as the leader in providing employment opportunities for musicians. The records industry in 1954 spent $3,093,000 for sidemen and $658,337 for leaders while revenue from electrical transcription companies amounted to $1,330,168. Musicians' income from motion pictures was reported at slightly above $3 million.

In his talk last Tuesday, which was carried over NBC Radio (10:30-11 p.m. EDT), Gen. Sarnoff urged harmony as a keynote in management-labor relations. He declared that the day of "warrior leaders," either on the side of capital or labor, is at an end. He advocated that differences between management and labor be settled by "reason, understanding and fair-dealing."

Music: Indispensable

Gen. Sarnoff told the convention that he is "keenly conscious" of the part played by musicians and music in the growth of the broadcasting industry, and said that music remains "the basic, the indispensable ingredient of programming." He continued:

"There is a widespread legend that the favorite U. S. sport is baseball. Actually, while 15 million Americans attend major league baseball games per annum, the box office of classical music in America attracts 35 million in the same period, and the amount of money spent at the box office amounts to $50 million as compared with baseball's $40 million."

More than 1,200 delegates participated in the balloting for officers on Wednesday, which resulted in re-election of the incumbent slate. Re-elected were James C. Petrillo, Chicago, president; Charles L. Bagley, Los Angeles, vice president; Leo Cluesmann, Newark, N. J., secretary, and Harry J. Steeper, Teaneck, N. J., treasurer.

At the opening day of the convention last Monday, Mr. Petrillo reported that the musicians' performers trust fund now stands at $2.6 million, as compared with $1.3 million at the same time last year. He indicated that the 5% royalty on filmed music was responsible, in part, for this increase.

Mr. Petrillo referred in cordial terms to Gen. Sarnoff during one phase of his report when he stressed the need for labor "to co-exist with employers." He said that Gen. Sarnoff had helped him save the royalty fund when it was threatened by federal law, but Mr. Petrillo did not elaborate on this point. His description of Gen. Sarnoff's "understanding labor policy" drew applause from the audience, particularly when he declared:

"Who can quarrel with that kind of management spokesman?"

It was indicated at the convention by Henry Kaiser of Washington, legal counsel to the federation, that AFM intends to press its jurisdictional dispute with the American Federation of Television & Radio Artists over the issue of musicians, who also serve as performers, holding membership cards in AFTRA. The federation has taken a stand against dual membership. Mr. Kaiser told the convention that since the National Labor Relations Board has refused to rule on the issue, AFM has "more time to get a concise decision and marshal our forces under the splendid leadership of President Petrillo."

IBEW to Introduce Resolution For Closer Unity With NABET

RESOLUTION asking that the International Brotherhood of Electrical Workers "explore methods of cooperation and unity with the National Assn. of Broadcast Employes & Technicians-CIO" will be introduced by a delegation of IBEW Local 45, Hollywood, at the IBEW tv and radio broadcast meeting in Dallas June 15 (Wednesday). The resolution is an outgrowth of previous communication by Harry Stillman, Local 45 business manager, to the Los Angeles NABET local, suggesting cooperation between the two groups. NABET's answer was that meetings on the subject must be sought on a national level, Mr. Stillman said.

Good Neighbors

AS ONE indication of the "sweetness-and-light" relationship that exists between the American Federation of Musicians and the broadcasting industry, AFM President James C. Petrillo and RCA-NBC Board Chairman Gen. David Sarnoff shared the same suite at the Hotel Statler in Cleveland last Monday evening. A parlor room separated their sleeping quarters. Gen. Sarnoff was the principal speaker at AFM's annual convention in Cleveland.

Producers, SAG Begin Talks

NEGOTIATIONS covering actors, singers and announcers in tv entertainment film started in Hollywood last week, with the Alliance of Tv Film Producers and the Assn. of Motion Picture Producers (major studios) on one side of the table and Screen Actors Guild on the other.

Preliminary matters occupied the first discussions. Further meetings start June 20. Current three-year contract expires July 21.



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Your TV Space today
in the
1955–6
TELECASTING
YEARBOOK & MARKETBOOK
Deadline: July 7
Publication Date:
Mid-August

NTA STOCK SOLD OUT AT FIRST OFFERING

NATIONAL TELEFILM Assoc., New York, last Tuesday offered 312,000 shares of common stock for public sale at $5 a share [B•T, June 6] and the stock issue was reported "oversubscribed" by the end of the day. Quotation on the stock last Wednesday was listed at 5⅛-5½ over-the-counter.

The underwriter of the issue, Charles Plohn & Co., New York, said net proceeds of $1,260,000 will be used in part to pay off payment of a factor's loan. The balance of the net proceeds, it was said, initially will be added to working capital and will be available for such corporate purposes as the acquisition of distribution rights, the retirement of film acquisition loans and the repurchase of lenders' participation in the gross proceeds of related films.

Ely Landau, president of NTA, reported that exhibition contracts during May were "the highest in the company's history" and unbilled exhibition contracts at the end of the month totaled "a record amount."



"CARLOAD SAM," Sam Landy, Flint, Mich., furniture dealer, and Dick Hallwood, WNEM-TV Bay City, Mich., sales executive, finalize a $28,000 agreement calling for sponsorship of the station's twice-weekly *Goodnight Playhouse*, late movie feature.

NTA's 'Fabulous Forty' Sales Reach $736,000 in One Month

NATIONAL TELEFILM Assoc., New York, announced last week that total gross sales on its "Fabulous Forty" package of recent top British feature films have reached the $736,000 mark in the first month of selling effort.

Harold Goldman, vice president in charge of sales, said the latest markets in which the packages have been sold are Philadelphia, Albuquerque, N. M., and Providence, R. I.

Mr. Goldman said the company has devised a plan to overcome possible resistance to British films by inviting station managers and film buyers to screen the films before buying.

NTA also announced it has acquired seven-year distribution rights to the new half-hour filmed series, *Theatre*, which is being produced by Towers of London Ltd. The series, being filmed with a new high-definition process, will be distributed by NTA, starting this fall.

National Telefilm Forms Unit for Theatrical Sales

NATIONAL TELEFILM Assoc., New York, has organized NTA Film Sales as a division to handle theatrical distribution of feature films, it was announced last week by Ely Landau, NTA president.

As a start, Mr. Landau said, NTA Film Sales will distribute as re-issues four films, for which NTA has U. S. tv distribution rights. They are: "Tales of Hoffman," "Cry, the Beloved Country," "Breaking Through the Sound Barrier" and "Outcast of the Islands." It was explained that the new division was formed, in part, because in the past NTA had been refused tv distribution rights for certain features, as it did not have theatrical distribution facilities.

Coogan, Hayden Sue TPI

ACCOUNTING of profits due actors Jackie Coogan and Russell Hayden from *Cowboy G-Men* syndicated tv film series was asked of Telemount Pictures Inc. in Los Angeles Superior Court last week. The plaintiffs claim they made 39 films for which they each received from $500 to $600 per film. They also claim their contracts stipulate they are to receive 5% of the net profits.

Four Star Productions Sets Six Series for Fourth Year

UPON COMPLETION of its third fiscal year, Four Star Productions has announced plans to have at least six tv film series in production during the next year. The firm will continue to produce *Four Star Playhouse*, *Star and the Story* and *Stage 7* and will begin to film new programs, including *Blandings Way*, starring MacDonald Carey; *The American Story*, with Frank Leahy, and *Night Beat*.

Four Star Productions is owned by Dick Powell, Charles Boyer, David Niven and Don W. Sharpe. In line with expanded activities, the company has exercised its options on Production Manager Lloyd Richards, Chief Cinematographer George Discant, Film Editor Bernard Burton, Story Editor Coles Trapnell and other key personnel.

Jesuit Tv Films Set For Showing in 35 Cities

A SERIES of eight 15-minute films, *The Social Reign of the Sacred Heart*, is set for release in 35 major cities within two weeks. The program is to be premiered June 17 on KTVI (TV) St. Louis, the station said.

Eugene P. Murphy, S.J., telecast director for the Society of Jesus, St. Louis, will moderate the initial program, "Who Is the Sacred Heart?" A second series of eight, now under production, will discuss *Communism—Hell's Threat to Humanity*, according to KTVI.

KTVI said it is expected that more than 100 stations throughout the country will be carrying the Sacred Heart telecast by the end of 1955. Among the first cities will be Boston, Springfield, Mass., Portland, Me., Atlanta, St. Paul, and five Canadian outlets.

Burnett Plan Would Cut Cost of Commercial Prints

A PLAN designed to cut substantially the cost of tv film commercial prints—to advertising agencies and their clients alike—has been developed by Leo Burnett Co. in collaboration with Modern Talking Picture Service Inc.'s tv

division, the Chicago agency has reported.

The plan was finalized in Burnett's New York office and calls for standardized inspection of all tv film prints and centralized ordering and shipping "at low rates." The agency would place the service at the disposal of other interested agencies and advertisers through Modern.

With standardization, the hope is that centralized operation will hold down agency overhead and cut clients' budgets for video film commercials, perhaps in half.

Skinner Leases Westfilm

CHARLES E. SKINNER Productions Inc. has taken a four-year lease on Westfilm Studios, Hollywood, formerly known as Ted Allan Inc. The producer, who in New York was associated with NBC-TV's *Big Story,* this month starts shooting *Sergeant Preston of the Yukon,* which is scheduled for fall telecasting on CBS-TV for Quaker Oats. Another series in preparation is *Riders of the Pony Express.*

Associated with Mr. Skinner are Tom Curtis, formerly with Jam Handy, studio manager and production supervisor; Al Kelly, with Jerry Fairbanks Inc., associate producer and director of the commercials division; Raymond J. Rand, general manager of Charles E. Skinner Productions in New York, who shifts to Hollywood in the same capacity. Studio address is 6226 Yucca St.

McHenry to ATV Film Post

MURPHY McHENRY, Transfilm Inc. account executive, has been appointed sales promotion manager of ATV Film Productions Inc., New York, Mickey Schwarz, ATV's president, is announcing today (Monday).

Mr. Schwarz said Mr. McHenry's appointment is the first step in a business expansion program. Before his association with Transfilm, Mr. McHenry was executive vice president of Productions on Film Inc., Cleveland.

FILM SALES

Ziv Television Programs, N. Y., reports *Mr. District Attorney* film series renewed for second year in 93% of original markets. Series now presented in 147 markets.

NBC Film Div., N. Y., announces sales of *Badge 714* to WMBR-TV Jacksonville, Fla., WALA-TV Mobile, Ala., WBRC-TV Birmingham, Ala., and KTBS-TV Shreveport, La.; *Victory at Sea* to KTBS-TV and KVAR-TV Phoenix, Ariz.; *Hopalong Cassidy* (one hour) to KTBS-TV and WSM-TV Nashville.

FILM PEOPLE

W. Robert Rich, formerly program director, WPIX (TV) New York, appointed general sales manager, tv div., Associated Artists Productions, N. Y.

Richard C. Robbins, formerly manager, Television Film Productions, Columbus, Ohio, named head, sponsored film div., Ideal Pictures Inc., Chicago.

Frank Brill, field supervisor, MCA-TV, N. Y., appointed assistant eastern sales manager.

Ray Jones, chief booker, Interstate Circuit Inc., Dallas, resigns effective July 1 to open tv booking office, Tv Southern Booking Service, 604 Melba Theatre Bldg., Dallas, offering tv stations motion pictures.

— PROGRAM SERVICES —

Gen. Teleradio, NBC Film Sign New Pacts with INS

NEW agreements have been reached by International News Service with General Teleradio and NBC Film Division.

In the General Teleradio pact, INS will provide its wire service to Don Lee Radio Division, extend to MBS rights for full network use of the service and supply INS-Telenews daily news film to three GT tv stations: WNAC-TV Boston, WGTH-TV Hartford and WHBQ-TV Memphis.

Under the NBC agreement, the NBC Film Division is discontinuing syndication of its *Weekly News Review* with the Telenews *Weekly News Review* being made available to all present NBC clients. INS-Telenews has been supplying its syndicated *Daily News* and *Weekly News Review* in more than 110 markets. NBC Film Division sometime ago had discontinued its own daily news service.

The General Teleradio-INS contract extends INS' service to 52 Don Lee stations in six western states, and to the more than 500 Mutual stations, including the Yankee Network in New England, already an INS subscriber.

PROGRAM SERVICE PEOPLE

Harry F. Landon, formerly with ABC guest relations and promotion depts., appointed vice present, Omlsted Sound Studios, N. Y., in charge of all sales, service and promotion activities.

Walt Heebner, vice president and general manager, custom services dept., Capitol Records Distributing Corp., Hollywood, transfers to New York in same capacity; **Tom Mack,** formerly artist and repertoire assistant director and head of modern jazz repertoire, Decca Records, Hollywood, named western sales manager, custom service dept, CRDC.

Jerry Cotter, former tv research director, National Legal Aid Assn., to John Rust Productions (package firm), N. Y., as associate.

Charles Mercer, feature writer and reporter, Associated Press, named AP tv-radio columnist, effective July 3, succeeding **Wayne Oliver,** who has resigned to become executive editor, *Television* magazine [B•T, May 30].

Vic Rowland, formerly public relations director, KONA (TV) Honolulu, named press relations manager, Capitol Records Inc., Hollywood, also serving as editor, *Music Views,* magazine published by Capitol Publications Inc.

OIIC Furnishes Facts

AS PART of its annual Press Project to impress upon the nation's news media the key facts about the oil industry, the Oil Industry Information Committee of the American Petroleum Institute, New York, is distributing to radio and tv stations a package of informational material. This includes a booklet, "Press Conference on Petroleum," designed for radio and tv newsmen, which poses five questions and supplies answers to clear up misconceptions about the oil industry; a pattern radio or tv feature script based on the five questions, and a radio or tv interview, based on these questions. Further information may be obtained from OIIC at 50 W. 50th St., New York 20, N. Y.

FOOD SALES IMPACT!
Where it counts in Western New York



Over 454,000 Cookbooks Sold in Food Stores

WHAM Radio has proven itself the lowest cost medium to sell food and allied food products to the rich Western N. Y. market covered completely by WHAM and only WHAM.

When WHAM Radio exclusively sold nearly half a million cookbooks, which was double the promoters' original estimate, the food industry knew they had found a vehicle to carry their sales story to Western N. Y.

Western New York A $415,637,000* Food Market

The best recipe for getting your share of the 20 county market that spent an estimated $415,637,000 for food in 1954* is WHAM Radio.

Low cost per thousand homes makes it economically sound for any food advertiser to use WHAM Radio.

**Sales Management Survey of Buying Power, 1954*

Rochester the Heart of a Double Market

Long recognized as a first-class test-city, Rochester is the hub of a market that comprises 22 rich New York counties. The average net effective buying income is higher than the national or state average.

Morning-Noon and Night WHAM Sells Western N. Y.

In every Western New York village and town . . . and on the farms, too, sales messages for all kinds of products and services go out to the more than a million and a half people who live, work and spend their money here.

50,000 watts . . . clear channel . . . 1180KC

WHAM
ROCHESTER RADIO CITY
The Stromberg-Carlson Station
AM-FM ★ NBC Affiliate
Geo. P. Hollingbery Co., Nat'l Rep.

SELLING WESTERN NEW YORK, NOT JUST ROCHESTER

$500 COLOR TV READIED BY CHROMATIC

Demonstration of set will be held in few months, Balaban tells Paramount stockholders. Lawrence single-gun color tube will be utilized.

"WITHIN the next few months" Chromatic Television Labs will demonstrate color television sets which can be manufactured and sold to the public "at less than $500," Barney Balaban, president of Paramount Pictures Corp., part owner of Chromatic, told Paramount stockholders last week (also see story, page 93). He said this cost could be achieved through use of the Lawrence single-gun color tube, developed by Chromatic.

Mr. Balaban also reported that the 10½-acre motion picture studio in Hollywood, which the company has purchased, is proving to be a valuable investment. The company's KTLA-TV Los Angeles, he said, already has moved to this location and now is operating profitably. In addition, Mr. Balaban said, the company has leased space on the lot to the Motion Picture Exhibition and is remodeling and equipping stages there for the purpose of renting them for tv film production.

Consolidated net earnings of Paramount Pictures Corp. for the first quarter of 1955 were reported at "more than double" those in 1954, with the current period figure amounting to $2,850,000 as compared with $1,404,000 last year. Quarterly dividends were listed at $1.31 per share this year and $0.63 per share last year.

Radio, Tv Set Sales Show Increase Over 1954

RETAIL SALES of radio and tv receivers showed a marked increase during the first four months of 1955 as compared to 1954, according to Radio-Electronics-Tv Mfrs. Assn.

Radio sales (excluding auto sets which go direct to factories), totaled 367,841 sets in April compared to 427,911 in April 1954. Four-month radio sales, however, totaled 1,609,182 for the four months of 1955 compared to 1,487,247 a year ago.

Sales of tv sets in April totaled 411,748 units compared to 371,720 for the same 1954 month. The four-month 1955 sales totaled 2,355,740 tv sets compared to 2,145,147 in the same 1954 period.

April radio and tv sales declined seasonally from March, a five-week reporting month.

Average weekly sales of tv picture tubes increased in April, with a four-month total of 3,427,805 tubes compared to 2,690,519 in the same 1954 period. Sales of receiving tubes totaled 152.7 million units in the first four months of 1955 compared to 106 million in the 1954 period.

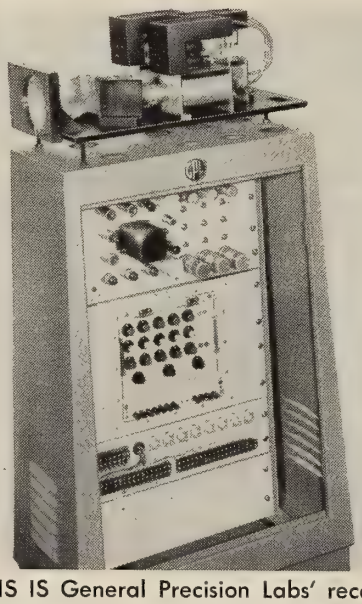
GPL Announces New Color Film Chain

GENERAL Precision Labs, Pleasantville, N. Y., has announced development of a new color film chain which emphasizes compactness and simplicity of operation.

The chain fits into four units, everything needed for studio pick-up of color motion picture film and slides for broadcast, GPL said. Called the GPL three-vidicon color film chain, Model PA-520, it consists of a camera head and pedestal, a control console and a monitoring unit mounted side by side, and a mounting rack that houses the video amplifier chassis and power supplies.

Maximum stability of optical registration has been achieved, the company reports. All the equipment has been aligned at the factory and should remain so indefinitely except for realignment necessitated by replacement of a vidicon, which may be done quickly and easily, the report continued.

Two sets of independent gain controls for each of the three colors are provided on the control console enabling one control group to be pre-set ready to take over when there is a rapid shift to film with appreciably different color balance.



THIS IS General Precision Labs' recently-developed three-vidicon color film chain, model PA-520, which the firm says is especially compact and simple to operate. A field lens and filtering system for each channel are mounted on the camera head.

G&I Div. of Philco Names 3 to New Posts

APPOINTMENT of James D. McLean as vice president of the Government and Industrial Div. of Philco Corp. with responsibility for coordination of all division activities was announced last week by Joseph H. Gillies, Philco vice president in charge of manufacturing and general manager of the division. Mr. McLean was previously vice president-sales of the division.

At the same time Mr. Gillies announced Marshall A. Williams has been named the division's general sales manager. Mr. Williams formerly was regional manager in G&I's Los Angeles office. He will have responsibility for the sale of Philco's products to government and industry.

D. B. McKey succeeds Mr. Williams as regional manager in Los Angeles. He formerly was microwave sales manager for RCA and head of his own consulting engineering firm.

Bonfig Elected CBS Inc. Vice President-Director

ELECTION of Henry C. Bonfig, president of CBS-Columbia, as a vice president and director of CBS Inc. was announced last week at a board of directors meeting. At the same meeting, Seymour Mintz, former president of CBS-Columbia, resigned as a vice president and director of CBS.

Mr. Bonfig was named president of CBS-Columbia, the television and radio manufacturing division of CBS, succeeding Mr. Mintz, on May 18 [B•T, May 23]. Previously, Mr. Bonfig had been vice president and sales director of Zenith Radio Corp. and before that was commercial vice president of RCA.

McAllister Promoted at GE

JOHN F. McALLISTER Jr., formerly manager of product planning at General Electric, has been named manager of engineering for GE's radio-tv dept., Herbert Riegelman, the department's general manager, has announced.

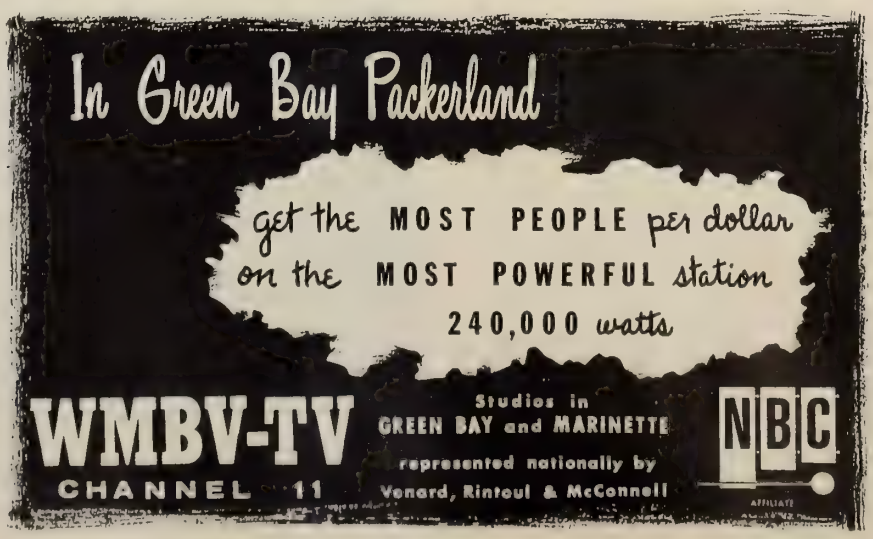


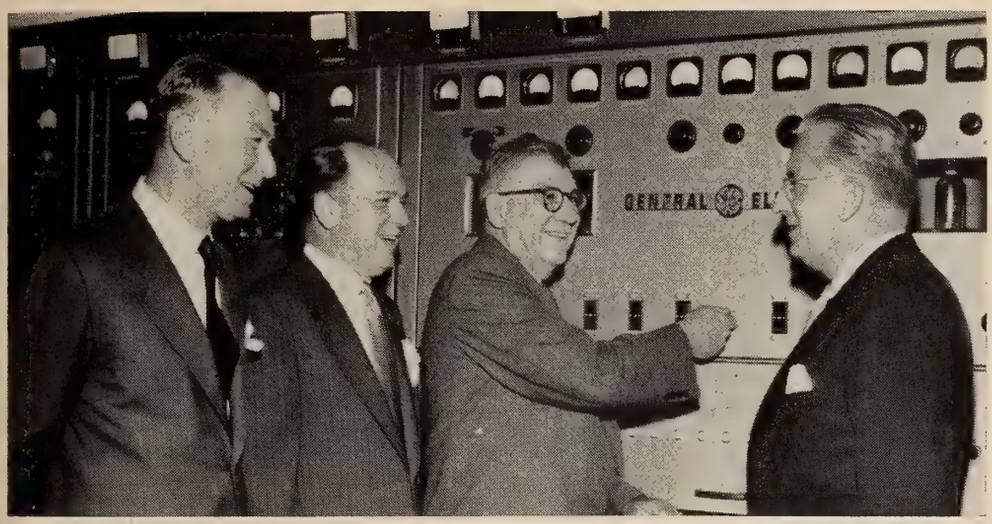
MR. McALLISTER

Mr. McAllister, with GE since 1939 and with the radio-tv dept. since 1951, will handle the design and development of all GE radio and tv receivers.

RCA Shows New Tv Receivers

RCA VICTOR last week unveiled in New York a new line of 25 tv receivers highlighting innovations in styling and featuring two basic models of color sets priced at $795 and $895. The sets, which eliminate visible controls from the front of the receivers, were shown Wednesday to distributors and sales executives.





RALPH E. MOODY, board chairman of Union Electric Co., St. Louis, flips the switch of the new General Electric transmitter that boosts ch. 36 KTVI (TV) there to 500 kw power. Participating in the May 31 ceremonies are (l to r) Harry Tennenbaum and Paul E. Peltason, co-owners of KTVI; Mr. Moody, and Raymond R. Tucker, mayor of St. Louis. The power provided by the new GE transmitter has brought reports of an excellent picture from viewers as far away as 110 miles, according to the station.

Muntz Plan Gets Setback

TRUSTEE PLAN for reorganization of Muntz Tv Inc., set manufacturer, and two subsidiaries, has been held by the Securities & Exchange Commission to be "not feasible," it was reported last week. The governmental agency reportedly advanced this view in a communication to Federal Judge Win G. Knoch, who has been hearing the case in Chicago.

The commission was reported to have told Judge Knoch that the proposed debt to be assumed by the reorganized firm would be too high a ratio of the indicated value to the company. It would amount to $5.6 million, or $700,000 more than its proposed assets. Hearing was indicated shortly on the commission's report.

McCallum Heads GE News Unit

GENERAL ELECTRIC Co., Schenectady, has established an electronic tube news bureau and appointed Stephen E. McCallum editor in charge. The tube department news bureau will be a public information outlet for the company's seven electronic tube factories.

Mr. McCallum, former newspaperman, has been with GE for the past two years as editor of the *G-E Ham News*.

MANUFACTURING SHORTS

Studio Television Products Sales Corp., N. Y., announces availability of new camera dolly, Model PN6-33B, especially designed for large color tv cameras. Unit, with pneumatic-balance operation, incorporates closed-air system reservoir and has camera mount located on piston which rides in cylinder on cushion of compressed air. With 33-in. wheel base and wide steering guide, unit will support additional color camera load, and encircling reservoir provides storage space for excess air when camera is at lower heights. Rotatable base permits 360° steering.

Hy-Lite Antennae Inc., N. Y., is producing new fringe area, all-band tv antenna assuring gain comparable at least to five element Yagi and with extreme high front to back and rear signal rejection, according to company. Firm says unit lends itself to natural use in rotators where rotating is required.

Newark Electric Co., Chicago, announces purchase of Acorn Radio & Electronics, Inglewood, Calif., to be operated as wholly-owned subsidiary.

Motorola Inc., Chicago, has announced start of construction on new plant in Quincy, Ill., slated for completion early in 1956. Plant will consolidate people and activities now located in four buildings there.

Emerson Radio & Phonograph Corp. and subsidiaries, Jersey City, N. J., announce consolidated net profit for 26-week period ended April 30 was $1,111,981 after taxes, compared to $945,515 for corresponding period last year. Net profit for current period equal to $.57 per share on 1,935,715 shares outstanding, against $.49 per share on same number for period ended May 1, 1954.

Television Utilities Corp., New Hyde Park, N. Y., has announced production of new "private eye" pulse cross monitor designed for color or monochrome broadcasting for use in master control rooms and remote studios. Monitor checks number of equalizing pulses, sync generator wave-forms including front to back porch, remote and local sync and provides continuous check on operations even with "genlock" types of sync generator locking devices, company says.

MANUFACTURING PEOPLE

Andrew H. Bergeson, Washington consulting engineer with Stromberg-Carlson Co., Rochester, N. Y., elected vice president-engineering.

Commodore A. J. Spriggs, USN ret., former director of electronics, Office of Chief of Naval Operations, Washington, to Packard-Bell Co. (radio-tv, electronics), L. A., as vice president.

John F. McAllister Jr., product planning manager, radio-tv dept., General Electric Co., Syracuse, N. Y., appointed radio-tv engineering manager.

Allen E. Byers, formerly communications sales manager, Graybar Electric Co., Detroit, ap-

proof positive

WCUE

now **FIRST**

in **AKRON**

latest Hooper ratings
March-April 1955

SHARE OF RADIO AUDIENCE	Mon. thru Fri. 8:00 A.M.-12 Noon	Mon. thru Fri. 12 Noon-6:00 P.M.
WCUE	**32.2**	**32.7**
Station **B**	29.5	28.3
Station **C**	27.0	21.6
Station **D**	4.2	9.3

Wcue . . . Akron's only Independent—we're home folks.
TIM ELLIOT, President

John E. Pearson Co., National Representatives

MANUFACTURING

pointed general manager, Waveforms Inc. (communications electronic test instruments), N. Y.

W. P. Ready, former general sales manager, National Co. (communications receivers), Malden, Mass., appointed general sales manager, Wallace's Telaides Inc., Jamaica Plain, Mass.

J. L. Albers, distribution manager, Capehart-Farnsworth Co., Fort Wayne, Ind., promoted to merchandise manager.

Isaac Naeye, Philco Corp., Phila., named assistant treasurer; **John L. Esterhai** appointed assistant secretary.

I. John Billera, vice president and treasurer, U. S. Industries Inc., N. Y.; **Henry W. Hoaglund,** vice president, American Research & Development Corp., Boston, and **Barrett Wendell,** vice president, Lee Higginson Corp., Chicago, elected directors, Magnecord Inc. (tape recorders), Chicago.

Edgar C. Dunn, internal auditing manager, Sylvania Electric Products Inc., N. Y., appointed manager, Sylvania data processing center, Camillus, N. Y., expected to be in partial operation by first of next year.

William T. Saxon, employment supervisor, San Leandro, Calif., plant, Chrysler Corp., appointed employment supervisor, Ampex Corp. (magnetic tape recorders), Redwood City, Calif.

Lee A. Ellis, photographic and art services manager, technical writing section, publications facilities and instruction manuals, equipment engineering div., Raytheon Mfg. Co., Waltham, Mass., appointed manager, art and photography, public relations department.

John J. Hemberger, field sales manager of distributed products, engineering products div., RCA, Camden, N. J., appointed administrator, black-and-white picture tube sales in distributor markets.

George G. Barker, Raytheon Mfg. Co., Waltham, Mass., appointed technical editor, public relations dept.; **Robert Culter,** chairman of board, Old Colony Trust Co., Boston, elected Raytheon director.

Lillian Sloan to newly-formed Trav-Ler Home Institute (Div. of Trav-Ler Radio Corp., Chicago), as director. Unit set up to handle two-year research-education program through public relations and advertising in all media.

Robert L. Gaines, formerly sales engineer, instrument div., Allen B. DuMont Labs, Clifton, N. J., named assistant director, international div.

Abner G. Budelman, spare parts sales manager, mobile communications dept., Allen B. DuMont Labs, Clifton, N. Y., died May 30 after long illness.

EDUCATION

Northwestern, NBC Set Summer Tv Institute

PROFESSIONAL on-the-spot training for selected students, with credits for instruction in various phases of television, will be offered for six weeks by NBC and Northwestern U. during the 14th annual Summer Television Institute starting June 21.

Three courses good for nine quarter hours university credit and a special internship course in tv production carrying another nine quarter hours will be offered to a limited number of students with some prior experience in broadcasting or advertising.

The regular courses cover television station operation, directing techniques and production procedures, with top station executives as instructors. Many classes will be held in NBC Chicago studios at the Merchandise Mart.

A series of lectures will be given each week by station managers, agency personnel, film producers and other specialists in television and related fields.

Qualified students will spend 30-40 hours each week in operational functions at WNBQ (TV) and in study and discussion periods under the internship plan.

Judith Waller, public affairs and education director of NBC Central Div., and Donley Fedderson, chairman of NU's radio-tv department, will serve as co-directors of the institute.

Among scheduled speakers and instructors so far are: George Hienemann, program manager, WNBQ-WMAQ Chicago; Alan Beaumont, NBC Chicago network program manager; Henry T. Sjogren, assistant general manager, WNBQ-WMAQ; Edward R. Hitz, vice president in charge of NBC Central Div. tv network sales, and Peter A. Cavallo Jr., radio-tv-film director, J. Walter Thompson Co., Chicago.

Baptist Workshop Scheduled

RADIO-TV WORKSHOP of the American Baptist Assembly will be held June 25-July 2 in Green Lake, Wis., in conjunction with the assembly's 12th season of camps and conferences, this years scheduled from June 16-Sept. 3.

Featured at the radio-tv workshop will be Albert Crews and Ben Wilbur, executives of the Broadcasting & Film Commission, National Council of Churches; Mrs. Albert Crews, professional script writer; Dr. Clayton Griswold, executive director of radio-tv, Presbyterian Church, U. S. A., and Roy I. Madsen and Lois Anderson, radio-tv dept., American Baptist Convention.

EDUCATION SHORTS

New School for Social Research, N. Y., will present three courses in publicity and communications and "Institute on Educational Publicity and Public Relations" in summer session beginning June 20.

PROFESSIONAL SERVICES

Merger-Expansion Announced By Two Monitoring Services

MERGER of Broadcasters Advertisers Reports Inc., Darby Pa., and Reid Reports, Los Angeles and San Francisco, has been announced by Phil Edwards, BAR president, and Alice Reid, director of Reid Report. Both firms provide monitored commercial reports directly off the air. The services henceforth will be published by Broadcast Advertisers Reports Inc.

The move is designed to insure the expansion of the BAR monitoring concept by the immediate establishment of a full production-service facility in Los Angeles. BAR currently services 10 cities, and it is planned to extend monitoring on a regular basis to Denver and St. Louis as well as Los Angeles and San Francisco. BAR's goal is to provide service in 30 markets by the end of 1955.

Several months ago the A. C. Nielsen Co. announced it had an option to purchase BAR, but a spokesman last week told B•T that Nielsen had permitted the option to expire.

Calif. Copyright Group Set To Study Problems, Practices

FORMATION of California Copyright Conference, non-profit organization to inform membership of copyright problems and practices, was announced in Hollywood last week.

Elected at the group's first meeting were Stephen Pasternacki, Pasternacki Music Service, president; Robert Marks, E. B. Marks Inc., vice president; Carl Hoefle, Song Ads Co., treasurer; Luisa Field, formerly with Capitol Records, secretary, and Martin Hubble, music clearance dept., ABC Hollywood, assistant secretary.

Among directors are attorney Gerry Kales; Bernard Brody, music clearance head, Guild Films Inc.; Del Porter, Song Ads Co., and Richard Kirk, BMI attorney.

PROFESSIONAL SERVICE PEOPLE

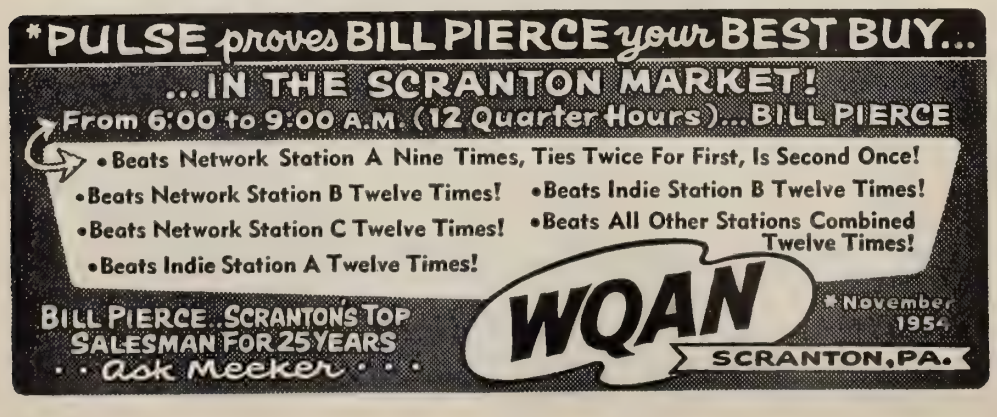
Walter L. Emerson, formerly legal counsel, NBC Chicago, has become associated with John B. Moser and Thomas H. Compere in legal firm Moser, Compere & Emerson, headquartering at 360 N. Michigan Blvd., Chicago 1. Mr. Moser is former counsel for ABC.

Martin E. O'Shaughnessy, opens tv-radio-publishing consultant office, with emphasis on analysis and diagnosis of program costs, ratings, promotion and publicity. Headquarters in Suite 1107, 203 N. Wabash Ave., Chicago 1; tel.: State 2-6404.

Arthur Croghan, former owner of KOWL Santa Monica, Calif., to Jack Stoll & Assoc. (radio-tv station broker), Hollywood.

PROFESSIONAL SERVICE SHORTS

Reynolds Metals Co., Richmond, Va., appoints Ursula Halloran & Assoc. (public relations), N. Y., to represent following tv properties on NBC-TV: *Remember—1938,* black-and-white spectacular on June 19 only; *Do-It Yourself* series, starting June 26, and *Frontier* series, beginning on Oct. 2 under production supervision of Worthington Miner.



Awards Conferred At AFA Convention

AWARDS played a prominent part in last week's AFA Golden Jubilee Convention in Chicago (separate story, this issue).

Joan Gardner, promotion and publicity director, St. Louis Fashion Creators, was named "Advertising Woman of the Year" and honored for having contributed most to the growth and stature of advertising.

Judy Huhta, South High School of Denver senior, was selected winner for her essay in the AFA annual high school essay competition—"How Advertising Affects Our Lives."

Twenty-four advertising clubs were cited for "outstanding advertising club achievement" in programs on education in advertising, public service through advertising and public relations for advertising."

NARTB President Harold E. Fellows was one of the five members of the club awards committee. Plaques were presented to representatives of winning clubs Tuesday, with Bert S. Gittins, Bert S. Gittins Adv., Milwaukee, and AFA vice president, presiding over the ceremonies.



MINUTE MAN AWARD of the U. S. Treasury Dept. is presented to the radio-tv industry for "its 14 years of outstanding public service in the promotion of savings bonds." W. Randolph Burgess (l), Under Secretary of the Treasury for Monetary Affairs, presents citation to Harold Fellows, NARTB president [B•T, June 6].

19 Women Get 'Lulu' Awards At Frances Holmes Luncheon

THE NINTH Annual Frances Holmes Awards Luncheon, sponsored by Los Angeles Adv. Women Inc., presented 19 golden "Lulu" statuettes at the Ambassador Hotel June 5.

Among the winners: Mary Mewhirter, copywriter, Erwin, Wasey & Co., Los Angeles, radio first award for Carnation fresh milk and ice cream jingle; Margee Phillips, associate news editor, KBIG Avalon, Calif., radio second award for Von's Grocery Co.; Fran Harris, partner, Harris-Tuchman Productions, Hollywood, tv commercial first award for Standard Oil of Texas (Chevron gasoline); Marion Sternbach, copywriter, Dan B. Miner Co., Los Angeles, tv commercial second award for Interstate Bakeries Corp. (Weber's bread). Miss Harris, for the third consecutive year, won the commercial film first award with a 20-minute color film for Shipstads & Johnson Ice Follies.

The contest, open to advertising women in the 11 western states and British Columbia, was judged this year by Winifred Waring, fashion and sales promotion manager, J. W. Robinson Co.; Robert M. Crosby, staff supervisor of sales promotion materials, Southern California Gas Co.; Gil Evans, advertising manager, Southwest Steel Rolling Mills; Kai Jorgensen, executive vice president, Hixson & Jorgensen Inc., and Frank Rice, publicity director, Bullock's Downtown.

NBC Picks Winner

LAWSON DEMING, program manager of WTAM Cleveland, has been selected winner of a contest to determine high quality radio programming by an NBC-owned station. Charles R. Denny, vice president of the NBC-owned stations and NBC Spot Sales, said Mr. Deming's presentation on WTAM's programming achievements had indicated the "most progressive and salesworthy campaign" of all competing NBC-owned stations. The prize is an expense-paid vacation in Bermuda for Mr. and Mrs. Deming.

AWARD SHORTS

Edward J. Noble, chairman of finance committee, AB-PT, and Samuel I. Newhouse, newspaper publisher and station owner, presented honorary Doctor of Laws degrees from Syracuse U.

Elmer Peterson, news commentator, NBC Radio and KRCA (TV) Los Angeles, presented certificate from National Federation of Federal Employes for "continued objective, honest, comprehensive news reporting."

New York U. presented Gold Good Citizenship Medal from Sons of American Revolution, N. Y. chapter, for presentation of tv series, *America in the Making,* in cooperation with WCBS-TV New York.

Jimmy Capps, m.c., *Our Best to You,* WPTF Raleigh, N. C., honored by North Carolina State College as "Agromeck" for "outstanding program of its type for this year."

Mig Figi, general manager, WAUX Waukesha, Wis., awarded President Eisenhower Prayer Award in recognition of outstanding volunteer leadership in Treasury Dept.'s savings bond program.

WOI-TV Ames, Iowa, state college outlet, presented special citation from National Citizens Committee for Educational Tv for pioneering activity in educational tv.

Sam Vidnovic, sportscaster, WMCK McKeesport, Pa., honored by McKeesport Amvets Post No. 8 for outstanding sports announcing.

Louise Morgan, hostess, *Dear Homemaker,* WNAC-TV Boston, presented award from Good Handwriting Foundation of Washington, D. C., for "outstanding character, legibility and other refinements of good handwriting."

Charles Martinez, U. of Detroit senior and editor-in-chief of school's student-produced *News Report* over WJLB Detroit, presented Gold Mike award for "outstanding service to university in field of broadcasting."

WTMJ-AM-TV Milwaukee won five first place awards and special citation in 1955 annual awards for local programming from Milwaukee County Radio & Tv Council.



Want a "sell-out" audience for your TV dollars? Then, it's time for a quick-change to WJAC-TV, the *1* station with a buying-minded audience in 3 Southwestern Pennsylvania markets! Hooper rates WJAC-TV:

FIRST in Johnstown
(a 2-station market)

SECOND in Pittsburgh
(a 3-station market)

FIRST in Altoona
(a 2-station market)

"Just the ticket" for sure sales is this 1 buy that covers 3 . . .

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

Ask your KATZ man for full details!

AWARDS

Mary Morgan, special features editor, CKLW-AM-TV Windsor, Ont. (Detroit), presented Woman of Year award from Soroptimist Club of Detroit.

Uncle Tom Livezey, program personality and conductor, *Uncle Tom's Melody Ranch,* WAEB Allentown, Pa., presented special citation from U. S. Navy for outstanding service to Navy recruiting drive in Allentown-Bethlehem-Easton area.

WOKY Milwaukee's *Jerry Bartell's Playtime* presented award from Milwaukee County Radio & Tv Council as "best locally produced radio program for young children."

WLWC (TV) Columbus, Ohio, presented special public service award from Columbus Auto Club in recognition of "freely giving the use of its facilities for the furtherance of traffic safety."

KLZ-TV Denver presented award for outstanding leadership in local religious telecasting from American Bible Society and Denver Council of Churches.

Theodore Granik cited in formal resolution of New York Mayor Robert F. Wagner last week for "distinguished and exceptional service" in producing *Youth Wants to Know* and *American Forum,* NBC Radio and NBC-TV presentations.

Eric Sevareid, news commentator, CBS Radio and CBS-TV, to be honored June 16 by metal products industry div., Joint Defense Appeal of American Jewish Committee and Anti-Defamation League of B'nai B'rith.

Paul S. Armstrong, general manager, Sunkist Growers, L. A., presented an alumni award for distinguished service by Michigan State College, East Lansing, Mich., one of five alumni ever so honored.

Cleve Herman, sports director, KRCA (TV) Hollywood, received special plaque from Helms Athletic Foundation, L. A., for contribution to sports world and Southern California fishermen.

National Assn. of Mfrs. is presenting replicas of George Foster Peabody Award presented to it for *Industry on Parade* tv series to 243 stations carrying series.

INTERNATIONAL

CBC BOARD TO HEAR 5 TV, 5 AM BIDS

June 24 meeting of CBC board of governors also will be asked to consider a frequency change and share transfers of 14 stations, with further hearings set on implementation of a regulation to ban simulated broadcasts of sports events.

CANADA's northward expansion is reflected in a request for a television station license at Schefferville, Quebec, site of the Quebec-Labrador iron ore mining development, an area which was uninhabited only a few years ago. The Quebec North Shore & Labrador Railway Co. is asking for a tv license at this new mining town, for ch. 9 with 43 kw video, 22 kw audio and tower height of 85 ft.

This is one of five Canadian requests for new tv stations, to be heard at the June 24 meeting of the board of governors of the Canadian Broadcasting Corp. at Ottawa. CKRD Red Deer, Alta., is asking for a station on ch. 6 with 4.54 kw video, 2.27 kw audio and antenna 238 ft. above average terrain. Two applications are in from North Bay, Ont., both for ch. 10. One group of local businessmen, headed by G. A. Alger, is asking for a station with 28.5 kw video, 14.25 kw audio and antenna 459 ft. above average terrain. The second application is from a group headed by J. F. Grainger, for a station with 21 kw video, 12.5 kw audio and antenna 223 ft. above average terrain. At Timmins, Ont., J. Conrad Lavigne is asking for a station on ch. 6 with 18.5 kw video, 9.25 kw audio and antenna height 362 ft. above average terrain.

Power increases for existing tv stations are being asked by CHCH-TV Hamilton, Ont., ch. 11, to 100 kw video, 60 kw audio, with antenna 641 ft. above average terrain, and by CKCO-TV Kitchener, to 29.4 kw video, 14.6 kw audio, remaining on ch. 13, with antenna height to be increased to 928 ft. above average terrain.

New broadcast station licenses are being requested at Corner Brook, Nfld., by West Newfoundland Broadcasters Ltd. for 1 kw on 560 kc; at London, Ont., by F. Vincent Regan, for 5 kw on 1290 kc; at Swift Current, Sask., by Frontier City Broadcasting Co. Ltd. for 250 w on 1400 kc, and by Swift Current Broadcasting Co. Ltd. for a similar-sized station on the same frequency; at Weyburn, Sask., Phillip Bodnoff is asking for a 250-w station on 1340 kc.

A change in frequency is being asked by CKRD Red Deer, Alta., from 850 kc to 1440 kc with 1 kw. Standby transmitter license is being requested by CKCH Hull, Que., and broadcast pickup license by CJVI Victoria, B. C.

Share transfers are being asked by 14 stations, and change of ownership is being asked by three stations. The latter are CJKL Kirland Lake, CFCH North Bay and CKGB Timmins, all in northern Ontario and currently owned by Roy Thomson, newspaper and radio station chain operator, with head office at Toronto. The ownership change will give each of these stations to one of the Thomson children: CJKL to Mrs. Irma Jacqueline Elliott; CFCH to Mrs. Phyllis Audrey Campbell, and CKGB to Kenneth Roy Thomson, now president of the Thomson Co., owners of the newspaper chain. Operation would continue under Northern Broadcasting Co. Ltd. management, another Thomson operation.

The CBC board will also have further hearings on implementation of a regulation to ban simulated sports broadcasts to overcome abuses.

E-H May Telerating Top 10 Places 5 Canadian Tv Shows

THE May Telerating report of Elliott-Haynes, covering four Canadian cities (Montreal, Toronto, Winnipeg and Vancouver) shows five Canadian tv shows among the top 10.

The leading 10 evening tv network programs in May, according to the report, were: *Jackie Gleason* 66.4; *Toast of the Town* 64.4; *Dear Phoebe* 46.9; *Studio One* 45.7; *Four Star Playhouse* 43.6; *Showtime* (Canadian) 42.8; *Holiday Ranch* (Canadian) 41.9; *On Camera* (Canadian) 41.5; *GM Theatre* (Canadian) 38.6, and *Pick the Stars* (Canadian) 37.1.

The report for eight markets covered in the May survey shows an overall drop in the average sets-in-use trend. The Montreal-English market dropped to 51.4 from 56.6; Montreal-French to 57.5 from 63.9; Toronto to 50.9 from 55.8; Winnipeg to 63.2 from 67.8; Ottawa to 61.2 from 65.8; Windsor to 50.0 from 54.7; Kitchener to 59.7 from 67.3 (March), and Vancouver to 57.1 from 60.2.

Canadian Radio Group Sounded Out on Pay Tv

CHANGES in Canadian television regulations and legislation which would permit pay-see tv to enter Canada were intimated at the final session of the Parliamentary Radio Committee hearings at Ottawa on June 3. Revenue Minister J. J. McCann stated that there might be policy changes which would change the financing of the government's Canadian Broadcasting Corp. and that these changes might include pay-see tv.

Mr. McCann stated that government officials had looked into Telemetered television programming, but that the CBC would not use it. He reported to the committee that he had seen a demonstration of pay-see tv. (Famous-Player Canadian Corp., Toronto, has Canadian rights on a Telemetered programming system, and has an interest in two Canadian tv stations, CKCO-TV Kitchener, Ont., and CFCM-TV Quebec).

Mr. McCann felt that pay-see tv has practical possibilities for private stations and would allow them to feature sustaining programs without the CBC having to provide them as under present

GATES

Your One Source

For All Broadcasting Equipment

THESE OFFICES TO SERVE YOU

• Quincy, Illinois	123 Hampshire Street	Baldwin 2-8202
• New York City	51 East 42nd Street	Murray Hill 7-7971
• Washington, D.C.	13th & E Streets, N. W.	Metropolitan 8-0522
• Houston, Texas	2700 Polk Avenue	Atwood 8536
• Los Angeles, Calif.	7501 Sunset Blvd.	Hollywood 2-6351
• Atlanta, Georgia	1133 Spring St., N. W.	Elgin 0369
• New York, International Div.	13 East 40th Street	Murray Hill 9-0200
• Montreal, Quebec, Canada	Canadian Marconi Co.	Regent 8-9441

arrangements, whereby all Canadian tv stations must carry a percentage of CBC sustaining programs.

The closing session also heard from CBC Chairman A. D. Dunton that the current fiscal year, ending March 31, 1956, would see a deficit of $10,805,000, as compared to a surplus the last fiscal year of $4,256,000. Mr. Dunton stated that tv costs are expected to rise from $15,876,000 to $28,100,000, while revenues are expected to drop from $21,273,000 to $20,310,000. In radio, CBC also expects costs to go up from $13,200,000 to $14,100,000 and revenue to drop from $13,434,000 to $12,535,000. Much of the drop is expected to be in smaller revenue for the CBC from the 15% excise tax on radio and tv sets and components. It was estimated by one committee member that government grants and income from the 15% excise tax will amount to about $36,605,000 in the 1955-56 period as compared to $23,464,000 in the last fiscal year.

The Parliamentary Radio Committee also heard that there might be a Royal Commission appointed by the government to inquire into all phases of the broadcastng and telecasting field [B•T, May 30].

Canadian Subsidiary Set Up by Screen Gems

AS A means of serving the expanding Canadian market, Screen Gems Inc., New York, last week announced the formation of Screen Gems of Canada Ltd. with offices in Toronto, Montreal and Vancouver.

Ralph M. Cohn, vice president and general manager of Screen Gems, said that with this move the new organization has absorbed a Canadian distribution company, Telepix Movies Ltd. All tv programs of Screen Gems, plus properties previously distributed by Telepix Movies, will be available through Screen Gems of Canada, Mr. Cohn said.

The new company will be headed by Lloyd Burns, general manager, and Joseph Dunkelman. The main office will be at 102-108 Peter St., Toronto.



EXPANSION is the keynote of this get-together signaling the formation of Screen Gems of Canada Ltd., new tv subsidiary of Columbia Pictures Corp., which will handle exclusively all programs of Screen Gems Inc., New York, and all properties previously distributed by Telepix Movies Ltd. Sealing the agreement are Lloyd Burns (l), formerly of Telepix and one of the heads of the new company, and John H. Mitchell, vice president in charge of sales, Screen Gems Inc.

CBC SHOWS SURPLUS LAST FISCAL YEAR

IN A REPORT to the Canadian Parliament on June 2, Canadian Broadcasting Corp. showed an operating surplus of $4,256,000 for the fiscal year ending March 31, 1955. Gross revenues were $34,707,000, and gross expenditures $29,106,000. Deducted for depreciation was $1,345,000.

The surplus was on the television operations, amounting to $4,562,000, while radio operations showed a deficit of $306,000. Tv income was up about $8,200,000 over the previous year, while expenses were higher by $8,500,000. Revenue from the 15% excise tax on sale of tv sets was up by about $6,000,000 to $16,960,000. Commercial broadcasting and tv revenues were up from $1,334,000 to $4,156,000.

Television income was reported as $21,273,000 and expenses were $15,876,000, with $835,000 being deducted for depreciation. In radio operations, income was $13,434,000 (government grant and 15% excise tax on radio sets and tubes plus commercial programs), while expenses totaled $13,230,000.

CBC chairman A. D. Dunton reported to the Canadian Parliament that tv and radio set sale revenue, as shown by the 15% excise tax, would be down this year by nearly $1,500,000, due to lower prices of receivers. Accordingly, CBC anticipated using up most of its present surplus to meet 1955-56 operating costs.

CBC-TV Gets 'Big 4' Rugby

ARRANGEMENTS have been completed between the Canadian Broadcasting Corp. and the Canadian Rugby Football Union for the televising of the Big Four football games in the fall. The announcement was made by E. L. Bushnell, CBC assistant general manager, and Vic Obeck, vice president of the Montreal Alouettes. Under the agreement the CBC tv network has full Canadian rights for televising all Big Four games, except that home games will not be telecast in home areas either live or delayed, and that no game will be telecast live in a city in which another Big Four game is being played.

Canadian Tv Set Count

THE NUMBER of television receivers in use in Canada at the end of April was 1,406,822, according to tabulations of All-Canada Television and the Radio & Television Manufacturers Assn., both Toronto. Of the total, 735,936 are in the province of Ontario, 408,485 in Quebec province, 103,758 in British Columbia, 109,194 in the three prairie provinces and 49,449 in the four Atlantic Coast provinces.

INTERNATIONAL SHORTS

CKGR Galt, Ont., has appointed Radio Time Sales, Toronto, as exclusive representative.

CKLB Oshawa, Ont., increased to 5 kw on 1350 kc June 1 and held formal opening for advertisers and advertising agency executives from Toronto and Oshawa areas.

Canadian Assn. of Radio & Tv Broadcasters has issued new rate cards for 128 radio stations and 19 tv stations. Book was being shipped to advertising agencies early in June to coincide with rate increases on most stations July 1.

INTERNATIONAL PEOPLE

Wally Rewegan, commercial manager, CKGB Timmins, Ont., named manager, succeeding **Jack Pollie,** who leaves to start own station.

WKMI
KALAMAZOO
Western Michigan's Most Powerful Independent
Serving the Kalamazoo-Battle Creek 270,000 Metropolitan Area
★
5,000 Watts
Full Time • at 1360
Steere Broadcasting Corporation
Nat'l Rep., Forjoe

Quad-City EMPLOYMENT is Up and Steady!
Employment at the large farm implement plants and at some 300 other factories is keeping pace with increased production schedules. Forecasts of a busy prosperous 1955 in the Quad-Cities have materialized into an active buying market of 1/4 million people.
•
The Quad-Cities offer you a good marketing opportunity. WHBF is "The Quad-Cities' Favorite".
•
CBS FOR THE


Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

HOUR FILM TO HONOR KELLER

CBS-TV will present *Helen Keller in Her Story,* a one-hour film based on Miss Keller's life, on June 26 (5-6 p.m. EDT) in honor of her 75th birthday. The film will be introduced by Arthur Godfrey. Katherine Cornell will be the narrator. The film, produced for the American Foundaiton for the Blind by Nancy Hamilton, relates the life story of Miss Keller with Anne Sullivan Macy, who first found the way to reach the deaf-blind, and Polly Thompson, who has been Miss Keller's companion for 40 years. After its first network showing June 26, the film will be released for exhibition on tv or in motion picture houses around the world, with proceeds to be used for the establishment of a worldwide fund to help the deaf and blind.

'BEVERLY HILLS STORY'

FULL hour dramatic-musical documentary program revolving around the city of Beverly Hills, Calif., was presented on the Columbia Pacific Radio Network June 5. Entitled *The Beverly Hills Story* and hosted by Will Rogers Jr., the program featured interviews with noted residents of the community, dramatic sequences depicting the city's growth and musical interludes employing period songs. *The Beverly Hills Story* was co-sponsored by First Federal Savings & Loan Assn. of Beverly Hills and the city chamber of commerce.

WKAR-TV FILMS FOR IRAQ

WKAR-TV East Lansing, Mich., the Michigan State College station, has announced plans for supplying a series of television films on agriculture to the government of Iraq, at the request of the U. S. Information Agency. The project involves 17 filmed programs originally shown on WKAR-TV and a primary tv training of visual materials developed by the National Project in Agricultural Communications, headquartered on the MSC campus. They will be extended to USIA on a three-month loanout, according to Dr. Armand L. Hunter, WKAR-TV director.

KXXL AIRS ON AFD

KXXL Monterey, Calif., conducted a promotion campaign to promote Armed Forces Day on the Monterey Peninsula. Open house was held during the day by nearby Ft. Ord, Army Language School, Navy Post-Graduate School and the Coast Guard, where an approximate 50,000 personnel are stationed. KXXL taped interviews with officers of the different installations prior to Armed Forces Day and played them every half hour during the day. The two to five-minute spots were in the form of invitations to visit the events throughout the day and were timed so persons would get the most out of the visits. Interviews describing events and demonstrations of the day were also taped. The promotion culminated in the broadcast by the station of the Armed Forces Day Parade.



"She writes, 'I just bought a home advertised on KRIZ Phoenix, with a lovely rock garden'."

Radio-Tv Thanked

A VOTE of appreciation has been given radio, tv and other media by the Boy Scouts of America for vividly presenting the story of scouting.

A resolution adopted by the National Council at its 45th annual meeting in St. Louis last month "expresses . . . deep appreciation to all of the nation's newspapers, magazines, radio and television networks and stations, newsreels, motion pictures and advertising agencies which have helped to bring the story of scouting so vividly to the American people. . . ."

Arthur A. Schuck, chief Scout executive, further credits the all-time high in membership to the aid all public relations media have rendered.

'MUSICAL CHAIRS'

NBC-TV will launch on July 9 a panel-type program, *Musical Chairs,* which will be presented three Saturdays out of four from 9-9:30 p.m. EDT under the sponsorship of the S.O.S. Co., Chicago, through McCann-Erickson, New York; Lewis Howe Co., Chicago, through Dancer-Fitzgerald-Sample, New York; Johnson & Johnson, New Brunswick, N. J., through Young & Rubicam, New York, and Griffin Shoe Polish Co., New York, through Bermingham, Castleman & Pierce, New York. The program will feature Johnny Mercer, Mel Blanc and pianist Bobby Troup.

MCA-TV TALENT HUNT

MCA-TV will conduct a nationwide talent search to find an 18-year-old boy to play the role of Tim in the forthcoming *Doctor Hudson's Secret Journal* tv film series. Five youths will be selected from areas throughout the country and flown to Hollywood where co-producers Brewster Morgan and Eugene Solow will give them screen tests to select the winner. MCA-TV is working out a tie-up with national television film magazines and local tv stations.

STORY OF KAYGULL

STORY of KGUL-TV Galveston, Tex., is told in an elaborate brochure being distributed by the station. Kaygull, as the station is known in Galveston, is a story "mostly of people, 90-odd, devoting their entire time to television and television alone," says Paul Taft, president. The booklet, 17 pages long with a gull on the cover, includes illustrations and copy on the personnel and all phases of the station's operation. A special section, "This is Kaygull Promotion," is also featured.

STORER EXHIBIT

OVER 350 advertiser and agency representatives attended Storer Broadcasting Co.'s first showing of its traveling promotion exhibit at the Hotel McAllister May 27 in Miami. The displays included station awards, merchandising, promotion, sales and audience promotion activities. Material for the exhibit, coordinated by Arthur C. Schofield, Storer advertising and sales manager, was prepared by promotion managers of Storer stations. Hosts at the Miami exhibit were Miller Babcock and Nick Kersta, WGBS-AM-TV Miami managing directors, respectively. The promotion will be displayed in all cities where Storer operates stations.

PETRIFIED WOOD SENT

TO PROMOTE the "The Petrified Forest," *Producer's Showcase,* Kenyon & Eckhardt, the agency for co-sponsors RCA-Victor and Ford Motor Co., mailed out chunks of actual petrified wood from Petrified Forest in Winslow, Ariz. Sent along with it were a Winslow postcard, a brochure on the snake dance of the Hopi Indians, and a card announcing the television production on NBC-TV.

KMO AIRS DEDICATION

DEDICATION of the Eisenhower Plaque at Ft. Lewis, Wash., was aired by KMO Tacoma, Wash., as part of its two-hour Armed Forces Day program. The plaque marks the home at Ft. Lewis occupied by the then Lt. Col. Eisenhower in 1941 and was donated by Tacoma citizens through the city chamber of commerce. Broadcasts from McChord Air Force Base, Gray Field and the Tacoma Naval Station also featured KMO's coverage of Armed Forces Day. There are approximately 70,000 military and civilian employes at nearby military installations with a total payroll of about $120,000,000 annually, the station reports.

BLOSSOM THE COW

BLOSSOM the Alfalfa Cow, constructed of a round bale of hay and a cardboard head and tail, is selling milk across the nation during June, Dairy Month. The display is being distributed nationally for use on tv, in bank lobbies and in store windows by Allis-Chalmers Co., which manufactures the only machine, the Roto-Baler, which makes round bales. The display is being utilized as a tie-in without any identification or commercial message since the round bale is synonomous to "millions of farm people" with the firm, according to Bert S. Gittins Adv., A-C agency. It is also hoped the promotion will help relieve the dairy surplus and at the same time build goodwill for Allis-Chalmers.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
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EL 5-0405
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KENNETH MORTON (l), assistant general manager of KOOL-TV Phoenix, Ariz., confers with Joe Chaidez, art director of the station, before shipping 150 miniature moving vans to advertising agencies throughout the country to call attention to its new CBS-TV affiliation, effective June 16 [B•T, June 6]. KOOL-TV, owned by Gene Autry, was affiliated with ABC-TV until Feb. 28 of this year.

QUAKER OATS AND BASEBALL

QUAKER OATS Co., cereal manufacturer and radio-tv advertiser, is cooperating with organized baseball in a campaign to stimulate attendance of youngsters at the nation's ball parks this summer. All major league teams, except the New York Yankees, and over 200 other clubs, including minor league teams, will honor free tickets for children 12 and under provided each is accompanied by a paying adult. Quaker is printing over 20 million tickets, to be enclosed in its Puffed Wheat, Puffed Rice, Muffets and Pack-O-Ten cereal packages.

WOPA SETS A RECORD

WOPA Oak Park, Ill., claims credit for packing 4,000 dancers into Chicago's Aragon Ballroom—a new record—thanks to its Polka king, Li'l Wally and his Lucky Harmony Boys. The station described it as the largest polka dance at the ballroom in nine years and credits polka music popularity to some 200 monthly polka shows on WOPA. So popular was the attraction May 19 that it outdrew some of the nation's leading dance bands.

1st in Power and Coverage
1,000,000 WATTS
WILK-TV
Wilkes-Barre
Scranton
Call Avery-Knodel, Inc.

WNAX COOKING SCHOOLS

MORE than 10,750 fans of *Your Neighbor Lady* from five states overflowed into four auditoriums in Huron, Aberdeen, Mitchell and Sioux Falls, S. D., where WNAX Yankton, S. D., conducted Kitchen Karnival cooking schools, according to the station. The schools featured Wynn Speece of *Neighbor Lady* demonstrating easy-to-fix summer recipes. She was assisted by George B. German, the station's "Inquiring Farm Reporter." Between demonstrations free gifts and shopping bags filled with food were given away. The events were staged through the cooperation of the local Frigidaire dealers, the Northwestern Public Service electric power company and the Sioux Valley Empire Electric Assn.

ROLE OF THE PATHOLOGIST

LIVE telecast on the role of the pathologist was presented last week on NBC-TV's *March of Medicine*. The program, produced and sponsored by Smith, Kline & French Labs with the American Medical Assn., was the last of the spring series. The telecast dealt with an actual operation at Walter Reed Hospital in Washington on a suspected cancer patient whose tissue samples were rushed via a mile-long pneumatic tube to the Armed Forces Institute of Pathology where expert pathologists examined the sample and reported findings directly to the operating room. During the program, the "television microscope" was demonstrated. The show was also highlighted by a report on latest medical research and therapy as featured at the 104th annual meeting of the AMA in Atlantic City.

KNX IS HOT IN L. A.

KNX Los Angeles is the hottest buy in town, says the station in a thermometer-promotion piece it is distributing. Basing its figure on the new Cumulative Pulse Audience survey for Los Angeles and Orange counties, the station reports it reaches 84% of all radio families in metropolitan Los Angeles each week and 45% in a single day. The attached thermometer has a special red marking at the 84° point to emphasize the station's claim. KNX also reaches far more people than either the leading newspaper in the city or any national magazine, the promotion says.

TAPE-RECORDING IN A JET

ON BOARD the F-86A Sabrejet airplane flown by California National Guard Lt. John Conroy on May 21, in his record-breaking roundtrip flight from Los Angeles to New York and back again between sunrise and sunset of the same day, was a mini-tape recording machine installed by CBS Radio news department, Hollywood. Lt. Conroy was interviewed by KNX Hollywood newsman Bill Kenneally before his take off and the tape-recording was played on Mr. Kenneally's Saturday noon news broadcast. The tape-recording taken during the actual flight was played during Columbia Pacific Radio Network's *Sunday Newsdesk* program on the following day.

IT'S KOLD IN YUMA

IN YUMA, Ariz., which regularly registers some of the hottest temperatures in the United States, Station Owner-Manager Jim Hawthorne practices a little applied psychology with his station's call letters. During breaks, listeners are told by announcers, "It may be warm where you are, but it's KOLD in Yuma."

Visiting Dr. DuMont

DR. ALLEN B. DuMONT, president of the Allen B. DuMont Labs Inc., will be one of the two featured guests on Ed Murrow's *Person to Person* program on June 17 (CBS-TV, 10:30-11 p.m. EDT). The program will "televisit" the DuMont family at their mountaintop home in Cedar Grove, N. J. The other guest on the program that evening will be Carol Haney, star of the Broadway musical comedy, *The Pajama Game*.

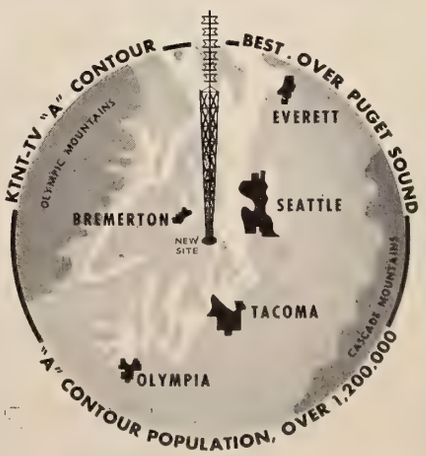
'LUTHERAN HOUR' MILESTONE

RECORDINGS of the 25th anniversary broadcast of the *Lutheran Hour* on MBS will be made available free to the general public, it was announced last week by Mutual. The anniversary broadcast was presented yesterday (Sunday). The program is sponsored by the Lutheran Laymen's League, St. Louis, through Gotham Adv., New York.

SPORTSCASTER VIA HELICOPTER

VAN LANE, sportscaster on WDOK Cleveland, is using a helicopter to travel from sportscast to sportscast. Mr. Van Lane, whos does *Race of the Day* and *The Last Word in Sports* from the Thistledown racetrack, is flown by a helicopter of Cleveland Air Taxi Inc. to the baseball stadium of the Cleveland Indians to air his pregame *Knothole Club* show.

In SEATTLE, TACOMA and the PUGET SOUND AREA
IT'S KTNT TV CBS BASIC
CHANNEL ELEVEN
316,000 WATTS
Antenna Height,
1000 FT. ABOVE SEA LEVEL



Of all TV stations in the fabulous Puget Sound area, only KTNT-TV covers all five* in its "A" Contour.

*Seattle, Tacoma, Everett, Bremerton, Olympia

KTNT-TV, Tacoma, Washington
ASK WEED TELEVISION



EVERETT MITCHELL (l), m.c. of NBC's *National Farm and Home Hour*, discusses farm broadcasting with W. B. Way, vice president-general manager of KVOO Tulsa, following Mr. Mitchell's address before the Tulsa Chamber of Commerce Public Affairs Luncheon last month. The following Saturday a portion of the *National Farm* show originated from KVOO.

'CENTRAL ALARM'

NEW weekly documentary series about the Los Angeles City fire department, featuring on-the-spot reporting of fires and other emergencies and told in the voices of firemen, victims and eyewitnesses, has started on KABC Hollywood. The program, *Central Alarm*, is narrated by Fire Inspector Robert Patterson. Inspector Patterson began tape-recording fires and emergencies for the department in 1950, with much of the material appearing on *Central Alarm*.

CHECK FROM THIN AIR

WITH EVERY check sent out by WBBB-AM-FM Burlington, N. C., the station attaches a note of the same size proclaiming, "This check came out of thin air! . . . We are able to pay our bills only because radio advertising continues to pay those who use it. Of course it takes more than thin air to operate a radio station . . . to keep listeners informed and intertained. It takes all kinds of music, news, sports and special programs, and people like you to keep us supplied with services to keep on the air, so more people like you will listen to people like us. The more people who listen, the more people buy products advertised over the air, and the more people who buy, the more advertising we sell so that we can use more service from you and send you another check."

Station Authorizations, Applications

(As Compiled by B • T)

June 2 through June 8

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of April 30, 1955 *

	AM	FM	TV
Licensed (all on air)	2,704	522	134
CPs on air	13	17	†319
CPs not on air	98	13	121
Total on air	2,717	539	453
Total authorized	2,815	552	574
Applications in hearing	127	3	180
New station requests	201	8	18
New station bids in hearing	69	0	127
Facilities change requests	142	9	38
Total applications pending	823	30	196
Licenses deleted in April	0	1	0
CPs deleted in April	1	0	4

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary Through June 8

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,738	2,716	122	232	67
Fm	540	523	32	6	0

Television Station Grants and Applications Since April 14, 1952

Grants Since July 11, 1952:

	vhf	uhf	Total
Commercial	284	322	608[1]
Noncom. Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	312	103	415
Noncom. Educ. on air	10	3	13

Applications Filed Since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	966	337	745	540	1,286[2]
Noncom. Educ.	58		30	28	58[3]
Total	1,024	337	775	568	1,344[4]

[1] One hundred-forty-four CPs (30 vhf, 114 uhf) have been deleted.

[2] One applicant did not specify channel.

[3] Includes 35 already granted.

[4] Includes 641 already granted.

ACTIONS OF FCC

New Tv Stations . . .

APPLICATION

Orlando, Fla.—Orange County Bcstrs. Inc. (WABR), uhf ch. 18 (668-674 mc); ERP 20.9 kw visual, 12.6 kw aural; antenna height above average terrain 228 ft., above ground 250 ft. Estimated construction cost $88,736, first year operating cost $60,000, revenue $96,000. Post office address Box 7547, Orlando. Studio and transmitter location 222 Hazard St., Near Orlando. Geographic coordinates 28° 35′ 18″ N. Lat., 81° 32′ 53″ W. Long. Transmitter Continental, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer W. J. Haley, Atlanta, Ga. Principals include Pres. **R. H. Gunkel Jr.** (40%), owner of WBOP Pensacola, Fla.; Vice Pres. **James H. Sawyer** (20%), and Sec.-Treas. **Carmen Macri** (40%), pres.-stockholder WOBS Jacksonville, Fla. Filed June 3.

APPLICATIONS DISMISSED

Orlando, Fla.—James Dandelake tr/as Orange Tv Enterprises. FCC dismissed bid for new tv station on ch. 18 for lack of prosecution. Dismissed June 7.

Roseburg, Ore.—Southern Oregon Bcstg. Co. FCC dismissed bid for new tv station on ch. 4 at request of attorney. Dismissed June 2.

Existing Tv Stations . . .

ACTIONS BY FCC

WMAL-TV Washington, D. C.—The Evening Star Bcstg. Co. granted CP for ch. 7 to change ERP to 251 kw visual, 135 kw aural; antenna height above average terrain 500 ft. Granted June 3; announced June 7.

KLFY-TV Lafayette, La.—Camellia Bcstg. Co. granted STA to operate commercially on ch. 10 for 30 days pending filing of KLFY-AM field intensity measurements. Granted June 1; announced June 7.

KTBS-TV Shreveport, La.—KTBS Inc. granted mod. of CP for ch. 12 to change ERP to 100 kw visual, 69.2 kw aural; antenna height above average terrain 1,140 ft. Granted June 2; announced June 7.

WNCT (TV) Greenville, N. C.—Carolina Bcstg. System Inc. granted mod. of CP for ch. 9 to change ERP to 316 kw visual, 158 kw aural; antenna height above average terrain 860 ft. Granted June 2; announced June 7.

KCJB-TV Minot, N. D.—N. D. Bcstg. Co. granted mod. of CP for ch. 13 to change studio location to U. S. Hwy. 83, 1½ miles S. of city limits. Granted June 7.

STATIONS DELETED

KBIE-TV Sacramento, Calif.—John Poole Bcstg. Co. FCC granted request for cancellation of CP for ch. 46 and deletion of call letters. Deleted May 31; announced June 7.

WJTV (TV) Jackson, Miss.—Mississippi Publishers Corp. FCC granted request for cancellation of CP for ch. 25 and deletion of call letters. Deleted May 31; announced June 7.

KALA (TV) San Antonio, Tex.—W. W. Lechner d/b as Alamo Tv Co. FCC deleted existing tv station on ch. 35 for lack of prosecution. Deleted June 7.

CALL LETTERS ASSIGNED

WESH-TV Daytona Beach, Fla.—Telrad Inc., ch. 2. Changed from WMFJ-TV.

ALLEN KANDER
Negotiator
FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242

KBMB-TV Bismarck, N. D.—North Dakota Broadcasting Co., ch. 12.

WREC-TV Memphis, Tenn.—WREC Broadcasting Service, ch. 3.

New Am Stations . . .

ACTION BY FCC

Mexico, Pa.—Lewiston Bcstg. Co. (WMRF-WLTN (FM) Lewiston, Pa.) granted 1220 kc, 250 w daytime. Post office address 5 West Market St., Lewiston. Estimated construction cost $6,600, first year operating cost $24,000, revenue $30,000. Principals include Pres.-Treas. **J. S. Woods** (37½%); **T. W. Metzger** (12½%), and **Marjory W. Matthews** (25%). Granted June 8.

APPLICATIONS

Laguna Beach, Calif.—South Coast Bcstg. Co., 890 kc, 1 kw daytime. Post office address 295 Forest Ave. Estimated construction cost $18,135, first year operating cost $35,000, revenue $52,000. Principals include Pres. **Maurice D. Buchen** (25%). general manager KFSG Los Angeles; Vice Pres. **Donald K. Horton** (25%), engineer at KFSG; Sec.-Treas. **Arthur W. Bartell II** (25%), chemist, and **Bryant M. Harmon** (25%), insurance. Filed June 3.

Lancaster, Calif.—Harold J. Brown & John J. Cawley d/b as Brocaw Bcstg. Co., 1380 kc, 1 kw daytime, directional. Post office address 3118 Gaverna Drive, Bakersfield, Calif. Estimated construction cost $24,666, first year operating cost $75,000, revenue $90,000. Principals include **Harold J. Brown** (80%), 51% owner KBIS and **John J. Cawley** (20%), physician. Filed June 3.

Merced, Calif.—Ellsworth Peck & A. J. Krisik d/b as Merced County Bcstg. Co., 1250 kc, 500 w daytime, directional. Post office address Box 1112, Valleyjo, Calif. Estimated construction cost $27,836, first year operating cost $36,000, revenue $48.000. Principals include **Ellsworth Peck** (50%), and **A. J. Krisik** (50%), co-owners of KGYW Valleyjo, Calif. Filed June 6.

Pueblo, Colo.—Frank Donald Hall, 970 kc, 1 kw daytime. Post office address 1665 W. Evans Ave., Denver, Colo. Estimated construction cost $38,239, first year operating cost $36,000, revenue $42,000. Mr. Hall is former owner of KLIR Denver. Filed June 2.

Douglas, Ga.—Radio Douglas Inc., 1450 kc, 250 w unlimited. Post office address % Donald H. Wingate, Box 55, Douglas. Estimated construction cost $19,500, first year operating cost $36,000, revenue $44,000. Principals include Pres. **Thomas H. Frier** (49%), publisher of *Douglas Enterprise*; Vice Pres. **Donald H. Wingate** (49%), employee of WAAG Adel, Ga.; Sec.-Treas. **Ruth C. Frier** (1%), and **Jean W. Wingate** (1%). Filed May 27.

Lewiston, Idaho—Boyde W. Cornelison, Eugene A. Hamblin & John H. Matlock d/b as Lewis Clark Bcstg. Co., 550 kc, 500 w daytime. Post office address % Boyde W. Cornelison, Box 643, Lewiston. Estimated construction cost $17,900, first year operating cost $36,000, revenue $42,000. Principals include **Boyde W. Cornelison** (⅓), oil distributor; **Eugene A. Hamblin** (⅓), former employe KRLC Lewiston, and **John H. Matlock** (⅓), jewelry store. Filed May 27.

Russell, Kan.—The Prairie States Bcstg. Co., 990 kc, 250 w daytime. Post office address % Melville Gleason, KAWL Building, York, Nebr. Estimated construction cost $9,836, first year operating cost $36,418, revenue $44,029. Principals include Pres. **Melville L. Gleason** (51%), Vice Pres. **William C. Whitlock** (24%), and Sec.-Treas. **Tommy L. Gleason** (25%). All are associated in ownership of KAWL York, Neb. Filed May 27.

West Monroe, La.—Howard E. Griffith, 1270 kc, 1 kw daytime. Post office address 3708 De Siard St., Monroe, La. Estimated construction cost $14,400, first year operating cost $38,000, revenue $33,000. Mr. Griffith is sole owner of KTLO Tallulah, La. Filed June 3.

Kalispell, Mont.—D. Gene Williams & Delbert Bertholf, 910 kc, 1 kw daytime. Post office address Realty Building, Spokane, Wash. Estimated construction cost $21,230, first year operating cost $41,000, revenue $57,000. Principals include **D. Gene Williams** (½), 51% owner KSPO Spokane, Wash., 25% owner KUTI Yakima, Wash., and 50% owner KOYN Billings, Mont., and **Delbert Bertholf** (½), 49% owner KSPO, 25% owner KUTI, and 50% owner KOYN. Filed May 27.

Las Vegas, Nev.—Rainbow Inc., 1050 kc, 500 w daytime. Post office address 425 Fremont St. Estimated construction cost $20,340, first year operating cost $39,000, revenue $54,650. Principals include Pres. **Donald James Yellen** (40%), physicist, and Vice Pres. **Joseph J. Marandola** (60%), salesman-announcer KRAM Las Vegas. Filed June 1.

Horseheads, N. Y.—Frank P. Saia, Emmagene S. Saia & Anthony P. Saia d/b as Elmira Heights-Horseheads Bcstg. Co., 1540 kc, 500 w daytime. Post office address 4 Hibbard Place, Elmira, N. Y. Estimated construction cost $13,900, first year operating cost $31,795, revenue $36,500. Principals include **Frank P. Saia** (36.3%), engineer at WCLI-AM-FM Corning, N. Y.; **Emmagene S. Saia** (36.3%), and **Anthony P. Saia** (27.4%), manufacturer of auto and bicycle parts. Filed June 1.

Saugerties, N. Y.—Skylark Corp., 920 kc, 1 kw daytime, directional. Post office address Box 3, Mt. Marion, N. Y. Estimated construction cost $35,441, first year operating cost $47,000, revenue $67,000. Principals include **Richard N. Ward** (8.2%), technician at WRGB-TV Schenectady, N. Y.; **John P. Lynker** (61%), employe at WVNJ Newark; **Frank Campochiaro** (7.5%), attorney, and **Richard N. Horan** (12.5%), WGY Schenectady employe. Filed June 2.

Etowah, Tenn.—Harry J. Morgan tr/as Morgan Bcstg. Co., 1220 kc, 1 kw daytime. Post office address % General Delivery, Lafayette, Ga. Estimated construction cost $15,132, first year operating cost $38,500, revenue $64,545. Mr. Morgan is manager of WGTA Summerville, Ga. and WFLA Lafayette, Ga. Filed May 27.

Existing Am Stations . . .

STATION DELETED

WESM Pocomoke City, Md.—Ruth E. Harris, executrix of estate of Walter F. Harris Jr., deceased. FCC granted request for cancellation of CP for 1470 kc, 1 kw daytime and deletion of call letters. Deleted June 1; announced June 7.

Existing Fm Stations . . .

ACTION BY FCC

WPRO-FM Providence, R. I.—Cherry & Webb Bcstg. Co. granted mod. of CP to change ERP to 15 kw; antenna height above average terrain 560 ft. Granted May 31; announced June 7.

STATION DELETED

WBEH (FM) New Orleans, La.—P. G. Beauregard School. FCC granted request to cancel license of noncommercial educational fm station on 89.3 mc. Deleted June 3; announced June 7.

Ownership Changes . . .

ACTIONS BY FCC

WBRD Ft. Lauderdale, Fla.—Broward Bcstg. Co. granted voluntary assignment to Missouri Bcstg. Corp. through 15-year lease at $4,800 per year. Missouri Bcstg. Corp., owned by L. A. Benson, is operator of WIC-AM-TV St. Louis, Mo. Granted June 8.

WMOR Morehead, Ky.—Morehead Bcstg. Co. granted assignment to new partnership Morehead Bcstg. Co., composed of W. J. Wample, Claude L. Clayton and Roy Cornette. Original partner R. S. Bishop sells his ¼ interest for $700. Granted June 1; announced June 7.

KREH Oakdale, La.—Cyril W. Reddoch, individually and as executor of estate of Klien Evans, deceased, d/b as Louisiana Bcstg. Service granted voluntary assignment to Cyril W. Reddoch and Ralph L. Hooks d/b as Louisiana Bcstg. Service Mr. Hooks, ⅓ owner of WFPR Hammond, La., purchases ⅓ interest in station for $4,815. Mr. Reddoch will now own ⅔ interest. Granted June 8.

KSIG Crowley, La.—Alex B. Craig & Morgan J. Craig d/b as Craig Bcstg. Co. granted voluntary assignment to KSIG Bcstg. Co. for $65,000. Principals include Pres. **Hirsch H. Scholl** (12.1%), bag manufacturer; Vice Pres. **Jacob Brandt** (12.1%), retail furniture; Treas. **Edmund M. Riggie** (12.1%), attorney; Sec. **Louis Basso** (12.1%), announcer KSIG, and 7 others. Granted June 8.

WCSH-AM-TV Portland, Me.—Congress Square Hotel granted voluntary assignment to wholly owned company Maine Radio & Tv Co. Granted June 2; announced June 7.

WABF (FM) New York, N. Y.—Metropolitan Bcstg. & Tv Inc. granted assignment to Broadcast Associates Inc. for $6,000. Principals include Pres. **Theodore L. Deglin** (⅔), public relations, and **Frederick Lewisohn** (⅓), member of N. Y. Stock Exchange. Granted June 8.

WHAM-AM-TV, WHFM (FM) Rochester, N. Y. —Stromberg-Carlson Bcstg. Co. granted assignment to General Dynamics Corp. under merger plan calling for exchange of stock. Granted June 8.

WHAM-AM-TV, WHFM (FM) Rochester, N. Y. —Stromberg-Carlson Co. granted assignment to wholly owned subsidiary Stromberg-Carlson Bcstg. Co. Assignment is part of proposed merger with General Dynamics Corp. Granted June 8.

WOXF Oxford, N. C. — Oxford Bcstg. Corp. granted voluntary transfer of control to Atlas N. Critcher and 5 others through sale of all stock for $42,000. Principals include **Atlas N. Critcher** (55%), Ledger Pub. Co., newspaper; **M. Critcher** (5%); **Francis R. Critcher** (5%); **James F. Flanagan** (12.5%), general manager WOXF; **Helen C. Flanagan** (10%), and **T. Johnson** (12.5%). Granted June 8.

WMYB Myrtle Beach, S. C.—Coastal Carolina Bcstg. Corp. granted voluntary transfer of control to James Olin Tice Jr., through purchase of ⅓ interest from Hugh E. Holder for $18,000. Granted June 2; announced June 7.

KACT Andrews, Tex.—Joseph E. Young and Archie W. Holman d/b as Andrews Bcstrs. granted voluntary assignment to Joseph E. Young through purchase of 50% interest from Mr. Holman for $9,000. Granted June 2; announced June 7.

WARL-AM-FM Arlington, Va.—Northern Va. Bcstrs. Inc. granted voluntary transfer of control to Cy Blumenthal. Consideration is exchange of Mr. Blumenthal's 32% interest in WCAN-TV Milwaukee, for Lou Poller's 56.6% interest in WARL. Mr. Blumenthal is sole owner of WCMS Norfolk, Va., and now will be sole owner of WARL. Granted June 8.

APPLICATIONS

WSIR Winter Haven, Fla.—Tom Moore, Lawrence A. Rollins, L. Orden Craig, Henry L. Jollay & Nellie H. Fowler d/b as Radio Station WSIR seek voluntary assignment from partnership to corporation Hundred Lakes Bcstg. Corp. with partners retaining identical interests. Filed June 2.

WJAZ Albany, Ga.—James S. Rivers, Doris R. Rivers & Bruce Smith d/b as Radio Station WJAZ seek assignment from partnership to corporation James S. Rivers Inc. Filed June 1.

WQUA Moline, Ill.—Quad-City Bcstg. Corp. seeks voluntary transfer of control to WQUA Inc. through sale of all stock for $100,000. Principal stockholder is G. LaVerne Flambo (99.1%), general manager-vice pres. of WQUA. Filed June 3.

WSAC Radcliff, Ky.—B. E. Cowan & Gerald W. Howard d/b as Ft. Knox Bcstg. Co. seeks assignment from partnership to corporation Ft. Knox Bcstg. Corp. No consideration involved as partners retain interest. Filed May 31.

WOV New York, N. Y.—Wodaam Corp. seeks assignment to WOV Bcstg. Corp for $150,000. Principals include **Pres. Ralph N. Weil** (5.7%); **Arnold B. Hartley** (4.7%); Treas. **Morris S. Novick** (69%), 19.7% owner of WLIB New York; **Georgia L. Weil** (10%), and **Edna M. Hartley** (9.7%). Filed June 1.

WLIB New York, N. Y.—New Bcstg. Co. Seeks voluntary acquisition of control by Harry S. Novik through purchase of 3 shares of stock for $1,950. Mr. Novick will now own 1% interest. Filed May 27.

KTRM Beaumont, Tex.—KTRM Inc. seeks voluntary acquisition of control by Jack Neil through purchase of about 34% interest from Alto V. Watson and Joseph S. Trum for about $34,400. Mr. Neil will now own 65.2% interest. Filed June 1.

KXOL Ft. Worth, Tex.—Ft. Worth Bcstg. Co. seeks voluntary assignment to KXOL Inc. for $260,555. Principals include Pres. **Wendell Mayes** (20%), pres.-majority stockholder KBWD Brownwood, Tex., KNOW Austin, Tex., and vice pres.-50% owner KSNY Snyder, Tex.; Vice Pres. **C. C. Woodson** (40%), publisher of a number of Texas-Oklahoma newspapers; Sec.-Treas. **Wendell Mayes Jr.** (15%), 8.3% owner KBWD, 5% owner KNOW, and 10% owner KSNY; **C. C. Woodson Jr.** (10%), and **William W. Jamar** (15%), 5% owner KNOW and 10% owner KSNY. Filed May 31.



KSVC Richfield, Utah—Sevier Valley Bcstg. Co. seeks voluntary acquisition of control by Homer R. Bandley through purchase of 1,000 shares from William Bartley for $1,250. Filed May 27.

KJR Seattle, Wash.—Mt. Rainer Radio & Tv Bcstg. Corp. seeks transfer of control to Lester M. Smith (25%), Virginia L. Smith (25%), Lincoln Dellar (25%), and Sylvia Dellar (25%). Mr. & Mrs. Dellar purchase 50% interest from John F. Malloy for $75,000. Mr. Dellar is owner of KXOA-AM-FM Sacramento, Calif. Filed May 31.

WVVW-WJPB (FM) Fairmont, W. Va.—Fairmont Bcstg. Co. seeks transfer of control to Connie B. Gay through purchase of 95% interest for $16,500. Mr. Gay is program director-announcer WARL Arlington, Va. Filed May 24.

Hearing Cases . . .

INITIAL DECISIONS

Whitefish Bay, Wis.—New Tv ch. 6. FCC hearing examiner J. D. Bond issued initial decision looking toward grant of the application of Independent Television Inc., for new tv station on ch. 6 in Whitefish Bay, Wis. Action June 2.

St. Joseph Mo.—New am, 1270 kc. FCC hearing examiner Fanney N. Litvin issued initial decision looking toward grant of the application of Broadcast Group Inc., for new am station on 1270 kc, 1 kw, daytime only, in St. Joseph, Mo. Action June 7.

Indianapolis, Ind.—New tv, ch. 13. FCC hearing examiner Basil P. Cooper issued initial decision locking toward grant of the application of Mid-West Tv Corp. for new tv station on ch. 13 in Indianapolis, Ind., and denial of the competing applications of Indianapolis Bcstg. Inc., WIBC Inc., and Crosley Bcstg. Corp. Action June 7.

Dover, N. H.—FCC hearing examiner William G. Butts issued initial decision looking toward denial of protests of Vic Diehm Associates Inc. (WVDA), Boston, Mass., and Strafford Broadcasting Corp. (WWNH), Rochester, N. H., and reinstatement of grant without hearing of application of Granite State Bcstg Co. (WDNH), for new am station on 1270 kc, 5 kw, DA, U, at Dover, N. H. Action June 8.

OTHER ACTIONS

Los Angeles, Calif.—FCC Examiner James D. Cunningham granted motion of KTLA (TV) to dismiss proceedings and cancel hearing scheduled in show cause proceeding, station having terminated the program *Play Marco*. Action June 6.

Lawrenceville, Ill.—FCC by order denied request for waiver of 10% rule and dismised bid of Lawrenceburg Bcstg. Co. for new am station on 910 kc, 500 w daytime, directional because of interference considerations. Comr. Hennock absent. Action June 8.

Des Moines, Iowa—Tv Assignment. FCC invited comments by July 1 to rule making proposed in a petition filed by Rib Mountain Television Inc. (KGTV [TV] ch. 17), Des Moines, Iowa, to make ch. *11. now reserved for educational use there, available for commercial use. Alternative requests in Rib Mountain's petition, including temporary operation by KGTV on ch. 11 during pendency of rule making proceeding, and show cause order to modify its authorization to specify ch. 11, were dismissed. If the channel should be shifted to commercial use, it would be available upon application by all interested parties. Commissioner Hennock dissented. Action June 1.

WMEX Boston, Mass.—FCC by order granted a motion by The Northern Corp., Boston, Mass., to accept latter's late notice of appearance in the proceeding involving its application for renewal of license of am station WMEX. Action June 1.

WJRT (TV) Flint, Mich.—FCC by memorandum opinion and order, postponed the effective date of a grant made April 13 to WJRT (TV) Flint, Mich., for mod. of CP (ch. 12) to locate transmitter 20½ miles northwest of Flint in the direction of Detroit, make antenna changes, and change studio location in Flint, pending a hearing June 27 on protests of WNXT-TV (ch. 57) Saginaw, Mich.; WTOM-TV (ch. 54) Lansing, and WWTV (TV) (ch. 13), Cadillac, Mich. Dismissed a joint petition filed by Trebit Corp. (WFDF), Flint, Mich., and W. S. Butterfield Theatres Inc., Detroit, Mich. Commissioner Lee concurred and issued additional views in which Commissioner Hennock joined. Action June 8.

Biloxi, Miss.—Ch. 13 proceeding. FCC by order on petition of WLOX Bcstg. Co., changed the place of the scheduled further hearing on competing applications of WLOX and Radio Assoc. Inc. for new tv station on ch. 13 in Biloxi, from Washington to Biloxi, the hearing to be held at the earliest date practicable. Action June 1.

Routine Roundup . . .

June 3 Decisions

ACTIONS ON MOTIONS

By Comr. Frieda B. Hennock on May 31

Broadcast Bureau—Granted petition for an extension of time to June 1 to file exceptions to the initial decision in ch. 7 proceeding, Seattle, Wash. (Queen City Bcstg. Co., Dockets 9030, et al.).

Jacksonville, Fla., Jacksonville Bcstg. Corp.—Granted petition for an extension of time to June 12 to file reply briefs to exceptions to the initial decision in ch. 12 proceeding, Jacksonville, Fla. (City of Jacksonville, Docket 10833, et al.).

By Examiner James D. Cunningham

On the Chief Hearing Examiner's own motion, ordered that Show Cause proceeding (Docket 11383—Paramount Television Productions Inc., KTLA [TV] now scheduled for June 7, be continued indefinitely (Action 6/1).

Broadcast Bureau—Granted petition for an extension of time to June 3 for parties to proceeding re application of Streets Electronics Inc. (KGEO-TV), Enid, Okla., to submit proposed findings (Docket 11302) (Action 5/27).

By Examiner Herbert Sharfman

Ordered prehearing conference re applications of Alvarado Bcstg. Co. (KOAT), Albuquerque, N. M., for CP and license to cover (Dockets 10722, 11395) on June 8 (Action 6/1).

By Examiner Basil P. Cooper on May 31

Broadcast Bureau—Granted petition for an extension of time to June 7 to file proposed findings of fact and conclusions of law in ch. 9 proceeding, Orlando, Fla. (WORZ Inc., Docket 11081, et al.).

By Examiner William G. Butts on May 31

Upon request of Fairmont Bcstg. Co. (WVVW), Fairmont, W. Va., ordered that prehearing conference be rescheduled to June 10 re application of Mountain State Bcstg. Co., Morgantown, W. Va. (Docket 11360).

By Examiner Elizabeth C. Smith on May 31

Upon oral motion of Newport Bcstg. Co. (KNBY), Newport, Ark., at pre-trial conference in proceeding re its application (Docket 10883) and with agreement of the other parties, hearing was continued to June 16.

Camden, Ark., Camden Radio Inc.—Granted motion for admission *pro hac vice* of J. Bruce Streett, Camden, Ark., and J. K. Mahony, El Dorado, Ark., to permit their appearance and participation in Docket 11363 proceeding (for assignment of CP for station KPLN Camden, Ark.).

By Examiner J. D. Bond on June 1

Toledo, Ohio, Maumee Valley Bcstg. Co.—Granted petition for leave to amend its tv application for ch. 11 (Docket 11088, BPCT-1741) to (1) show the death of one of its 48 stockholders, and related stock distribution changes; and (2) the substitutions of two named individuals for a vice president and a director who have resigned.

By Examiner H. Gifford Irion on May 26

On the Examiner's own motion, ordered that further hearing in ch. 7 proceeding, Buffalo, N. Y., shall commence on June 7 (Docket 10968, et al.).

By Examiner Annie Neal Huntting on May 27

On the Examiner's own motion, ordered prehearing conference re application of Allegheny-Kiski Bcstg. Co. (WKPA) New Kensington, Pa. (Docket 11300), on June 24.

By Examiner Elizabeth C. Smith on June 1

On the Examiner's own motion, ordered prehearing conference re am applications of Umatilla Bcstg. Enterprises (Docket 11308) and John Truhan (Docket 11309), Pendleton, Ore., on June 17.

June 3 Applications

ACCEPTED FOR FILING

License for CP

WKOP Binghamton, N. Y., The Binghamton Bcstrs. Inc.—License to cover CP (BP-9218) as mod. which authorized increase daytime power; install da for daytime use (DA-2) and install new transmitter for daytime use only (BL-5734).

Renewal of License

WATO Oak Ridge, Tenn., WATO Inc.—(BR-1910).

WCDT Winchester, Tenn., Franklin County Bcstg. Co.—(BR-1963).

Application Returned

Rutherfordton, N. C. (PO % R. R. Hilker, 612 Dartmouth Ave., Gastonia, N. C.), J. S. Meadows and R. R. Hilker d/b as Rutherford Bcstg. Co.—CP for new standard station on 1320 kc, 500 w, daytime hours of operation. To be notarized.

Modification of CP

KTSM-TV El Paso, Tex., Tri-State Bcstg. Co.—Mod of CP (BPCT-999) as mod., which authorized new tv station to extend completion date to 10-17-55 (BMPCT-3150).

KETX (TV) Tyler, Tex., Jacob A. Newborn Jr.—Mod. of CP (BPCT-1422) as mod., which authorized new tv station to extend completion date to March 1956 (BMPCT-3151).

WOSU-TV Columbus, Ohio, The Ohio State U.—Mod. of CP (BPET-23) as mod., which authorized new non-commercial educational tv station to extend completion date to 8-15-55 (BMPET-76).

Routine Roundup . . .

June 6 Applications

ACCEPTED FOR FILING

Modification of CP

KBAM Longview, Wash., W. Gordon Allen and John Truhan d/b as Altru Bcstg. Co.—Mod. of CP (BP-9140) as mod., which authorized new standard station for extension of completion date (BMP-6859).

Remote Control

KBOI Boise, Idaho, Boise Valley Bcstrs. Inc.—(BRC-736).

KOSF Nacogdoches, Tex., Kelley Bell—(BRC-737).

License for CP

WHAT-FM Philadelphia, Pa., Independence Bcstg. Co.—License to cover CP (BPH-806) as mod., which authorized new fm station (BLH-1056).

Renewal of License

WYSN (FM) New Castle, Ind., New Castle-Henry Township—(BRED-109).

WSKS (FM) Wabash, Ind., School City of Wabash—(BRED-104).

WMMI (FM) Meridian, Miss., Meridian Municipal Jr. College—(BRED-72).

WKCS (FM) Knoxville, Tenn., Fulton High School—(BRED-106).

KEPH (FM) Ephraim, Utah, Utah State Agricultural College—(BRED-80).

Remote Control

WHBN Harrodsburg, Ky., Pioneer Bcstg. Co.—(BRX-738).

Application Returned

Olympia, Wash., Lloyd C. Hannah and Donald R. Berry d/b as Olympic Radio Co.—CP for new standard station on 810 kc, 250 w daytime hours only. (No site given.)

Modification of CP

WATR-TV Waterbury, Conn., WATR Inc.—Mod. of CP (BPCT-965) as mod., which authorized new tv station to extend completion date (BMPCT-3153).

WDXI-TV Jackson, Tenn., Dixie Bcstg. Co.—Mod. of CP (BPCT-1255) as mod., which authorized new tv station to extend completion date to 8-25-55 (BMPCT-3154).

June 7 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Granted License

WSB-TV Atlanta, Ga., Atlanta Newspapers Inc.—Granted license for changes in tv broadcast station (BLCT-162).

(Continued on page 113)

Southwest
$125,000.00

Profitable fulltime station in one of America's fastest growing markets. $50,000.00 down. Balanced, well financed.

East
$125,000.00

Very successful 5000 watt independent that's showing steady increases. $35,000.00 cash; balance on liberal terms.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Clifford Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Phil Jackson
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
111 Sutter St.
Exbrook 2-5671-2

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
*Member AFCCE **

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
*Member AFCCE **

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
*Member AFCCE **

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
*Member AFCCE **

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
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RADIO

Help Wanted

Managerial

General manager must be successful sales manager. Young, aggressive, anxious for promotion similar position, metropolitan market. East. Unusual opportunity. Box 650A, B•T.

Two openings in Michigan. Commercial manager for new local fulltime station, excellent college community, chance to grow with new station. Salesman established regional, good account list, draw, new car furnished every year by station. Box 749A, B•T.

General sales manager . . . midwest radio and television station, NBC-ABC affiliated . . . vhf. Interested only in top executive with successful organizational and personal sales experience . . . $15,000 to $20,000 and stock options. Write complete resume. Box 753A, B•T.

Salesmen

Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B•T.

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Technicians	Announcer/Actors
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RADIO

Help Wanted—(Cont'd)

Experienced salesman-announcer for Virginia network station. Permanent position, fine working conditions. Please tell all about yourself in first letter. Box 710A, B•T.

Experienced radio salesman for pioneer major network affiliate in Washington State. No desk executive or coffee break addict wanted. Hustler who makes calls and can close will be given excellent active accounts. Salary and commission. Multiple station market. Excellent living conditions in a sportsman's paradise. Give past experience, sales for past several years, snapshot and complete history. Box 759A, B•T.

Are you an experienced time salesman with proven record and good radio background? Do you want security and high potential with rapidly expanding station in midwest's largest market? If so contact us. Box 764A, B•T.

Immediate opening experienced radio time salesman for top rated NBC station. Guarantee against 15% commission. Unlimited earning possibilities. Send experience, history and photo to Box 778A, B•T.

Detroit metropolitan market. Excellent financial arrangement, and future, executive opportunity. Tell all first letter. Box 786A, B•T.

Sales accounting supervisor. To work in station's business office. Supervise all billing for radio and tv. Experienced man only. Send resume, experience, all personal information, first letter to Royce Nation, Business Manager, KOA, Inc., Denver, Colorado.

Aggressive, experienced radio salesman. Salary and commission, plus share net profits. Sportsman's paradise. Tv closed circuit. Airmail or phone KPRK, Livingston, Montana.

Salesman, experienced. 15% commission. Considerable number of accounts turned over immediately. Guarantee. Ideal working conditions. Chance for advancement to management. Only fulltime independent in large market with highest per capita income in U. S. Send full details to WAMS, Wilmington, Delaware.

Only fulltime music-news independent in market needs aggressive salesman with ideas. Liberal draw against 15%. Send resume of experience to Dave Pritchard, WDXB, Chattanooga, Tenn.

Experienced salesman. Permanent position for aggressive man selling radio and tv. WPAG, Ann Arbor, Mich.

Managers—salesmen. Our men earn from $6,000 to $12,000 yearly selling special features for radio and tv station from coast-to-coast since 1931. We prefer married couples (wives can earn $60-$80 weekly) who can travel continuously. Write Merle V. Watson, Inc., First National Bank Bldg., Peoria, Ill.

Announcers

Fast growing regional station in Illinois—not Chicago—wants to add to its staff a young announcer who also can write news. Fine opportunity to get ahead in highly successful newspaper-radio organization which needs alert, resourceful young men. Prosperous, unusually progressive community. Best working conditions, liberal salary, bonus, extra benefits. Send full details, audition, to Box 603A, B•T.

We're a small friendly station in small community but sound better than most larger stations. We need an announcer with experience, intelligence and ability. No place for beginners. We're fussy. $75 up. Paid vacations. Send tape. Full details. Box 693A, B•T.

Immediate opening for personality-plus, versatile, experienced DJ in south Georgia market. Box 699A, B•T.

Wanted: Sports announcer, play-by-play, who can also do staff. Box 775A, B•T.

Want dependable married night duty experienced announcer. ABC network. Send resume. KFRO, Longview, Texas.

RADIO

Help Wanted—(Cont'd)

Good voice—first phone am-tv combo. Opportunity to learn all phases radio-tv operations. Send audition tape, particulars, KREM-TV, Spokane, Wash.

Experienced, mature announcer, able to write occasional spot. Big station, small town. Prefer southeastern native. Tape, sample copy, resume and salary requirement first letter. Opening June 24. Neil Terrell, WBSC, Bennettsville, S. C.

5 kw established network station, in excellent town of 20,000, wants showman with first phone, mornings, 43 hours. Working conditions good, staff stable. Name your own salary, justify it with tape. WDIX Orangeburg, S. C.

Disc jockey for afternoon record show, no other duties, show heavily promoted. Excellent opportunity, attractive salary, first class community. Experience required. Send tape, photo, full details. WFIN, Findlay, Ohio.

Opening for engineer-announcer with emphasis on announcing. Good pay and working conditions. George C. Shurden, WMFC, Monroeville, Alabama.

Experienced sports-staff announcer. Strong on commercials, play-by-play and news. Must be experienced with combo operation—third class ticket required. Send tape, complete details, photograph, salary expected. Immediate opening. Lou Murray, WPAM, Box 629, Pottsville, Penna.—Telephone 5050.

Experienced announcer, emphasis news, commercials. $60-65. Contact Program Director, WWCO, Waterbury, Conn.

Technical

Oregon kilowatt network station soon needs experienced announcer-technician. Located in a most desirable city of over 10,000. Prefer northwest man. Must be good announcer. Permanent. Good salary. Box 744A, B•T.

Immediate opening for experienced chief engineer-announcer at 1000 watt daytimer. Excellent opportunity for one seeking permanency in farm-ranch area. Contact Mrs. Crawford, KCNI, Broken Bow, Nebr.

Wanted: Combination man, first class engineer-salesman in good station market, Springfield, Ohio. WBLY. Please write or call or wire immediately.

Combination, 1st phone for chief, remote control operation, experience as announcer preferred. Write WESO, Southbridge, Mass.

Production-Programming, Others

Program director am-tv. Able to take charge and supervise both, with emphasis on local programming. Tell us your success story in detail, including your ability to produce audience-building programs, on modest budget, promotional and executive background, etc. Confidential. Box 152A, B•T.

Wanted: Experienced continuity writer, 1000 watt, fulltime midwest ABC outlet in Wisconsin, city of 42,000 population. State salary desired. Apply Box 760A, B•T.

Midwest college wants versatile producer-writer-announcer with considerable experience in radio and television, permanent. 11 months, $5,400. Bachelor Degree required, Masters preferred. Personal interview necessary. Box 776A, B•T.

Journalist-announcer, well educated, wanting permanent position in few weeks to be news editor. Willing, able to pitch in and produce outstanding news coverage on CBS 5000 watt station. Airmail audition, picture, full particulars, KSPR, Casper, Wyoming.

Experienced continuity writer. Resume, references first line. Good working conditions. WBCK, Battle Creek, Michigan.

Situations Wanted

Managerial

General manager—fully experienced all phases radio, including engineering and construction. Young family man with excellent record. Will manage and engineer or lease am station. Strong on sales and good operation. Box 636A, B•T.

Combo man: Experienced manager, good salesman, announcer, family man, reliable, sober. Desire job as working manager. Good references. Box 664A, B•T.

Radio station manager — commercial manager, currently in executive tv post, wants to get back into radio. 12 years managerial-sales-programming experience. Thoroughly understand profitable small to medium market operation. Available July 15. Box 725A, B•T.

RADIO

Situations Wanted—(Cont'd)

Available immediately: Well qualified executive assistant or assistant manager. 12 years experience in programming, bookkeeping, sales promotion, office management. Will consider any location. Send offer to Box 738A, B•T.

Sales manager small station wants change. Any capacity. $100 weekly. Box 757A, B•T.

Help! Young man managing small station for peanuts wants fair salary, incentive and security. Familiar all phases radio as PD, sales manager and general manager. Will consider management small or medium market or sales and programming in larger market. Dependable family man, 7 years with same station, but in a rut! Reply Box 758A, B•T.

Eastern local manager at height of effectiveness wants general or sales management, medium market. Policies productive, long-term, not flash. Box 763A, B•T.

Seven years experience sales and production. Can produce for you. Want position where future can be built. Substantial draw. Resume available. Box 772A, B•T.

Radio manager . . . 20 years experience . . . dependable . . . efficient . . . capable . . . aggressive . . . tv experienced. Box 773A, B•T.

Sales manager with exceptional record of personal sales and management wants challenge with good station in good market. Well rounded 20 year production record. Desire long haul with am station, any location. Prefer salary-percentage arrangement. Top references. P. O. Box 4081, Phoenix, Arizona.

Salesmen

Texas—strong radio, television and agency man, heavy on sales. Good character and references, sober. Box 794A, B•T.

Sales manager wants permanent association with stable, happy staff. Eleven years all phases radio from copy to manager. Box 765A, B•T.

Salesman's job, where exceptional work will pay $10,000, sought by eastern V.P. leaving for personal reasons, confer with my president. City 50-200,000 preferred, northeast of Ohio. Box 795A, B•T.

Announcers

Announcer in late twenties with eight years experience wants position with good station in good market. Box 453A, B•T.

Top-flight experienced announcer seeks change. Presently with major market indie. College grad, NBC trained. Know all phases. Want progressive station that offers fine future. Box 649A, B•T.

DJ—also staff including news and special events, Experienced. Finest character. Excellent references. Employed. Box 669A, B•T.

Top air work—strong on sales, desire change, but permanency. Now medium Illinois market. Need good earning potential. Desire midwest but will go elsewhere—depending upon opportunity. If you are honest, sound operation, I'll make you a top man. Box 700A, B•T.

Trained, experienced announcer desires position New York State, New England. Box 728A, B•T.

Staff announcer—personable DJ, single, versatile. Strong news, commercials, DJ forte. Pleasant voice, light experience. Familiar all types music 3rd ticket. Willing to relocate; prefer east. Work will determine salary. Tape, photo, resume available. Box 729A, B•T.

Desires permanent announcer-program director position. 3 years experience. Married, 1 child—conscientious and ambitious. Box 731A, B•T.

Experienced announcer, presently employed, seeks larger market. Staff, DJ, available immediately. Box 733A, B•T.

Sportscaster—top play-by-play announcer. Available on two weeks notice. Will travel. First phone. Box 735A, B•T.

Announcer, strong news, excellent commercials, good DJ, experience light, veteran, dependable, married, travel. Tape. Box 737A, B•T.

Announcer: Seven years experience, good salary and working conditions, future. Box 740A, B•T.

Staff announcer. Sports preferred. Experienced. Will travel. Box 745A, B•T.

Baseball announcer with agency recommendations and first class ticket, nine years with current employer. Staff announcing but long on play-by-play sports. Looking for connection where sports in major factor. Married, no floater. Box 747A, B•T.

Announcer—DJ; cultured voice, prefer semi and classical; over three years experience; studying engineering through correspondence. Married; veteran; minimum $75. Box 748A, B•T.

Announcer, four years, glib mind, seeking larger market, consider all. Box 750A, B•T.

Top caliber announcer, 38, married, ten years experience all phases including PD. Permanent. Box 755A, B•T.

Metropolitan area staff announcer—sober, reliable, family, interested permanent position, friendly community. No early morning or personality deals. Tape—interview on request. Box 767A, B•T.

Experienced staff announcer, relocating, seeks career position, travel, reliable station. Tape, resume. Box 768A, B•T.

Announcer, 5 years experience, personality DJ, news, MC. College grad., veteran. Box 769A, B•T.

Announcer—disc jockey, strong news, excellent commercials, veteran with third ticket, will travel—tape and resume. Box 777A, B•T.

Strong news—excellent commercials—sports interest—selling experience—will travel anywhere, even out of the country. Recent grad.—have potential, prefer small station. Box 779A, B•T.

Hardworking, all around staff announcer, can handle any type DJ show. Experience limited. Box 780A, B•T.

Announcer, recent grad—all phases, some copy, 21, single, draft deferred, light experience, tape, resume. Box 781A, B•T.

Announcer, Negro, real crazy disc jockey, light experience, tape available. Box 782A, B•T.

Staff announcer, married, versed all phases, recent broadcasting school grad., will travel, tape, resume. Box 783A, B•T.

Announcer—authoritative news. Good commercials, DJ, 25, vet, tape, resume. Box 784A, B•T.

Personable young staff announcer. Strong news, excellent potential. Music, sports. Experience limited. Box 788A, B•T.

Six months experience, midwestern indie, DJ, news, sports, veteran, tape, travel. Box 789A, B•T.

Announcer, strong, DJ, go anywhere, eager to please. Steady, dependable. Available now. Tape, resume on request. Box 790A, B•T.

Chicago DJ-staffer wants Hawaii or California. Air checks on current commercial—heavy show available. All offers considered. Box 792A, B•T.

Dependable mature announcer seeking permanent position with established station preferably southwest. Will consider other locations, some sales, copy. Available immediately. Bill Borom, 703 South Vernon, Dallas, Texas.

Presently employed—relocating—good news, commercials and deejay work. Control board operation, 1½ years experience, vet, married, sober, travel, resume, tape. Bill Fennelly, 2400 4th Avenue, Conway, South Carolina.

Announcer: Radio school graduate, 3rd phone, strong news, friendly commercials, play-by-play, college, vet. Mike Lepre, 760 William Street, New Jersey.

Announcer, DJ, impressionist, 22. 3½ years radio experience—specialize in pop, r & b, and h.b. Married, no children, have car, willing to travel. Desire southwest location. Call Lee Mathis, 1098, Crowley, Louisiana.

Announcer—DJ. 5 years experience, all phases. Good voice. College. Just completed year graduate study television U. of Iowa. Prefer city, will travel. Contact Warren Nelson, 901 35th Street, Rock Island, Illinois.

Announcer, platter personality, sound, mature, Negro stylist; strong music background, program or market—Bach to bop. Travel, tape, references. James Rowe, 121 East 115th Street, Apt. 24, New York 29, New York.

Working on St. Louis radio station—sport and disc jockey, desires play-by-play all sports. Minimum $100.00 weekly, available immediately. Phone: Parkview 5-9227, St. Louis, Mo., or write Milton Schaefer, 6453 San Bonita, St. Louis, Mo.

Announcer for station staff; light experience, commercial personality, platter specialities, seek permanent connection. Sober, travel, references, tape. David Vandeyar, Bedford Hills, New York.

Staff announcer. Superior, friendly, mature voice. Strong news—commercials. Some copywrite. Recent graduate. Reliable family man. New England to midwest. Matt Watson, 24 Wappanocca Ave., Rye, N. Y.

Combination, top versatile announcer, qualified chief engineer, competent salesman, tv experience, available July 1st. Prefer New Mexico, Arizona, California. Good character, integrity, family, seeking good permanent position. Tape available. Box 946, Colorado Spring, Colorado.

Technical

Chief engineer-program director. First class ticket. Thoroughly experienced both. Can do sports and copy. Southern stations only. Box 546A, B•T.

Engineer, first phone. Fully experienced in maintenance, remotes, directional operation. Box 686A, B•T.

Engineer—chief or staff, experienced, middle aged, desires relocate south or southeast. Especially interested in situations expected open, starting mid-July. Box 734A, B•T .

First phone man, now chief engineer at small station. Desires change in location. Box 736A, B•T.

First phone. One year am experience transmitter and studio. Ham. 2½ years schooling radio-television servicing. B.A. degree. Box 742A, B•T.

Engineer, 8 years am. Ham 25 years. Desire relocate permanently. Southwest preferred. No announcing. Box 751A, B•T.

Experienced chief combo, graduate engineer. Southwest preferred. Box 754A, B•T.

Engineer, first phone desires position. Experienced selling—go anywhere. Box 785A, B•T.

Engineer-announcer. Seven years experience, 26, good voice. Good references. Box 787A, B•T.

Chief engineer, one year broadcast experience, construction, maintenance, remotes. Ten years radio-television servicing, wants change, middle aged, prefer Florida, consider others. Box 793A, B•T.

Production-Programming, Others

3 years N. Y. network station, radio and tv, 26, married, seeking position with up-and-coming midwest or west station. Tape and film editing Box 732A, B•T.

Progressive radio man—good background, announcing, program director, copy sales, traffic, manager. Highly reliable. Want position with sound radio or television station. Metropolitan city preferred. My record proves I can make money for you. Send all replies to Box 741A, B•T. Presently employed as manager. College degree. Age 32.

Newscaster—three years experience. Four years experience as network newsroom writer. Seeks return to broadcasting. State Peabody award winner. Journalism graduate. Married. Box 762A, B•T.

Versatile announcer—program director. 7 years experience. Seeks permanent position, progressive operation. Will re-locate. Tape, resume on request. All replies answered. Married, 29, minimum salary $125. Box 771A, B•T.

TELEVISION

Help Wanted

Salesmen

Sales—opening for experienced man to succeed retiring senior salesman with major account list. Oldest station in Indiana, WFBM-TV, Indianapolis. Send complete background, qualifications, photo to Don Menke.

Wanted: Experienced television-radio times salesman. Also sales manager. Outstanding opportunity with stable, growing organization. Dixie Network, P. O. Box 309, Jackson, Tennessee.

TELEVISION

Help Wanted—(Cont'd)

Announcers

Man and wife team for Monday through Friday afternoon tv show. Good appearance, commercial voices required. Send full particulars including photos, tapes, film of work, background, references and expected salary to Box 774A, B•T.

Production-Programming, Others

Program director am-tv. Able to take charge and supervise both, with emphasis on local programming. Tell us your success story in detail, including your ability to produce audience-building programs, on modest budget, promotional and executive background, etc. Confidential. Box 152A, B•T.

Wanted: Experienced tv directors and announcers by vhf in southwest. Now staffing for September on-air date. Announcer applicants send snapshot and tape audition. Directors, detail past experience. KTBS-TV Shreveport, La.

Situations Wanted

Managerial

Producer-director with 9 years major N. Y. networks experience, desires management production position with tv station located western U. S. Available July 1st. Box 529A, B•T.

Tv director of operations in charge of programming-production, currently employed, available July 15th. Have put 3 tv stations, still profitably operating, on the air. Thoroughly understand efficient, money-saving installation procedures. Merger causing present move. Box 726A, B•T.

Announcers

Sportscaster with authoritative, warm camera personality. 12 years radio, 1 year television. Excellent play-by-play all sports. Special events. Box 717A, B•T.

Announcer—tv cameraman: Summer replacement work. New England. Experienced, professional school graduate, college. Box 739A, B•T.

Technical

Chief engineer desires to make change. Very good background in same capacity for number of years in vhf and uhf. Married. Have family. Box 756A, B•T.

Production-Programming, Others

Advertising and promotion man. Capable one man department or assistant large operation. Experienced all phases radio and tv sales and audience promotion. Now employed. Will relocate. References. Married. Box 493A, B•T.

Film editor—photographer—projectionist. Presently employed in these capacities—experienced, married, willing to relocate. Box 730A, B•T.

For rent . . . cheap . . . all extras. 3 years experience tv production . . . cameraman, video-switcher, film editor, projectionist, director, production manager . . . have car, will travel. Accept probationary period. Box 746A, B•T.

Tv producer-director, 8 years experience. 4 years tv production, includes network experience. Employed, midwest metropolitan. Wants larger market or better position. Veteran, B.S. degree, single, planning marriage. Complete particulars on request. Box 752A, B•T.

Newswriter—no announcing. Newspaper, radio, television experience. Journalism degree. Veteran. Box 761A, B•T.

FOR SALE

Stations

Wanted—Investors to develop new uhf-tv station, which has a captive and unexploited market. All preliminary investigations, surveys, etc., already prepared and station is ready to go; need only additional capital. Terrific potential which assures a black ink operation in a very short time. Management control available to qualified investors. Hilbert Loeb, 710 S. Rampart Street, New Orleans 12, La. Phone: Canal 7685.

Florida single station market with income to owners of $28,000, priced $97,500, partially financed. Paul H. Chapman, 84 Peachtree, Atlanta.

Exclusive. Radio property now available. Details to financially qualified principals. Ralph Erwin, Broker, Box 811, Tulsa.

FOR SALE

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment

Raytheon 152 mc mobile units. Transceivers with power supply, mike and speaker. Complete except for antenna. James M. Wilder, WBML Macon, Ga.

Collins 5 kw fm amplifier. Excellent condition. Complete with two sets of tubes. Will sacrifice. Make offer. WFMZ-TV Allentown, Pa.

For sale: Presto 6-N portable disc recorder, complete with 87-B amplifier. WMAM, Marinette, Wis.

27 used towers, all types and sizes, for sales. Ace High Tower Erector. Phone Greenville, N. C., 6750.

For Sale: Dage two-camera vidicon chain complete. Original price $12,000. Will take best offer. D. Rodabaugh, Kierulff Electronics, 820 W. Olympic, Los Angeles 15, Calif.

WANTED TO BUY

Stations

Experienced broadcaster seeks tv or am property, or both, now operating in red. Have successful record in radio and tv, willing to apply this successful formula to your property. Write Box 682A, B•T.

Losing operation wanted. Experienced broadcaster wants to apply time tested knowledge to produce good profit. Write Box 683A, B•T.

Successful radio team desires station in mountain or West Coast area, available with low down payment. Box 743A, B•T.

Small market midwest station desired by three young experienced radio men with limited capital. Box 766A, B•T.

Radio. Texas, Oklahoma, Arkansas, Missouri, Kansas. Professionally licensed service. Ralph Erwin, Broker, Box 811, Tulsa.

Equipment

Used Magnecord PT-6 reel unit; electro-voice microphone, model 635; two Daven or equivalent 50 ohm T pads. Bill Atkinson, WGAC Augusta, Georgia.

Good used 250 watt transmitter, frequency and modulation monitors, limiter, console, turntables, tuning unit. State condition, age, make, why removed, lowest prices. WHIT, New Bern, N. C.

Wanted: 250 watt fm transmitter. WPRU Princeton University, Princeton, New Jersey.

INSTRUCTION

Get your FCC first phone license in 8 weeks. Intensive, personalized instruction in residence or by correspondence. For details, write Grantham School, Dept. 1-K. Address either 6064 Hollywood Blvd., Hollywood, Calif., or 737 11th Street N.W., Washington, D. C.

Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesmen will call). Get the best—it costs no more! Northwest Radio & Television School, Dept. B, 1221 N. W. 21st Avenue, Portland 9, Oregon.

FCC 1st phone license in 5 to 6 weeks. Bill Ogden, 1150 W. Olive, Burbank, California. See display ad next week.

Miscellaneous

Hotel trade exchange arranged for radio and tv stations with fine New York City hotels. R. C. Perry Inc., 122 East 42nd Street, New York, N. Y

RADIO

Help Wanted

Salesmen

exceptional sales opportunity

with WNAX the Midwest address of CBS

If you're a seasoned time salesman, midwesterner preferred, with more capabilities than your present job requires—here's an opportunity to substantially progress in radio sales with even greater potential responsibilities.

You'll work as Regional Account Manager with high-level accounts. You'll live in a pleasant, Midwestern community, drawing a good base and liberal incentive compensation. You'll grow with one of America's outstanding radio stations (a Cowles operation).

Write us why you're the man to cash in on this great Sales opportunity. Please enclose picture.

Write: Don D. Sullivan,
Advertising Director,
Commercial Manager,
WNAX Yankton, S. Dak.

TELEVISION

Situations Wanted

Managerial

RADIO-TV EXECUTIVE

3 years Gen. Mgr. medium VHF. 10 years management and ownership small and medium radio plus excellent engineering background. Young, aggressive. Strong on sales and program development. Your further inquiry and interview are invited.

Box 695A, B•T.

TV STATION MANAGER SEEKS CHANGE

TV station manager in major Eastern market offers 18 years sales and advertising background radio and television. Well known in all top agencies. Have complete knowledge of practical experience in FCC procedures, overall station management, sales, film and live programming. Now employed. Glady supply references from network, agency, station representative and present management.

Box 770A, B•T

Production-Programming, Others

TV TECHNICIAN

Experience in amateur theatre production. Single, age 26, hard worker, will relocate. Willing to accept responsibility. Knowledge of remotes. Good personality, cooperative attitude. Salary secondary. Tv workshop graduate.

Box 652A

(Continued from page 108)

Remote Control

The following stations were granted authority to operate transmitter by remote control: KBOI Boise, Idaho, while using nondirectional antenna; KOSF Nacogdoches, Tex.

Actions of June 2

Modification of CP

The following were granted extensions of completion dates as shown: WICA-TV Ashtabula, Ohio, to 12-30-55; WSLS-TV Roanoke, Va., to 12-26-55; WOSU-TV Columbus, Ohio, to 1-1-56; KOAM-TV Pittsburg, Kan., to 1-1-56; WFBG-TV Altoona, Pa., to 12-30-55.

Actions of June 1

Early Sign-off

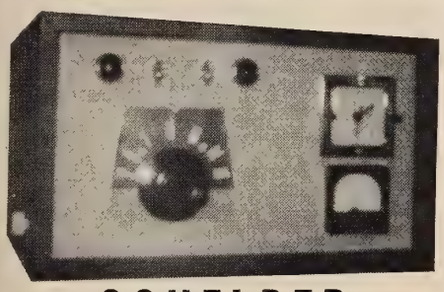
KSTB Breckenridge, Tex., Stephens County Bcstg. Co.—Granted permission to sign off at 6:45 p.m. for the period ending Sept. 1.

WIPC Lake Wales, Fla., Imperial Polk Bcstg. Corp.—Granted permission to sign off at 6:30 p.m. for period ending Sept. 1.

WSUI Iowa City, Iowa, State U. of Iowa—Granted permission to reduce hours of operation from unlimited to a minimum of eight hours daily between 8-8-55 and 9-26-55, inclusive.

FOR SALE

Equipment



CONELRED

Have you been missing alerts—Here is the Conelred unit that will operate every time. It Flashes a RED light upon receipt of an alert. A clock indicated the time of the alert. A bell will ring. It may be switched off if desired. The loudspeaker of the receiver will come on if desired. The unit is complete. Nothing else to buy. Just plug it into 115v ac. It takes only 55 watts. The receiver is a 6 tube unit with height gain RF. It tunes 540 kcs to 1650 kcs plus CD frequencies. It is designed to operate continuously. A meter indicates correct tuning. Price is $105 plus freight.

CONELRED PRODUCTS
Penacook, New Hampshire

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Employment Services

Marjorie Witty

A really PERSONAL personnel service
Specializing in
Creative, Executive, Sales Personnel for
RADIO & TV STATIONS
AD AGENCIES ✱ PACKAGERS



SCREENING
the individual for the job
the job for the individual
415 Lexington Ave., N.Y.C. MU 2-7136

Granted License

WNAU New Albany, Miss., New Albany Bcstg. Co.—Granted license for am broadcast station (BL-5669).

KHBM Monticello, Ark., College Bcstg. Co.—Granted license for am broadcast station (BL-5680).

KPLK Dallas, Ore., Polk County Bcstrs. Inc.—Granted license for am broadcast station (BL-5697).

WDEB Gulfport, Miss., John Edward Breland—Granted license for am broadcast station (BL-5645).

WSUH Oxford, Miss., Ole Miss Bcstg. Co.—Granted license for am broadcast station; condition (BL-5709).

Modification of CP

The following were granted extensions of completion dates as shown: WALA-TV Mobile, Ala., to 12-23-55; WJBK Detroit, Mich., to 8-9-55, conditions; WILL-FM Urbana, Ill., to 12-1-55.

Remote Control

The following stations were granted authority to operate transmitters by remote control: KSKY Dallas, Tex.; KOLN Lincoln, Neb.; KQXR Bakersfield, Calif.

Actions of May 31

Modification of CP

The following were granted extensions of completion dates as shown: WEAT-TV West Palm Beach, Fla., to 12-22-55; WHBF-TV Rock Island, Ill., to 12-21-55; KAUS Austin, Minn., to 8-1-55, conditions.

June 8 Decisions

ACTIONS ON MOTIONS

By Comr. John C. Doerfer on June 3

Hartford, Conn., Hartford Telecasting Co.—Granted petition for extension of time to July 6 to file exceptions to initial decision in ch. 3 proceeding; consent to extension was based on an agreement between the parties that petitioner would not request any further extension of time to file exceptions (Dockets 8621, 10699).

By Examiner Elizabeth Smith on June 3

Braddock, Pa., Matta Enterprises—Granted motion for extension to June 13 to file proposed findings and conclusions of law in ch. 4 proceeding (Dockets 7287 et al.).

BROADCAST ACTIONS

By the Commission en banc

Renewal of License

Granted renewal of license of following stations on regular basis: WABO Laurel, Miss.; WAZF Yazoo City, Miss.; WAFB Baton Rouge, La.; KDBC Mansfield, La.; WSSB Durham, N. C.; WMAJ State College, Pa.; KEPH Ephraim, Utah; WMMI Meridian, Miss.

June 8 Applications

ACCEPTED FOR FILING

License for CP

KOXR Oxnard, Calif., Oxnard Bcstg. Corp.—License to cover CP (BP-9125) which authorized new standard broadcast station (BL-5740).

KRTR Thermopolis, Wyo., Mildred V. Ernst—License to cover CP (BP-9194) as mod., which authorized new standard broadcast station (BL-5738).

KWOR Worland, Wyo., Joseph P. Ernst—License to cover CP (BP-9596) which authorized change in frequency (BL-5735).

Modification of CP

WOR-FM New York, N. Y., General Teleradio Inc.—Mod. of CP (BPH-1846) as mod., which authorized changes in licensed station for extension of completion date (BMPH-4998).

WTOW Towson, Md., WTOW Inc.—Mod. of CP (BP-9223) as mod., which authorized new standard station for extension of completion date (BMP-6863).

Renewal of License

WBNL Boonville, Ind., Boonville Bcstg. Co.—(BR-2514).

WNES Central City, Ky., Muhlenberg Bcstg. Co.—(BR-3072).

WCPM Cumberland, Ky., Blanfox Radio Co.—(BR-2692).

WOMI Owensboro, Ky., Owensboro Bcstg. Co.—(BR-957).

WBAC Cleveland, Tenn., Robert W. Rounsaville—(BR-1222).

WETB Johnson City, Tenn., Press Inc.—(BR-1760).

WLAF LaFollette, Tenn., LaFollette Bcstg. Co.—(BR-2853).

WGAP Maryville, Tenn., Aluminum Cities Bcstg. Co.—(BR-1874).

WHBQ Memphis, Tenn., General Teleradio Inc.—(BR-476).

WSMT Sparta, Tenn., Sparta Bcstg. Co.—(BR-2815).

WJIG Tullahoma, Tenn., Raymond L. Prescott Jr. tr/as WJIG—(BR-1889).

Renewal of License Returned

WTCO Campbellsville, Ky., South Central Kentucky Bcstg. Co.—(RE: name and signature).

UPCOMING

JUNE

June 12-14: Iowa Broadcasters Assn., Crescent Beach Lodge, Lake Okoboji.
June 13: BMI Clinic, Turf Club, Twin Falls, Idaho.
June 13: RAB Clinic, New York.
June 14: BMI Clinic, Rainbow Hotel, Great Falls, Mont.
June 14: RAB Clinic, Hartford, Conn.
June 14-16: Radio-Electronics-Television Mfrs. Assn. convention, Palmer House, Chicago.
June 15: BMI Clinic, Hotel Utah, Salt Lake City.
June 15: RAB Clinic, Boston.
June 16: RAB Clinic, Manchester, N. H.
June 16-18: Maryland-D. C. Radio & Television Broadcasters, Stephen Decatur Hotel, Ocean City, Md.
June 17: BMI Clinic, Hotel Denver, Glenwood Springs, Colo.
June 17: BMI Clinic, Edgewater Beach Hotel, Detroit Lakes, Minn.
June 17: RAB Clinic, Bangor, Me.
June 17-18: Colorado Broadcasters Assn. meeting, Denver Hotel, Glenwood Spring.
June 19-22: National Assn. of Television-Radio Farm Directors, Washington.
June 20: Start, New School for Social Research Script Workshop, N. Y.
June 20-21: Atlantic Assn. of Broadcasters (Canadian), Algonquin Hotel, St. Andrews-by-the-Sea, N. B.
June 20-July 1: WSM-Peabody College Radio-Tv Workshop, Nashville, Tenn.
June 21: Television News Institute, Northwestern U., Evanston, Ill.
June 23-25: NARTB combined boards of directors, The Homestead, Hot Springs, Va.
June 23-26: Florida Assn. of Broadcasters, Empress Hotel, Miami Beach.
June 24-25: Virginia Assn. of Broadcasters, Engleside Hotel, Staunton.
June 26-29: Adv. Assn. of the West convention, Portland, Ore.
June 27-30: Western Assn. of Broadcasters (Canadian) convention, Jasper Park Lodge, Jasper, Alberta.
June 27-July 1: American Institute of Electrical Engineers general meeting, New Ocean House, Swampscott, Mass.
June 28: Presentation, Outstanding Young Advertising Man, Assn. of Adv. Men & Women of New York.

JULY

July 1: RAB Clinic, Cedar Rapids, Iowa.
July 11-31: Institute in Live & Filmed Tv, U. of Miami, Coral Gables, Fla.
July 18-29: WSM-Peabody Tv Workshop, Peabody College, Nashville, Tenn.

AUGUST

Aug. 1-9: Educational Television Workshop, Michigan State College, East Lansing.
Aug. 8: RAB Clinic, Atlanta.
Aug. 9: RAB Clinic, Charleston, S. C.
Aug. 10: RAB Clinic, Winston-Salem, N. C.
Aug. 11: RAB Clinic, Norfolk, Va.
Aug. 12: RAB Clinic, Philadelphia.
Aug. 14-Sept. 3: National Assn. of Educational Broadcasters television production workshop, State U. of Iowa, Iowa City.
Aug. 22: RAB Clinic, Tampa, Fla.
Aug. 23: RAB Clinic, Birmingham, Ala.
Aug. 24: RAB Clinic, Baton Rouge, La.
Aug. 24-26: West Coast Electronics Manufacturers' Assn. and Los Angeles and San Francisco Institute of Radio Engineers sections show and convention, San Francisco.
Aug. 25: RAB Clinic, Ft. Worth, Tex.
Aug. 26: RAB Clinic, San Antonio, Tex.



(New M. S. "STOCKHOLM")

N. C. Association of Broadcasters Convention - Cruise

(Official Meeting—Tax Deductible)

Sailing Nov. 10 from Wilmington, N. C.
To Bermuda—3 days there—$100, up
(ship as hotel)

Everyone Invited — For Literature, clip and mail . . .

Allen Travel, 550 5th Ave., N.Y. 36

NAME: .....

ADDRESS: .....

.....

Tv's 1955-56 Playbill

IN closing out another fall-winter season, television programmers can look back on a varied but generally praiseworthy performance. Typically, however, they are not looking back. Their eyes are on the months ahead.

Plans already set make it clear that audiences next fall will be able to choose, freely, from a range of entertainment and informational programming that has never before been available to them in such profusion anywhere, any time, by any means, at any cost.

It approaches understatement to say that advertisers will spend more money on programs than ever before. This is not to say that money alone makes good programs. But just as the Noel Cowards, the Maurice Evans', the Walt Disneys do not come cheap, neither do their performances come shoddy.

The blueprints already drawn envision quality shows in all categories—drama, music, comedy, variety, children's, and on through the scale. They embrace programs in the standard format and programs that are frankly experimental. NBC-TV's *Wide Wide World* is one of the more ambitious ventures in the latter category. They include longer programs as well as those of the "accepted" lengths, with NBC-TV again, and now CBS-TV, planning high-budget 90-minute series featuring top name talent. Many shows, of course, will be in color, another cost as well as impact factor. ABC and Mr. Disney, abetted by the miracle of Davy Crockett, are beginning to give the older networks conniptions.

Networks, packagers, agencies and advertisers, film companies—all with a stake in programming—are working to make the screen brighter, more attractive, more compelling. They're all out to out-do their competitors. It's a happy situation as well as an expensive one, with the public getting its pick of a quality crop according to its own free choice.

How's that again about toll tv?

Senate's 'Road Map'

IT IS now evident that the Senate Commerce Committee means business in its television investigation. The broad-gauged plan proposed by Majority Counsel Sidney Davis and approved in principle by Chairman Warren G. Magnuson (D.-Wash.) dispels notions harbored in some quarters that the FCC study of its own network rules to update them to cover television would take the heat off the Senate "study".

Every possible facet of television is covered in the "road map" devised by Mr. Davis [B•T exclusive, June 6]. It is apparent, too, that Mr. Davis, since he assumed the majority counselship last March, has covered both sides of Madison Ave., as well as the Washington scene. And in the process, he had tossed at him every grievance, imagined or real, of everyone in the business of telecasting—and of everyone who had an ax to grind.

By this we do not mean that all of the allegations are trumped up. Congress has been spoiling for a full-tilt plunge into television ever since the medium got underway following World War II; first because the FCC was dragging its feet through the Big Freeze which ran four years, and then because of the economic stresses that have all but inundated many uhf operations in intermixed markets. Since then, television has been in the news, politically, economically and socially, to a degree that has overshadowed all else with the exceptions of the Cold War and atomic energy.

Except for the allocations phase, it may be months before formal hearings begin before the Magnuson Committee (Mr. Davis estimates mid-September or October). Meanwhile task forces will be at work digging out grist for the Senatorial mill. And at the same time, the FCC will be undertaking its network rules inquiry with the $80,000 fund earmarked for that purpose.

Mr. Davis wants to activate the allocations project with an *ad hoc* committee of engineers whose services would be donated now. Announcement of this phase may come this week. The quest is for a plan of reallocation of the spectrum to create more vhf space and at the same time avoid serious and costly dislocations. Such a plan gives promise, but there's no assurance that it can be accomplished.

The *ad hoc* committee approach, however, does seem sound. It worked before—in color. But time is the important element. The uhf problem is immediate in intermixed areas. A determination must be reached quickly as to whether uhf and vhf together will constitute the television spectrum or whether sufficient assignments can be evolved in an enlarged vhf band to accommodate immediate requirements. If the burden, for the foreseeable future, will be upon vhf, then not only the Davis approach but the more elaborate and detailed plan of Comr. Robert E. Lee should be pursued with unrelenting vigor.



Drawn for BROADCASTING • TELECASTING by Sid Hix

". . . wildest pitcher in any league!"

Beyond the allocations phase, it would behoove the Magnuson Committee to tread cautiously. Chairman Magnuson told the NARTB convention last month that his committee did not seek a punitive inquiry and that it wasn't looking for a "whipping boy." The scope and extent of Mr. Davis' outline, however, could easily result in precisely that which the Chairman asserts he wants to avoid.

Congress certainly should move warily in tampering with a system of television that provides the best service in the world, and which the public obviously regards as essential in our way of life. [Editor's note: A court in California has just held that a television set is a "necessity" in considering a suit to garnishee the salary of an installment purchaser].

It seems to us that Chairman Magnuson's original notion of allowing the FCC to finish its network rule study while his committee devoted its attention to other non-overlapping phases is sound. And perhaps it can still evolve that way.

It should be clear, however, that there will be no whitewash on the Hill. And there should not be. If "legislative guidance" is needed, now is the time to get it, and from the committee charged with that responsibility. Otherwise, you can expect every committee that can find the excuse to barge into the television act in a revolving investigatory spree that would keep half of the executives in television in Washington for weeks-on-end.

Play Ball

BASEBALL Comr. Ford Frick has hired a research organization to survey all things baseball. The main approach, it is evident, is to ascertain the effect of radio-tv on baseball attendance in both major and minor leagues.

It's a good thing to undertake an impartial survey. We feel certain an unbiased study will show that without radio-tv play-by-play, baseball today might not be able to lay claim to being the "national pasttime."

But let the facts speak, when ready.

If we may be permitted an aside in a field in which we do not profess to be expert, it's our guess that the reason some of the major league clubs are making such dismal box-office showings can be traced to their dismal showings on the diamond. No amount of broadcasting (for which the broadcaster buys the rights) is going to bring out the fans if the contending teams are lusterless.

• Nighttime Sock in the Daytime

. . . on WWJ-TV, of course!





"HOUR OF SHOWS"

WITH

JOHN CONNOLLY

12:30 to 1:30 P.M.

• *Monday through Friday*









Chalk up another powerful sales-maker for Michigan's First Television Station!

"Hour of Shows" presents two outstanding productions back to back . . . features Dane Clark, Melvyn Douglas, Ann Rutherford, Cesar Romero, Marjorie Reynolds and other headliners. To add still more glamor, the "Hour of Shows" host is matinee idol John Connolly who has sung his way into the hearts of hundreds of thousands of Detroit-area women.

Here's the quality, the appeal, the salesmaking sock of nighttime programming at daytime rates. Here's where your Detroit participation budget belongs. For availabilities on "Hour of Shows," phone, wire or write your nearest Hollingbery office or WWJ-TV direct.

In Detroit . . . You Sell More on channel 4

WWJ-TV

NBC Television Network

DETROIT

Associate AM-FM Station WWJ

FIRST IN MICHIGAN • *Owned and Operated by* **THE DETROIT NEWS**

• *National Representatives:* **THE GEORGE P. HOLLINGBERY COMPANY**

the SWING is to...



KMBC-TV

Kansas City's Most Powerful TV Station

Primary CBS-TV Basic Affiliate

If you study trends—and what advertising r
doesn't—here's one that sponsors are mak
capital of in the Kansas City market:

> The highest-rated *locally produ*
> shows in Kansas City television
> originating in the studios of KMBC-T

Month after month, Telepulse consistently
ports these standings: Lionel Schwan's "N
at Nine" *first* over all other newscasts, netw
or local; "Sam Molen's Sports" *first* over
other sportcasts, network or local; Bea Jo
son's "Happy Home" *first* over all other l
women's shows; "Comiclub" and "Commar
9" *first* over all other local kid shows; "Prem
Playhouse" *first* over all other evening mov

With ratings like these in every audience c
gory—men, women, children and general
it any wonder that the swing is definitel
KMBC-TV? Why buck a trend? Contact y
Free & Peters Colonel and let him show you
sure way to swing sales up in Kansas City.

KMBC-TV

Kansas City's Most Powerful TV Station

DON DAVIS, *Vice President*
JOHN SCHILLING, *Vice President and General Manager*
GEORGE HIGGINS, *Vice President and Sales Manager*

And in Radio, it's the KMBC-KFRM Team

1st *in the Heart of America*
KMBC *of Kansas City*
KFRM *for the State of Kansas*



FREE & PETERS, INC.
Exclusive National Representatives

CBS TELEVISION

JUNE 20, 1955 35c PER COPY

BROADCASTING TELECASTING

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24TH year

THE NEWSWEEKLY OF RADIO AND TV

Radio WOW! and now CBS too . . !

Radio history is being written (June 19) as Regional Radio WOW, Omaha, proudly becomes a basic CBS Radio affiliate.

It's the biggest news in midwest radio since WOW was granted 590 kilocycles, 30 years ago!

Advertisers may now buy in station-created shows (*which beat all competitors two to one!**) and get the NEW PLUS of *association with the star-studded top-rated CBS network shows* . . and . .

Both on 590kc, 5000w—facilities which deliver a high-fidelity, strong, signal 200 miles in all directions from Omaha.

This "*7-Plus*" Formula:

WOW + CBS + 590kc + a 750,000 radio-family area + a quality market + realistic, low rates + top station programing . . .

makes WOW Radio a MUST BASIC BUY for every national schedule!

Your John Blair Man, or WOW Sales Manager Bill Wiseman, will give you the new WOW-CBS story today.

*Proof: Pulse of the WOW Area, Nov. 1954

Regional Radio WOW OMAHA 590 kc 5,000 watts

Frank Fogarty, Vice President & Gen. Mgr. • Represented by John Blair & Co.
Affiliated with "Better Homes and Gardens" and "Successful Farming" Magazines

WTVR

CHANNEL 6 RICHMOND, VA.

WISHES TO EXPRESS ITS APPRECIATION

FOR THE COOPERATION OF

OUR AGENCY FRIENDS AND ADVERTISERS

DURING OUR CHANGE JUNE 1

TO

ABC AND CBS

in exactly 26 days

our complete schedule

has been resold 7 am–12 midnight

A Miraculous Selling Job Has Been Done

"Keep your on"



MAXIMUM POWER
100,000 WATTS

MAXIMUM HEIGHT
1049 FEET

Represented Nationally by **BLAIR TV INC.**

Let's Face It!

Your Iowa Campaign Starts With

KRNT-TV

DES MOINES



Your Iowa campaign starts with Des Moines . . . state capital and largest city . . . the shopping and distribution center . . . salesmen's home base. And your Iowa campaign starts with KRNT-TV, the showmanship station with CBS shows that run away with the ratings sweepstakes, PLUS Central Iowa's favorite personalities with established audience—and proved power to move merchandise!

Face the facts! The same showmanship savvy that always gives you the biggest Hooper and Pulse ratings in Des Moines Radio will operate the newest Know-How, Go-Now station . . . KRNT-TV.

ON THE AIR AUG. 1 . . . FULL POWER!

KATZ HAS ALL THE FACTS

CBS

KRNT AM TV Channel 8 in Iowa

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KRLD IS STILL 1st

BREAKDOWN OF HIGHEST RATED 15-MINUTE PERIODS
6:00 A.M. to MIDNIGHT, 7 DAYS PER WEEK
Radio Pulse, February-March, 1955

KRLD	(net.)	256 firsts
Fre. B	(net.)	132 firsts
Sta. B	(ind.)	39 firsts
Fre. C	(net.)	19 firsts
Sta. D	(net.)	4 firsts
	TOTAL	450

(54 first places were tied by 2 stations or more and omitted)

KRLD has 124 or 93.9% more firsts than Fre. B
KRLD has 217 or 556.4% more firsts than Sta. B
KRLD has 237 or 1247.4% more firsts than Fre. C
KRLD has 252 or 6300. % more firsts than Sta. D
Four other Dallas Stations have NO FIRSTS

KRLD has 62, or 32%, more firsts than all other stations and frequencies combined, including Frequency B.

The CBS station for Dallas and Fort Worth. . . . . KRLD is the eighth largest CBS network station in the nation, circulationwise. Covers Dallas and Fort Worth . . . Two Markets for the Price of One!

The double duty station

KRLD delivers more total circulation between the cumulative hours 6:00 a.m. and 12:00 midnight, 7 days a week in DALLAS and FORT WORTH combined than any other station or frequency.

Pulse, Feb.-Mar., 1955

KRLD
CBS

OWNERS AND OPERATORS OF KRLD-TV, CHANNEL 4, MAXIMUM POWER
THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE
THE DALLAS TIMES HERALD STATIONS
Exclusive Representative: THE BRANHAM COMPANY
John W. Runyon, *Chairman of the Board* Clyde W. Rembert, *President*

closed circuit®

JOB SECURITY • One of big items on agenda of NARTB board meeting at Hot Springs, Va., this week will be extension and renewal of contract with Harold E. Fellows as NARTB president. He's also doubling as board chairman. Substantially improved contract to run until next June, has disposed by negotiating committee. Mr. Fellows, who now draws $50,000 a year, with contract to run until next June, has discussed with committee project which would carry him to retirement age of 65. He is now 56.

B•T

AGENCY men injudicious enough to speak slightingly of radio may have to eat more authoritative words than their own. Radio Advertising Bureau has completed survey of leading agency executives' wives on their dependence on radio, now is getting ready to wield results as awesome club over doubting husbandly heads.

B•T

MACK'S MOVE • With confirmation of Richard A. Mack last Friday by unanimous vote of Senate, incoming commissioner plans to be sworn in about July 1, but will return to Tallahassee to clean up desk. He will probably settle in Washington about mid-July. With FCC in recess during August, Mr. Mack will have time to bone up on FCC activities prior to resumption of full schedules after Labor Day (story page 74).

B•T

SUMMER months, traditionally vacation time for many top-ranking shows, this year will be less colorful in another way too. NBC-TV is cutting its colorcasting schedule way down; CBS-TV is cutting it out altogether, but only for summer. Both say they'll have stand-out color lineups again when fall season opens.

B•T

MBS SINGLE RATE • Proposed new rate card for Mutual Network, providing single rate and single discount table for day and evening time, due to be submitted to MBS board of directors Wednesday. New card, it's understood, would peg daytime and nighttime gross hourly rate at half of what evening gross hourly rate is now, while revised discount structure, applicable to both day and evening time, would drop maximum discount to 47½% from present tops of 63% (including annual rebate).

B•T

THAT PENDING meeting of CBS Radio officials and members of CBS Radio Affiliates' Board of Directors—to discuss network proposal to cut station compensation 25%—was still pending late last week. Proposal was broached by network and rejected by affiliates board last month [B•T, May 30]. Since then, it's understood, neither side has shown signs of yielding but both sides remain hopeful of early, amicable agreement. Plan is linked to another CBS Radio proposal, generally agreeable to affiliates board, to set single day-night time rate (in lieu of present arrangement which accomplishes same purpose via elaborate discount structure). Contract amendments by which affiliates agreed last fall to additional discounts equalizing night and day costs is due to expire Aug. 25 unless extended.

B•T

FAVORITE SON • There's campaign on in Utah to have Robert H. Hinckley, ABC Washington vice president and native of Ogden, run for Senate next year on Democratic ticket. Mr. Hinckley, who holds number of business interests in Utah, so far has resisted blandishments, asserting he does not wish to run for political office. He is former member of Civil Aeronautics Authority (1938-40), was Assistant Secretary of Commerce (1940-1942) and made great record as director of contract settlement at close of World War II (1944-1946).

B•T

WHO WILL succeed Ralph Hardy as NARTB vice president in charge of government relations, now that his resignation to become Washington vice president of CBS Inc. has been accepted (story page 89)? It's understood NARTB President Harold E. Fellows would like to move Vincent Wasilewski, chief attorney of trade association, to this post but concern is expressed whether he could be spared as head lawyer during these seething times.

B•T

MAIN CHANCE • No drastic decisions came out of last week's top policy board review of Allen B. DuMont Labs' broadcast operations (WABD [TV] New York, WTTG [TV] Washington and DuMont's Electronicam live-film camera). Future of upcoming plans said to be still tied to ability of Electronicam system to develop sales activity among advertisers and agencies. Policymakers, watching its progress carefully, are hopeful that Electronicam will get up steam, opening way for DTN's future travels.

B•T

ART ROSS, member of radio-tv department of Campbell-Ewald, Detroit office, moves to New York to become radio-tv director of agency's New York office, succeeding W. S. Ballinger who has resigned and is leaving for Europe. Mr. Ballinger will announce his plans when he returns.

B•T

SUCCESS STORY • Contention that independent tv stations cannot survive in other than top markets is being disproved in Tacoma-Seattle, according to J. Elroy McCaw, owner of KTVW (TV). Mr. McCaw acquired station last September and it's now exceeding $50,000 per month in billings and is in black. Station operates on ch. 13 in four-station dual market.

PLANS for full-dress convention of Radio Advertising Bureau members now being worked out and will be announced shortly. It'll be Oct. 13-14 at Waldorf-Astoria in New York with top agency and advertiser executives slated to join station, network, and representation firm officials in give-and-take on how best to use radio as advertising medium.

B•T

BUCK PASSED • Wary of getting caught in squeeze between political-military brass in fight over protest by KUAM Guam that proposed military morale tv station on ch. 8 there will put it out of business because of free commercials in network kinescopes, FCC has quietly passed buck to Defense Dept. in hope of "equitable decision" at "early date." But Defense told KUAM it awaited FCC position, would be influenced by Commission comment.

B•T

IN DODGING hot Guam issue, FCC may be losing ground in constant battle with military over final authority and equitable sharing in frequency use. By law, President can assign any channel for government use, with FCC allocating what's left. Feeling is strong now that FCC in Guam case has retreated to point where government can pre-empt channels almost at will.

B•T

TUITION PLAN • Washington radio attorney, up to his eyebrows in subscription tv case, told his son last week: "I expect to see subscription television pay your way through college." Youth is 14.

B•T

BOTH SENATE and House commerce committees may get their teeth into modification or repeal of Sec. 309(c) of Communications Act, which permits anyone with purported economic interest to get automatic hearing. Chairman Harris of House subcommittee, has scheduled hearings to begin Wednesday with prospect Comr. Doerfer will advocate rescinding of entire provision, while FCC Chairman McConnaughey, probably to appear on Friday, will advocate modification to eliminate automatic hearing aspect. It develops also that Senate Communications Subcommittee Chairman John O. Pastore (D-R. I.) may hear testimony on provision at hearings within fortnight.

B•T

FAREWELL FEED • Friends and associates of retiring FCC Comr. Frieda B. Hennock are arranging testimonial dinner to be held mid-July, exact date to be determined. Miss Hennock plans to enter private administrative law practice in Washington after departure from FCC June 30. Miss Hennock will be host this Friday at luncheon for wives of Commissioners.



WGAL-TV

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NBC • CBS • DuMont

Good news backed by *facts*. In the vast area reached by WGAL-TV's 316,000-watt signal, there are over three million people and their annual effective buying income *is* $5¼ billion. Good news backed by *facts*. Many local and national advertisers on WGAL-TV are building wonderful sales stories for their products. Here is one of the greatest selling potentials in the country. We suggest that you act *fast*.

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Channel 8 Mighty Market Place

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at deadline

PUBLISHERS OPERATING TV STATIONS ASKED TO FIGHT FOR PAY-SEE VIDEO

PUBLISHERS of newspapers operating tv stations are being urged in letters sent by Comdr. E. F. McDonald Jr., Zenith president, to use their "great editorial power" on behalf of subscription tv.

Describing television as "deadliest competitor for advertising dollars that the press has ever had," Comdr. McDonald added this hint to publishers, "I realize that your organization is also in television, but I believe that your prime interest is in the printed word."

The McDonald letter pledged subscription tv to operate without advertising. Citing tv's 1954 revenues of "close to one billion dollars from advertisers for the privilege of using the publicly-owned tv channels," he said two networks, CBS and NBC, "collected $272,297,257 from advertisers to pay for the programs they 'gave' to the public." (See FCC 1954 tv revenue data page 35.) Total network billing was $320,154,274, he wrote publishers, adding, "The American press today is being subjected to competition by tv networks that are using publicly-owned airwaves to provide themselves with a free circulation and delivery service."

In arguing merits of fee tv, he said that it "will carry no advertising" if authorized and put into commercial operation. When tv station "is presenting a fine box office show by subscription tv, it is obviously not a competitor for advertising," he added, and fee tv "will become a tremendous new customer for profitable entertainment advertising in order to sell its product to the public."

Comdr. McDonald wrote publishers that tv networks fear fee tv "will dilute the monopolistic control they now exercise over independent tv stations. They also fear that the competition of subscription programs without advertising will cut into their profits."

Bill to Ban Fee Tv Offered by Rep. Celler

BILL to prohibit tv stations from charging public to view programs introduced Friday by Rep. Emanuel Celler (D-N. Y.). Bill would amend Communications Act to forbid FCC from licensing any tv station charging fee to view programs on home receivers; also includes penalty of $10,000 or five years in jail or both.

In statement issued with bill's introduction, Rep. Celler declared he doesn't want "box offices" in American homes. He claimed pay tv would black out free tv, siphon off good programs and divide American people into those who can afford to pay and those who cannot. He said trouble with American tv today is "not lack of money but lack of talent." "Gasmeter tv cannot guarantee good shows," he said.

Referring to remarks about advertising on subscription tv by Walter O'Malley, president of Brooklyn Dodgers on *See It Now* show (story page 87), Rep. Celler said, "So, some of the inane, inept, if not insane, tv commercials will still be with us."

Tv is still in its infancy, New Yorker said, but already it has brought into home "great box office" programs.

It's WISN-TV Milwaukee

CALL letter change of Hearst-owned WTVW (TV) Milwaukee to WISN-TV, effective July 1, announced by FCC Friday. Tv outlet, on ch. 12, is companion to Hearst's WISN radio there.

George Duram Dies

GEORGE DURAM, 44, account media supervisor, Benton & Bowles, New York, found dead Friday in New York. He had served with Vick Chemical Co., Lever Bros., C. E. Hooper Inc., H. W. Kastor & Son, Dancer-Fitzgerald-Sample and Geyer Inc. Survivors include wife, Eleanor; five children, and brother Art Duram, vice president in charge of radio-tv, Fuller, Smith & Ross.

Storer Stock on N. Y. Exchange

LISTING of Storer Broadcasting Co. common stock on New York Stock Exchange has been approved by exchange, effective July 2, with trading in stock to start July 5, SBC President George B. Storer announced last week. All of 788,251 issued and outstanding shares of Storer common will be listed. It will be only listing on exchange for company whose principal business is ownership and operation of radio and television stations, spokesmen said.

New Britain Hearing Asked

WNHC-TV New Haven, Conn., petitioned FCC Friday to hold "full, evidentiary hearing" on NBC's purchase of WKNB-TV New Britain and its move to a more central area in Connecticut River valley. WNHC-TV asked that FCC enlarge issues on purchase to include questions of multiple ownership, chain broadcasting rules and antitrust violations. NBC-WKNB-TV oral argument is scheduled July 7.

New 'Red Ryder' Series

CBS-TV FILM SALES will syndicate new *Red Ryder* tv film series, based on adventures of newspaper comic strip character. Series will be produced in Hollywood by Flying A Productions, with filming scheduled shortly.

MAKERS GUESS

MEN who make sets hazarded radio and tv receiver production guesstimates last week at RETMA convention in Chicago. Out of RETMA radio-tv industry committee came these predictions:

1955—Radio receivers, 12.5 to 13 million, including 4.5 to 5 million auto sets; black and white tv, 7 to 7.3 million; color tv, 35,000 "contingent on increased network programming." For 1956—black and white tv, 6.5 to 7 million, color tv, 250,000-300,000. No figure was given for 1956 radio.

• BUSINESS BRIEFLY

NESCAFE SPOTS • Nestle Co. (Nescafe coffee), through Bryan Houston Inc., N. Y., placing saturation radio spot announcement campaign starting July 4 for six weeks in half-dozen markets.

WANTS ADJACENCIES • Wilson Chemical Co. (White Cloverine salve), Tyrone, Pa., interested in buying minutes around *Disneyland* on ABC-TV on east coast stations. Agency is Walter J. Chattick, Phila.

SERVEL TV SPOTS • Servel Inc. (refrigerators and freezers), Evansville, Ind., planning 10-week tv spot announcement campaign in number of small markets, effective June 27. Hicks & Greist, N. Y., is agency.

SLENDERELLA ON COAST • Slenderella Intl., Darien, Conn., has signed to sponsor one-half of *Ruth Ashton Show* on Columbia Pacific Radio Network, starting today (Mon.), and also has three five-minute news shows and series of 20-second station break announcements on WNBK (TV) Cleveland. Agency: Management Assoc. of Connecticut, Darien.

FORD BUYS • Ford Division of Ford Motor Co., through J. Walter Thompson Co., N. Y., to sponsor once-monthly, 90-minute *Ford Star Jubilee* on CBS-TV, Saturdays, 9:30-11 p.m. EDT, starting Sept. 24.

ALTERNATE ON 'LOG' • W. A. Sheaffer Pen Co. and Maytag Co. to sponsor alternate weeks of *Navy Log*, new CBS-TV adventure series based on exploits of U. S. Navy personnel as taken from official record, starting in fall, Tues., 8-8:30 p.m. Series being produced by network in cooperation with U. S. Navy. Agencies: for Sheaffer, Russel M. Seeds; for Maytag, McCann-Erickson.

Safford Named to WLS Post

KEY executive appointments, including promotion of Harold Safford to newly-created post of assistant to general manager, announced Friday for WLS Chicago by General Manager Glenn Snyder. Mr. Safford, veteran of 29 years with *Prairie Farmer* outlet, also will be responsible for sales, station promotion, special events, public relations and publicity.

Other appointments are those of Herbert Howard, assistant program director, producer-director of *WLS National Barn Dance*, as program director and production manager; Al Boyd, production manager, as sales service manager, continuing certain other special activities, and William Nelson, top production man, as sales promotion manager.

Named to Agency Posts

NEW appointments announced by F. Kenneth Beirn, president of Biow-Beirn-Toigo, in agency's radio-tv department under Vice President Roy Winsor: John E. Mosman named manager of radio-tv and Marc Statler becomes manager of film production, both in New York; Arthur Napoleon named manager of radio-tv in Hollywood, and Robert Busch, transferred from New York to Hollywood as production manager.

Vital

TO THE LIVES OF DETROIT'S MILLIONS

At work, at play . . . in their homes, in their cars . . . WJBK Radio is the constant companion, the entertaining friend, the handy, ever-reliable source of news, weather, sports and music for the millions of folks in the Dynamic Detroit area. What better spot for your sales message than the station with the consistent high tune-in, night and day, every day . . .

WJBK Radio

DETROIT



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ELDORADO 5-7690

at deadline

ECONOMIC PROTECTION PLEAS MAY LEAD TO UTILITY CONTROL, DOERFER WARNS

BROADCASTERS face danger of harassing each other into state of complete utility-type regulation if they keep running to FCC and courts for economic protection, FCC Comr. John C. Doerfer warned Friday in address to Maryland-District of Columbia Radio & Tv Broadcasters Assn., meeting at Ocean City, Md. Seventy-five broadcasters attended.

Judging by station protests under Communications Act (309C), he said, broadcasting industry "is swinging away from the competitive concept." If practice of asserting right to be heard on ground of economic injury gains headway, he said, next step might be drawn-out hearings on simple renewal applications or even sales and transfers.

Comr. Doerfer said three-year record of station might show some slips which competitor could offer at renewal hearing but would not show wastebaskets full of material that had been courageously rejected.

FCC's doors are always open to valid protests, he said, but warned "economic protectionists" place unnecessary burdens on FCC and can cause critical delays in solving major issues before Commission.

Frank Coulter, Young & Rubicam associate media director, urged radio stations to make self-examination in light of 1955 competitive media picture and present fresh, new concept instead of following 1950 formulas. Mr. Coulter took part in media panel with H. Leslie Battin, Sears, Roebuck & Co. advertising manager, and Geoffrey Abel, Henry J. Kaufman & Assoc.

Leslie H. Peard Jr., WBAL-AM-TV Baltimore, presided at meeting. Speakers included Ralph W. Hardy, NARTB government relations vice president who resigned last week to join CBS Inc. as Washington vice president; John Hoagland, BBDO New York director of new program development; Charles H. Tower, NARTB employer-employe relations manager; Ed Codel, vice president of The Katz Agency; Ollie Treyz, president of Television Bureau of Advertising, and Joe Culligan, NBC tv sales vice president.

ABC Film Puts Emphasis On Local, National Spot

EMPHASIS on selling tailored to local programming and national spot advertiser needs highlighted five-day, third annual national sales meeting in New York of ABC Film Syndication, ending Friday on theme of role of field salesmen in growth and development of syndicated film industry, officials said in report being issued today (Mon.).

Panel included speakers Don W. Sharpe, executive producer of *Sheena, Queen of the Jungle* series soon to be released and presented to meeting Tuesday; Ray Nelson, national spot sales manager, Television Bureau of Advertising, and Ted Cott, general manager, DuMont's o&o stations.

Luncheon Friday attended by Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres; Robert H. O'Brien, AB-PT executive vice president, and Robert M. Weitman, ABC vice president in charge of programming and talent. Robert E. Kintner, ABC president, was out of town, unable to attend. George T. Shupert, ABC Film president, opened meetings Monday, reviewing progress, upcoming properties and policy. Don L. Kearney, vice president in charge of sales, presided.

Screen Actors Ask Boost

AVERAGE 25% minimum pay boost asked by Screen Actors Guild in Hollywood negotiations with Alliance of Tv Film Producers and major tv studios. Daily minimum rates would be raised from $70 to $90; weekly $250 to $300, and term contracts from $160 to $200. Other demands include increases in re-run and other payments. Further negotiations slated this week. Guild pact expires July 21.

KALL Seeks Power Boost

KALL Salt Lake City, operating 1 kw fulltime on 910 kc directional, filed bid with FCC Friday for boost in day power to 5 kw non-directional.

WERI Sold to Malo

WERI Westerly, R. I., sold for reported $50,000 to William F. Malo Jr. of Madison, Conn., and associates, effective upon FCC approval. Station purchased from R. G. Moore of Ware, Mass., majority stockholder, and five others, including Warren M. Greenwood, general and commercial manager, who will resign. WERI, started in 1949, operates with 250 w on 1230 kc. Mr. Malo has been connected with WNHC-AM-TV New Haven.

WITV Hollywood Gets Boost

WITV (TV) Hollywood, Fla., ch. 17, granted boost in radiated power from 162 kw to 204 kw visual power with antenna 730 ft. above average terrain.

UPCOMING

June 19-22: National Assn. of Television-Radio Farm Directors, Washington.
June 20-21: Atlantic Assn. of Broadcasters (Canadian), Algonquin Hotel, St. Andrews-by-the-Sea, N. B.
June 20: Start, WSM-Peabody College Radio-Tv Workshop, Nashville, Tenn.
June 21: Television News Institute, Northwestern U., Evanston, Ill.
June 23-25: NARTB combined boards of directors, The Homestead, Hot Springs, Va.
June 23-26: Florida Assn. of Broadcasters, Empress Hotel, Miami Beach.
June 24-25: Virginia Assn. of Broadcasters, Engleside Hotel, Staunton.
June 26-29: National Adv. Industries Exposition, Morrison Hotel, Chicago.
June 26-29: Adv. Assn. of the West convention, Portland, Ore.
For other Upcomings see page 113

PEOPLE

I. E. SHOWERMAN, general manager of Hearst-owned WISN-TV, formerly WTVW (TV), and WISN Milwaukee, named resident vice president of Hearst Corp.

WILLARD SCHROEDER, general manager, WOOD-AM-TV Grand Rapids, father of boy, David Will, June 14. Eddie Chase, WOOD radio-tv personality, also father of boy, Ricky Lee, same day.

ROBERT A. OLSEN, BBDO, N. Y., transferred to agency's Atlanta office where he will work with Lee Offen, BBDO regional manager, to increase scope of services to BBDO clients with distribution to Southeast.

BUD SHERAK, account research director, Kenyon & Eckhardt, N. Y., has been appointed assistant director of research.

WTMJ-TV Establishes 30-Second Announcement Rate

MOVE to "clean up" admittedly poor tv industry practice of double and triple spotting in station break time has been put into effect at WTMJ-TV Milwaukee, Walter Damm, vice president and general manager of radio-tv, *Milwaukee Journal* station, announced Friday.

In revision of its rate card, effective July 1, WTMJ-TV has revamped announcement rates to include 30-second, exclusive spot for $300. New rate card continues to carry 20-second and 10-second spots ($200 and $80, respectively), but Mr. Damm believes many advertisers will be willing to pay premium rates to have unshared showing in station break time during Class A network and local programs. Last two seconds of each announcement time are reserved for station identification.

New rate card maintains 1955 Class A hour rate at $1,150, but eliminates one-minute spot. Minute spots will now be confined to participating programs, charges to be determined by program popularity. Previously, Class A one minute or less cost $180, IDs, $72.

Spartanburg Case Reopened

REOPENING of record in Spartanburg, S. C., protest case granted Friday by Chief FCC Hearing Examiner James D. Cunningham at request of WGVL (TV) Greenville and WAIM-TV Anderson, S. C., which had protested transmitter move of ch. 7 WSPA-TV Spartanburg from Hogback Mt. to Paris Mt., outside Greenville. Three-day hearing held last April, and proposed findings filed May 17. Protestants, both uhf stations, argued they did not have time to complete cross-examination of Walter J. Brown, president of WSPA, and to present depositions.

WGR-TV Seeks Satellites

WGR-TV Buffalo asked FCC Friday to add ch. 26 to Shinglehouse, Pa., and ch. 37 to Clymer, N. Y. Ch. 37 will come from Meadville, Pa., WGR-TV pointed out, and asked that ch. 62 be allocated there. If FCC approves ch. 2 WGR-TV said it will apply for Shinglehouse and Clymer for satellite operation.

Illinois Shift Asked

BECAUSE Central Illinois is predominantly uhf area, ch. 17 WTVP (TV) Decatur, Ill., petitioned FCC Friday for rule-making proceeding to remove ch. 2 from Springfield, Ill., and assign it to some other unspecified city in Midwest where it won't cause intermixture problem. Ch. 2 is subject of initial decision issued last December to grant Sangamon Valley Tv Corp. and deny competitive bid of WMAY there. WTVP would substitute ch. 23 from Decatur.

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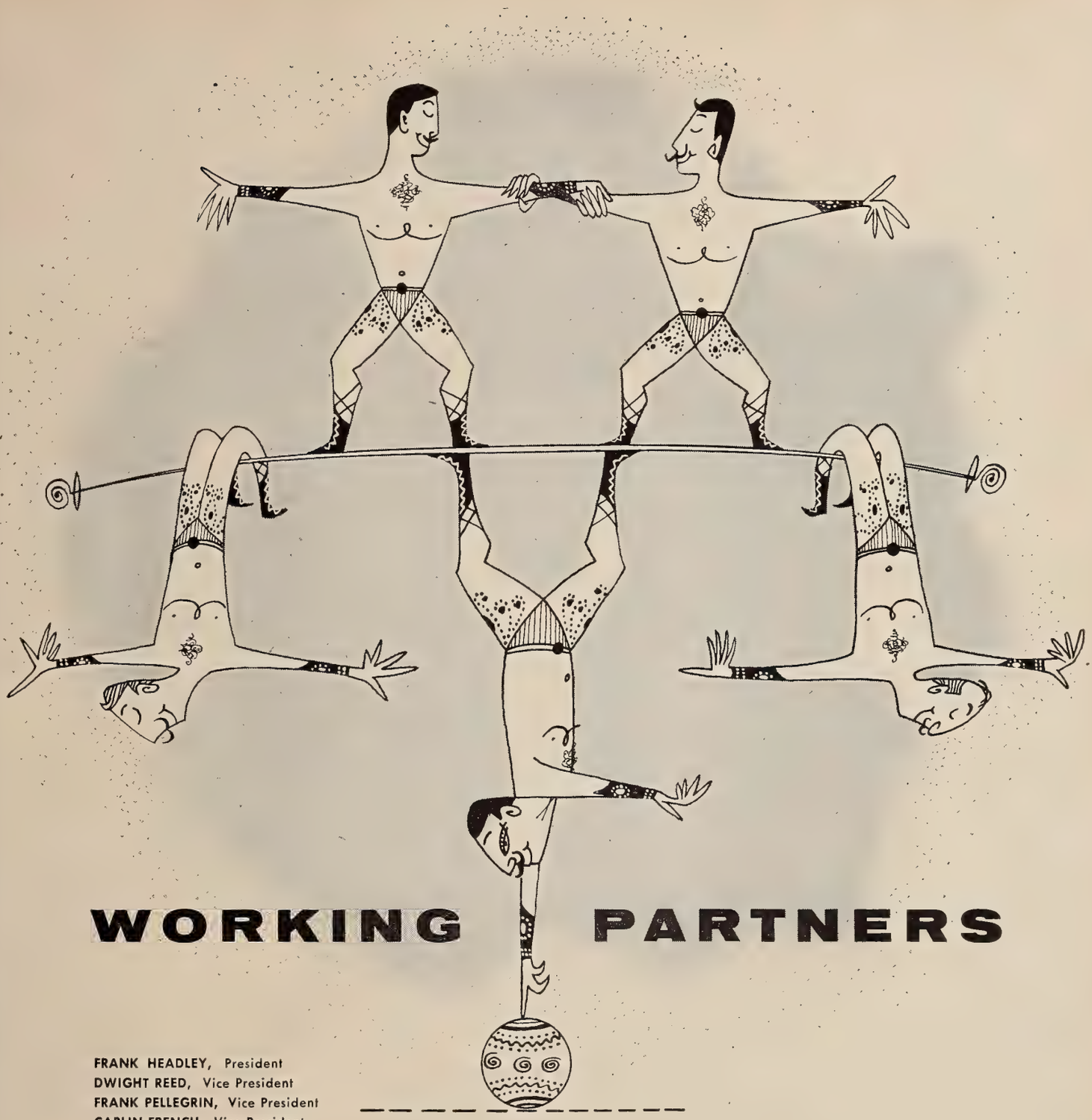
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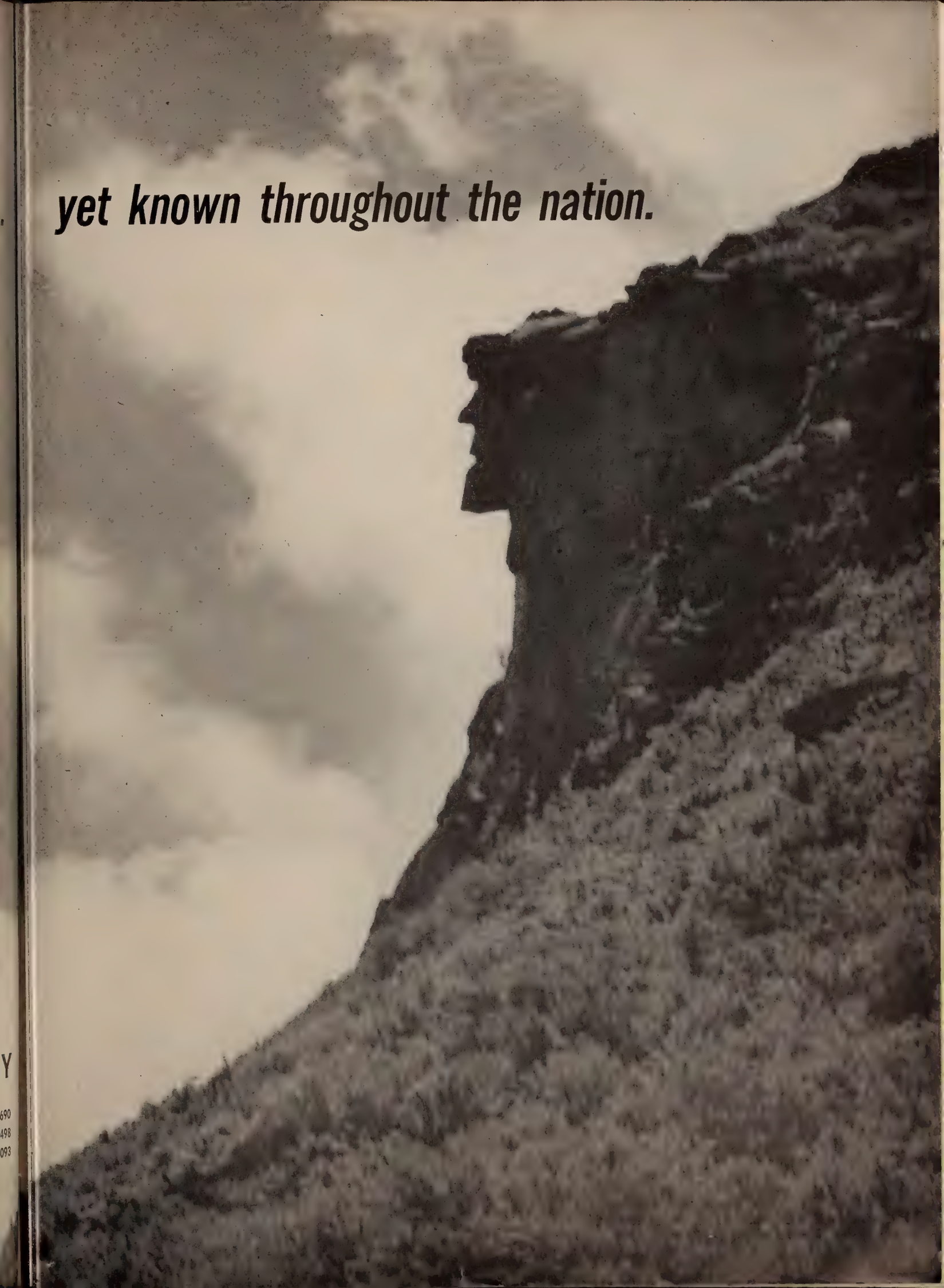
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BOB WOOD, Midwest National Sales Mgr. • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498
GAYLE V. GRUBB, Pac. Coast Nat'l Sales Mgr. • 111 Sutter Bldg., San Francisco 4, Calif., WEst 1-2093


yet known throughout the nation.

CAPITAL TYPES #4



CLOAK AND DAGGER

Bitter about the beautiful-female-spy myth, takes it out on his wife. Never tells her anything. Has secret charge account at the corner delicatessen.

But there is nothing secret about the success of WTOP Radio in the Washington area. WTOP has (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular local personalities and (4) ten times the power of any other radio station. There's nothing undercover about where and how you can best tell your sales story in Washington.

WTOP RADIO

Represented by CBS Radio Spot Sales

MONITOR

NBC has cast asunder the conventional "radio clock" for better or worse—probably better—with the premiere of its *Monitor* weekend network programming service. Whether it will find it profitable to keep on "going places and doing things" in the months ahead remains to be determined.

But *Monitor* seems to have made at least a promising start with its new concept of radio service for the casual listener at home, on the road, at the beach. Certainly the ingredients are there—an intricate facilities setup and a goodly assortment of "communicators," plus a flexible format.

NBC President Sylvester L. (Pat) Weaver explained the purpose and objective of *Monitor* at the start. Viewers were then given a digest of the news by Dave Garroway, a BBC remote on the French racing disaster, a special report by Frank Bourgholzer on the accident. There was a recurring, mildly amusing sequence with Bob & Ray.

For remotes *Monitor* picked up a jazz concert at Hermosa Beach, Calif.; interviews with inmates from San Quentin prison; a double-talk sequence by Al Kelly at Hurley & Davies tavern in New York City; a commentary by Roscoe Drummond from Washington, D. C.; on-the-spot interviews by W. W. Chapin at Idlewild Airport preparatory to the departure of Flight 860 for London, and other interviews and commentaries. And there were ball scores, *Monitor* snapshots, book reviews and other features, including a well-acted scene from the play, "The Fairly Fortunate," with Victor Jory at the famous Bucks County Playhouse, and excerpts from the latest Dean Martin-Jerry Lewis movie, "You're Never Too Young," premiering in the Catskill Mountains.

The Highlights

Among the highlights (and those things radio does best) were a three-way pickup from Bonn, Germany, Washington, D. C., and New York on Chancellor Adenauer's proposed trip to Moscow; Vincent Sheehan from Asia; an interview with actresses Mary Martin and Helen Hayes; a radio signal from Jupiter (400 million miles from earth); an interview with "Crazy Otto" from a Berlin beer hall; semi-documentary interviews with San Quentin inmates. There were, of course, difficulties: *Monitor* had trouble picking up Flight 860 over the Atlantic, an Argentina interview (said to be censored), and the Detroit Zoo's lion house.

Credit must go to Clifton Fadiman and Dave Garroway who distinguished themselves as communicators in the premiere, along with James Fleming, executive producer and editor.

What of the future of *Monitor?* In the end, its potential lies in getting the casual listener to tune in frequently rather than continuously over a 40-hour weekend spread. And therein also lies probably its major defect: the failure to impress upon listeners its breakdown in types of fare (baseball scores, news, remotes, variety, etc.) by segments.

Until it does, the *Monitor* clock is likely to be less known for what it may herald at a given time than its catchy conglomerated Morse-like trademark set to music or the equally catchy "Monitor Mambo."

Executive Producer & Editor: James Fleming.
Managing editor: Burrought Prince.
Producer & Director: Michael Zeamer.
Communicators: James Fleming; Dave Garroway; Clifton Fadiman; Walter Kiernan; Bob Elliott & Ray Goulding; Morgan Beatty; Frank Gallop; Ben Grauer.
Sylvester L. Weaver Jr., president of NBC, introduced the program.

GRAND OLE OPRY

THE twang of "gee-tars," the stomp of square dancers and the nasal plaints of hillbilly singers echoed across the land two Saturday nights ago as the 30-year-old *Grand Ole Opry* was shown live for the first time on tv. This was a one-shot presentation on NBC-TV, in actuality a showcase for New York and Chicago advertising agencymen.

The tv presentation was originated by WSM-TV Nashville, the home of *Grand Ole Opry* for nigh these thutty years. It did a fine job in putting this myriad-charactered, bucolic extravaganza on the air. Certainly, the setting was an interesting surprise; it took the form of a representation of the interior of a barn rather than an attempt to depict the real thing. In a way it was refreshing.

It was refreshing, too, to see as well as hear the characters who have become folklore in American life, not to say American broadcasting. Ernie Tubb, Carl Smith, Minnie Pearl, etc., cavorted about, laughed, sang and "put on a show" in the kind of spirit that makes the glossed, professional performances of tv's major revues (*Toast of the Town, Colgate Comedy Hour,* Max Liebmann's musicals) seem pallid in comparison. That's *Grand Ole Opry's* best recommendation; it's got spirited performers.

We particularly enjoyed the square dancers—who quick-stepped through their complex patterns with such effortless ease. The boys and gals looked like the youngsters down the road—certainly they had none of the artificiality of the Hollywood or New York pros. Why, one of the girls—a cute, healthily-plump teenager—actually wore horn-rimmed glasses!

For the rest, there were the singers—males and females; hill-billy popular and hill-billy hymnal—with much noisy accompaniment by guitars and other stringed instruments. There was a comedy musical trio—that ended in pie throwing.

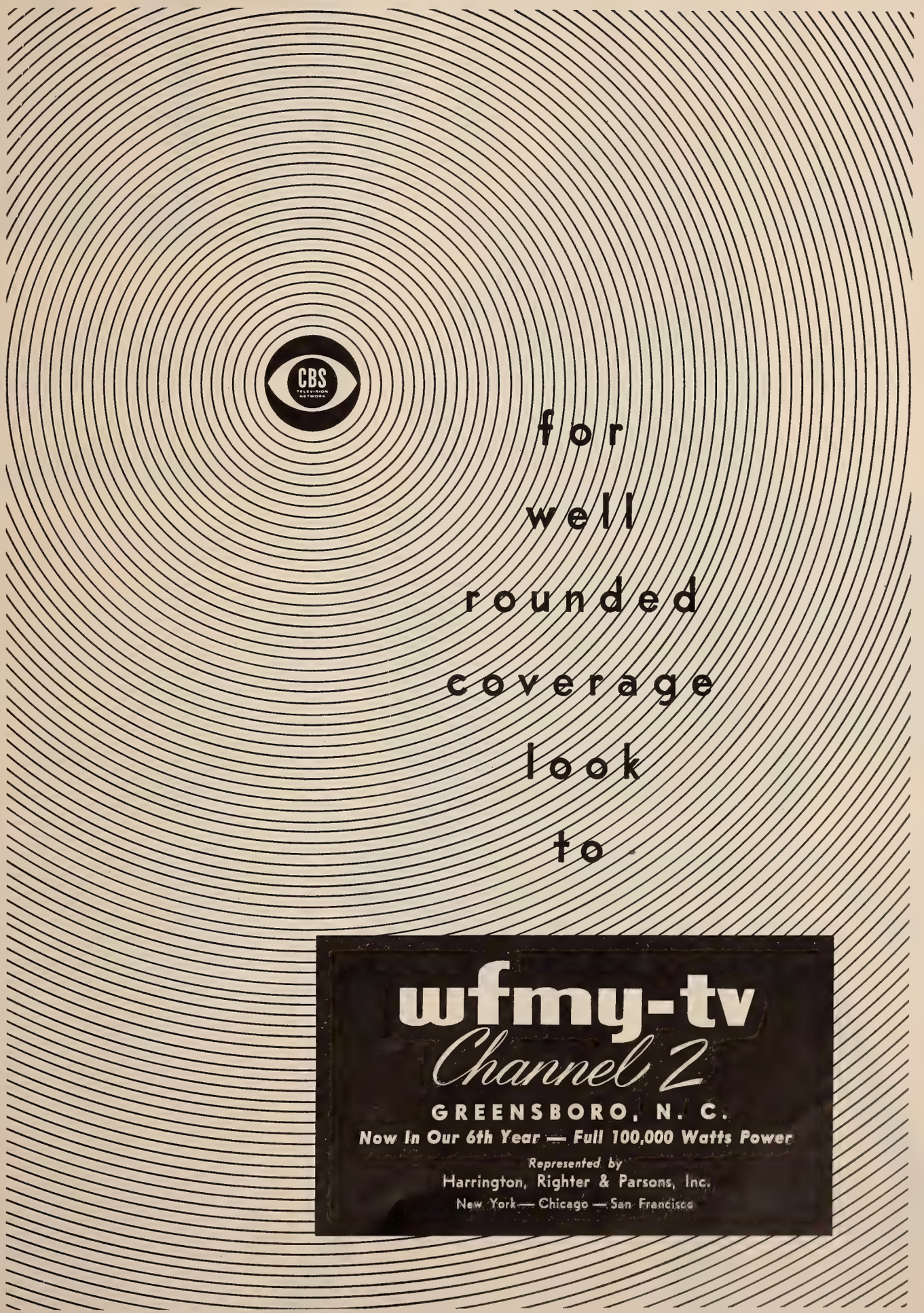
Country Laughter

And there was Minnie Pearl and Rod Brasfield tellin' jokes (Sample: they got these here new combination dresses now; first you take off the jacket and you've got a sunsuit, then you take off the skirt and you've got a playsuit, then you take of the bodice and you've got a bathing suit . . . Yes, yes, what else? Wal, now, ifen you take anything else off you've got a law suit!). It brought the house down.

Hordes of people must love this genre, because almost every city of any size has its hillbilly troupe on the air. Nationally, *Grand Ole Opry* and others of similar format have been on the radio networks for years. On tv, only ABC-TV has tried to do something nationally with hillbilly; it has Red Foley and Pee Wee King on different nights.

Excerpts from *Grand Ole Opry* are being shown in about 60 tv markets as of this writing. Under the title *Stars of Grand Ole Opry,* a weekly syndicated film series is sponsored by Pillsbury. The films are made by Flamingo Films Inc. [B•T, Feb. 14, May 16].

Network: NBC-TV, Sat. 8-8:30 p.m.
Sponsor: R. J. Reynolds Tobacco Co., through William Esty, N. Y.
Producer: Fritz Kleibacker.
Asst. Producer: Elmer Alley.
Technical Director: Jack Hopkins.
Script: Noel Digby.
Singers: Carl Smith, Ernest Tubb, and Faron Young; Gospel: Martha Carson; Singer with Gospel: Anita Kerr; Comedy singers: Alonzo & Oscar & Cousin Jody; Ballads: Anita Carter; Guitar: Chet Atkins; Singing Group: The Carlisles; Comedy Skit: Rod Brasfield & Minnie Pearl; Dixie square dancers.


CBS
TELEVISION NETWORK
for
well
rounded
coverage
look
to
wfmy-tv
Channel 2
GREENSBORO, N. C.
Now In Our 6th Year — Full 100,000 Watts Power
Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco

NEW... RCA

All New Type

10,000 WATTS



Good Color Performance Depends on These Specifications

- Power Output . . . 1 Watt
- Differential Gain (Linearity) . . . 0.5 db max.
- Differential Phase Distortion (at 3.58 mc) . . . less than 1%.
- Amplitude Frequency Response . . . Flat within 3 db 60 cycles to 6 mc.
- Synchronizing Signal Compression . . . Negligible.
- Low Frequency Square Wave Response . . . Less than 1% tilt at 60 cycles.

For descriptive literature on this newest of microwave systems or help in planning your microwave setup, consult your RCA Broadcast Sales Representative.

High-Power MICROWAVE

TVM-1A designed for Color TV

(Best for Monochrome, too)

ERP AT 7000 MC

The TVM-1A is the only microwave equipment designed specifically as an integral part of a complete color TV system . . . from color originating equipment to color receivers. Whether you're a monochrome or color user, you will appreciate these special advantages:

HIGH POWER

An increase of 10 in transmitter power and about 3 db in receiver sensitivity offers 20 times the power margin of the popular RCA TTR-TRR series of microwave equipment. This means greater operational reliability with an increased fading margin.

SOUND DIPLEXING

Included in the TVM-1A system is high quality audio channel for the simultaneous transmission of sound along with picture information. This sound channel is well within FCC requirements for a studio-to-transmitter link (STL).

TRANSMITTER AUTOMATIC FREQUENCY CONTROL

Transmitter AFC offers exceptionally good frequency response and highest stability. It is especially useful in multihop operation with unattended repeater stations.

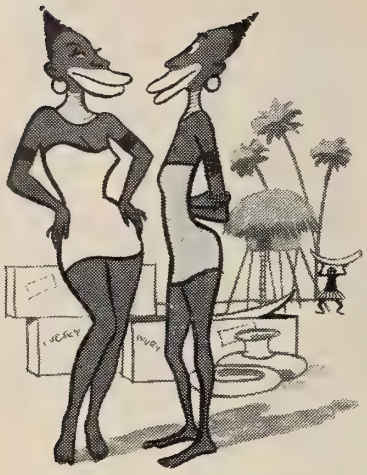
TRANSMITTER PICTURE MONITORING

This facility assures an actual high quality "air" signal. It simplifies trouble shooting procedures and is also extremely useful in the operation of unattended repeater stations.

RCA Pioneered and Developed Compatible Color Television

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION **CAMDEN, N.J.**



"Chief says me numbah one wife only 'cause I tell him about . . .

Northern Indiana's
SUPER station
. . . 250,000
watts plus . . . with a
SUPER audience
. . . more than 208,000 UHF sets

covering the South Bend,
Elkhart, Southern Michigan
BILLION DOLLAR MARKET*

WSJV-TV
ABC NBC DUMONT
Elkhart, Indiana
Channel 52

JOHN F. DILLE, Jr., President
JOHN J. KEENAN, Commercial Manager

NORTHERN INDIANA'S
Most Powerful
STATION

For availabilities see your
H-R TELEVISION MAN
National Representatives
*See Sales Management Survey of Buying Power

Living Proof

EDITOR:

Best way to let broadcasters know that you are alive is to get a mention in B•T.

I have already had several comments re our company's testimonial to radio in your June 6 number.

Bert Haling, Adv. Dir.
Great National Life Insurance Co.
Dallas

No Geishas?

EDITOR:

Even with a Speed Graphic I'm not much of a photographer, but I can guarantee you this is one you'll never get again—it's [FCC Comr.] Rosel Hyde, clad in a Japanese kimona; chopsticks tightly clutched in hand; just waiting for the sukiyaki to be served from the hibachi grill that's in front of him at the table.

Mr. Hyde and George Turner, Chief of the FCC's Monitoring Bureau, have been here as guest observers on a Coast Guard Air-Sea Rescue demonstration.

The festive occasion pictured was last weekend's Ishii Gardens Tea House party in honor of Messrs. Hyde and Turner attended by station



members of the Hawaiian Assn. of Radio & Television Broadcasters.

Seated next to the Commissioner [who is on the right] is Mrs. Hollinger, and beyond her is Royal Howard, owner of KIKI.

Fin Hollinger, Exec. V.P.
KPOA Honolulu

Then and Now

EDITOR:

BROADCASTING • TELECASTING had a rather extensive article on the new research job done by NBC-TV . . . full-scale "before" and "after" study in Ft. Wayne, Ind. [B•T, May 30]. The report would make one believe that television was the only medium that could do an effective sales job.

It's interesting to refer back to a similar study which NBC Radio did during March, 1952, and this study too was made in Ft. Wayne as well as Davenport, Iowa.

The recent television report shows that Gleem showed an increase in sales "after television" of 9.2%; Pet Milk an increase in sales of 6.9%; Ajax, 5.5% and Glo-Coat, 11.1%. There are some similar comparisons in the radio report. Take, for example, Pet Milk, which is a direct comparison of radio with the television study, and we find in the published report that by the use of the Mary Lee Taylor program there was a 30% sales increase among those who listened to Mary Lee Taylor which is a direct comparison to the increase of 6.9% of those who watched the Pet Milk television program. We don't have a direct comparison for Gleem which showed a 9.2% increase because of television among viewers, but Dr. Lyons comes close to a good comparison and through the use of *Stella Dallas* on radio, Dr. Lyons among listeners to the program showed a 64% sales increase. . . .

Gale Blocki Jr.
Dir. of Midwestern Sales
Radio Advertising Bureau
Chicago

Nothing New

EDITOR:

We were pleased to note in a recent issue of B•T that another Milwaukee radio station has finally banned off-color, risque records and placed them out of bounds.

Having had such a policy ourselves since our first broadcast more than 30 years ago, we welcome the opportunity to congratulate a competitor on the recognition of the type of standards by which all of us should be guided.

George Comte, Mgr.
WTMJ-AM-TV Milwaukee, Wis.

EDITOR:

The William Green article in your June 6 issue of B•T is splendid, but WNMP has been doing this for the past six years.

Angus D. Pfaff, Pres.
WNMP Evanston, Ill.

[EDITOR'S NOTE: The Green article, explaining how Utica, N. Y., radio stations used college journalism students to help cover local news, made no claim that the Utica development was unique.]

Thank-You Note

EDITOR:

One of the most outstanding contributions ever made to the public understanding and sympathy for the cause of crippled children came from members of the radio and television industry during the 1955 Easter Seal campaign.

Some 394 radio and television network shows carried special features, script integrations, film spots, slides or special messages.

Individual stations responded with equal generosity. I thought you might wish to convey our thanks to broadcasters throughout the United States.

Catharine Bauer
Director of Information
National Society for Crippled Children & Adults
Chicago

Color Schedule

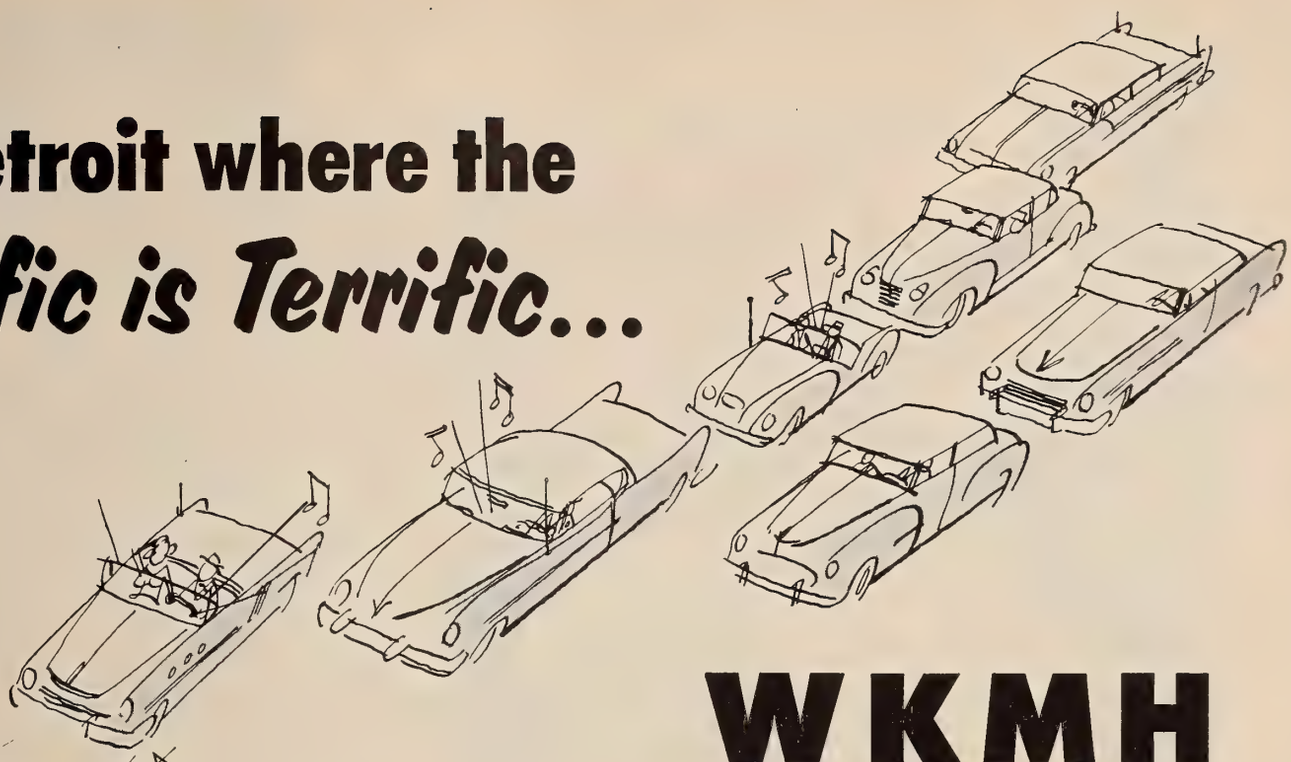
EDITOR:

. . . I have always found your little item on "Colorcasting" in each issue helpful and I am sure all viewers with color sets likewise find it helpful. However, at times it has become irksome, especially when one is in a hurry, to try to locate this small item. Would it be entirely out of order for me to suggest that you indicate its location in the table of contents?

Paul A. Greenmeyer
Mgr., Broadcast Adv. & Prom.
RCA, Camden, N. J.

[EDITOR'S NOTE: With color program schedules drastically reduced during the summer, B•T may not publish the "Colorcasting" box in every issue. When it does appear, it will be listed in the index.]

in Detroit where the *Traffic is Terrific...*



WKMH *Tune-In is Tremendous!*

Here in the Motor City, we not only make automobiles, we fill our streets and roads with 'em! And, more than 85% of those automobiles have radios that are in constant use. That's why we're turning handsprings over the big share of out-of-home audience WKMH enjoys! Just look at the figures:

WKMH	**16**
Station B	14
Station C	13
Station D	12
Station E	10
Station F	9

Pulse. Jan. 1955 12 noon to 6 P.M. Monday through Friday.

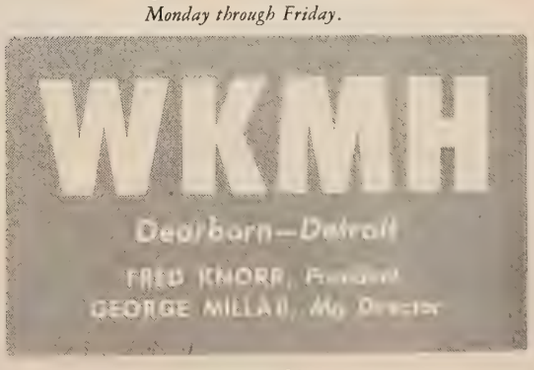


Save 10%

Buy Any 2 or More of These Powerful Stations and Save 10% from Rate Card

WKMH—Dearborn-Detroit
WKMF—Flint, Mich.
WKHM—Jackson, Mich.
WSAM—Saginaw, Mich.

Represented by HEADLEY-REED







The Giant of Southern Skies

GIVES YOU . . .

3 RED HOT MARKETS IN 1



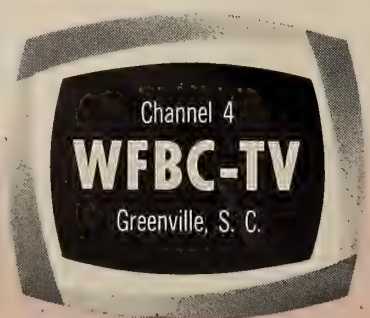
WFBC-TV is the Dominant Outlet for NBC in this Important Area

WFBC-TV dominates not just one, but **all three** of the big red counties shown above—ASHEVILLE, N. C., GREENVILLE and SPARTANBURG, S. C.—counties each with $100 million or more in annual retail sales.* In this area alone, population is 1,332,200. Buying Power is $1,442,604,000. Retail Sales are $957,776,000. And there are 200,846 Television Homes.

AND THIS IS NOT ALL! We're talking above only about the area we dominate for NBC. WFBC-TV has excellent coverage in 60 counties in S. C., N. C., Ga., and Tenn.—it's a Giant of a Market in the Southeast!

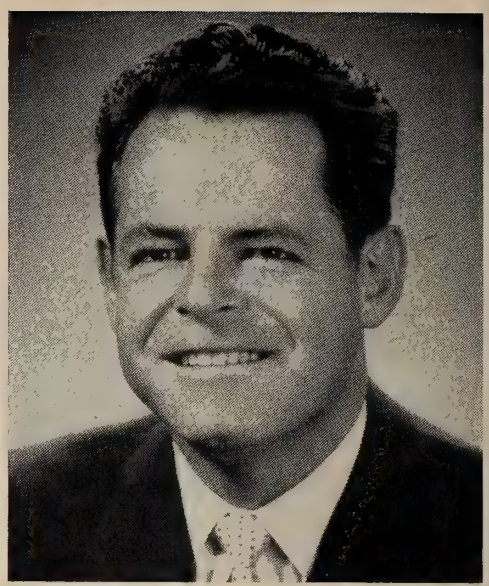
Ask us or our representatives for the results of recent independent surveys showing WFBC-TV's dominance in the Asheville, N. C. market, and in the Greenville-Anderson, S. C. markets.

*SALES MANAGEMENT 1953 Retail Sales Map



NBC NETWORK
Represented Nationally by
WEED TELEVISION CORP.

WFBC-RADIO (NBC affiliate)
is Represented
Nationally by AVERY-KNODEL



ROBERT F. MILLAR

on all accounts

THE ADVERTISING MAN serving an industrial firm who overlooks radio-tv in his planning is not doing a good job for his client, says Robert F. Millar, president of Steller, Millar & Lester Inc., Los Angeles.

"Many industrial advertisers fail to recognize that consumer advertising reaches audiences important to the manufacturer, despite the fact that they do not buy the product directly," he noted. "For instance, often an industrial product is virtually unknown by name. Radio and tv help the salesman in his contacts, because the product is then known and recognized as coming from a large and stable manufacturer."

A second-generation advertising man, Robert Millar was born in Los Angeles in 1914, the son of Henry E. Millar. The elder Millar founded the present agency in 1921 and upon his death in 1928, his widow assumed direction. Mrs. Helen V. Millar is still active in Steller, Millar & Lester as secretary-treasurer and production manager.

Educated in Los Angeles public schools, young Millar entered the U. of Southern California in 1932 as a business administration and advertising major. Three years later he left school, held a variety of jobs, finally entering the agency field in 1936 with his parents' firm, where he has remained except for wartime Merchant Marine service.

He was elected president of Steller, Millar & Lester in 1949.

The agency specializes in industrial accounts which are in and out of radio-tv, but these media are of particular value to the building hardware trade, Mr. Millar believes. While generally these products are installed by a contractor, the customer usually gets a chance to state a preference. Educational campaigns on the broadcast media play their part in this choice. "There is no doubt of the impact of radio and tv," Mr. Millar observes.

Long active in advertising organizations, he is immediate past president of the Southern California Advertising Agencies Assn. and a director of the Los Angeles Advertising Club.

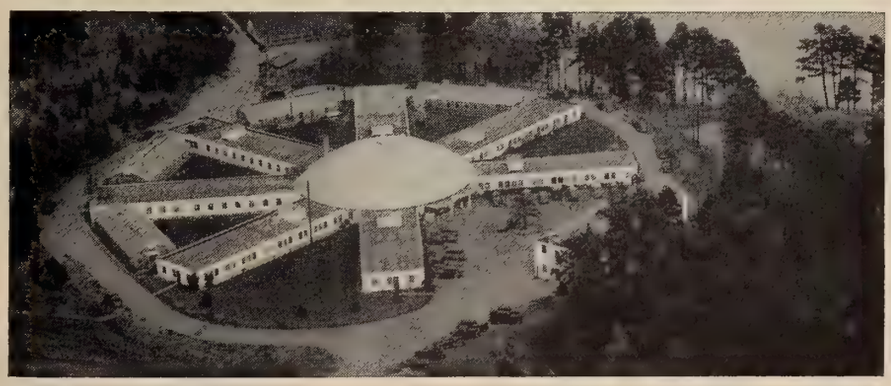
Married to the former Marilyn Petrie of Los Angeles in 1940, their home, located in suburban Westchester, is now also occupied by three little Millars—Nanette, 10, James, 7, and Charles, 2.

An ardent sailing enthusiast, Mr. Millar spends much time at Balboa, Calif., teaching his children the art of handling small craft. Also a golfer, he admits ruefully that his putting could stand improvement. "Perhaps it's attributable to advertising nerves," he comments.

Only STEEL can do so many jobs so well

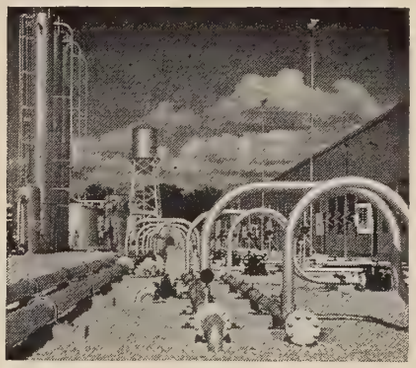


Kashi Ram is an Indian Rhinoceros at the Chicago Zoological Park, Brookfield, Ill. He's 5′ 10″ high, 12 feet long, and weighs 4,000 pounds. United States Steel built and erected the rhinoceros-proof fence at the front of Kashi Ram's cage. The bars are 1⅝″ (outside diameter) extra-strong pipe welded through heavy steel channel sections.

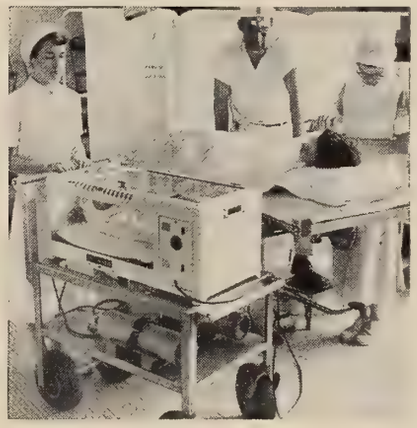


There's a Steel Hotel in Georgia. It's built like a wheel, with a 1500-seat auditorium for the hub. The wings radiate like spokes of the wheel, so that every guest has an outside room. Steel construction allows greater comfort per dollar of cost.

SEE THE UNITED STATES STEEL HOUR. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.



25 Types of Steel are available in USS National Seamless Tubes for use in petroleum refineries and other locations involving corrosion and elevated temperatures. United States Steel maintains a large staff of experts to recommend the grade of steel that will give long service, without excess cost.



Baby's First Ride. The table supporting that incubator is made from stainless steel. Every modern hospital is a showplace for stainless steel. This lustrous metal is hard, easy to clean, and it resists corrosion like nothing else. USS Stainless Steel is available in many forms, including sheets, plates, rods, tubing, wire—even in the form of I beams.



UNITED STATES STEEL

This trade-mark is your guide to quality steel

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE
OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY



SAN FRANCISCO



BEAT!

Investigate at once..."San Francisco Beat"...39 exciting, authentic half-hour detective dramas from CBS Television Film Sales.

A network-proven show, this series stands up under any investigation. As "The Line-Up," it was number one in its time period on the CBS Television Network...rated 34% higher than the average nighttime network program – 44% higher than the average network mystery program.*

"San Francisco Beat" co-stars Warner Anderson and Tom Tully...in powerful, fast-moving drama based on actual cases. Produced "on location," it's a vivid portrayal of big-city police in action, filmed by famed Desilu Productions under the supervision of the San Francisco Police Department.

"San Francisco Beat" is available to all stations for the first time... subject to prior sale. Get all the facts first-hand from...

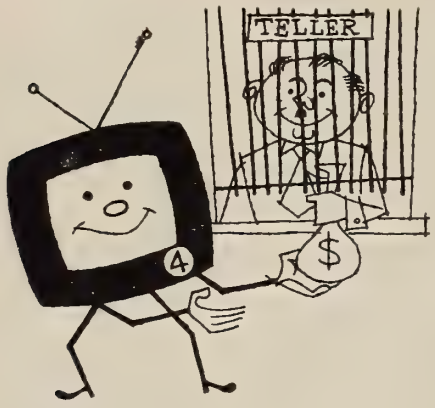
CBS TELEVISION FILM SALES, INC. with offices in New York, Chicago, Los Angeles, San Francisco, Dallas, Atlanta, Boston, Detroit and St. Louis. Distributor in Canada: S. W. Caldwell Ltd., Toronto

time for

DAYLIGHT SAVING

in

SOUTHERN CALIFORNIA



you have to get up prit-tee early these days, what with **DAYLIGHT SAVING** and all . . . but you still can't beat the **SAVING,** daytime that is, your client will make when they buy **DAYTIME TV** on KRCA at these cost per 1000 strip prices:

7-8 A.M.	weekdays	
	10-sec.	**19c**
	20-sec.	**37c**
8-9 A.M.	weekdays	
	10-sec.	**24c**
	20-sec.	**49c**
9-12 N.	weekdays	
	10-sec.	**12c**
	20-sec.	**24c**
12-6 P.M.	weekdays	
	10-sec.	**22c**
	20-sec.	**43c**

don't let the sun set on these prices, be an early bargain bird and check now for details with . . .

KRCA-4 Los Angeles

NBC SPOT SALES

our respects

to EDWARD RUSSELL TAYLOR



EDWARD R. TAYLOR Jr. is one of a handful of leading set manufacturing executives who firmly believes that color television will crash the consumer barrier in 1955. He is convinced that after many slow starts color tv is "definitely here—come Labor Day, we're on our way."

Mr. Taylor also has coined an expression—a "Necktie Economy"—to express his feeling that the consumer can always use another black-and-white tv set, automobile, fur coat or vacation.

Since he joined Motorola Inc. as vice president and assistant to President Paul V. Galvin in 1952, Mr. Taylor has gained a reputation for speaking forthrightly on color and monochrome tv, advertising and other subjects. His beliefs reflect the current growth of Motorola as a tv set maker and its aggressive marketing role in the electronics field.

This month Mr. Taylor marks three years of conflict and counter-claims in color television. Last month, as a tribute to his stature, he was elected board chairman of Brand Names Foundation in New York.

Mr. Taylor is not likely to soon forget the day he approached Motorola executives with an advertising presentation he would put into effect once he opened his own agency. Evidently they wanted him more than the plan, itself meritorious, and hired him on the spot.

In those three short years, Mr. Taylor is credited with a number of achievements at Motorola: (1) facilitating the reorganization of its marketing setup; (2) introducing a new element of "dynamics" into its radio-tv-printed media advertising and other conceptions; (3) helping Motorola establish a greater degree of industry prestige, and (4) putting the firm into a highly favorable competitive position in the colorcasting derby.

A transition from the automotive to the electronics field was bridged by Mr. Taylor at the relatively young age of 34. When he was but 16, he was hired by Campbell-Ewald Co. as an errand boy and he moved up in various departments of the agency. From then on, he was launched in a succession of jobs that brought him to MacManus, John & Adams, Zenith Radio Corp. and Hotpoint Co.

Edward Russell Taylor, a native of Troy, N. Y., born May 3, 1908, actually spent most of his early life in Detroit, to which his family moved when he was 7. Glimpses of the sprawling factories got into the youthful Taylor's blood and impelled him later to cut his business teeth on automobiles—General Motors, that is.

With Campbell-Ewald he rose through the ranks from 1924 to 1936, holding down advertising and sales positions. In 1927 he was junior account executive on Oldsmobile; in 1929 copywriter on Chevrolet; 1931-33, junior account executive on Chevrolet; 1933-35, advertising-production manager on all General Motors divisions; 1936, assistant account executive on Oldsmobile. He worked on radio and printed media in his various account positions.

While at that agency, Mr. Taylor was credited with creating advertising copy that enabled Chevrolet to pull up and away from Ford Motor Co. in sales in the mid-30's.

Joining MacManus, John & Adams, he worked on the Pontiac account for GM (which later won him the Harvard Award for a newspaper campaign). He was appointed later as assistant to the president of the agency and plans board secretary and from 1937-42 also was in charge of Pontiac sales promotion.

Mr. Taylor joined Zenith Radio Corp. as merchandising manager and finally vice president for marketing, establishing a reputation for aggressive merchandising, and moved to Hotpoint Co. five years later as merchandising manager and finally general sales chief. In 1952, Motorola was shopping for a new agency (it chose Ruthrauff & Ryan and recently shifted at Leo Burnett Co.). Mr. Taylor's presentation was one of the four lastly considered. He lost the bid but won a job.

For many years, Ed Taylor's fortunes were closely tied to a personal friend, James Nance, who had persuaded Mr. Taylor to join him at Zenith and Hotpoint. Mr. Taylor joined Motorola at the time Mr. Nance went to Studebaker-Packard.

As marketing vice president to Robert Galvin, executive vice president, and assistant to president Paul Galvin at Motorola, it was under Mr. Taylor that Motorola entered the network tv field in October 1953 as sponsor of *Motorola Tv Hour.*

Mr. Taylor feels strongly, in a Mark Twain vein, that reports of radio's death have been grossly exaggerated. Under his recommendation, radio spot has figured prominently in the firm's advertising plans. Motorola works on a co-op basis with its distributors and expects to "beef up" its radio-tv volume this fall, probably in up to 100 markets.

Motorola claims to be the first manufacturer to actually hit the market with a big screen color receiver (last September incorporating the CBS-Hytron 205 tube in a 19-inch set for $895 and $995) but curtailed its production plans when the number of network programming hours failed to meet expected levels. Even so, Motorola sold 12,000-15,000 sets as of Jan. 1, 1955.

Mr. Taylor belongs to the Executives Club of Chicago and is a director of the Chicago Better Business Bureau. Mrs. Taylor is the former Lucele Palmer. They have a daughter, Pamela, 15, and live in Winnetka. He golfs occasionally and travels extensively.

THREE IN A ROW !! GIVES NBC-KFAB AN EVEN BIGGER SHOW



Big Mike is staking out claim to some 100,000 additional families as a result of KFAB's switch to NBC from CBS. These listeners represent, in round number, those lost to other CBS stations with overlapping primary areas . . . three CBS stations in a 300-mile line. KFAB is the only NBC station in the same area. The situation is even more favorable to KFAB when you compare the "CBS frequencies" . . . 570—WNAX Yankton, 590—WOW Omaha, and 580—WIBW Topeka. It's simple arithmetic that the CBS audience will now be split three ways.

It all adds up to the fact that "three in a row gives NBC-KFAB an even bigger show."

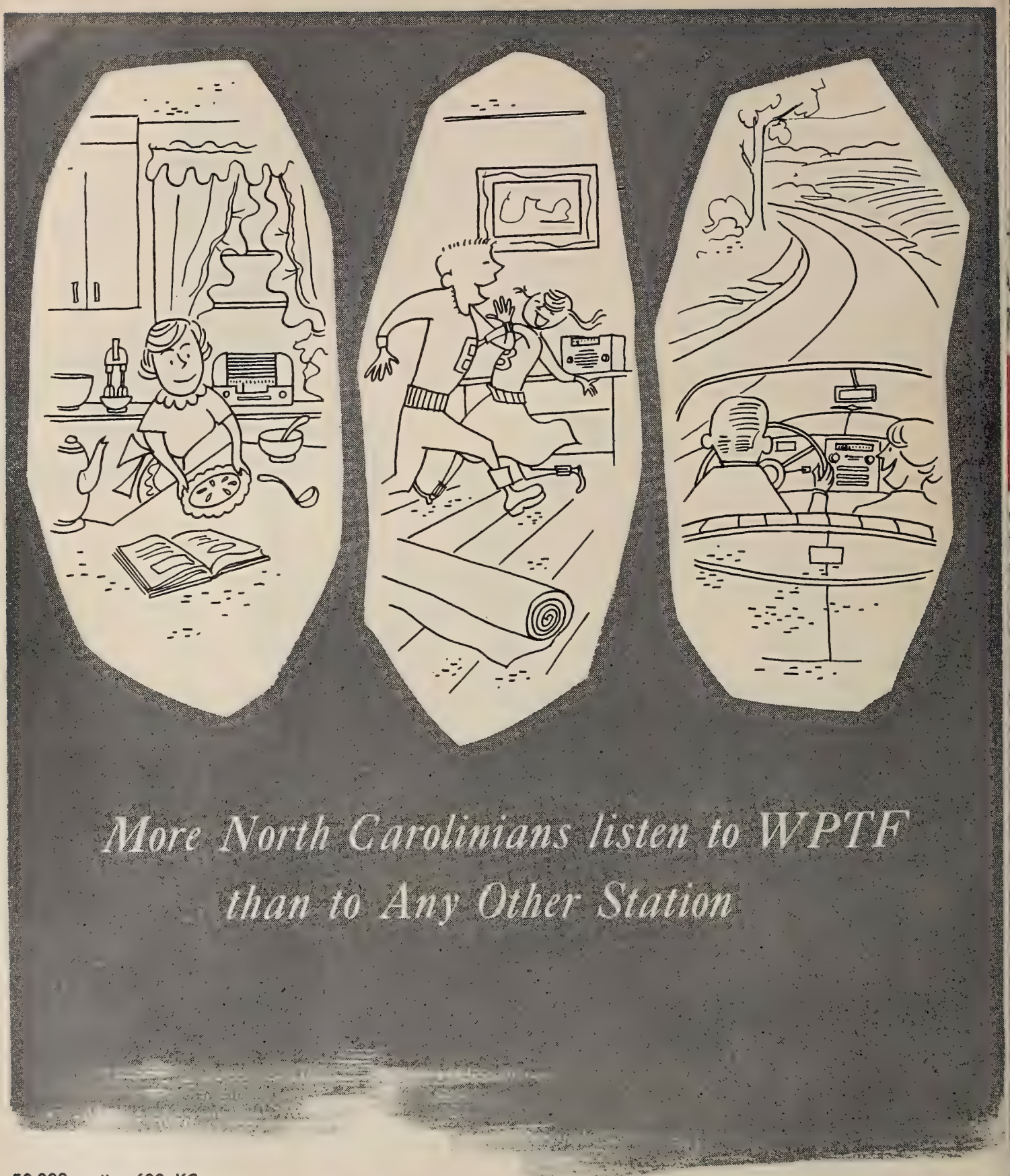
Free & Peters will be glad to tell you how they feel about it. So will General Manager Harry Burke.

THE MIDWEST-EMPIRE STATION

50,000 WATTS

KFAB

OMAHA NBC RADIO



50,000 watts 680 KC

(Source): Nielsen coverage service.

WPTF

North Carolina's Number One Salesman
in the South's Number One State

R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

NBC Affiliate for RALEIGH-DURHAM
and Eastern North Carolina

FREE & PETERS National Representative

BROADCASTING TELECASTING

June 20, 1955 Vol. 48, No. 25

ABC-TV IS MAKING ITS MOVE FOR POWER BID IN TV RACE

Billings on the books are now 68% above the total gross in 1954. Behind it all: marriage with movies (and especially with Walt Disney); improved clearances; the fading-away of DuMont. In front of it all: a chance to become the third real network power.

IN THE NEARLY 10 years of television growth since World War II, CBS-TV and NBC-TV have run farther and farther ahead of the pack in the race for television network supremacy. Last week they were still running strong, but ABC-TV was beginning to pick up the strength and speed to advance itself from a poor to a promising third position.

In a report which he will issue today (Monday), Slocum Chapin, ABC-TV vice president in charge of sales, will announce that the network now has on its books gross time sales 68% above the total gross billings of the network in 1954. Assuming that volume holds up throughout the year, ABC-TV should finish 1955 with a record to justify Mr. Slocum's statement that "today there are three—not just two—major television networks."

That statement could not have been made until recently.

Here are the gross billings of tv networks as compiled by Publishers Information Bureau:

	1952	1953	1954
ABC-TV	$18,353,003	$21,110,680	$ 34,713,098
CBS-TV	69,058,548	97,466,809	146,222,660
NBC-TV	83,242,573	96,658,551	126,074,597

It is impossible to forecast what the comparative figures will be at the end of 1955, except to say they will be bigger. To judge by present indications, ABC's will be big enough not only to qualify the company as a serious contender in the race for total billings but also, of interest to its stockholders, as a company that is in the black.

The profit and loss statement for the ABC division of the parent American Broadcasting-Paramount Theatres Inc. is not available, but Leonard H. Goldenson, AB-PT president, has said that the network operated at a loss in 1953 and a bigger loss in 1954 [B•T, April 4].

The change in climate in 1955 was evident, however, in a later report by Mr. Goldenson. In the first quarter of this year, he told stockholders, the network broke into the black and was increasing its profits mid-way through the second quarter [B•T, May 25].

Several factors are responsible for the improvement in ABC's position:

• **A marriage with big movie interests.** One of the most successful television programs introduced in the 1954-55 season was Walt Disney's *Disneyland,* a hit with critics, audience and advertisers. Another Disney production, *Mickey Mouse Club,* is set for presentation next fall, a season that also will see the introduction of *Warner Bros. Presents* which also will draw heavily upon Hollywood resources. Advertisers have placed more than $21 million gross billings on these three programs.

• **An increase in the number of television stations.** One of ABC's biggest problems has been clearing time in many of the major markets of the country where CBS and NBC held the most desirable affiliations and where other facilities were locked in comparative hearings before the FCC. This problem is being relieved as fast as stations are granted. ABC today can give an advertiser a much better lineup than it could a year ago.

• **The virtual abandonment of live networking by DuMont, the fourth company in the business.** Although DuMont never had heavy schedules, they were heavy enough to interfere frequently when ABC sought to clear time on a number of stations.

MAN AND MOUSE



Two big reasons behind the spurt in ABC-TV Network billings

The improvement in programs and facilities is reflected in the statement which Mr. Chapin, the network's sales chief, is releasing today.

Gross time sales for the 1955-56 season have passed the $58.5 million level, Mr. Chapin said. ABC-TV is now ahead of goals set in its five-year plan enunciated in 1953.

The figure given by Mr. Chapin includes some 49 different sponsorships (31 new business and 18 in renewals).

New business placed with ABC-TV included: Admiral Corp., weekly sponsorship, *Life Is Worth Living,* starting Oct. 13, Thursdays 8-8:30 p.m.; Armour & Co., through Henri, Hurst & McDonald Inc., co-sponsorship of *Mickey Mouse Club,* starting Oct. 3, across the board, 5-6 p.m., in all time zones; Bistol-Myers Co., through Doherty, Clifford, Steers & Schenfield Inc., co-sponsorship, *Mickey Mouse Club,* beginning Oct. 3, across the board, 5-6 p.m., in all time zones; Campbell Soup Co., through Leo Burnett Co., co-sponsorship *Mickey Mouse Club,* starting Oct. 3, across the board, 5-6 p.m., in all time zones; Ciba Pharmaceutical (pharmaceutical products) Inc., through J. Walter Thompson, weekly, program series to be announced, Mondays, 9:30-10 p.m., EDT, starting Sept. 12; Dodge Div. of Chrysler Corp., through Grant Adv., weekly, *Lawrence Welk Show,* starting Saturday, July 2, 9-10 p.m. EDT; E. I. duPont De Nemours Inc., through BBDO, weekly, *The duPont Theatre,* starting Tuesday, Sept. 13, 9:30-10 p.m., EDT; Carnation Co., through Erwin, Wasey & Co., co-sponsorship *Mickey Mouse Club,* starting Oct. 3, across the board, 5-6 p.m., in all time zones.

American Tobacco Co., through SSC&B, weekly, program to be announced, Wednesdays, 8:30-9 p.m., effective July 20; Brown & Williamson, through Russel M. Seeds, *Penny to a Million,* Wednesdays, 9:30-10 p.m., effective May 4; Chunky Chocolate Co., through Hilton & Riggio, half-hour alternate-week, *Super Circus,* 5-6 p.m., Sundays, effective Sept. 25; Dixie Cup, through Hicks & Greist, half-hour alternate-week, *Super Circus,* Sundays, 5-6 p.m., effective April 10; Western Union, through Albert Frank-Guenther Law Inc., alternate-week, *Down You Go,* Fridays, 10-10:30 p.m., effective Sept. 15.

And Still Others

Emerson Drug Co., through Lennen & Newell, alternate week, *Chance of a Lifetime,* starting Sunday, July 3, 9-9:30 p.m. EDT; General Electric Co., through Maxon Inc., half-hour alternate week, *Warner Bros. Presents,* premiering Tuesday, Sept. 13, 7:30-8:30 p.m. EDT; General Mills Inc., through Knox Reeves Adv., co-sponsorship *Mickey Mouse Club,* beginning Oct. 3, across the board, 5-6 p.m., all time zones; General Mills Inc., through Dancer-Fitzgerald-Sample, alternate week, effective Sept. 13, *Wyatt Earp,* starting Sept. 6, 8:30-9 p.m. EDT; Lentheric, through Cunningham & Walsh, effective July 10, alternate week, *Chance of a Lifetime,* starting Sunday, July 3, 9-9:30 p.m. EDT.

Liggett & Myers Tobacco Co., through Cunningham & Walsh, one-half hour each week, *Warner Bros. Presents,* premiering Tuesday, Sept. 13, 7:30-8:30 p.m. EDT; Mars Inc., through Leo Burnett Co., co-sponsorship, *Mickey Mouse Club,* beginning Oct. 3, across the board, 5-6 p.m., all time zones; Mennen Co., through McCann-Erickson and Kenyon & Eckhardt, co-sponsorship, *The Wednesday Night*

Fights, Wednesdays, 10 p.m. EDT, effective June 1; Miles Labs Inc., through Geoffrey Wade Adv., Monday, Wednesday and Friday telecasts of across-the-board *John Daly and the News,* 7:15-7:30 p.m. EDT, effective July 4.

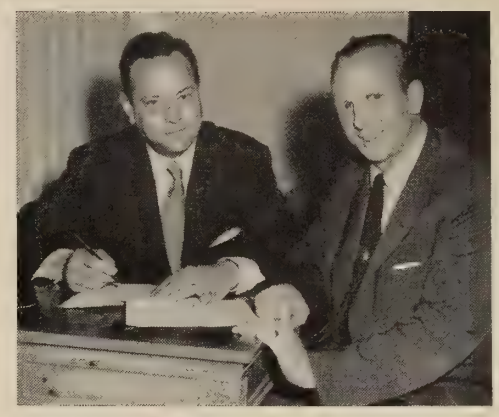
Monsanto Chemical Co., through Needham, Louis & Brorby Inc., half-hour alternate week of *Warner Bros. Presents,* premiering Tuesday, Sept. 13, from 7:30-8:30 p.m. EDT; Necchi Sewing Machine Co., through Grey Advertising Agency Inc., co-sponsorship of *Stop the Music,* starting Thursday, Sept. 22, 8:30-9 p.m. EDT; Pabst Brewing Co., through Warwick & Legler Inc., co-sponsorship of *The Wednesday Night Fights,* Wednesdays, 10 p.m. EDT, effective June 1; Parker Pen Co., through Tatham-Laird Inc., for alternate week of *Wyatt Earp,* beginning Tuesday, Sept. 6, 8:30-9 p.m. EDT; Pharmaceuticals Inc., through Edward Kletter Assoc., for alternate week of *Masquerade Party,* Wednesdays, 9-9:30 p.m. EDT, effective July 13.

The Welch Grape Juice Co., through Kenyon & Eckhardt Inc., for co-sponsorship of *Mickey Mouse Club,* starting Oct. 3, across the board, 5-6 p.m., in all time zones.

In addition, three other sponsors were signed for the 90-minute world preview telecast of the Disneyland California playground, Sunday, July 17 (7:30-9 p.m. EDT) called *Dateline Disneyland,* July 17, 1955, sponsored by American Motors Corp., through Geyer Adv., Swift & Co., through McCann-Erickson, and Gibson Greeting Card Co., through Stockton, West & Burkhart Inc.

RENEWALS

ABC-TV renewals for the 1955-56 season include: American Diary Assn., through Campbell-Mithun Inc., for *Disneyland,* half-hour alternate weeks, Wednesdays, 7:30-8:30 p.m. EDT, effective Sept. 14; American Motors Corp., through Geyer Adv., half-hour weekly *Disneyland,* Wednesdays, 7:30-8:30 p.m. EDT, effective Sept. 14; American Tobacco Co., through Sullivan, Stauffer, Colwell & Bayles, alternate week of the Danny Thomas show



FALL program plans of ch. 40 KCCC-TV Sacramento, Calif., which last week announced its affiliation with ABC-TV, are discussed by Ernest Lee Jahncke (l), ABC vice president in charge of station relations, and Ashley L. Robison, executive vice president of the Capitol City Tv Corp. (KCCC-TV).

Make Room for Daddy, Tuesdays, 9-9:30 p.m. EDT, effective July 12; Derby Foods Inc., through McCann-Erickson Inc., half-hour alternate week sponsorship of *Disneyland,* Wednesdays, 7:30-8:30 p.m. EDT, effective Sept. 14.

Dodge Div. of Chrysler Corp., through Grant Adv., weekly sponsorship of *Break the Bank,* Sundays, 10-10:30 p.m. EDT, effective July 3; Firestone Tire & Rubber Co., through Sweeney & James Co., for *Voice of Firestone* simulcast, Mondays, 8:30-9 p.m. EDT, effective June 13; General Mills Inc., through Dancer-Fitzgerald-Sample Inc., alternate week of *The Lone Ranger,* Thursdays, 7:30-8 p.m. EDT, effective Sept. 8; Hotpoint Co., through Maxon Inc., alternate week of *Adventures of Ozzie and Harriet,* Fridays, 8-8:30 p.m. EDT, effective Sept. 23; Dodge Div. of Chrysler Corp., through Grant Ave., for alternate week of *Make Room for Daddy,* Tuesdays, 9-9:30 p.m. EDT, effective July 12.

Mogen David Wine Corp., through Weiss & Geller, Inc., weekly *Dollar a Second,* Fridays, 9-9:30 p.m. EDT, effective Sept. 2; National Biscuit Co., through Kenyon & Eckhardt, weekly, *Adventures of Rin Tin Tin,* Fridays, 7:30-8 p.m. EDT, effective Sept. 9; Quality Goods Mfrs., through Grey Adv. Agency, co-sponsorship of *Stop the Music,* Thursdays, 8:30-9 p.m. EDT, effective Sept. 15; Ralston-Purina Co., through Guild, Bascom & Bonfigli, weekly, *The Name's the Same,* effective Oct. 10 (program moves to a new time period, Tuesdays, 10-10:30 p.m. EDT effective June 28); Sterling Drug Inc., through Dancer-Fitzgerald-Sample Inc., weekly *The Vise,* Fridays, 9:30-10 p.m., EDT, effective Sept. 30.

Brillo Mfg. Co., through J. Walter Thompson, weekly sponsorship, *Star Tonight,* Thursdays, 9-9:30 p.m., effective Aug. 4; Chevrolet, through Campbell-Ewald, program to be announced, Fridays, 8:30-9 p.m., effective Oct. 7; Knomark Mfg. Co., through Emil Mogul, *Masquerade Party,* alternate weeks, Wednesdays, 9-9:30 p.m., July 6; Skippy Peanut Butter Div. of The Best Foods Inc., through Guild, Bascom & Bonfigli, weekly *You Asked For It,* Sundays, 7-7:30 p.m., effective May 29.

Gordon Baking Buys ABC-TV Summer Show in Four Cities

SPONSORSHIP in four cities of *Soupy Sales,* to premiere July 4 on ABC-TV and claimed by the network to be the first regularly scheduled commercial network tv show to originate live from Detroit, was reported last week.

The new show, sponsored by Gordon Baking Co. (Silvercup bread), through D'Arcy Adv., in New York, Chicago, Detroit and Elkhart, Ind., features Mr. Sales, local Detroit comedian who uses fantasy puppet characters in a format designed for the children audience. To be seen (Mon.-Fri. at 7-7:15 p.m. EDT) as summer replacement for *Kukla, Fran & Ollie,* the new program will be offered by the network for local sale as a co-op program on other ABC-TV stations.

THEY'RE IN BUSINESS ELSEWHERE, TOO

At NBC-TV, for example, summer evening time is 92% sold out, 34% ahead of 1954. Weaver releases the lineup.

SUMMER business at NBC-TV was placed at almost 34% over last year as the network unfurled plans last week for this summer's season, which indicated that its warm-months programming would be more in the order of a warm-up for the fall.

To emphasize the "continuity" of summer programming with that of the 10 other months of the year, NBC President Sylvester L. Weaver Jr. presented a schedule of 90-minute spectaculars and 12 new summer series and announced that program sales for July and August already had increased 33.9% over the same months in 1954.

According to Mr. Weaver, the sales rise was "new evidence of advertisers' faith in NBC's policy of programming 'upward.'" Commented Mr. Weaver: "Summer and slough are no longer synonymous in programming."

The summer evening schedule, Mr. Weaver said, already was 92% sold, leaving only a single weekly half-hour available for sponsorship. This figure, he said, compared to 76% of last year's evening summer sponsored and seven half-hour weekly programs available.

Five 90-minute spectaculars are slated for hot weather viewing. On June 19, Reynolds Metals Co. will sponsor "Remember . . . 1938" (7:30-9 p.m. EDT) with Groucho Marx the host commentator. The program will center on humerous and serious aspects of events which took place that year.

On June 27, "Wide, Wide World" will be telecast. This show will originate in three countries, the U. S., Mexico and Canada. Ford Motor Co. and RCA are the sponsors [B•T, June 6].

NINETY-MINUTE SHOWS

Three 90-minute programs will be sponsored by the Oldsmobile Division of General Motors: July 2, 8-9:30 p.m. EDT, "Allen in Movieland," starring Steve Allen and produced by Jack Rayel in cooperation with Universal-International Pictures Inc.; July 30, 8-9:30 p.m. EDT, "Svengali and the Blonde," a musical version of George Du Maurier's novel, "Trilby," starring Carol Channing, Basil Rathbone and Russell Arms and featuring Ethel Barrymore as narrator, and Aug. 27, 8-9:30 p.m. EDT, "One Touch of Venus", a musical starring Russell Nype, Janet Blair and George Gaynes.

New summer "entries" on NBC-TV: *The Matt Dennis Show,* starting June 27, Mondays, Wednesdays and Fridays (7:30-7:45 p.m. EDT); *Caesar Presents,* new variety series, beginning July 4, Mondays (8-9 p.m. EDT), sponsored by American Chicle Co., Lee Ltd. and RCA; *The Vaughn Monroe Show,* starting July 19, Tuesdays and Thursdays (7:30-7:45 p.m. EDT); *The Arthur Murray Party,* starting June 28, Tuesdays (8:30-9 p.m. EDT), alternately sponsored by Associated Products and Toni Co.; *Make the Connection,* panel-audience-participation show, starting July 7, Thursdays (8:30-9 p.m. EDT), sponsored by the Borden Co.

Also, *Best in Mystery,* dramatic series, starting July 15, Fridays (9-9:30 p.m. EDT), sponsored alternately by the American Tobacco Co. and Simoniz Co.; *The Dunninger Show,* beginning June 25, Saturdays (8:30-9 p.m. EDT) with Hazel Bishop, the sponsor; *The Soldiers,* starting June 25, Saturdays 8-8:30 p.m. EDT); *Commando Cody,* children's morning science-fiction series, starting July 9, Saturdays, sponsored by General Foods; *Musical Chairs,* panel show, beginning July 9, sponsored by SOS, Tums, Johnson & Johnson and Griffin Shoe Polish; *Your Play Time,* dramatic series, beginning June 18, Saturdays (10:30-11 p.m. EDT) and sponsored by the American Tobacco Co. and Warner-Hudnut Inc.; *Television Recital Hall,* Sunday afternoon concerts, starting July 3 (4-4:30 p.m. EDT).

BRITAIN'S HOBBLE FOR TV ADVERTISERS IS WEAK STRING NEXT TO NARTB'S CODE

New 'principles' hold some restrictions new to the American advertiser, but in general the four-page document is considerably less forbidding than its counterpart in the Colonies.

TELEVISION, British style, will pose new and knotty problems for the U. S. advertiser when commercial service starts in that country next Sept. 22.

First, the American advertising executive will be startled at the brevity of the document compiled to control television advertising in a country that until now has never allowed a whispered plug to sully its sacred air.

Second, the advertiser accustomed to the lengthy document that governs American television practices will wonder why they state it so simply over there.

The British rules are new and some of them will furrow many an agency executive's brow when he contemplates spending some money across the Atlantic. But in general the British rules are shorter and simpler than those of the U. S. Tv Code. The specifications are laid out in a set of "Principles for Television Advertising" drawn up by England's Independent Television Authority and just made public.

These principles cover only four mimeographed pages, half of the text consisting of appendix. They include only a fraction of the detail found in the NARTB's Tv Code and not nearly as many suggestions, musts and must-nots, to say nothing of the shoulds and shalls.

Take false or misleading advertising, for example. The British code has a limitation on special claims that cover unknown or impossible qualifications. Furthermore, imitation likely to mislead viewers must be avoided.

Most of the forbidden or unsuitable elements in the U. S. Tv Code are found in much briefer though more general language in the British counterpart.

In children's programs it is specified that youngsters must not be encouraged to enter strange places or converse with strangers to collect coupons or labels. Advertisements including club promotions are strictly supervised. Children must not be encouraged to make nuisances of themselves in the interest of a product or purchase, it is specified.

The appendix covers 10 unacceptable products or services including money lenders, matrimonial agencies, undertakers, "specifics for slimming or bust development" (unless conforming to the British Code of Standards), contraceptives and cures for smoking or alcoholism. Even so, the appendix is brief compared to the NARTB's appendix with regulations and procedures.

In the case of mail order advertisements, under the British code it must be made clear "that the customer is entitled to return the goods within seven days if not satisfied and to obtain full refund of the purchase price."

Text of the British "Principles for Television Advertising" follows:

PREAMBLE

1. The general principle which will govern all television advertising is that it should be legal, clean, honest and truthful. It is recognized that this principle is not peculiar to the television medium but is one which applies to all reputable advertising in other media in this country. Nevertheless, television, because of its greater intimacy within the home, gives rise to problems which do not necessarily occur in other media and it is essential to maintain a consistently high quality of television advertising.

2. The detailed principles set out below are intended to be applied in the spirit as well as the letter and should be taken as laying down the minimum standards to be observed. They should be read in conjunction with the rules about specific classes of advertisements and methods of advertising which are set out in Appendix I. The program contractors, and the Authority, may in certain circumstances impose stricter standards than those here laid down and these principles do not override or supersede the standards of practice laid down by individual organizations as incumbent upon their own members and applying to their own particular trade or industry.

DEFINITION

3. The word "advertisement" has the meaning implicit in the Television Act, i.e., any item of publicity inserted in the programs broadcast by the Authority in consideration of payment to a program contractor or to the Authority.

LEGAL REQUIREMENTS

4. Advertisements must comply in every respect with the law, common or statute. In the case of some Acts, notably the Merchandise Marks Acts, rules applicable to other forms of advertising may not, on a strict interpretation of the Acts, cover television advertising. Advertisements must, however, comply in all respects with the spirit of those Acts.

FALSE OR MISLEADING ADVERTISEMENTS

5. No advertisement, taken as a whole or in part, shall contain any spoken or visual presentation of the product or service advertised, or statement of its price, which directly or by implication misleads. *In particular*

(a) *Special claims*—No advertisement shall contain any reference which is likely to lead the public to assume that the product advertised, or an ingredient, has some special property or quality which is in fact unknown, unrecognized or incapable of being established.

(b) *Scientific and technical terms*—Statistics, scientific terms, quotations from technical literature and the like must be used with a proper sense of responsibility to the ordinary viewer. The irrelevant use of data and jargon must never be resorted to to make claims appear more scientific than they really are. Statistics of limited validity should not be presented in such a way as to make it appear that they are universally true.

(c) *Imitation*—Any imitation likely to mislead viewers, even though it is not of such a kind as to give rise to a legal action for infringement of copyright or for "passing off," must be avoided.

DISPARAGING REFERENCES

6. No advertisement shall contain any statement intended to promote sales by unfair comparison with or reference to competitive products or services.

TESTIMONIALS

7. Documentary evidence of testimonials may be required as a condition of the acceptance of advertisements. The irresponsible use of testimonials must be avoided.

GUARANTEE

8. The word "'guarantee" should be used with caution and sparingly and only in relation to some specific description or quality and the detailed terms of any such guarantee must be available for inspection by program contractors. Where the guarantee is associated with an offer to return the purchase price, it must be made quite clear to what it applies and in what way it protects the purchaser.

COMPETITIONS

9. Advertisements inviting the public to take part in competitions where allowable under Section 3(3) of the Television Act, 1954, and the Betting & Lottories Act, 1934 (which requires the presence of an element of skill), should state clearly how prospective entrants may obtain the printed conditions including the arrangements for the announcement of results and for the distribution of prizes.

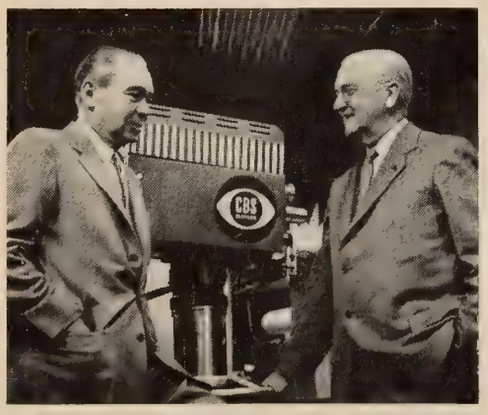
ADVERTISING IN CHILDREN'S PROGRAMS

10. No product or service may be advertised and no method of advertising may be used, in association with a program intended for children or which large numbers of children are likely to see, which might result in harm to them physically, mentally or morally, and no method of advertising may be employed which takes advantage of the natural credulity and sense of loyalty of children. *In particular*

(a) No advertisement which encourages children to enter strange places or to converse with strangers in an effort to collect coupons, wrappers, labels, etc., is allowed. The program contractor must investigate the details of any collecting scheme and satisfy himself that it contains no element of danger to children.

(b) No advertisement for a commercial product or service is allowed if it contains any appeal to children which suggests in any way that unless the children themselves buy or encourage other people to buy the product or service they will be failing in some duty or lacking in loyalty towards some person or organization whether that person or organization is the one making the appeal or not.

(c) No advertisement is allowed which leads



J. L. VAN VOLKENBURG (l), president of CBS-TV, and T. B. McCabe, president of Scott Paper Co., discuss Scott Co. sponsorship of three regular daytime quarter-hour segments on the network's *Garry Moore* and *Bob Crosby* variety shows. Two periods on the *Garry Moore Show* (Thursday, 10:00-10:15 a.m., and Friday, 10:15-10:30 a.m. EDT), began June 9 and 10, respectively. The *Bob Crosby* sponsorship (Thursday, 3:45-4:00 p.m. EDT) begins June 23.

COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV

No color during remainder of June.

NBC-TV

June 27 (8-9:30 p.m.) *Wide, Wide World.* Commercials in color. RCA through Grey Adv. and Kenyon & Eckhardt; Ford through Kenyon & Eckhardt.

[Note: This schedule will be corrected to press time of each issue of B•T.]

children to believe that if they do not own the product advertised, they will be inferior in some way to other children or that they are liable to be held in contempt or ridicule for not owning it.

(d) No advertisement dealing with the activities of a club is allowed without the specific permission of the program contractor who must satisfy himself that the club is carefully supervised in the matter of the behavior of the children and the company they keep and that there is no suggestion of the club being a secret society.

(e) While it is recognized that children are not the direct purchasers of many products over which they are naturally allowed to exercise preference, care should be taken that they are not encouraged to make themselves a nuisance to other people in the interests of any particular product or service.

Appendix I

Rules about specific classes of advertisements and methods of advertising.

1. Unacceptable Products or Services

Advertisements or products or services coming within the recognized character of, or specifically concerned with, the following should not be accepted:—

(a) money-lenders; (b) matrimonial agencies and correspondence clubs; (c) fortune tellers and the like; (d) undertakers or others associated with death or burial; (e) organizations companies, persons seeking to advertise for the purpose of giving betting tips; (f) unlicensed employment services, registers or bureaus; (g) specifics for slimming or bust development so far as they are not dealt with in the British Code of Standards; (h) contraceptives; (i) smoking cures and, (j) products for treatment of alcoholism.

N.B. An advertiser who markets more than one product may not use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of an unacceptable product.

2. Advertising of Medicines and Treatments

(a) *The British Code of Standards*

The advertising of medicines and treatments may be accepted on the Authority's service provided it complies with the basic standard of "The British Code of Standards in Relation to the Advertising of Medicines and Treatments" which is attached as Appendix 2.

(b) *Visual presentation of doctors, dentists, nurses, midwives, etc.*

In the advertising of medicines and treatments, statements, gestures or representations that give the impression of professional advice or recommendation should not be allowed.

3. Mail Order Advertisements

Advertisements for the sale of goods by mail order should not be accepted unless the contractor has satisfied himself that adequate stocks of the goods in question are carried and that they correspond with the description given in the advertisement. Such advertisements should not be accepted where an accommodation address is given.

All advertisements should make it clear that the customer is entitled to return the goods within seven days if not satisfied and to obtain full refund of the purchase price.

4. Homework Scheme Advertisements

The fullest possible particulars of any schemes must be supplied and where it is proposed to make a charge for the raw materials or the components and where the advertiser offers to buy back the goods made by the homeworker, the advertisement must not be accepted.

5. Financial Advertisements

In view of the importance of giving full information in connection with any offer to the public of debentures, bonds and shares and in view of the difficulty of ensuring that such information is given in the limited time of the normal television advertisement, invitations to invest should be limited to the following:—

(a) invitations to invest in British Government stocks (including National Savings certificates), stocks of public boards and nationalised industries in the United Kingdom and Municipal Government stocks in the United Kingdom;

(b) invitations to place money on deposit or share account with building societies;

(c) invitations to place money on deposit with the Post Office or any Trustee Savings Bank.

No advertisement should be allowed which contains any review of or advice about the stock market or investment prospects, or which offers to advise on investments.

6. Hire Purchase

Where a price is mentioned in an advertisement or reference is made to any form of instalment buying, care must be taken to ensure that the amounts quoted indicate to prospective purchasers how much extra money is required for hire purchase and do not mislead them into thinking that the total cost, inclusive of interest and additional charges and/or Purchase Tax, is less than is in fact the case.

7. Instructional Courses

Advertising offering courses of instruction in trades or subjects leading up to professional or technical examinations should not imply the promise of employment or exaggerate the opportunities of employment or remuneration alleged to be open to those taking such courses; neither should it offer unrecognized "degrees" or qualifications.

8. Betting (including Pools) Advertisements

Betting (including pools) advertisements will not be permitted for six months and the question will then be reviewed.

Food Ad Increases Expected

SURVEY conducted for General Foods Corp., White Plains, N. Y., among 40 food companies revealed that a majority believed there would be moderate increases in advertising expenditures for food products during the next 10 years, General Foods reported last week. Some 67% of companies queried indicated they expect "moderate increases" in their advertising budgets; 15%, "large increases"; 12%, "no increase," and 3%, "small decrease."

STANDARD AUDIT PLANS NEW STUDY

Firm, which conducted broadcast circulation measurement study in 1952, will launch another nationwide project in 1956, if enough stations subscribe to the service.

A NEW radio and tv circulation measurement study will be made next year by Standard Audit & Measurement Services Inc., New York, if enough stations indicate their intent to subscribe, it was disclosed last week by SAMS, which made its last such study in 1952.

In a letter to all stations, with which contract forms were enclosed, SAMS President Owen Smith indicated that his firm has developed improved research techniques since 1952. He cited a "new ballot which will provide data in such a manner as to eliminate any claim of discrimination against any type of station." Also developed, he said, is electronic tabulating equipment which promises to lower costs and speed up measurement.

A top "radio researcher or firm" to oversee the operation would be selected by SAMS as in the case of the 1952 Standard Circulation Measurement. Dr. Kenneth H. Baker, then president of SAMS, was in charge of the 1952 study. He now is a vice president of Market Research Corp. of America [B•T, Jan. 3].

Mr. Smith said many improved features of the study "will make it the most effective sales tool for the radio and television broadcasters."

Under terms of the contract, first mailings would be made between Feb. 15 and March 10, 1956. SAMS would provide the station with 100 copies of a printed station audience report showing estimated audience for the station for each city of 10,000 or more population that lies outside of a metropolitan county, for each city of 25,000 or over that is located within the county and for each county in which the report reveals the station to have an estimated audience of not less than 10% of the radio families in the city or county.

Also to be provided is a "confidential area report" showing the estimated audience of each radio or tv station depending on whether the subscriber is a radio or tv station that has an estimated audience of not less than 10% of radio or tv families in the counties and cities which fall in the subscriber's area.

Estimated audiences will be designated as daytime (before dark) and nighttime (after dark) listening periods, and grouped for six or seven days (or nights) per week and three or more days (or nights) per week as well as one or more days (or nights) per week. SAMS' charges were not revealed.

HOOPER PLANS NEW SERVICE

C. E. HOOPER Inc. said Thursday it is offering a new tv and radio monitoring service on commercials [B•T, June 6].

Cities now covered on "a regular and continuing basis," according to the Hooper firm, include New York, Chicago, Los Angeles, Boston, Philadelphia, Washington, Baltimore, Pittsburgh and San Francisco. More cities will be added "shortly," it was said. Cooperating with Hooper in the servicing are American Research Bureau Inc. and Broadcast Advertisers Reports Inc. Subscribers can choose product categories and cities at will, according to Hooper. Number of stations monitored "on the current cycles": 30 in tv, 46 in radio. The

service is called "Monitored Commercials With Audience Ratings."

The workings of the new service, as described by the Hooper company:

"This service can be most simply described as a detailed compilation and summary of broadcast commercials for all leading brands of a given product category, in a single metropolitan market, in one week. The appropriate audience rating is then applied to each commercial. In order to provide a common denominator for the commercials, each audience rating is then multiplied by a weighting factor, reflecting the length of the commercial.

"As a result of this multiplication, a figure called the 'Hooper Index of Commercial Exposure' is obtained. The 'Hooper indexes' can be added, and their sum constitutes a measurement of the total audience exposure to television and radio commercials on behalf of a brand. Thus the brands can be compared as to their relative quantities of audience exposure.

"Position of brands stands out clearly on the summary page. The detailed pages document the position—showing precisely what programs and spot schedules were employed to obtain the total audience exposure."

TV DAYTIME RATES CALLED REALISTIC

Tv report to national advertisers by Avery-Knodel, station representative, says daytime rate structures are dropping when compared to higher nighttime rates.

TV's daytime advertising rates are becoming more realistic, an Avery-Knodel tv report to national advertisers asserts. In a presentation prepared by the station representative's television division, advertisers are being told that daytime rate structures of tv stations are dropping when compared to the higher nighttime rates.

Noting that in tv's early development stations pegged daytime rates at about 50% of nighttime costs along established radio patterns, Avery-Knodel's report says, "currently more and more stations are abandoning this practice for one which provides greater value for all advertisers." The firm states that an analysis of the rate structures of all the tv stations it represents nationally shows that "37% of Avery-Knodel stations currently set daytime rates at percentages which vary between 29% and 40% of nighttime costs."

Thus, the report asserts, the daytime rates generally are only one-third as great as those which apply at night. "In addition, some stations now have established saturation plans with rates even more favorable," the report continues.

The Avery-Knodel presentation points up national spot advertising—advantages open to it on daytime tv. Daytime spot tv, Avery-Knodel says, has assumed "major dimensions." No national advertiser can "afford to overlook" the factors bringing about the daytime evolution—neither the advertiser now using daytime tv on a selective local market basis nor the national advertiser who has not yet invested in daytime tv.

Among the figures marshalled by Avery-Knodel in its presentation: more than 61% of women in tv homes watch tv during hours before 6 p.m. in an average week (Mon.-Fri.); an estimated 35% of dollars invested in tv are spent during daytime hours; some $70 million will be spent in 1955 in spot tv during daytime hours only; number of tv-owning families in the U. S. has increased 111% in three years; the percent of tv sets-in-use—in a Nielsen comparison of the percentage of sets turned on during daytime hours January 1954 vs. January 1955—showed increases over the previous year in six out of the 10 daytime hours. In one of the remaining hours, tune-in remained the same.

Included in the presentation is data indicating a drop in "cost-per-thousand potential viewing homes" in certain markets in the last three years, success stories of typical local daytime tv shows and a discussion of competitive programming having increased the variety and appeal of daytime shows.

Other "factors" of daytime spot tv, Avery-Knodel observes, are market-by-market variation in viewing habits and merchandising on the local retail level by local daytime personalities. The latter includes personal endorsements of products, appearances at business and civic functions and special store promotions, calls on retailers, brokers and distributors, availability for dealer meetings and sometimes providing an opportunity for product sampling.

LATEST RATINGS

ARB

Top 10 Tv Programs for Entire 1954-55 Season

	Program	Rating
1.	You Bet Your Life (NBC)	50.9
2.	Jackie Gleason (CBS)	50.4
3.	Toast of the Town (CBS)	49.3
4.	I Love Lucy (CBS)	49.0
5.	Dragnet (NBC)	43.6
6.	Two for The Money (CBS)	42.3
7.	Jack Benny (CBS)	42.1
8.	Disneyland (ABC)	41.1
9.	George Gobel (NBC)	41.0
10.	This Is Your Life (NBC	39.8

NIELSEN

Top 10 Television Programs
Two Weeks Ending May 21, 1955
Number of Tv Homes Reached

Rank	Program	Homes (000)
1.	I Love Lucy (P&G) (CBS)	15,148
2.	I Love Lucy (Philip Morris) (CBS)	13,896
3.	Disneyland (ABC)	13,503
4.	George Gobel Show (Armour) (NBC)	13,386
5.	Jackie Gleason Show (CBS)	13,217
6.	George Gobel Show (Pet Milk) (NBC)	13,190
7.	Dragnet (NBC)	12,822
8.	Toast of the Town (CBS)	12,655
9.	Your Hit Parade (Warner) (NBC)	12,060
10.	Martha Raye Show (NBC)	11,662

Percent of Tv Homes Reached
Program Station Basis

Rank	Program	Homes (%)
1.	I Love Lucy (P&G) (CBS)	46.0
2.	I Love Lucy (Philip Morris) (CBS)	42.2
3.	Jackie Gleason Show (CBS)	42.0
4.	Disneyland (ABC)	41.6
5.	George Gobel Show (Armour) (NBC)	40.7
6.	George Gobel Show (Pet Milk) (NBC)	40.3
7.	Toast of the Town (CBS)	39.4
8.	Dragnet (NBC)	39.2
9.	Your Hit Parade (Warner) (NBC)	37.2
10.	This Is Your Life (Hazel Bishop) (NBC)	36.6

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TRENDEX

Top 10 Tv Programs June 1-7

1.	I Love Lucy (CBS)	31.5
2.	Jackie Gleason (CBS)	30.8
3.	You Bet Your Life (NBC)	29.1
4.	This Is Your Life (NBC)	25.7
5.	Your Hit Parade (NBC)	23.3
6.	Talent Scouts (CBS)	22.6
7.	Comedy Hour (Martin and Lewis) (NBC)	22.1
8.	Dragnet (NBC)	22.0
9.	Video Theatre (NBC)	22.0
10.	Person to Person (CBS)	21.8

LEVER BROS. ELECTS SCHACHTE AD V.P.

In second announced appointment Barnett becomes assistant to the president.

HENRY SCHACHTE, vice president Bryan Houston Inc., New York, has been elected advertising vice president of Lever Bros. Co,. effective June 27, it was announced last week by William H. Burkhart, president.



MR. SCHACHTE

James A. Barnett, consumer relations vice president for the past three years, becomes assistant to the president.

Mr. Schachte will act in an advisory capacity to marketing divisions and the company's general management on advertising and promotion. He also will have administrative responsibility for promotion and advertising services, marketing research and public relations.

Before joining Bryan Houston, Mr. Schachte was director of advertising, Borden Co.; account executive at Young & Rubicam, and industrial ad copywriter at General Electric Co. He is a member of the board and past chairman of Advertising Research Foundation and a professional member of Alpha Delta Sigma, advertising fraternity.

Decaf, Bromo Quinine Move to New Agencies

TWO major advertisers—Nestle Co. and Grove Labs—have appointed new agencies to help advertise their products.

The Nestle Co., White Plains, N. Y., named McCann-Erickson, New York, effective Sept. 1, to handle the Nestle's instant coffee brand, which has an approximate $1 million advertising budget. The product has been serviced by Bryan Houston Inc., which will continue to handle Nescafe, and Dancer-Fitzgerald-Sample will represent Decaf (Nestle's new decaffeinated coffee).

In announcing the move of Nestle's instant coffee to McCann-Erickson, Donald Cady, vice president of the firm, explained that "sales and distribution on this brand have risen to the point where the brand requires separate agency representation."

Radio and television probably will be used.

Grove Labs Inc. named Benton & Bowles, New York, to handle advertising, effective immediately, for its Bromo Quinine product. Latter has been serviced by Gardner Adv., St. Louis. This is the third account that Benton & Bowles had won within the past fortnight. The others were Studebaker-Packard [B•T, June 13] and Florida Citrus Commission [B•T, June 6].

Three Sign for 'Garry Moore'

CBS-TV announced last week that with the signing of three new sponsors, the *Garry Moore Show* (Mon.-Thurs., 10-11:30 a.m. EDT) continues "sold out." New sponsors are Prudential Insurance Co. of America, Newark, N. J., through Calkins & Holden, New York; Toni Co., Chicago, through Leo Burnett Co., Chicago, and the S. O. S. Co., Chicago, through McCann-Erickson, New York.

Bait Ads Still Plague Better Business Bureaus

BAIT ADVERTISING is still the major headache of Better Business Bureaus across the nation, George Young, head of the Cincinnati BBB and chairman of the organization's National Bait Advertising Committee, reported last week. He cited voluntary steps by radio-tv in various communities, however, as examples of media cooperation which will help to lessen this evil.

Presiding at a session on bait advertising Tuesday during the week-long annual convention of the Assn. of Better Business Bureaus in Minneapolis, Mr. Young called on local BBBs to select carefully a few test cases for court litigation in those areas where local or state laws now ban baiting. He urged the local bureaus not to vacillate in their anti-bait policies and hoped the media trade publications would continue to support adoption of suitable anti-bait laws.

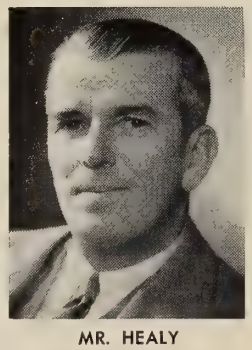
He noted Maine and Tennessee have followed Massachusetts in putting anti-bait statutes into effect while some 12 other states have similar legislation pending. He commended NARTB for its aid in encouraging voluntary radio-tv action.

In other convention activities, the association voted to tackle another growing problem this year—false advertising of comparative prices (sale price over "list" or "value").

Ken Willson, national BBB president and head of its Radio-Tv Committee, told another session Tuesday that the set servicing situation is improving, with 46 local bureaus reporting fewer complaints last year as 20 bureaus reported no change and only six reported more protests about set service advertising or service practices. BBB has been cooperating with Radio-Electronics-Tv Mfrs. Assn. in this respect.

Robert E. Healy Elected McCann-Erickson Exec. V.P.

ROBERT E. HEALY, vice president of McCann-Erickson, has been elected executive vice president of the agency, effective immediately, Marion Harper Jr., McCann-Erickson president, announced last week. Mr. Healy joins Emerson Foote, who was elected executive vice president in 1952 in the general management of the agency. Mr. Healy will be responsibile for New York office.



MR. HEALY

Rams, 49'ers Radio-Tv Plans Announced by S. F. Brewing

TV-RADIO plans of the Los Angeles Rams and San Francisco 49'ers, professional football teams, for this season were announced last week by the San Francisco Brewing Co. (Burgermeister Beer), San Francisco, which last spring purchased national broadcast rights to the games of both teams.

For the second consecutive year, Mutual-Don Lee Broadcasting System stations will broadcast the full Rams-49'ers schedules in seven western states for Burgermeister Beer.

ABC-TV Western Div. has signed to telecast a total of 17 games during a four-month period starting Aug. 6. Twelve stations will carry the games: KABC-TV Hollywood; KHSL-TV Chico; KFMB-TV San Diego; KEYT (TV) Santa Barbara; KVEC-TV San Luis Obispo; KBAK-TV Bakersfield; KJEO (TV) Fresno; KGO-TV San Francisco; KCCC-TV Sacramento, all Calif.; KLRJ-TV Henderson, Nev.; KZTV (TV) Reno, and KING-TV Seattle.

Agency for San Francisco Brewing Co. is BBDO, San Francisco.

N. W. Ayer's Jordon Retires After 40 Years With Agency

C. L. JORDAN, executive vice president of N. W. Ayer & Son, Phila., retired Friday to devote his time to his work as international chairman of the celebration of the 250th anniversary of the birth of Benjamin Franklin. He will continue as a member of the agency's board of directors.

Mr. Jordan, who joined the agency in 1915 as a copywriter, is a pioneer in sponsored radio and television programs. He worked on what was described as the first regularly-sponsored radio program—*The EverReady Hour*—in 1923 and on telecasts of U. of Pennsylvania football games for Atlantic Refining Co. in 1940.

He joined the agency as a copywriter in 1915.

Mayers, Others Promote L. A. 'Advertising Center'

PROPOSAL to establish a Los Angeles "Advertising Center," to contain advertising agencies and agency services within one building or group of buildings, has been advanced by Henry Mayers, president, The Mayers Co., Los Angeles.

Mr. Mayers said that a survey undertaken by himself and his group had disclosed interest in the project by 21 agencies and 19 services.

Among facilities to be provided prospective tenants would be sound-recording and film-editing studios and projection rooms, a co-operative research bureau and a media library.

Besides Mr. Mayers, seven other unidentified Los Angeles area agency heads are active in promoting the proposed center, to be located near the freeway network somewhere between Hollywood and downtown Los Angeles.

Tv Can Sell Modern Homes, Nelson Tells Texas Builders

MODERN HOMES can be sold via tv—"the modern way"—Raymond E. Nelson, Television Bureau of Advertising director of national spot sales, told a Lubbock (Tex.) home builders association dinner meeting last week. The dinner was held under the auspices of KDUB-TV there, with W. D. (Dub) Rogers, president of the station, officiating.

Mr. Nelson noted tv real estate successes, the high incidence of set ownership among younger families and the five hours daily use of these sets. "Television for the builder reaches the audience with the desire to buy, the reason to buy, and the money to buy," he said.

'3 for Tonight' on CBS-TV

GENERAL FOODS (instant Maxwell House coffee and Swansdown products), New York, will sponsor the hour-long musical *3 for Tonight* on CBS-TV on Wednesday at 10-11 p.m. The program stars dancers Marge and Gower Champion, and singer Harry Belafonte. The Paul Gregory musical ends its New York run as a legitimate theatrical production on Saturday and will reopen at the Greek Theatre in Hollywood following the one-time television broadcast. Benton & Bowles, New York, is agency.

NETWORK NEW BUSINESS

Gillette Co., Boston, on its "Calvacade of Sports" will sponsor annual All-Star baseball game July 12 in Milwaukee on NBC-TV, which is carrying game for sixth straight year. Canadian Broadcasting Corp. will pick up telecast for second year.

Slenderella Systems Inc. (reducing systems), starts co-sponsorship of *Ruth Ashton's Women's News Desk* (Mon.-Fri., 2:30-2:40 p.m. PDT) on nine Columbia Pacific Radio Network stations for 52 weeks from today (Mon.). Agency: Management Assoc. of Conn. Inc.

NETWORK RENEWALS

Sylvania Electric Products, Buffalo, N. Y., renews for fifth consecutive year *Beat the Clock,* (CBS-TV, Sat., 7:30-8 EDT). Agency: J. Walter Thompson Co., N. Y.

Sterling Drug, N. Y., has renewed for seventh year *My True Story* (ABC Radio, Mon.-Fri., 10-10:25 a.m. EDT), effective July 14 for 52 weeks. Agency: Dancer - Fitzgerald - Sample, N. Y.

Dodge Div., Chrysler Corp., Detroit, has renewed on ABC-TV *Break the Bank* (Sun., 10-10:30 p.m. EDT), effective July 3, and *Make Room for Daddy* on alternate weeks (Tues., 9-9:30 p.m. EDT), starting July 12. Agency: Grant Adv., Chicago.

AGENCY APPOINTMENTS

Fisher Nut Co., St. Paul, appoints Bozell & Jacobs, Minneapolis. Tv campaign in midwest markets will be used.

R. B. Davis Co. (baking products), Hoboken, N. J., names BBDO, N. Y., to handle advertising for Cocomalt.

Tippa Products Co. (imported West German typewriters), **Addiator Sales Co., Torpedo Sales Co.** and **Jack Schwartz Productions,** all L. A.; **Tubin Engineering Co.,** Burbank, Calif; and **P. Gossen Co.,** Erlangen, and **Torpedo Werke,** Frankfort/Main, both West Germany, name Nat Tanchuck Adv., L. A.

Anatole Robbins Cosmetics, L. A., names Carson, Roberts Adv. there.

John Poole Broadcasting Co. (KBIF Fresno, Calif.) names Cliff Furgurson Adv., same city.

Shure Bros. Inc. (microphones, acoustic devices), Chicago, has appointed Stral Adv. Agency, same city.

Borg Scale Div. of Borg-Erickson Corp., Chicago, appoints Fletcher D. Richards Inc., Chicago, effective June 30 with retirement from business of Wallace-Ferry-Hanly Co., Chicago.

Wyler & Co. (packaged soup), Chicago, appoints Schwimmer & Scott, same city.

Wilson Milk Co. div. of Dean Milk Co., Franklin, Ill., appoints Clinton E. Frank Inc., Chicago.

Consolidated Food Processors Inc. (Monarch "Mocha-Rich" coffee), Chicago, appoints Olian & Bronner Inc., same city, to handle advertising for new product. Radio-tv being used.

Voice of Prophecy Inc., Glendale, Calif., appoints Milton B. Carlson Co., L. A. ABC and

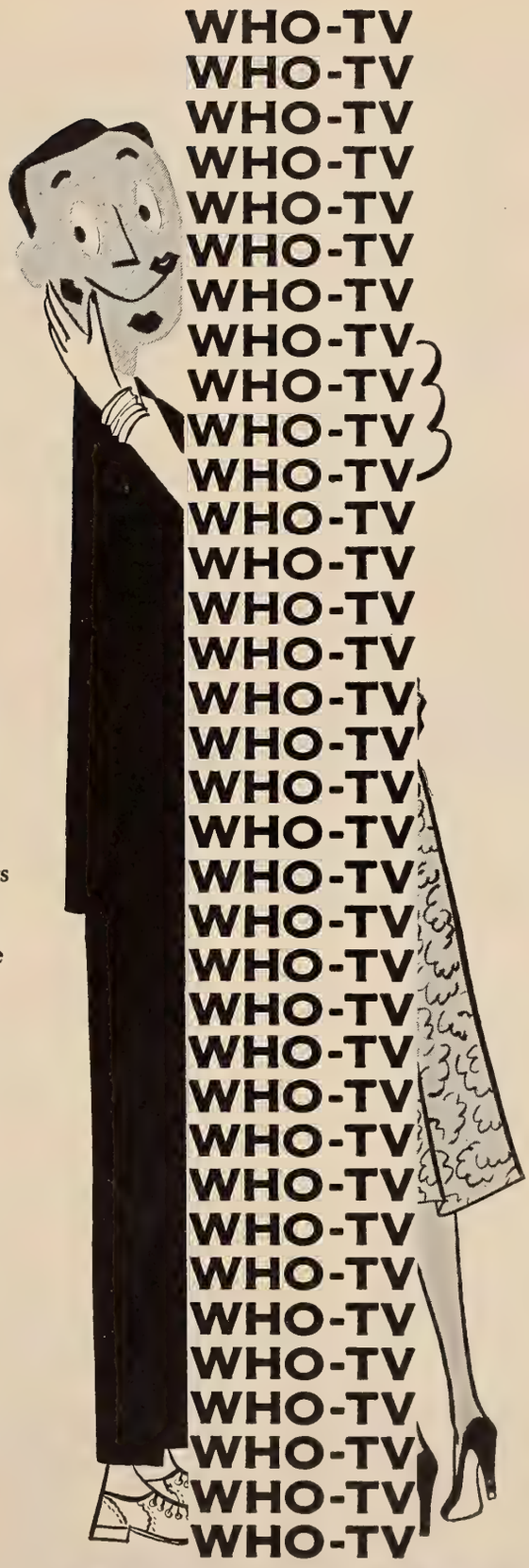
(A&A continues on page 52)

You know what's happening!

RADIO advertisers and agencies have known for many years that WHO, Des Moines, is one of the nation's *greatest* radio stations — the biggest, most popular, most productive station in Iowa Radio.

For the sake of all you successful *new* TV people, that fact helps explain why WHO-TV, in one short year, has become one of the nation's *top* television stations.

Suggestion: Next time you talk with the wisest "old hand" you know in radio or television — ask about WHO-TV. Better still, ask Free & Peters!

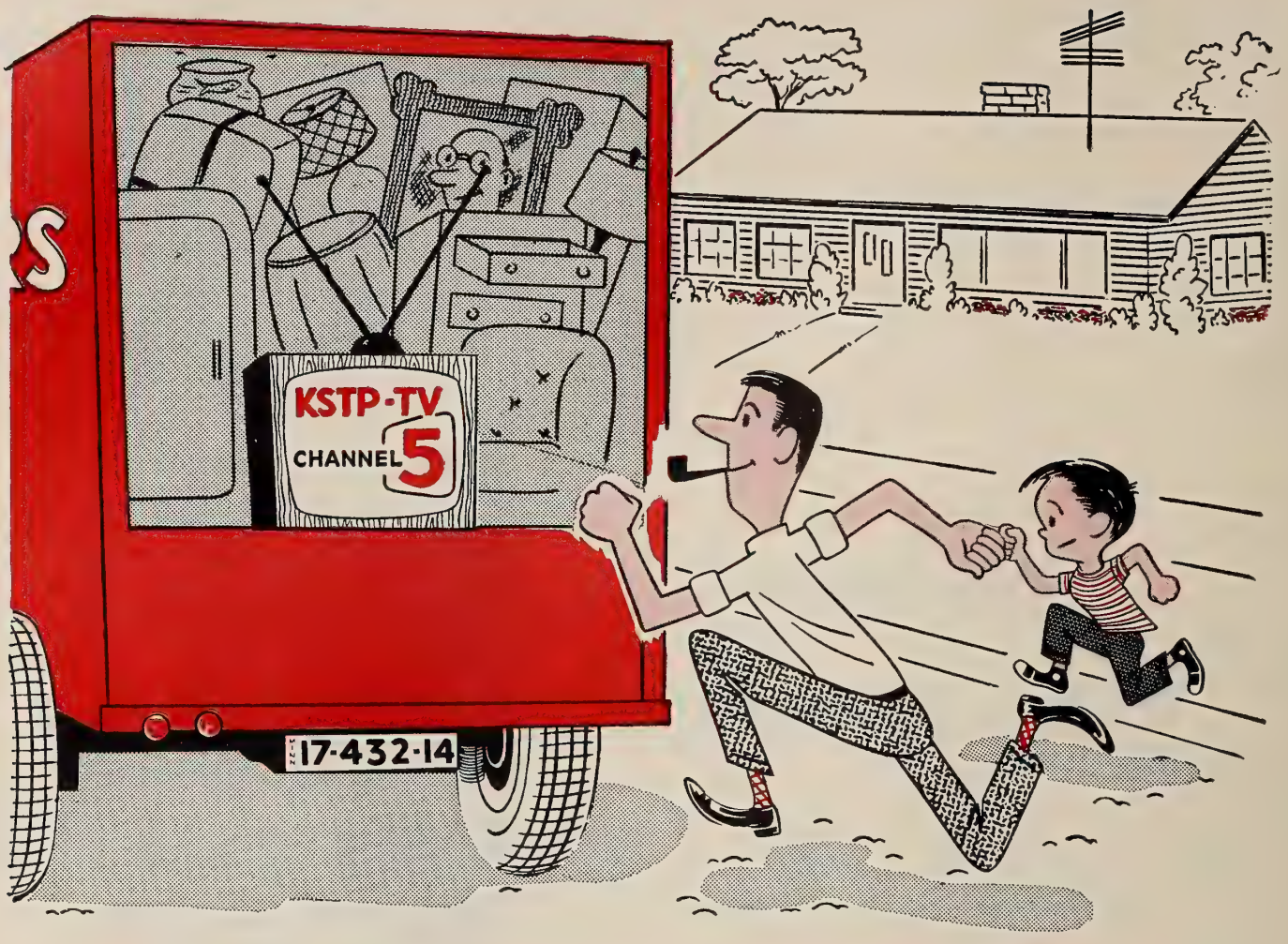


WHO-TV

Channel 13 • Des Moines • NBC



Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Free & Peters, Inc.
National Representatives



There's no substitute for LISTENER LOYALTY

The listener-loyalty which KSTP-TV has won through superior entertainment, talent, and showmanship shows up again in the latest ratings:

From 6:30 AM until midnight, seven days a week, KSTP-TV leads all other Minneapolis-St. Paul television stations in average program ratings.*

In this rich, active-buying Northwest market which includes more than 600,000 television homes and commands a spendable income of FOUR BILLION DOLLARS, KSTP-TV has long been the leader. It is the Northwest's *first* television station, *first* with maximum power, *first* with color TV and, of course, *first* in audience.

This listener-loyalty is important to *you* because it means *sales* for you. To put your advertising dollars to work most effectively and most efficiently, KSTP-TV is your *best* buy in the great Northwest!

**Weekly average, ARB Metropolitan Area Report, April, 1955.*

KSTP-TV CHANNEL 5 100,000 WATTS

MINNEAPOLIS • ST. PAUL **Basic NBC Affiliate**

"The Northwest's Leading Station"

EDWARD PETRY & CO., INC. • NATIONAL REPRESENTATIVES

SOARING MEDIUM: TV'S UP A THIRD

IT BROUGHT IN $593 MILLION IN '54—FCC

TOTAL television revenues during 1954 soared to $593 million, 37% above 1953, according to final tabulations announced last week by FCC's Economics Division [CLOSED CIRCUIT, June 13]. The video industry's broadcast profits (before Federal income tax) increased to $90.3 million, 33% above 1953.

Networks and pre-freeze vhf stations showed marked gains, but post-freeze vhf and uhf stations, as groups, reported losses with uhf showing a greater deficit last year ($10 million) than in 1953 ($6.3 million). Post-freeze vhf, however, showed an improvement in its loss figure, going in the red only $3.8 million in 1954 as against a $4.2 million loss in 1953.

The four tv networks and their owned-and-operated stations accounted for some 52% of the industry's total revenues last year. This group reported an increase in total business of approximately 32% with profits (before Federal income tax) amounting to double those of 1953. Networks and their o&o outlets grossed $306.7 million in revenue last year as against $231.7 million in 1953 and $180.2 million in 1952. On the profit side, this group enjoyed a total of $36.5 million in 1954, compared with $18 million in 1953 and $9.9 million in 1952.

The nation's 92 pre-freeze vhf stations grossed $200.9 million in revenues in 1954, compared with $174.5 million in 1953 and $142.2 million in 1952.

Broadcast expenses continued to increase in all categories last year, the FCC report disclosed. But expenses for the post-freeze vhf stations more than trebled in 1954, totaling $63.8 million, as compared to $20.3 million in 1952. Uhf station expenses last year were double those of 1953.

BROADCAST REVENUES, EXPENSES, AND INCOME OF 4 TELEVISION NETWORKS AND 410 TV STATIONS

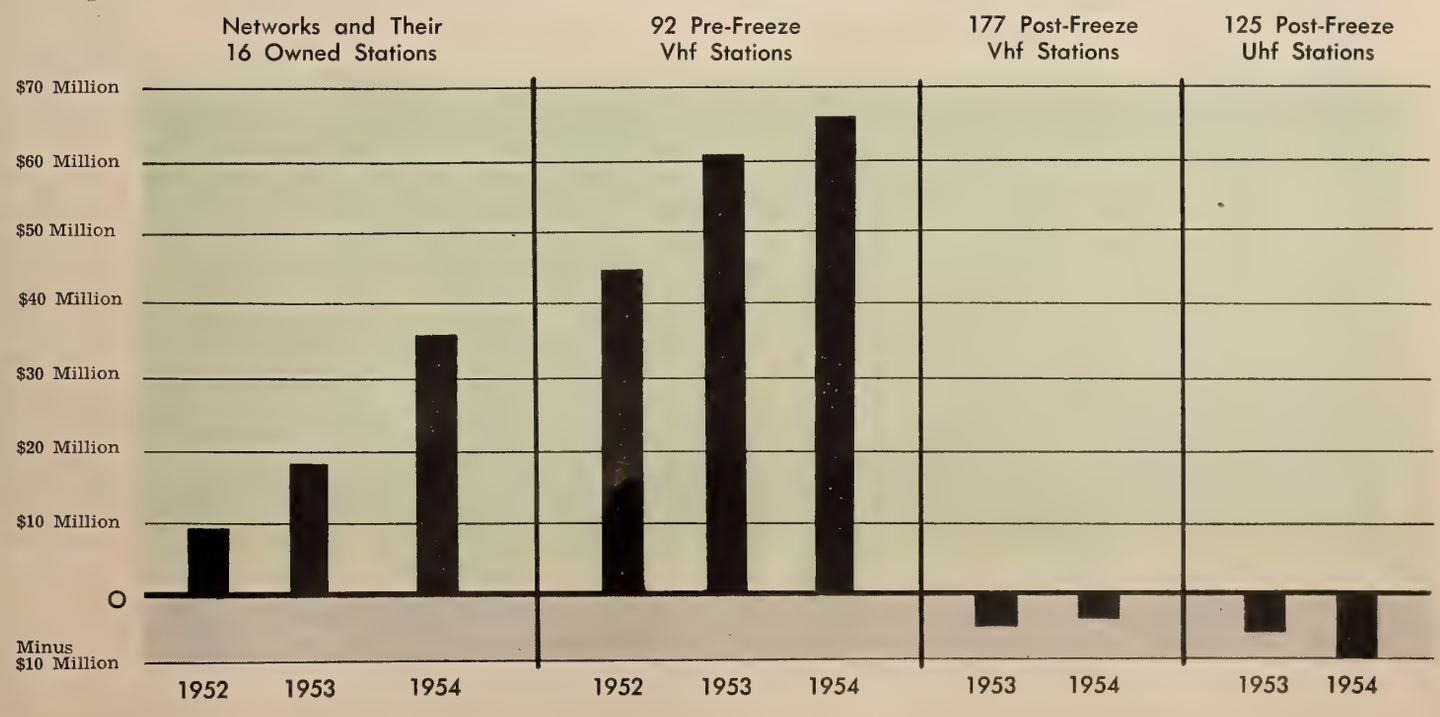
($ Millions)	1954	1953[2]	1952[1]
Broadcast Revenues			
4 Networks (including 16 owned and operated stations)	$306.7	$231.7	$180.2
92 Pre-Freeze television stations	200.9	174.5	143.4
Subtotal	507.6	406.2	323.6
Post-Freeze television stations:			
177 vhf stations	60.0	16.1	0.6
125 uhf stations	25.4	10.4	
Industry total	$593.0	$432.7	$324.2
Broadcast Expenses			
4 Networks (including 16 owned and operated stations)	$270.2	$213.7	$170.3
92 Pre-Freeze television stations	133.3	114.0	97.6
Subtotal	403.5	327.7	267.9
Post-Freeze television stations:			
177 vhf stations	63.8	20.3	0.8
125 uhf stations	35.4	16.7	
Industry total	$502.7	$364.7	$268.7
Broadcast Income (Before Federal Income Tax)			
4 Networks (including 16 owned and operated stations)	$36.5	$18.0	$ 9.9
92 Pre-Freeze television stations	67.6	60.5	45.8
Subtotal	104.1	78.5	55.7
Post-Freeze television stations:			
177 vhf stations	(3.8)	(4.2)	(0.2)
125 uhf stations	(10.0)	(6.3)	
Industry total	$90.3	$68.0	$55.5

( ) Denotes loss.

[1] 1952 data covers 4 networks and 15 owned and operated stations; 93 pre-freeze and 14 post-freeze tv stations.

[2] 1953 data covers 4 networks and 16 owned and operated stations; 92 pre-freeze and 226 post-freeze stations (114 vhf and 112 uhf).

THE PROFIT AND LOSS OF TELEVISION BROADCASTING





left to right: **Emmett C. McGaughey** – *Executive Vice President, West Coast, Erwin, Wasey & Co., Ltd.* **Paul H. Willis** – *Assistant Vice President, Carnation Company.* **Norman Best** – *Vice President, Erwin, Wasey & Co., Ltd.* **Glenn Bohannan** – *Radio-TV Media Director, Erwin, Wasey & Co., Ltd.* **E. A. Gumpert** – *Advertising Manager, Milk Products Division, Carnation Co.* **Walter Davison** – *Western Division Sales Manager, Television, NBC Spot Sales.*

Candid photo by Elliott Erwitt. Taken at the Carnation Home Service Department Test Kitchen, Los Angeles.



the Carnation Company and its agency, Erwin, Wasey, are Sold on Spot as a basic advertising medium!

Carnation, one of America's top-ranking food companies, makes Spot Radio and Spot Television a prominent part of its master advertising plan.

Spot is used as a local selling tool in specific markets. Guided by sales conditions in each market, Carnation buys:

20-SECOND STATION BREAKS: to reach nighttime Radio and TV audiences at relatively low cost and, in Television, to demonstrate uses of the product visually.

MINUTE PARTICIPATIONS: to benefit from the selling personalities and reputations of *local* Radio and Television talent within their individual markets.

Complete flexibility of timing and market selection . . . low costs with high sales return . . . are Spot's basic advantages for Carnation. Spot can sell hard for you, too!

Ask your agency or an NBC Spot Sales representative. More and more advertisers are Sold on Spot because more customers are Sold on Spot . . . *and some Spots are better than others.*

representing RADIO STATIONS:

KNBC *San Francisco*
KSD *St. Louis*
WRC *Washington, D. C.*
WTAM *Cleveland*
WAVE *Louisville*
KGU *Honolulu*
WRCA *New York*
WMAQ *Chicago*
and the **NBC Western Radio Network**

representing TELEVISION STATIONS:

WRC-TV *Washington, D. C.*
WNBK *Cleveland*
KPTV *Portland, Ore.*
WAVE-TV *Louisville*
WRGB *Schenectady-Albany-Troy*
KONA-TV *Honolulu*
WRCA-TV *New York*
WNBQ *Chicago*
KRCA *Los Angeles*
KSD-TV *St. Louis*

NBC **SPOT SALES**

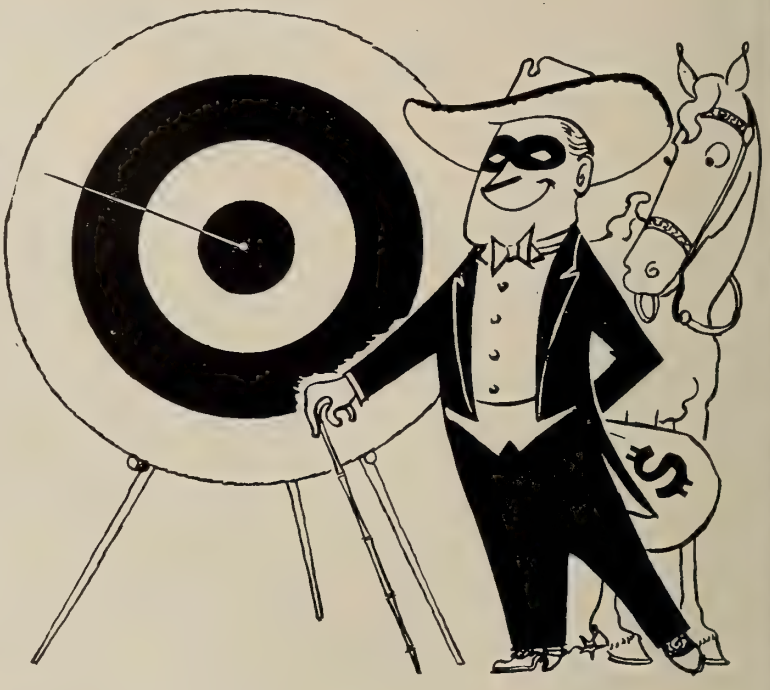
30 Rockefeller Plaza, New York 20, N. Y.
Chicago Detroit Cleveland Washington
*San Francisco Los Angeles Charlotte**
Atlanta Dallas* *Bomar Lowrance Associates*



Sioux City Sue makes a hit

with the Lone Ranger's faithful sponsor





KVTV gallops off with 1st place in General Mills' Lone Ranger Contest

Sioux City Sue and her offspring won the $1000 first prize for KVTV and that ain't buffalo chips. Wheaties and Cheerios moved faster than Hi Ho Silver as a result of KVTV's promotion and advertising.

We were happy to win, of course, but not surprised. 2 national awards in less than 6 months means KVTV learned the sales trails well from big sister WNAX-570 — an old hand at ropin' and tyin' consumers. Corral that sales-merchandising know-how with KVTV's dominant position and you'll start a buying stampede everytime. Your Katz man will get you in the bunkhouse.

CBS • ABC

KVTV
Channel 9

SIOUX CITY, IOWA

Serving Iowa's second largest market. A Cowles Station, under the same management as WNAX-570, Yankton, South Dakota. Don D. Sullivan, Advertising Director.

DO THEY WANT A TOLL?

- ***IN COLUMBUS, OHIO, 70% WANT TELEVISION TO REMAIN FREE***
- ***27% ARE INTERESTED IN FEE TV, BUT ONLY 7% WANT ALL FEE***
- ***65% WOULDN'T APPROVE IT, 13% WOULD, 12% ASK CONDITIONS***

HOW do people feel about pay-as-you-see tv?

Not so enthusiastic, Elmo Roper & Assoc. says.

Roper found that only 27% of 449 Columbus, Ohio, tv set owners were "interested" in pay tv if one channel were to put on scrambled programs during prime nighttime viewing hours.

This figure fell to a low of 7% still interested in fee tv when set owners were asked to make a choice between paying for all tv programs or continuing to maintain all channels free as now.

According to last week's announcement by CBS, that network asked the Roper organization to determine the attitude of people to pay tv. It said it had nothing to do with choosing the market, the sample or the questions.

The Roper organization explained that it chose Columbus because there were three tv stations there. It interviewed 504 people, it reported, of whom 449 had tv receivers. The interviews were conducted May 18-21, inclusive.

There have been other surveys on pay tv, but all have shown a sizeable majority in favor of subscription tv. This is the first survey by a major opinion poll practitioner which overturns these up-to-now accepted results on whether people are willing to pay for their tv programs.

Interestingly enough, of the 28% of the 449 set owners who said they would like changes made in the kinds of programs now offered on tv, most said they would like to see more sports, more live sports, more educational and cultural programs, more good music, less mystery and murder programs, less crime and horror programs (particularly in children's hours).

Only 12% of these 128 dissatisfied set owners said they wanted fewer commercials.

Satisfied with tv as it is were 70% of the 449 tv set owners.

The survey also showed the number of hours tv is now watched under the present system of free tv. Between 8 and 10 p.m., 35% of the 449 set owners watched tv more than 10 hours weekly, 37% between 6½ and 10 hours weekly, 25% up to six hours weekly, and 3% none at all.

This totaled 3,799 hours viewed per week, with an average of 8.7 hours per week for all those who watch, and 8.5 hours a week for all 449 set owners.

If all channels were pay tv, this is the number of hours tv would be watched: 24% of the 127 set owners in favor of pay tv would watch more than 10 hours, 35% from 6½ to 10 hours, 29% up to six hours, and 12% not at all. This totals 914 hours watched, with an average of 8.2 hours per week per watcher or 7.2 hours per week per set owner.

Those in favor of pay tv under all conditions estimated they would spend $3.57 per week on toll tv. Most agreed they would cut this by about $1.50 because it was too high. But 23% of the 127 set owners felt $3.57 was not too much to pay for tv programs of their choice.

In the first question regarding pay tv, which explained what subscription tv was and suggested that there might be one station which would put pay programs on from 8 to 10 p.m. in place of the free programs it now carries and that the costs might run from 50¢ to $1.25 per show, the 449 set owners answered in this way:

Interested	27%
Not interested	62%
Don't know or depends	10%
No answer	1%

After the respondents were given some more explanations about pay tv, they were asked whether they wanted this service on one channel or would they rather have the channel remain on a free basis. The answers of the 449 set owners were:

Would want it	22%
Would not want it	70%
Don't know or depends	6%
No answer	2%

The 127 set owners who were definitely in favor of pay tv, or who didn't know, were asked whether they would be in favor of toll tv if it meant all programs would have to be paid for. The answers came out this way:

In favor	32%
Not in favor	55%
Don't know or depends	9%
No answer	4%

This hard core of pay tv enthusiasts (52 set owners) were then put to the acid test. They were told that if broadcasters could make more money on pay tv, all the good tv shows, including morning and children's programs, might go on a pay-as-you-see basis, with the costs of these about 10-15¢ per half hour. The interviewee was asked if he was willing to pay for all good shows in order to get top Broadway shows, top sports events, first run movies and other things he can't now get, or whether he would rather have all channels free with their present kinds of shows. This is how this group answered:

Yes, would pay	62%
No, would rather have all free	13%
Don't know	17%
No answer	8%

In a comparative table of the four major questions, Roper found the following results:

In a final series of questions, the 449 set owners were asked whether they would authorize pay tv or not if they were in position where they had to make the decision. It was explained that pay tv proponents claim that pay tv would supplement free tv, whereas opponents of toll tv claim it would supplant free tv.

The vote was:

Would authorize it	13%
Would not authorize it	65%
Would authorize it but—or would not authorize it unless	12%
Don't know or no answer	10%

Of the 403 set owners who had an answer one way or the other on this question, the reasons given by 74% who would not authorize pay tv were heavily in these categories: (1) Already spent enough on a tv set, or, if we pay for programs we should get a free set; (2) satisfied with present setup; (3) can't afford it; would be too expensive; (4) would eventually have to pay for all programs. The 25% who said they would authorize pay tv gave the following top reasons: (1) Would like to see better programs on tv; (2) in favor as long as there would still be some free tv; (3) in favor if restricted, controlled, limited amount of time, special occasions, special programs. Those not answering or having no opinion amounted to 4%.

A QUARTER-CENTURY OF BREAKFAST RADIO



WFAA 'EARLY BIRDS': RIGHT TIME, RIGHT TALENT, RIGHT TEMPO

ON MARCH 31, 1930, a new program made its debut on WFAA Dallas. It was named the *Early Bird Show*, and rightly so, for it went on the air at 6 a.m. with a breakfast-time bundle of music and comedy. The program was originated by Alexander Keese, who also served as conductor of the *Early Bird* orchestra.

This spring, in a week-long celebration, March 28-April 3, the *Early Bird Show* celebrated its 25th anniversary of uninterrupted broadcasting on WFAA six mornings a week—and now seven with the addition of a Sunday morning taped broadcast—making it the oldest breakfast-time variety show in the nation.

More than 1,000 listeners came to the station during the *Early Bird* silver anniversary week to provide a studio audience for the program. To arrive at dawn, many of these listeners arose hours before that time, some of them driving hundreds of miles to take part in the celebration.

On hand to welcome the birthday party guests was Alex Keese, now station manager of WFAA, whose mail that week was dominated by congratulatory letters from *Early Bird* listeners, including Texas Gov. Allan Shivers and Dallas Mayor R. L. Thornton. Most impressive was a concurrent resolution adopted by the Texas Senate and House, congratulating "WFAA and the performers of the *Early Birds* for the entertainment and many hours of pleasure which they have given to thousands of listeners in Texas and the Southwest . . ."

Broadcast live from the WFAA studios, the *Early Bird Show* is on the air six days a week from 6 to 8:30 a.m., with two quarter-hour time-outs for newscasts at 7-7:15 and 8-8:15. On Sundays the taped show is aired 7:15-8 a.m. The format of the program has varied through the years according to the taste and talent of the m.c.'s, currently Elmer Baughman and Ben McCleksey, who have been writing and producing the program for the past 10 years. The only "musts," in addition to comedy by the cast and music from the 12-piece orchestra, are weather information, time signals and temperature.

Sponsorship of the *Early Birds* is on a participating basis, with both segments and announcements available to advertisers. At present the program has 37 advertisers who, during the week, sponsor 12 quarter-hour and three 10-minute segments, 134 one-minute announcements, 21 twenty-second breaks and 16 ten-second quickies.

In the early days of the program, its performers refrained from taking any part in the commercial presentation, as was the custom then. Today, however, the *Early Birds'* commercial format has followed the general radio evolution to a stage in which the m.c., at the request of the client, takes part in delivering the sales message. Transcribed commercials are given a live attention-getting lead-in by the m.c.

Oldest of today's *Early Birds* sponsors is the Mennen Co., which has sponsored three quarter-hour periods each week since 1945. In a recent test offer made on six programs on as many stations across the country, WFAA's listeners provided the most requests —3,056 at a cost per entry of 31 cents.

Mennen's advertising manager, Leonard V. Colson, said recently: "We are proud to be the oldest continuous program advertiser on the *Early Birds*. This program has done an outstanding job in the promotion of Mennen's sales in that area."

Morton Foods, local producer of potato chips, salad dressing and kindred products, has sponsored the *Early Birds* three quarter-hours a week for the past seven years. An offer of a recipe booklet, broadcast only four times over a two-week interval, pulled 2,654 requests from 603 towns in 10 states.

Renewing the Morton contract, O. C. Turner, vice president, said: "We are beginning another year with the *Early Birds*. A lot of credit is due them for the increase in our grocery products each year."

A five-year sponsor of the program, Quaker Oats Co., ran a nine-week series of "Prize Parties," giving two boxes of hosiery and 5 five-pound sacks of Aunt Jemima flour each week, plus grand prizes at the end of the series, to listeners sending in post cards. J. B. Farris, manager of the company's Texas operation, reported: "We are very elated over the 91,294 returns . . . While we had to wait three years to get on the *Early Birds* . . . we have been well pleased with the results."

G. D. Ireland (Ireland's Chili) stated: "The fine manner in which you have so effectively placed our products before the public is a contributing factor in our increased sales."

And a Dallas advertising agency, Erle Racey & Associates, wrote: "We first used the facilities of the *Early Birds* 20 years ago and in every instance for mail pull or sales stimulation we have been completely convinced that it is the finest dollar for dollar radio buy we have ever made."

How does a program get to be 25 years old? What's the magic longevity formula which enables it to flourish long after the companion programs of its early years have disappeared from the air? B•T asked WFAA and here's the answer from Stan Radominski of the station's promotion department:

"Perhaps the *Birds'* longevity formula can be summed up in three T's—the right time, the right talent and the right tempo.

"As for tempo, let us say that the *Birds* have always presented appealing bright music, clean humor and such daily sought after information as time signals, weather information and temperature in a tempo that seems to fit the pace of the southwestern morning listener. Furthermore, all of the above has been presented with a feeling of sincerity that gets through the mike to the listener.

"That remark is based on numerous things: the thousands of letters sent in by listeners explaining the part the *Birds* play in their lives, the fact that there are many who have listened to the program for all of its 25 years and who have brought up a generation of new *Early Bird* listeners.

"At the same time, it could be summed up, too, by a visitor to the *Birds'* 25th anniversary celebration. In her 25 years of listening, she said, she never heard an off-color remark or a song that had any semblance of suggestive lyrics to it. She heard nothing but good clean humor and music and she regretted there were so few other shows like that on the air now."

TOP (l to r): Early Birders Ben McCleskey and Elmer Baughman listen as Alex Keese acknowledges response to the show's anniversary.

AROUND FARGO,

WDAY-TV WINS "GOING AWAY"!



LATEST Hoopers show that WDAY-TV just doesn't have much competition in and around Fargo. Day and night, WDAY-TV gets 5 to 6 times as many viewers as the next station!

Look at the sets-in-use—28% in the early afternoon, 48% late afternoon, 65% at night!

Since the nearest "competitive" TV station is 50 miles away, it's a cinch that WDAY-TV also wins "going away", in *most* of the rich Red River Valley. Check with Free & Peters.

HOOPER TELEVISION AUDIENCE INDEX Fargo, N. D. - Moorhead, Minn. — Nov., 1954			
	TV-SETS-In-Use	Share of Television Audience	
		WDAY-TV	Station B
AFTERNOON (Mon. thru Fri.) 12 noon — 5 p.m.	28	86	14
5 p.m. — 6:30 p.m.	48	88	13
EVENING (Sun. thru Sat.) 6 p.m. — 12 midnight	65	85*	17*
(*Adjusted to compensate for fact stations were not telecasting all hours)			

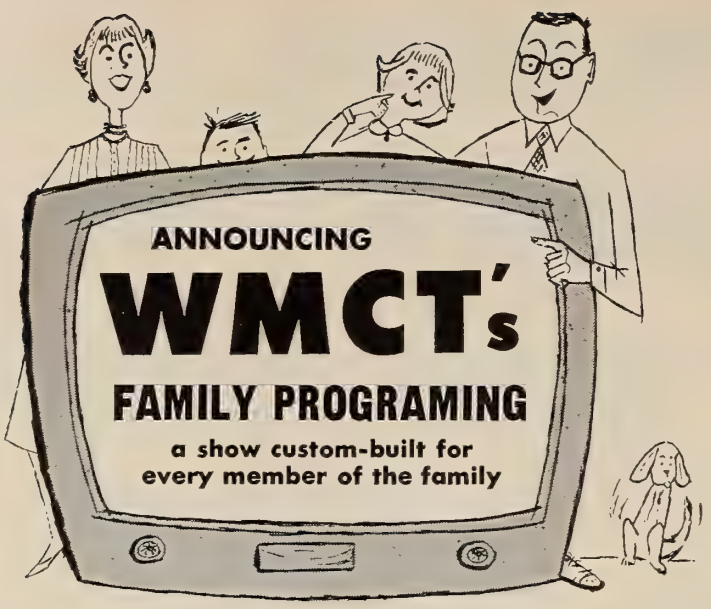
WDAY-TV

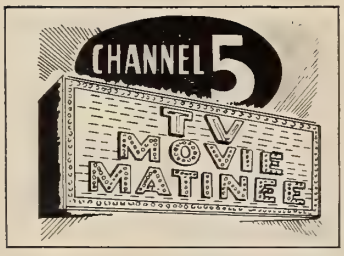
FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC



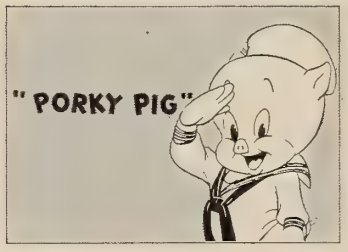
FREE & PETERS, INC.
Exclusive National Representatives





MOVIE MATINEE

From 12:30-1 P.M. daily Monday through Friday, top-notch dramatic shows with special appeal for the ladies.



CARTOON CARNIVAL

From 5—5:15 P.M. Monday through Friday. This is the Guild package of Looney Tunes, first time released for television. Includes Porky Pig, Daffy Duck, Oswald the Rabbit, and Krazy Kat.



MYSTERY THEATER

11:00 P.M. Monday through Saturday, the really big "cloak-and-dagger" boys in BOSTON BLACKIE, GEORGE RAFT, FRONT PAGE DETECTIVE, CAPTURED, and others for late evening listening and viewing.

PARTICIPATING SPOTS

are available in any one or all of these features. Call your nearest Branham man now.

WMCT **MEMPHIS CHANNEL 5** WMC-WMCF-WMCT

Covering the largest area with the clearest picture from Memphis

100,000 watts

NATIONAL REPRESENTATIVES THE BRANHAM CO.

Owned and operated by THE COMMERCIAL APPEAL

AFFILIATED WITH NBC • ALSO AFFILIATED WITH ABC AND DUMONT



TV OR NOT TV

DOUBTS about the televising of presidential news conferences were voiced by sometime candidate Adlai Stevenson in a filmed interview with Dorothy Fuldheim, news analyst for WEWS (TV) Cleveland, Scripps-Howard station. Here are his comments.

Q: I'd like to ask what you think of this medium through which we're now reaching the public—what you think about the statement that politicians ought not to be allowed to use prompting devices and make-up and so on because they "look like what they ain't," as the poet says.

A: That's a rather broad question. I don't think I'm very competent to answer. I'm sure that any medium which puts the emphasis on stage management, on preparation and on dramatics, also emphasizes, puts a premium on people who are gifted in that respect and I think this tends to discourage spontaneity and reality. I don't know if that necessarily is wrong. I think perhaps we have got to find ways and means of adjusting the use of mass media of communications—which are inevitable—we're going to use them—so that they don't present the unreal for the real—in other words, they don't defraud us.

Q: What do you think of the value of a presidential press conference being televised?

A: I think the presidential press conference is a valuable, indispensable means of communication with the people. As to whether it should be televised, I think there's a question. I'm by no means certain that it should. I think anything that tends to put a political tone or a political aspect on a presidential press conference is a mistake. And yet, it's inevitable that a president, being the party leader, will try to make the most capital out of the presidential press conference. From a political point of view, at least, his managers would. That means stage management; it means selection of questions, it means a censorship, in effect, of the whole press conference. It means portions are picked out and all of this seems to me tends to inhibit the—it tends to put a premium on the glib answer and the easy question. I'm not sure this is a good idea.

Q: Is there a greater hazard in televising than in having newspapermen there?

A: Yes—because the televised press conference is never the whole press conference. It's only portions—selected portions—at least that's the way it's been. I'm not sure this is a good idea. I think the president there is somewhat inhibited by the fact that he is on television—rather than communicating directly under instructions which he lays down as to whether it's on or off the record with the press.



each one is different

The staff of life — despite its many origins and types — is a common need around the world. Quality television stations — just as diverse in their personalities and origins — share a common need for individualized representation.

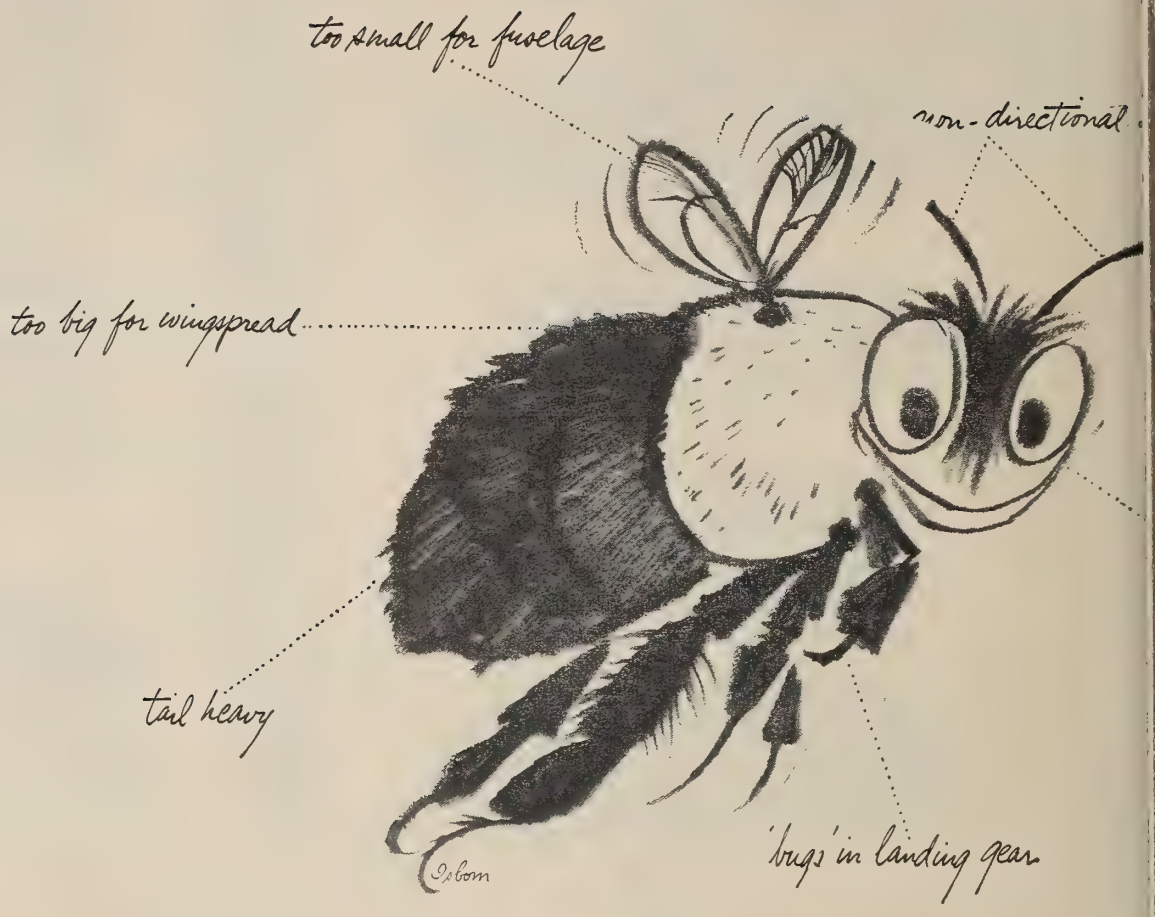
Some of the most outstanding find their answer with Harrington, Righter and Parsons. If your standards are similar to theirs, this is the kind of quality representation worth investigating.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television—the *only* medium we serve

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WSYR-TV	*Syracuse*



The "experts" who long ago proved that bumblebees can't fly have been examining network radio. It too, they say, is "aerodynamically unsound." But the bees aren't taking it sitting down. And neither is network radio. Why should it, when...

Network radio is accounting for 130,000,000 advertising dollars a year.* Soft goods dollars, hard goods dollars. Dollars from companies just beginning to advertise nationally. Dollars from companies whose advertising budgets and experience are legendary. In fact 20 of the 25 biggest advertisers are using network radio in 1955.

**12 months through March 1955. Time only.*

Network radio continues to be the most efficient way to reach customers. It takes an advertiser's message to a thousand people at less cost than any other medium. Less than magazines, newspapers, television. And in many new radio formats a network advertiser can reach listeners in the *evening* at a cost that's lower than before television came along!

People have 111,000,000 places to listen. (The story of radio keeps coming back to boxcar figures.) Around the house alone, there are nearly 75 million working radio sets: 25 million radios in living rooms, 22 million in bedrooms, 16 million in kitchens, 4 million in dining rooms, 7 million in other places.

Radios today are scattered in so many different places throughout the home that only 14 million sets—mostly in living rooms—have to double up with the TV set.

With radio now so handy it's only an arm's length away, is it any wonder that nine radio families out of ten tune in every week. That on the average...

light-headed

They spend more than 17 hours every week with their radios. And that's just the listening that goes on at home. Add 26 million sets in automobiles, where the listening's only begun to be measured. Add another 10 million sets in places people go to work, shop, eat, where the turnover is so high nobody even tries to keep track of all the listening.

They tune most to network programs — to the kind of entertainment that only networks can support, the kind of programs that make radio worth while: At night, listeners want Amos 'n' Andy, Jack Benny, Bing Crosby, Our Miss Brooks, Edward R. Murrow, Lowell Thomas. During the day, Arthur Godfrey, Ma Perkins, Wendy Warren.

Even in the biggest television cities, people prefer *network* radio. Of the top radio programs in TV's 24 largest markets, 89 per cent come from networks, 10 per cent originate locally at network stations, and 1 per cent come from independents.

Their favorite network is CBS Radio. Listeners spend more time with CBS Radio. Advertisers do, too. In volume of business this year through March, CBS Radio leads its busiest competition by 51 per cent.

CBS RADIO NETWORK

Where America listens most!

Where advertisers get most for their money!

Where audiences get most for their time!

Reserve
Your TV Space today
in the
1955–56
TELECASTING
YEARBOOK & MARKETBOOK
Deadline: July 15
Publication Date:
Mid-August

A DOG AND HIS BOY: SUPER SOUP SALESMEN

TPA'S 'LASSIE' FILM SERIES, ON CBS-TV, BOOSTS CAMPBELL'S SALES TO AN 80% HOLD ON THE MARKET

TO DO a man's job over at Campbell's Soup, they called in a boy and a dog, and the women have been responding in record numbers.

That, in a capsule, is the story of the remarkable sales job that *Lassie*, a tv production of Television Programs of America, did for Campbell's over CBS-TV this past season—and will be back to do in the fall.

In its first 13 weeks on the air the program raised sales an exceptional 4% in a near-saturated market to the point where Campbell now accounts for a reported 80% of all soup sales in the country.

As evidence of the phenomenal draw of the show, the company ran a four-week contest in which listeners were asked to send labels of the product to qualify for the prize of a Lassie puppy. More than a million labels were received in the 28-day run of the contest.



The budget for the program was originally set at $2 million for time and talent. Later, in recognition of the dynamic appeal of the show and the medium, the outlay was increased another $1½ million, the additional money understood to be coming from a cutback in magazines. During last season the show ran 26 original films and 13 repeats. Next fall it will expand to 39 originals with 13 re-screenings.

The show is approaching a 100-station list on CBS-TV. It was seen Sunday, 7-7:30 p.m.

The series also has been chosen by the Treasury Dept. to help step up U. S. Bond sales next year. A picture of Lassie and a book to hold savings stamps will be available for 30 million school children next fall. In addition, children will receive Lassie certificates as members of the Lassie Saving Club.

Campbell's interest in the children's audience is comparatively new. It represents a heightened awareness by the company of the influence children exert on adult buying habits.

Actually Campbell's interest in television started back in 1950 with a participating spot on the Jack Carter *Show of Shows* program on NBC-TV. This participation lasted until February 1951, after which the firm sponsored Henry Morgan on NBC-TV from January to June 1951. In September of the same year Campbell launched *The Aldrich Family* on NBC-TV and stayed with the program until 1953. In October 1952 the company began its daytime entry with *Double or Nothing* on CBS-TV. It was the same year that the firm bought participations on *Howdy Doody* on NBC-TV. Campbell's also sponsored *Sound Stage* from July 1953 to September 1954.

The new policy of increased attention to the juvenile market is actually an integrated part of the overall tv plan for Campbell Soup Co. and is directed by Clarence Eldridge, vice president in charge of sales, advertising and marketing research, and R. M. Budd, director of advertising. The two executives, along with the product managers, work as a team in allocating the budget among their various products and the competing media.

The unique appeal of the show for the client—aside from its valuable identification of the sponsor with wholesome entertainment—is the fact that, for every child, the program attracts two parent viewers. The latest ratings, which average 33.3, is composed of adults two to one.

Starring the dog, "Lassie," and Tommy Rettig as the boy, with Jan Clayton and George Cleveland in featured roles, the program is produced and packaged with Robert Maxwell by Television Programs of America. In addition to the production, TPA through Martin Stone does the merchandising for the program and has already placed a wealth of Lassie products on store counters across the country. In fact, the new Montgomery Ward & Co. catalog features a full page of Lassie products, marking the first time that the famous volume has devoted so much space to the by-products of a television character.

BBDO, New York, is the agency for the portion of Campbell Soup Co. which sponsors *Lassie*.

ARB PROVES

KTBC tv (CHANNEL 7 AUSTIN, TEXAS) & KANG tv (CHANNEL 34 WACO, TEXAS)

deliver

UNDUPLICATED COVERAGE OF CENTRAL TEXAS

According to ARB (March, 1955)

96% of the viewers in Austin, Texas, watch KTBC-TV more than 3 times per week.

75% of the viewers in Waco, Texas, watch KANG-TV more than 3 times per week.

85% of the viewers in Temple, Texas, watch KTBC-TV, Austin, more than 3 times per week.



*National Representatives

PAUL H. RAYMER COMPANY, INC.

KTBC-TV

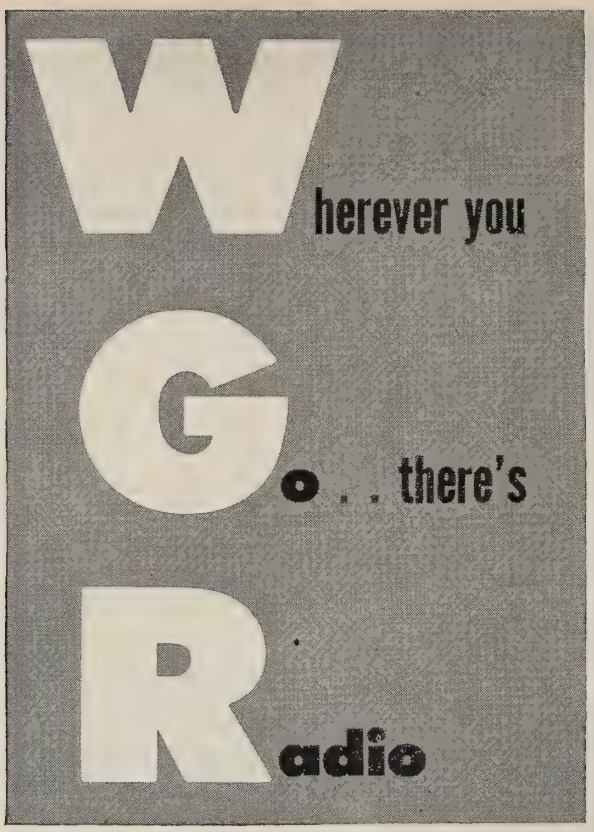
Channel 7 • 245,000 Watts
Austin, Texas
CBS • NBC • ABC • DUMONT

THE TOP NETWORKS
★
THE TOP PROGRAMS

SOON MAXIMUM 316KW

KANG-TV

Channel 34 • 18,600 Watts
Waco, Texas
CBS • ABC



Sell the Nation's 14th Largest Market

use Buffalo's Top Sales Personalities

MUSICAL CLOCK	STARRING JOHN LASCELLES 6:30 - 9:15 AM — Monday thru Saturday Buffalo's oldest service-type wake-up program. Music, time, weather.
THE KEATONS	9:15 - 9:50 AM — Monday thru Friday Buffalo's only Mr. and Mrs. Show. Interesting discussions of topics of the day. Their "Stamp of Approval" on your product means sales.
"550 SHOW"	STARRING JOHN LASCELLES 1:00 - 2:00 PM, 4:30 - 5:30 PM — Monday thru Friday Noon time Music, humor and interviews. Ideal show to reach Buffalo housewives.
HELEN NEVILLE SHOW	2:15 - 2:30 PM — Monday thru Friday Hints and News for women from Buffalo's outstanding homemaker's counselor. Live audience.
GLACY'S BASEMENT	STARRING BOB GLACY 10:30-11:00 PM and 11:30 PM-1:00 A.M. — Mon.-Sat. Top "late-late" show to reach Buffalo's adult audience with your sales message.

ALL ON BUFFALO'S FIRST RADIO STATION

PLUS
Outstanding
5 and 10 Minute
NEWS and
WEATHER SPOTS
Ask for Availabilities

WGR
BUFFALO
Hotel Lafayette
Buffalo, N. Y.
NBC BASIC AFFILIATE

Representatives:
FREE and PETERS

IN RE FILE 9320:

ONE of the brightest rays of sunshine to penetrate the seriousness of FCC dealings took place when Ben Sanders, KICD Spencer, Iowa, undertook to set straight a little unhappiness he had encountered in putting in a local loop from the schoolhouse to the radio station. For the whole story we herewith give you Mr. Sander's letter to the FCC:

Dear Madam Secretary:

This is sort of a note to straighten out File No. 9320. Seems like things are confused a mite and we thought the record ought to be straightened up a bit.

Now, in the first place, we had some trouble with a local line from the school house out to the radio station. Seemed as though we would put the English language in the school house end alright, but we never were quite sure what came out at this end. We just wanted to find out what was really supposed to come out at this end. Nobody seemed to rightly know at the local telephone company, so we wrote to Prose Walker at the NARTB. Funniest thing was Prose didn't rightly know either, so he asked somebody over at your place. And that's where the trouble got started, I reckon.

Pretty soon Mr. Entringer (he's a telephone man from Sioux City) came up and I told him we were right sorry to get him on the spot, but we just wanted to know what was supposed to come out at the other end of the local loop. He agreed we ought to be able to understand what the man says, and he said he would get the high-priced engineers to work and find out what was coming out. And, Madam Secretary, that's all we ever heard. That is, until we got the nice letter from you.

Now we don't know this Mr. Dowd. If he works for the telephone company though, he must be a right nice fellow. Trouble is I think he got a little mixed up (or we did, one or tuther). Mr. Dowd says, "The matter of the quality of local program channels furnished in Spencer, Iowa, to radio station KICD has been thoroughly checked and the results discussed with Mr. Ben Sanders, president of the radio station". Well, now, that isn't just right. We haven't heard a word YET on what happened to the tests, and I don't just see how the "results" could have been "discussed" with me without me knowing just a little bit about it. Mr. Dowd says the local employes of the telephone company didn't tell us anything about requirements of frequency response on local loops. Well, Madam Secretary, we've howdied quite a bit about it, to tell you the truth. We've had the problem ever since the school house was built, and we've visited quite a few times, sometimes real nice and sometimes ired up a spell. Trouble was we just couldn't find out what was supposed to come out the other end of the line.

Then Mr. Dowd says we got a letter on December 4, 1952, that told us the story—namely, what comes out the other end. Now Mr. Dowd should have read that letter a little closer. It says about lines that are hooked up to other lines, like Class "C"

Definitely the...
No. 1
TV-RADIO SERVICE
in the
NATION'S
NO. 1
TEST MARKET

Syracuse is now ranked America's Best Test Market by Sales Management Magazine. The ranking is authentic, because it is based on an audited study of 503 test campaigns by leading national advertisers over a nine-year period.

By authentic standards, WSYR Radio and WSYR Television are clearly the superior broadcasting services in the Syracuse market.

Best physical facilities . . . best local programming services . . . best customer services . . . these important advantages give the WSYR Stations their distinct leadership in Syracuse and throughout the $2 billion Central New York market.

NBC AFFILIATES

WSYR

TV 100 KW CHANNEL 3 • **RADIO** 5 KW 570 KC

Represented Nationally by
HARRINGTON, RIGHTER AND PARSONS, Inc.

Represented Nationally by
The HENRY I. CHRISTAL CO., Inc.

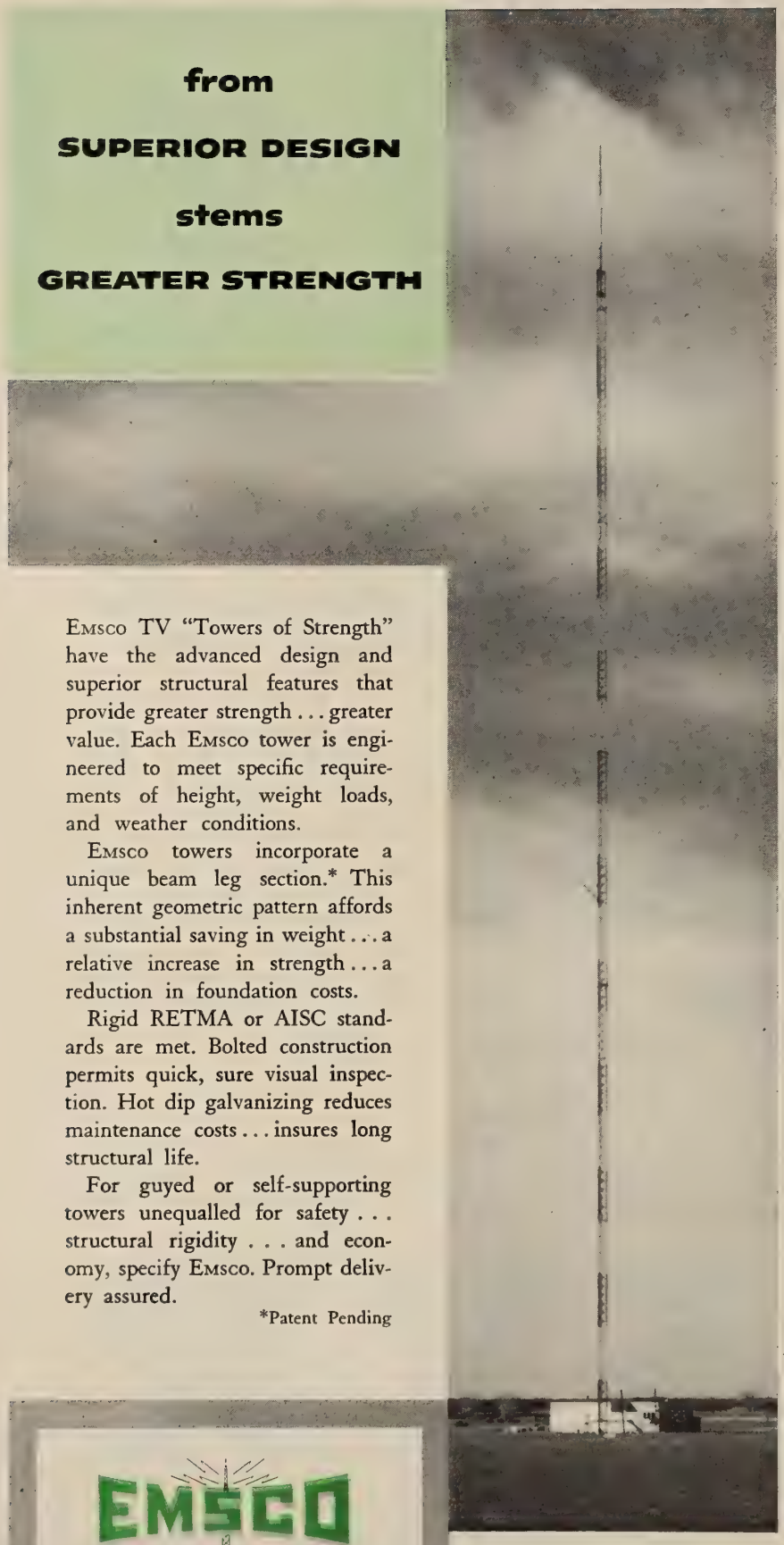
SYRACUSE, N. Y.

from

SUPERIOR DESIGN

stems

GREATER STRENGTH



EMSCO TV "Towers of Strength" have the advanced design and superior structural features that provide greater strength . . . greater value. Each EMSCO tower is engineered to meet specific requirements of height, weight loads, and weather conditions.

EMSCO towers incorporate a unique beam leg section.* This inherent geometric pattern affords a substantial saving in weight . . . a relative increase in strength . . . a reduction in foundation costs.

Rigid RETMA or AISC standards are met. Bolted construction permits quick, sure visual inspection. Hot dip galvanizing reduces maintenance costs . . . insures long structural life.

For guyed or self-supporting towers unequalled for safety . . . structural rigidity . . . and economy, specify EMSCO. Prompt delivery assured.

*Patent Pending

EMSCO

TOWERS OF STRENGTH ®

EMSCO MANUFACTURING COMPANY

Garland, Tex. LOS ANGELES, CALIF. Houston, Tex.

General Sales Offices: Dallas, Texas

Emsco guyed TV Tower over 1000 ft. in height, Great Bend, Kansas

E-216-55

lines to other towns. We read it and read it, and we still can't find out what's supposed to come out the other end of a line from the school house to the radio station.

Now Mr. Dowd is one of the big men with the telephone company and, by golly, we just don't think we're big enough to argue with him about different sizes of cable and things. And, like he says, I guess we aren't hearing right these days about impedances and things. (My chief engineer seems a little confused, too, since he read Mr. Dowd's nice letter). Truth is, though, Madam Secretary, we just don't much care what size line it is. All we want to know is what comes out the other end. They can use the fence wire along the north forty if they want to.

And then we come to the last paragraph in Mr. Dowd's letter. Here it is:

"As stated above this entire matter has been discussed with Mr. Sanders who now indicates that he is satisfied and that his letter was intended merely as a request for information instead of a formal complaint."

Well, Madam Secretary, Mr. Dowd sort of tucked the dirt under the rug, I'm afraid. You see, the results of the matter were NOT discussed with me, and I did NOT indicate that I was satisfied. Mr. Dowd misunderstood a little, I guess. Now, the rest of it is right.

Eldon (our chief engineer—confused) made the measurements you wanted and he's attaching them to this note. Mr. Dowd's nice letter upset him some, and he's about ready to go back to farming and sending you his license. But he'll get over it, I reckon.

All we wanted in the first place was to find out what was supposed to come out the other end of the line from the school house to the radio station. We asked the boys in the back room at the telephone company. They didn't know. (It isn't in the book, either—the one here in Spencer, that is). We asked some of the big men and they didn't come up with the answer. We asked Prose and he didn't rightly know. He asked your folks—and, by golly Madam Secretary, you know what? WE DON'T KNOW YET.

But now that basketball season is over, we're going to take the loop out anyhow. So we'll see you next year in File No. 9320.

Anyhow, thanks very much for helping us get good old 9320 straightened up a bit.

Warmest personal regards,

/s/ Ben B. Sanders

Copies to:

Mr. Pepper—he's the manager of the telephone company in Spencer

Mr. Hines—he's Mr. Pepper's boss at Sioux City

Mr. Entringer—he's the man that came to see us from Sioux City

Mr. Dowd—he's the man from Des Moines who wrote you the nice letter.

Mr. Walker—he's the man who came to see you in Washington. (Look what HE started)

Mr. Kanago—he's the chief engineer, so he'll know to take the line out

Mr. Hennessey—he's our lawyer in Washington. (He'll be mad if we don't send him a copy)

Mrs. Sanders—she's my mother and has some AT&T stock. (She likes to know what's goin on.)

KFRE
FRESNO
50,000 watts . . . CBS

Announces the appointment of

JOHN BLAIR & COMPANY

as exclusive national representative

EFFECTIVE JULY 1st

Do You Know Central California?

- It's the big market that fills the 350 mile gap between San Francisco and Los Angeles with 2,585,773 population!
- 60,263 farms in Central California have an average cash income of $27,091 . . . over $1,631,877,000!
- Central California ships 95% of the country's wine . . . 75% of the olives . . . produces more farm income than 43 entire states.
- Here is the nation's richest farm market . . . covered 100% by KFRE.
- Call your John Blair representative for details on the National importance of Central California.



(A&A continues from page 32)

MBS will continue to be used for weekly half-hour radio program.

Cameo Curtains Inc., N. Y., names Friend-Reiss, N. Y., to handle all advertising, effective immediately. Prior to this agency had serviced only radio-tv portion of account. Cameo plans to launch its largest consumer advertising campaign, including participations on *Home* on NBC-TV.

Reid Bros., Tapley & Geiger Mortuary, L. A., names Lansdale Co., same city. Radio being used.

Spix Products Co. (cleaning products), Pittsburgh, has named Sykes Adv. Inc., same city.

Champale, N. Y., has named Dowd, Redfield & Johnstone, same city.

Flotill Products (Tasti-Diet foods), Stockton, Calif., names Roy S. Durstine Inc., N. Y., effective July 1.

Alberto-Culver Co. (VO-5 hairdressing and conditioner), Chicago, has named Geoffrey Wade Adv., same city.

United Service Organizations Inc. has appointed Bozell & Jacobs, N. Y., as public relations counsel. Harry Haller is account executive.

American Zinc Sales Co., St. Louis, has named Ridgway Adv. Co., same city.

National Guard has named Robert W. Orr & Assoc., N. Y., effective July 1. Budget expected to be approximately $300,000. Radio-tv will be used.

AGENCY SHORTS

Day, Harris, Mower & Weinstein Inc., Atlanta, has changed name to Day, Harris, Hargrett & Weinstein Inc. with resignation of Clarendon Mower Jr., who enters real estate investment field. Haines Hargrett, secretary-treasurer, has named added to firm. Firm also moves to expanded quarters at 40 16 St., N.W.

Donlee Agency, Pompton Lakes, N. J., and **MacDonald Adv.,** Paterson, N. J., have merged to Donlee-MacDonald Adv., maintaining offices in both cities. Edmund H. Jung III appointed head of graphic arts dept.

Ruthrauff & Ryan, Dallas, has moved to larger quarters at Suite 515, Adolphus Tower, 1412 Main St.

Roche, Eckhoff & Lee Inc., L. A., has moved to 8721 Beverly Blvd.; telephone: Oleander 5-7670.

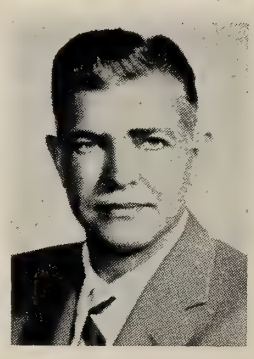
C. Wendel Muench & Co., Chicago, has opened Dallas office, 2102 Jackson St.; telephone: Randolph 2554. Orville L. McDonald, who operates own public relations firm, will be in charge.

Charles Bowes Adv., L. A., has moved to larger quarters, Hardware Mutual Bldg., 6th & Virgil Sts.

A&A PEOPLE

Thomas J. Ross Jr. and **Gail M. Raphael,** former vice presidents, Ruthrauff & Ryan, N. Y., to Lennen & Newell, same city, as vice president-account executive and vice president-copy group head, respectively.

Herbert A. Carlson, formerly vice president, Christensen Adv. Agency, Chicago, to Applegate Adv. Agency Inc., Muncie, Ind., as vice president and account executive.



MR. CARLSON

Paul H. Willis, assistant vice president and general advertising manager, Carnation Co., L. A., named vice president in charge of advertising.

Philip A. Brown to Mumm, Mullay & Nichols Inc., Columbus, Ohio, as vice president and account executive.

J. L. Kaufman to Grant Adv., Detroit, as vice president.

David B. McCall, David J. Mahoney Inc., N. Y., elected vice president and creative director.



MR. McCALL

Ralph D. Allum, vice president, Roy S. Durstine Inc., N. Y., has resigned.

Carl Brandes Jr., vice president and partner, Jimmy Fritz & Assoc., Hollywood, resigns.

Sylvan Taplinger, formerly with Hirshon-Garfield, N. Y., to Peck Adv. Agency, same city, as radio-tv director; **James Eysler,** formerly with William H. Wein-

HERE'S A MARKET



ABOVE U.S. AVERAGE!

$8,830 . . . after taxes! . . . 52% above the national average!—that's the yearly income of the average Kansas farm family!*

Kansas is booming! Kansas farm families are buying as they have never bought before! And they listen to WIBW more than any other radio station.†

Give us the word and we'll sell 'em your product in volumes you never thought possible. We've done it before . . . and we've got a stack of success stories to prove it.

* *Consumer Markets, 1955.*
† *Kansas Radio Audience, 1954.*

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
KCKN in Kansas City



Rep: Capper Publications, Inc.

KMPC

the one-station network in southern california



Thanks . . .

to ADVERTISERS and AGENCIES who are making 1955 the best business year in KMPC history.

Thanks . . .

to the RADIO AUDIENCE for enabling KMPC to lead all independents and two network stations in Southern California—according to PULSE, 8-county area survey for March-April 1955.

KMPC 710 KC LOS ANGELES

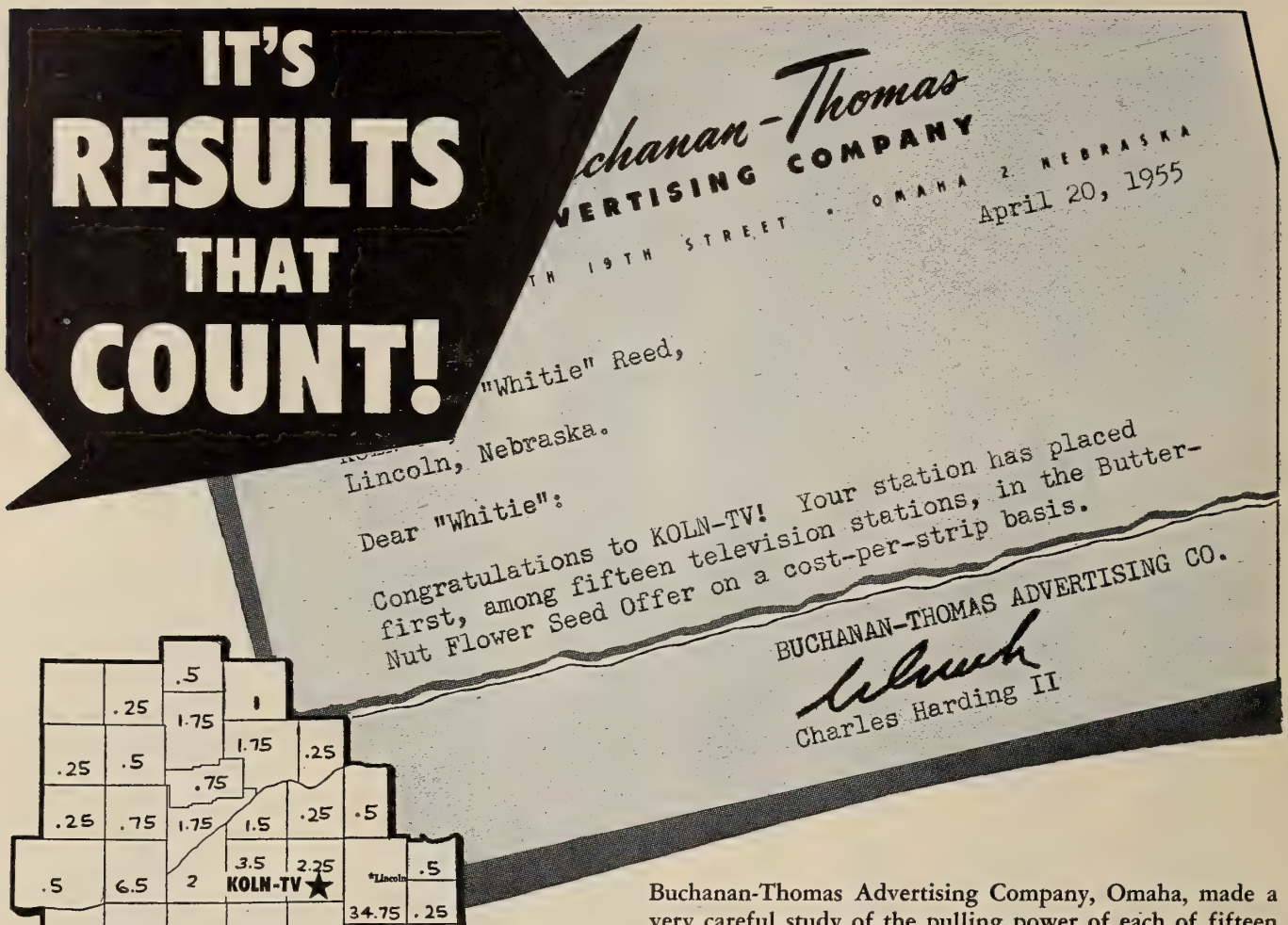
50,000 watts days 10,000 watts nights.

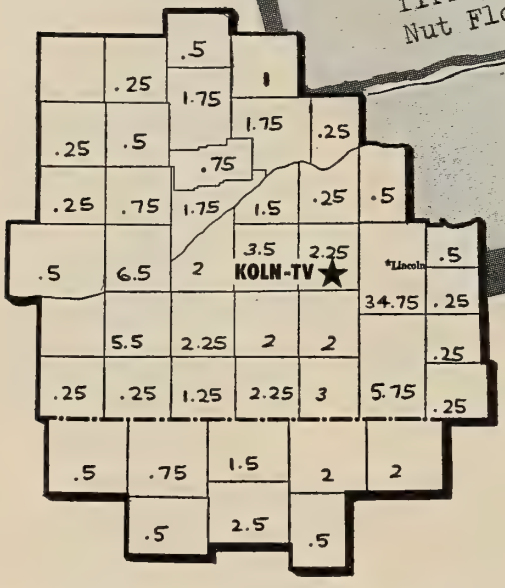
GENE AUTRY, President, R. O. REYNOLDS, Vice Pres. & Gen. Mgr.

Represented Nationally by A. M. Radio Sales

Chicago • New York • Los Angeles

IT'S RESULTS THAT COUNT!





Here's How Lincoln-Land Responded!

The map shows the percentage of total orders received from each county. It's a perfect example of the power of KOLN-TV throughout all Lincoln-Land generally, and in Lancaster County (Lincoln) specifically. More than one-third of all orders came from this, Nebraska's second metropolitan market!

Buchanan-Thomas Advertising Company, Omaha, made a very careful study of the pulling power of each of fifteen stations carrying a special flower-seed offer, breaking down the results on the basis of cost-per-order received. To get the flower seeds, viewers were required to send in twenty-five cents plus a key strip from a can of Butter-Nut Coffee. This was the acid test for both *coverage* and *showmanship* — the one and only objective was *ORDERS!*

Here's the Box Score on the Top 6 . . .

KOLN-TV — 28c PER ORDER
VHF STATION B — 40c PER ORDER
VHF STATION C — 45c PER ORDER
VHF STATIONS D AND E — 53c PER ORDER
VHF STATION F — 67c PER ORDER

If it's *results* you want, don't miss the 207,050 families in Lincoln-Land — more than half of them reached *only* by KOLN-TV.

KOLN-TV

COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET

CHANNEL 10 • 316,000 WATTS • LINCOLN, NEBRASKA

ABC CBS DUMONT

AM-TV-FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

Avery-Knodel, Inc., Exclusive National Representatives

traub & Co., N. Y., to Peck as account executive and creative group member.

Ernest K. Shultz Jr., copy dept., Applestein, Levinstein & Goldnick Adv. Agency, Baltimore, named director, radio-tv dept.

Archibald G. Douglass Jr., former senior account executive, Erwin, Wasey & Co. Ltd., L. A., to Sick's Seattle Brewing & Malting Co. as advertising manager.

Mike Donovan, McCann-Erickson, N. Y., to Benton & Bowles, N. Y., as associate media director.

Henry P. Stockbridge, merchandising director, Ogilvy, Benson & Mather, N. Y., to contact dept., Young & Rubicam, N. Y., as account executive.

Vivian B. Affleck, formerly with Picard, Marvin & Redfield, N. Y., to Hilton & Riggio, N. Y., as account executive.

William Gray, national advertising dept., *Birmingham* (Ala.) *News & Post-Herald,* to Louis Benito Adv., Tampa, Fla., as account executive.

Theodore W. Schwamb, formerly sales and advertising manager, Edwards Food Co., subsidiary of Safeway Stores Inc., S. F., to Erwin, Wasey & Co. Ltd., L. A., as senior account executive.

Julius Buccieri, former assistant tv director, Milton Weinberg Adv. Co., L. A., to Byron Brown & Staff, same city, as assistant account executive.

Walter Erickson, formerly production manager, Gamble-Skogmo, Minneapolis, to Bruce B. Brewer & Co., same city, in same capacity.

Nat Tanchuck, former vice president in charge of advertising, Garden of Eden Distributing Co. (theatrical films), N. Y., forms Nat Tanchuck Adv., 7940 W. 3d St., L. A. 48; tel. Olive 3-3665. **Art Browne Jr.,** Hollywood tv writer, to agency as copywriter.

William Taubin, formerly with Douglas D. Dimon, N. Y., to Doyle Dane Bernbach, same city, as art director; **Leonard Press,** formerly with Hirshon-Garfield, N. Y., to Doyle Dane Bernbach as account executive; **Henry Yaris,** formerly with McCann-Erickson, N. Y., to agency as assistant account executive; **Bill Casey,** formerly with Kenyon & Eckhardt, N. Y., to agency as copywriter.

Joseph A. Forrester, formerly art director, Mayers Co., L. A., to Charles Bowes Adv., same city, in same capacity.

Murray Hysen, group supervisor, research dept., Grey Adv., N. Y., to research dept., Geyer Adv., N. Y., as project director.

William J. Lyons, BBDO, N. Y., to Bozell & Jacobs, N. Y., as assistant to vice president in charge of radio-tv.

Grace Jan Waldman, freelance writer, to public relations dept., Robert J. Enders Adv., Washington.

Jaye S. Niefeld, research director, Henri, Hurst & McDonald Inc., Chicago, to company membership committee, American Marketing Assn.

Franz J. Serdahely, special services bureau manager, public relations dept., Curtis Publishing Co., Phila., to public relations and publicity dept., Gray & Rogers, same city.

Herman Raucher, copy chief, advertising dept., Walt Disney Studios, N. Y., to Calkins & Holden, same city, as radio-tv copywriter.

Seidelman Syndicate Buys Unity Tv Corp.

UNITY TELEVISION Corp., New York, tv film distribution company, has been sold for an estimated $5 million to a syndicate headed by J. H. Seidelman, formerly president of Universal International Films, it was announced last week.

Arche Mayers, founder of Unity Television, disclosed details of the transaction and reported that he has resigned as an officer and general manager of the company. Following a brief vacation, Mr. Mayers will launch a new tv film distribution company in New York.

Mr. Seidelman will serve as president of Unity Television Corp. He reported that the operations of the company will be continued without interruption, and said new personnel will be added to the staff. UTC has an extensive library of feature films, westerns, serials, cartoons and short subjects. Its catalogue of tv films is said to number more than 1,000 titles.

Mr. Mayers has been active in the film distribution field for more than 25 years. He started in 1930 as general manager of Colorfilm Corp., and later served as sales manager of Atlas Sound Film, general manager of World Pictures Corp. and eastern producers representative at United Artists for Mayfair Productions. Early in 1949 he established Unity as a tv film distribution company. He is a past president of the National Television Film Council, and presently is the council's vice president in charge of distribution activities.

National Telefilm Stock Offering Gets $1.3 Million

CHECK for $1,328,125 was handed over to Ely Landau, president of National Telefilm Assoc., New York, last week, signalling the formal completion of the underwriting of a public offering of 312,500 shares of common stock in NTA at $5 per share [B•T, June 13]. The underwriting was handled by Charles Plohn Co., New York, beginning June 7.

Mr. Plohn turned over the check to Mr. Landau. Present during the formal closing were Oliver A. Unger, executive vice president of NTA; Harold Goldman, vice president of the company; Edith Rein, secretary, and Judd Golenbach and Stanley Goldstein, attorneys for NTA.

The prospectus issued by NTA stated that the company will apply for listing of its common stock on the American Stock Exchange promptly upon the request of the underwriter, who has notified NTA that such a move will be made as soon as practicable.

Mr. Landau reported last week that contracts written for April and May 1955 amounted to $266,142 and $406,478, respectively, which he said represented "all-time high figures in the company's history."

CBS-TV Film Sells 3 Series To WPIX (TV) for $250,000

PURCHASE by WPIX (TV) New York of three filmed series from CBS-TV Film Sales for $250,000 was announced last week by Wilbur S. Edwards, general manager of CBS-TV Film Sales. The transaction was completed by Mr. Edwards and Fred M. Thrower, vice president and general manager of WPIX (TV).

The three serials are *Life With Father, San Francisco Beat* and *The Whistler.* The sales were made to WPIX (TV) by John Howell, account executive for CBS-TV Film Sales.

After the contract was signed, station and CBS-TV Film Sales executives held a merchandising and promotion sales meeting in Mr. Thrower's office. Panel exhibits of the programs, displayed at the NARTB convention, were shown, and large quantities of merchandising and sales promotional material were made available for the WPIX (TV) sales campaign. Speakers at the meeting were Fred J. Mahlstedt, director of operations and production for CBS-TV Film Sales, and Mr. Howell.



THOMAS F. O'NEIL, president of General Teleradio Inc., signs a contract for 123 Gene Autry and Roy Rogers feature films, purchased from MCA-TV Ltd. Film Syndication Div. for $1.5 million. L to r (seated): Jack Poor, vice president of General Teleradio; Mr. O'Neil; Lou Friedland, vice president in charge of station program sales for MCA-TV; standing, Herbert S. Stern, MCA-TV vice president; David V. Sutton, vice president in charge of MCA-TV Ltd.; Gordon Gray, vice president-general manager of WOR-TV New York, and Milford Fenster, WOR-TV film director.

Added Bennett Funds Slated For 'Big Idea' Syndication

OFFERING of 100,000 shares of stock in Donn Bennett Productions Inc., Philadelphia, at $5 per share was oversubscribed within 24 hours, it was reported last week by Boenning & Co., Philadelphia, the underwriters. The issue was offered last Monday.

Stock purchases include an equity interest in a tv program, *The Big Idea,* which currently is carried live in Philadelphia under the sponsorship of the Philadelphia Saving Fund Society. Revenue raised will be used to film the series for syndication on a spot basis. The program presents protected but unmarketed inventions and serves as an intermediary to introduce inventors to manufacturers, investors and distributors.

On a recent program of *The Big Idea,* according to a spokesman for Donn Bennett Productions, a Philadelphia electronic sales engineer demonstrated a "tube saver" device, claiming tv tubes can be made to last seven times longer by using the invention.

Ralph Porter, Ralph Elan Form N. Y. Production Firm

FORMATION of Elan-Porter Productions Inc., New York, was announced last week. The new firm, with offices at 19 W. 45th St. and studio facilities at 334 E. 74th St., will produce commercial, industrial and tv feature films.

Principals in the firm include Ralph Porter, writer, director and producer, as production head; Ralph Elan as head of business management, sales and promotion, and Eleazar Lipsky as adviser and attorney.

Mr. Porter, formerly associated with such firms as Official Films, Laurel Films and Eastern Sound Studios, has more than 1,000 films credited to him in writing, directing or producing. He is author of a number of novels, including *Lincoln McKeever,* the film version of which is to be produced this fall with James Cagney in the starring role.

Guild Films Sales Dept. Consolidated Under Ezzes

CONSOLIDATION of Guild Films' sales department under Erwin Ezzes, vice president-general sales manager, was announced last week by Reub Kaufman, president.

With this alignment—geared to anticipation of "one of tv's heaviest sales seasons in history" —Mr. Ezzes announced the appointment of Art Gross, head of the company's client service dept., to the newly-created post of assistant general sales manager. Mr. Gross, with Guild the past 2½ years, formerly handled promotion, advertising and exploitation for Skouras Theatres. His client service post will be filled by Curtis Kaufman, assistant director of the department.

President Kaufman noted that a facet in Guild's emphasized national and syndication sales campaign is the association of Guild with Vitapix Corp. station organization owned by 57 individual tv outlets. The latter clears time for national spot programs for Guild's properties.

Tv Film Firm Sues Actor For Breach of Contract

CHARGES that John Barrymore Jr. refused to abide by his November 1954 contract to appear in 26 half-hour tv films were leveled at the actor by Lanny Budd Productions Inc. in a $55,750 Santa Monica Superior Court suit filed June 9. The action was to counter a complaint lodged by the actor in an attempt to collect money which he claims the firm owes him.

He also was accused of quarreling publicly with his wife and insulting fellow actors and production personnel while shooting the *Lanny Budd* series in England, which, according to the complaint, "depreciated his value as a star and motion picture personality." During one quarrel in a hotel lobby, the complaint continues, Mr. Barrymore's "loud, abusive and profane language scandalized onlookers and irreparably damaged the producer's public relations."

The suit alleges the actor received $1,000 advances on his salary on April 1 and 15 and May 1.

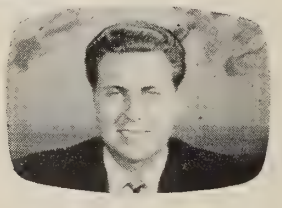
Houston Color Film Labs To Finance Color Tv Film

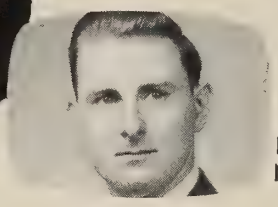
A PLAN to extend financing to color tv film production "when this medium comes into more general use" was announced by E. B. McGreal, president of Houston Color Film Labs Inc., Burbank, Calif.

The firm announced that it is setting up a revolving fund to provide financing for independent producers, at present mainly theatrical film producers. The establishment of the fund was announced with the completion of the program to expand Houston facilities, which converted the firm's laboratories to the processing of Eastman color film.


Joe Reaves

A SELLING Force...


Bill Stuckey

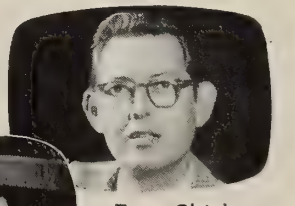

Bill Norwood

WNCT—the only TV station covering all of Eastern Carolina—is a SELLING force because it has a selling FORCE! These 8 top performers move merchandise in volume with fast-paced shows—available for participating spots or complete programs. Cost per set in use? About $1 per 1,000!


Jim Lafferty

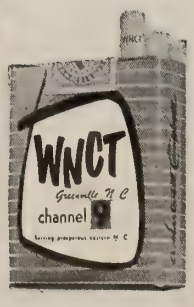
Who do you want to sell to—Mommas, Papas, kids—the whole family? These master salesmen and their more than 15 studio-produced shows provide a perfect vehicle for nearly any product—presented in terms understood and accepted by your Eastern Carolina prospects. For participating spots or complete shows, 'phone or wire collect for the facts now!


Jay Kroll


Tom Chick


Gene Hodges

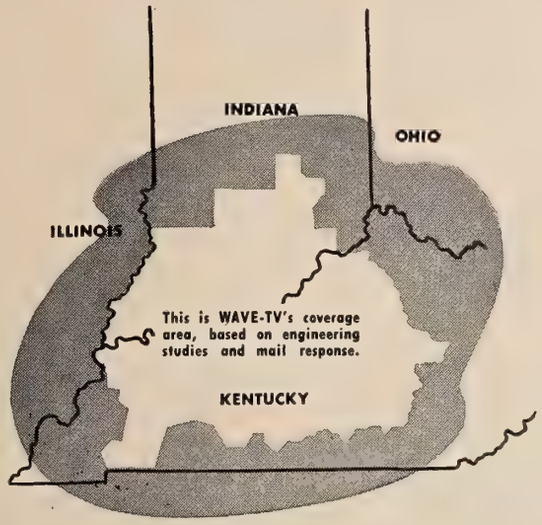

Eck Wall

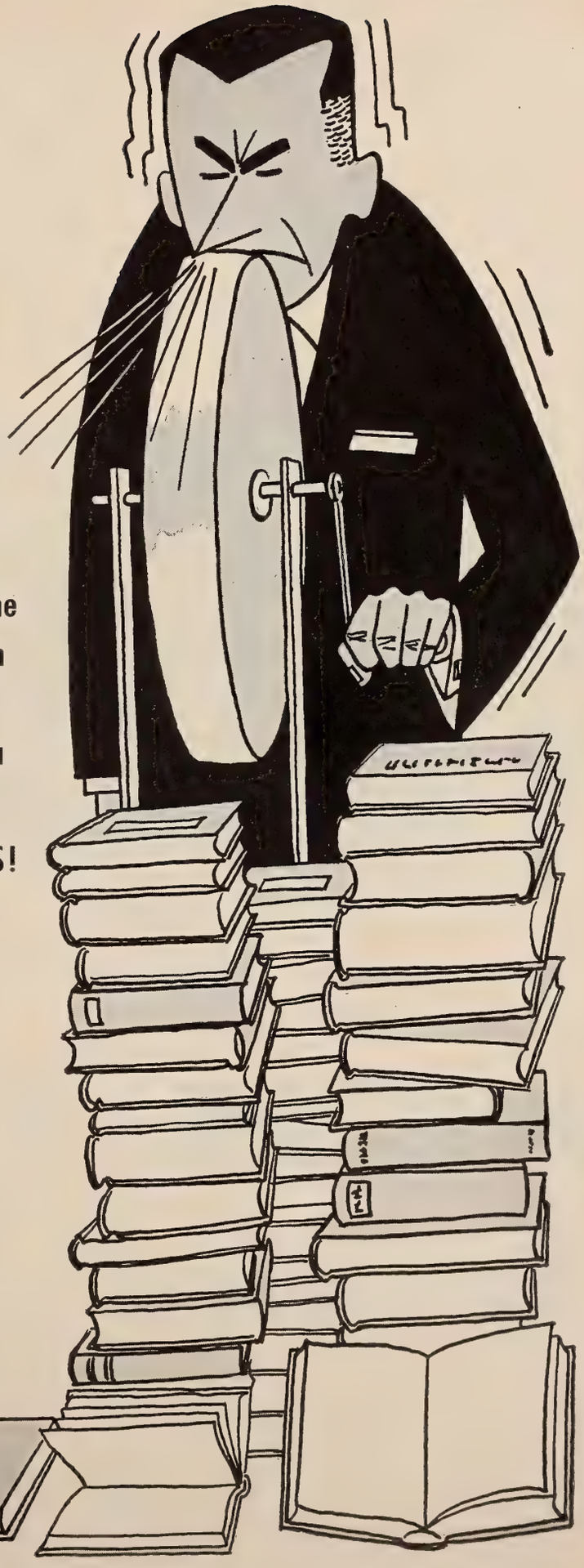


PRIMARY CBS AFFILIATE **WNCT** channel 9 Greenville ★ N. C.

100,000 watts full time
A. Hartwell Campbell, Gen. Mgr.
JOHN E. PEARSON CO., NAT'L. REP. • JAMES S. AYERS, S.E. REP., ATLANTA

WORKING?





Give your nose a brief respite from the grindstone. You can find what station has the biggest TV audience in Kentucky and Southern Indiana in ten easy minutes! —

BY CALLING YOUR REGIONAL DISTRIBUTORS!

Ask each, "What Louisville TV station do you and your friends prefer?"

A simple question—and you'll get an equally simple answer . . . WAVE-TV.
Try it and see.

WAVE-TV

CHANNEL 3 LOUISVILLE

FIRST IN KENTUCKY
Affiliated with NBC, ABC, DUMONT

NBC SPOT SALES
Exclusive National Representatives

WRCA-TV Carries 'Superman'

THE *Superman* series, top syndicated film show in the New York market in American Research Bureau's ratings for May, was carried by WRCA-TV New York, not WCBS-TV as reported by the ARB in its listing appearing in B•T June 13.

FILM SALES

Hollywood Television Service, North Hollywood, announces *Stories of the Century* sold to Ford Motor Co., Dearborn, Mich., through J. Walter Thompson, N. Y., for Birmingham, Ala., area; Campbell Soup Co., Camden, N. J., through BBDO, N. Y., for Honolulu; Kroger Co. (groceries), Cincinnati, already sponsoring series in several markets, adds Terre Haute and Evansville, Ind.

Interstate Television Corp., N. Y., has announced sale of *Little Rascals* to KONA (TV) Honolulu, KBOI-TV Boise, Idaho, WKOW-TV Madison, Wis., KCBD-TV Lubbock, Tex., and WSAU-TV Wausau, Wis.; *Ethel Barrymore Theatre* to WBRE-TV Wilkes-Barre, Pa., WNDU-TV South Bend, Ind., KTTS-TV Springfield, Mo., and WKBT (TV) La Crosse, Wis.; *The Amazing Tales of Hans Christian Anderson* to WSJV (TV) Elkhardt, Ind., WTVR-TV Richmond, Va., KTTS-TV, and WTRF-TV Wheeling, W. Va.

FILM DISTRIBUTION

American Airlines is making available for tv showings full-color, half-hour film, "The Mercury," which takes audience behind scenes of coast-to-coast non-stop flight. Film obtainable from any American Airlines public relations office.

Ziv Television Programs Inc., N. Y., has announced by July 539 tv film episodes of eight different program series will be available in foreign languages for French, Italian, Spanish and German markets. Company has ready for immediate distribution to Spanish markets following programs and number: *Cisco Kid,* 78; *Boston Blackie,* 52; *Mr. District Attorney,* 39; *Favorite Story,* 78; *I Led Three Lives,* 39; *The Unexpected,* 39, and *Yesterday's Newsreel,* 78. There are 26 *Favorite Story* films available in German.

FILM PRODUCTION

Mel Gold Productions, N. Y., last week launched production of 13 quarter-hour films, *Toyland Express,* starring Paul Winchell and Jerry Mahoney. Series is being produced for Toy Guidance Council Inc. on behalf of member stores and will be telecast throughout country during November and December in pre-Christmas exposure. Business placed through Friend-Reiss Adv., N. Y.

Donn Bennett Productions, Phila., will begin production today (Mon.) on new half-hour film series, *The Big Idea,* for national syndication in September. Program, centering around protected but unmarketed inventions, has been carried live on WCAU-TV Philadelphia for past five years.

RANDOM SHOTS

Sterling Television Co., N. Y., last week announced it has organized speakers bureau to supply local tv stations with guests for appearances on live programs. Service, provided at no cost to stations, will cover speakers in various fields, many of whom are said to be "names."

Barry-Grafman & Assoc., 203 N. Wabash Ave., Chicago, tv film distributor and sales representative, formed by merger of Ben Barry Enterprises and Howard Grafman & Assoc.

Mark Goodson-Bill Todman have contracted to produce *The Legend of Hemp Brown,* documentary adult western series, in partnership with creator Bernard Girard, currently director of *You Are There.*

TCF Television Productions Inc., Hollywood, readying material for half-hour anthology series scheduled to start production later this year.

Tangent Films, Hollywood, formed by actor Steve Cochran and Harrison Reader as tv subsidiary to Robert Alexander Productions, their independent motion picture production unit. Three tv film series, *Retribution, River Man* and *Doctor on Horseback,* are being developed by J. Donald Wilson and Dwight Hauser. Mr. Cochran scheduled to star in one of series.

FILM PEOPLE

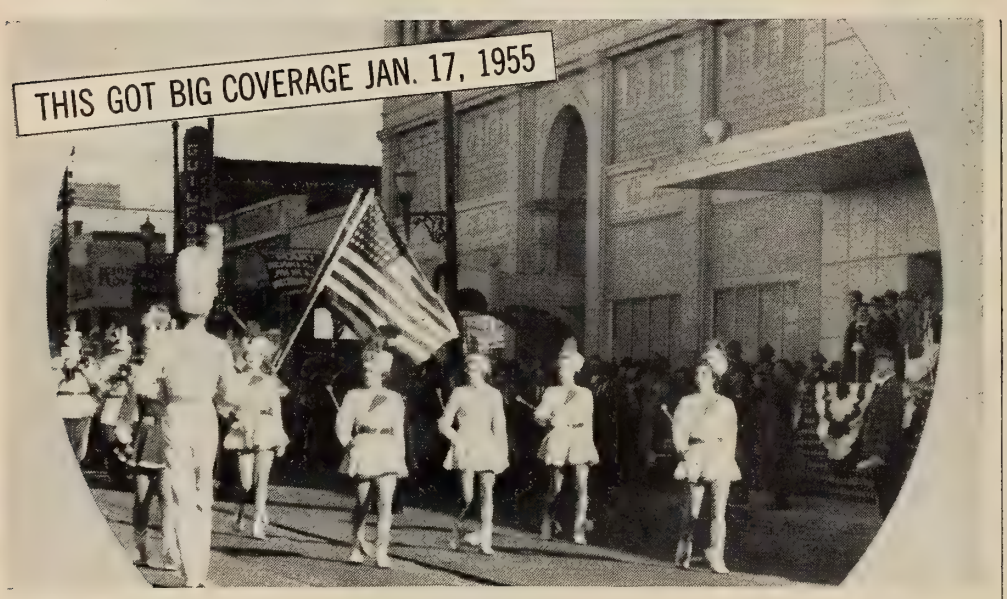
Melvin Bassett, lot superintendent, KTTV (TV) Hollywood, to Jam Handy Organization, same city, as west coast manager.

Lew Landers signed as director on CBS-TV *Tales of the Texas Rangers,* which Screen Gems, Hollywood, starts shooting late this month for General Mills.

Marvin L. Lowe appointed central div. representative in Chicago, Tele-Pictures Inc., Beverly Hills, Calif.

William G. McLaren, Guild Films, Hollywood, to *Science Fiction Theatre* and *Mr. District Attorney* production staff, Ziv Television Programs, same city.

Jack Stephenson, Florida salesman, Alexander Film Co., Colorado Springs, Colo., named special New York area sales representative.



Opening ceremonies dedicating expanded facilities at the High Point Furniture Building . . . in the heart of WSJS-TV coverage . . . where the world's greatest concentration of furniture manufacturing boosts the big buying power of the dynamic WSJS-TV market.

THIS GETS BIG COVERAGE EVERY DAY

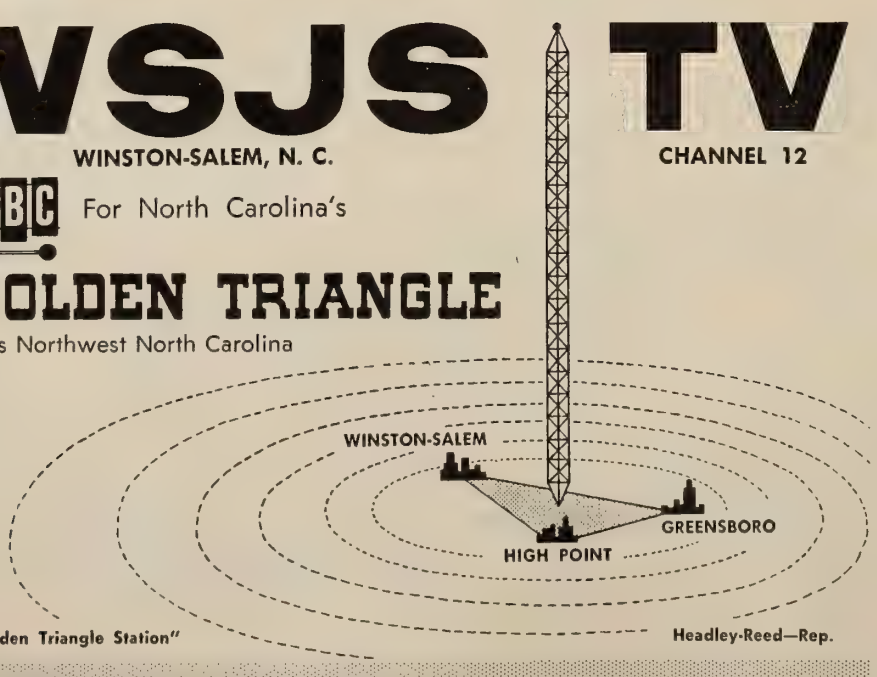
WSJS TV

WINSTON-SALEM, N. C. CHANNEL 12

NBC For North Carolina's

GOLDEN TRIANGLE

Plus Northwest North Carolina



"The Golden Triangle Station" Headley-Reed—Rep.

a broker can help you in a dozen ways

HERE'S HOW A BROKER CAN HELP THE BUYER

Saves you time. A broker has spent time accumulating information on various station purchase possibilities. That which falls within your area of interest is immediately available to you.

Saves you effort. Forty or more possible purchases might be narrowed down to as few as a half dozen by dealing with a broker who can tell you which meet your requirements.

Saves you money. The better the businessman, the higher the value of his time. In addition to your hourly earning value, the contact and travel expense of fruitless journeys can be saved by inspecting only the more promising prospects found through a broker.

He is organized to work for you, in finding purchase possibilities. His office and staff work full time on the brokerage business. As such it is natural that sellers would want their property handled here, resulting in a maximum of choice for you.

Brokers' efforts, day by day, week in and week out, throughout the years, include the advertising for, the correspondence with, and the meetings with prospects to sell. This results in more choice for you.

In arranging appointments for you. After outlining your requirements and capabilities to your broker, he can set mutually agreeable appointment dates.

Inspecting property. You can feel free to ask questions without fear of offending and your broker is interested in seeing that you see the whole picture.

Handling negotiations. A purchaser is inclined to be sensitive about his purchasing interests and abilities. The broker, having the interests of both parties, can seek to avoid argument and work toward mutually agreeable purchase terms.

Handling offers. Concessions which may be available are frequently withheld or reluctantly offered in fear of being asked for further concessions. This can be handled by an offer through the broker.

Handling a purchase. All time, money and effort you have spent will be in vain unless you have obtained a firm commitment on the part of the Seller to sell. Purchase agreements arranged through the broker accomplish this for you.

You are employing a helper experienced in this specialized field when you deal with a broker. They say "experience is the greatest teacher."

Confidential handling of your interests is best assured when dealing with a responsible broker. Whether your current position demands it, or in the interest of associates, it may be good business practice.

Personal recommendation. You may hesitate to reveal fully your accomplishments, feeling it appears as bragging. The third party can determine your background and qualifications and report this fully to the Seller. This is important on time purchase plans where the Seller retains an interest.

HERE'S HOW A BROKER CAN HELP THE SELLER

Saves you time. A broker has spent time accumulating information on various purchasing interests. Those interested in your type of property are immediately contacted on your behalf.

Saves you effort by narrowing the field between curiosity seekers as well as those not interested in your type of station and genuine prospects.

Saves you money. The better the businessman, the higher the value of his time. In addition to your hourly earning value, the office and travel expense of brokerage business is borne by the broker, saving you these costs.

He is organized to work for you, in finding purchaser prospects. His office and staff work full time on the brokerage business. As such it is natural that buyers would want to seek properties here, resulting in a maximum of prospects for you.

Brokers' efforts, day by day, week in and week out, throughout the years, include advertising for, correspondence with, and meetings with prospects to buy. This results in more sales opportunities for you.

In handling appointments for you. After determining the more likely prospects, your broker can set mutually agreeable appointment dates.

Inspecting property. The broker, as a third party serving the interests of both buyer and seller, can show a property completely, making sure that all potential is viewed.

Handling negotiations. The owner of a property is inclined to be sensitive about that property. The broker, having the interests of both parties, can seek to avoid argument and work toward mutually agreeable purchase terms.

Handling offers. Frequently the Seller dares not make a concession for fear of starting a chain reaction and yet he may be willing to make certain concessions in return for a firm and binding offer—this can be done through a broker.

Handling a sale. All time, money and effort you have spent will be in vain unless you have obtained a firm commitment on the part of the Buyer to buy. Purchase agreements arranged through the broker accomplish this for you.

You are employing a helper experienced in this specialized field when you deal with a broker—just as you do for your department heads, attorneys, accountants and all other jobs of importance.

Confidential handling of your interests is best assured when dealing with a responsible broker. This can alleviate upsetting employee morale and the depreciation of your station's value by uninterested parties.

Personal recommendation. You may hesitate to reveal fully your position and reputation in business dealings, feeling it appears to be bragging. The third party can report this fully to the Buyer. This is important in overcoming the stage fright normally expected when entering negotiations.

to buy or sell a station in the South, call

PAUL H. CHAPMAN

84 PEACHTREE STREET

ATLANTA, GEORGIA



"You Get Me, Dah-ling!"

A ravishing dame, even on TV, doesn't get a second look—if you can't see her because she's got *shadows* under her eyes... Our darling is 1480 feet above sea level, and the important thing is that she's in direct line of sight of 1,382,000 families, who get *shadow-free* reception in the Bay Area's greatest concentration of population... they can see Miss KRON-TV clear as a silver belle!... She comes in *natural*, just like September Morn!... Give your sales message *shadow-free* reception, for maximum sales impact, with KRON-TV.

FIREMAN FRANK
is doing a great job on Saturday—
Ask Free & Peters
for details

San Francisco
KRON TV
AFFILIATED WITH THE S. F. CHRONICLE
AND THE NBC-TV NETWORK ON CHANNEL **4**

Represented Nationally by Free & Peters, Inc.

No. 4 in the series, "What Every Time Buyer Should Know About KRON-TV"

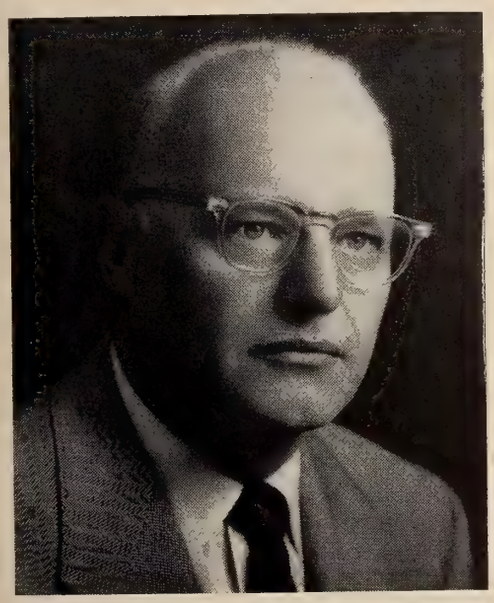
ELECTRONICS INDUSTRY GAINS SEEN AT RETMA CONVENTION

'Foward movement' in production of color tv sets with sustained black-and-white set output foretold at annual meet. Organization sees whole industry as being in good shape.

A CONTINUING good record in production of monochrome tv receivers and the promise of a "forward movement" in the turnout and sale of color units are held for 1955 by the nation's electronics manufacturers, comcomitant with the "revitalization" of the country's electronics industry.

These were the highlights last week of the 31st annual convention of the Radio-Electronics-Television Mfrs. Assn. in Chicago's Palmer House, where several hundred top executives gathered to learn:

• H. Leslie Hoffman, president of Hoffman Electronics Corp., was elected board chairman and president of RETMA succeeding Max F. Balcom, Sylvania Electric Products Co., as



H. LESLIE HOFFMAN

board chairman, and replacing Glen McDaniel, New York attorney and RETMA general counsel, as president.

• The current rate of military procurement output is about $2.25 billion and that many old-line manufacturers are disturbed by changes in procurement policies which they feel favor new suppliers.

• Radio sales, continuously good, show all signs of improving and production is "well ahead" of last year. Meanwhile, in the words of Mr. McDaniel, the industry is "pleased" with the continuing good market in black-and-white tv units.

• RETMA will continue its fight before Congress for suspension of the color tv set tax, a tax reduction on monochrome sets down to 5% and certain excise tax "reforms."

• Robert S. Alexander, Wells-Gardner Co., has predicted an all-time high for production and sale of television receivers for the fiscal year ended this June 30—some 8.3 million sets, with 7.9 million probably to be diverted to public use. He foresees radio sales at about 12.9 million units, with perhaps 7.4 million devoted to home, clock, portable and auto uses.

• RETMA's board of directors streamlined the organization's structure to authorize the creation of a military products div., to revise the dues setup, to abolish the former radio-tv and electronics industry committees, reducing membership from 62 to 41, to eliminate all honorary and directors-at-large, and to give greater autonomy to set, tube, parts, technical and military products divisions.

Mr. Hoffman, head of a corporation valued at $8.7 million net and $50 million saleswise, was unanimously elected president of the trade association for an $8 billion-dollar industry. He is chairman of KOVR (TV) Stockton, Calif., Hoffman Labs Inc., and president of the Lesco Corp.

Record 'Excellent'

In his annual report, Mr. McDaniel stated that "despite some conservative predictions regarding 1955 at the close of 1954, the industry's record to date in both the home entertainment and military-commercial electronics fields has been excellent." He feels that military procurement will hold its head high and expressed hope the Dept. of Defense would carry out procurement policies learned during the Korean war with the interests of pinpointing the vital role of electronics as an industry.

On color tv he said, "Only color television has failed to reach the conservative forecasts of set production and sales although a number of manufacturers believes the fall will see a definite forward movement. Everyone agrees that color tv will bring another industry boom that will overshadow the early days of black-and-white television, but there are a variety of opinions as to the timetable and conditions of this boom. Meanwhile, the industry is pleased with the continuing good market for monochrome sets."

Mr. Alexander, chairman of RETMA's set div., voiced his radio-tv production-sales estimates in the wake of growing competition and low prices, He feels the second set and replacement market, often spoken of in recent months, has been "greatly accelerated," with averages running to one out of every five or seven on sales for this market. Since last July, he estimated, radio set production has hit 11.6 million compared with 11 million during a similar period in 1953-54. Auto radios have taken up a good deal of this slack, he contended, with production at some 5.5 million in that period.

In dollar value, this is the way it shapes up productionwise: (1) tv sets, $1 billion, (2)

Advertisement

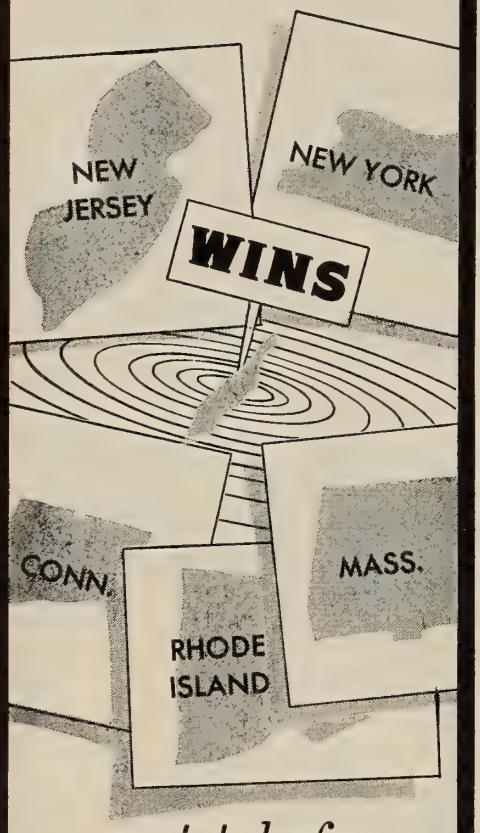


HUGH WANKE

WCAO's Hugh Wanke for years has been selling Baltimoreans with his popular "Musical Clock" 5:30-9:00 a.m. show. He can *move* anything from autos to zircons. For availabilities just call any Raymer office, or contact Bob Richmond, com. mgr., **WCAO . . . CBS for Baltimore.** 5 kw on 600 kc.

Reserve
Your TV Space today
in the
1955–56
TELECASTING
YEARBOOK & MARKETBOOK
Deadline: July 15
Publication Date:
Mid-August

to cover NOT ONLY the
NEW YORK
Metropolitan area...
...but...



a total of
4,598,850
Radio homes day and night!

use one of America's **2**
GREAT *independents*

WINS
1010

50,000 watts... 24 hours a day

WEST COAST OFFICE:
Adam J. Young, Jr.
593 Market Street
Los Angeles, Calif.
Yukon 6-6769

CHICAGO OFFICE:
George Clark
360 N. Michigan Ave.
RAndolph 6-0712

radios, $255 million. All told, RETMA members will account for $1.3 billion in 1954-55, the same as last year, he reported.

The RETMA board elected:

• Leslie F. Muter, the Muter Co., treasurer and chairman, Finance Committee; Dr. W. R. G. Baker, vice president and general manager, General Electric Co., director of its Engineering Dept.; Joseph H. Gillies, manufacturing vice president, Philco Corp., director of Government Relations Dept., and James D. Secrest executive vice president and secretary. Mr. Secrest has been executive vice president.

• H. C. Bonfig, president of CBS-Columbia, chairman, and L. C. Truesdell, vice president-sales director, Zenith Radio Corp., director of its Set Div., thus throwing together former and present Zenith executives in the same group. R. T. Orth, Westinghouse Electric Corp., chairman of the Tube Div., Herbert W. Clough, Belden Mfg. Co., chairman of the Parts Div., and James D. McLean, Philco Corp., chairman of the Technical Products Div.

Mr. Muter, a components manufacturer, one of RETMA's two four-term presidents—was honored at the association banquet Thursday evening for his contributions to industry with a "medal of honor" presented by outgoing Board Chairman Balcom. Mr. Muter, RETMA treasurer, was credited with a "strong and constructive influence" on all segments of the industry.

In other developments among the 40 group meetings, RETMA delegates were told by H. J, Shulman, CBS-Columbia and RETMA Service Committee head:

• The annual cost of servicing the nation's radio-tv set owners the past fiscal year hit $1.5 billion. The past 12 months mark the first time gross income from services has equaled or exceeded income from retail sales.

• About the role of associate contractors as prime contractors to the U. S. Air Force in the production of air weapon systems—from Lt. Gen. C. S. Irvine, USAF deputy chief of staff for materiel. The subject has been tossed around the electronics manufacturing industry for months and is a sore spot for many firms.

• The business failures of equipment and component manufacturers have declined "considerably" in the 12 months ending last April from a similar period in 1953-54, along with total liabilities (now $14 million-plus compared to $24 million-plus the previous year). Twenty-six manufacturers (mostly component makers) went by the boards the past year compared to 33 the previous period—this from RETMA's Credit Committee.

Radio-Tv Week Drive Keyed To All-Industry Promotion

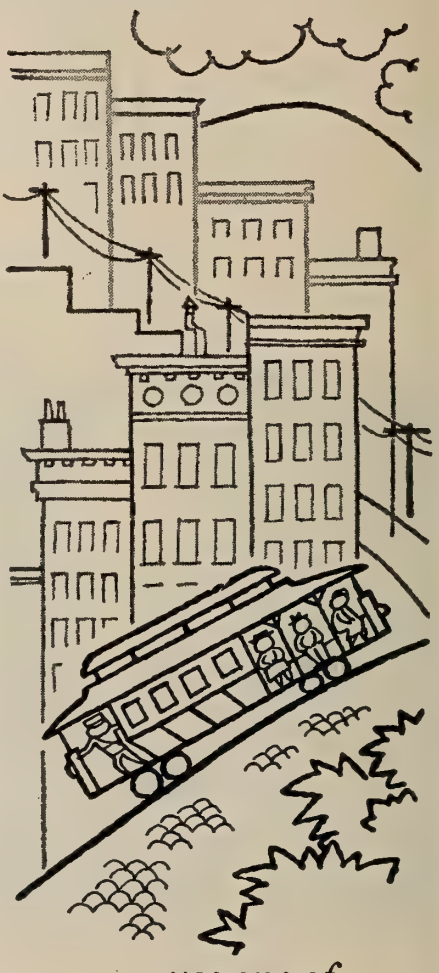
BROADCASTERS will join hands with dealers, distributors, manufacturers and several trade associations, as well as newspapers, in a comprehensive drive to spell out the significance of National Radio & Television Week Sept. 18.

Preparatory plans were laid out last week by the public relations and advertising committee of the Radio-Electronics-Television Mfrs. Assn. during its 31st annual convention in Chicago.

The campaign, which has sagged in previous years for lack of depth and dealer participation, will take on the pattern of an all-industry promotion this September, designed to boost radio-phonograph listening, televiewing and set sales in general. It will be timed, quite propitiously, with the introduction of the 1956 line of models in the showrooms of the nation's dealers.

This year's theme is "National Radio & Television Week—Dedicated to Better Home Entertainment," under the auspices of RETMA, NARTB, National Electrical Distributors Assn.

to cover the
SAN FRANCISCO
Bay area...



... use one of America's **2**
GREAT *independents!*

KYA

The Personality Station
... 1260 k. c.

NEW YORK OFFICE:
John Barry
28 West 44th St.
BRyant 9-6013-14

CHICAGO OFFICE:
George Clark
316 N. Michigan Ave.
RAndolph 6-0712

and National Assn. of Radio-Tv Dealers. Some impetus will be gained from layouts in *Life* and *Saturday Evening Post* magazines [B•T, June 6]. Supplements will be made available to newspapers during Radio-Tv Week, all championing the major development, history and other factors of the industry.

Plans were approved last week by a committee under the chairmanship of Ellis Redden, Magnavox Co. A subcommittee on the week is headed by Julius Haber of RCA.

RADIO ADV. BUREAU INCREASES BUDGET

Election of Hayes and Murphy to board also announced at New York meeting. Sweeney outlines plans for increased promotion and sales activity.

AN INCREASE in the Radio Advertising Bureau's budget to an annual rate of $732,000 was approved last week by the RAB board of directors at its semi-annual meeting in New York.

The board also announced election of two new board members—Arthur Hull Hayes, who succeeded Adrian Murphy as president of CBS Radio, to succeed Mr. Murphy on the RAB board and executive committee, and Jack Harris of KPRC Houston to fill a long-pending board vacancy.

In other actions at the Wednesday session RAB President Kevin B. Sweeney outlined plans for intensifying the Bureau's national level promotion and selling activities, including an expansion of the national sales staff from four to six men, effective Sept. 1 when RAB moves into its new quarters. With the additional manpower, the national sales department will be able to make approximately 400 sales presentations a month, Mr. Sweeney said.

New RAB quarters will be at 460 Park Ave., New York. They are now at 270 Park Ave.

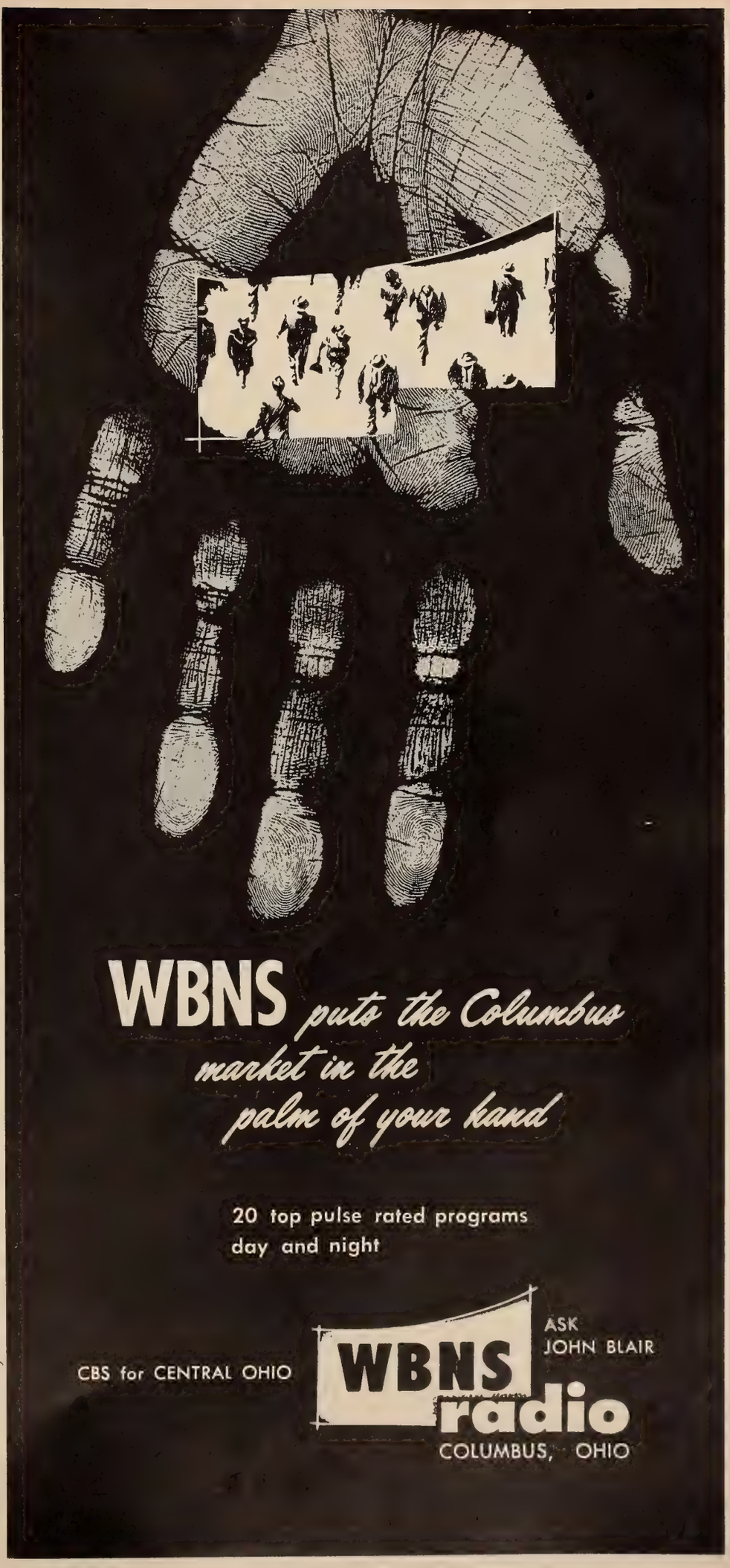
Also reviewed were plans for 12 "small" research projects and two "large" ones, all to be completed in the last six months of the year, according to Mr. Sweeney. Between July 1 and Dec. 31, RAB will have conducted a second series of sales clinics in 33 cities while presentations will have been made to major local advertisers in 28 additional cities, it was explained.

Membership aim of the station relations department of 100 new members by Dec. 31 was approved by the board. These additional members would boost the station contribution to RAB to more than $700,000 annually and boost total income above $800,000 by Jan. 1, 1956, the board was told.

Joseph E. Baudino, Westinghouse Broadcasting Co., RAB board chairman, presided, and Kenyon Brown, KWFT Wichita Falls, Tex., chairman of the executive committee, presided over a meeting of that group held immediately before the board deliberation.

Advertising Exposition Set

RADIO-TV production equipment and services will be exhibited, and all phases of production, promotion and merchandising will be covered during the National Advertising Industries Exposition at the Morrison Hotel in Chicago June 26-29. Tickets will be distributed to broadcasting stations, advertising agencies, film studios and other allied groups for the show, according to L. W. Baker, managing director of the exposition.



MULTITUDE OF INDUSTRY PROBLEMS FACES NARTB BOARD IN HOT SPRINGS

Annual meeting of radio and tv division chiefs will tangle with military encroachment, subscription tv, community antenna systems —plus governmental investigations and score of other issues.

WITH two powerful forces—military and commercial—casting covetous eyes at the tv band, NARTB's board of directors will meet Thursday-Saturday to hear staff reports on the state of the spectrum and what's being done about the industry's vexing problems.

The board will gather in a mountain hideaway—The Homestead, Hot Springs, Va. There it will hear a review of actions taken since its January meeting on the demands of the military for vhf spectrum space. This critical topic will compete with subscription tv as the association's Tv Board meets Thursday morning.

Friday will be Radio Board day, and both boards will hold a joint session Saturday at which the separate actions of the first two days will be considered.

While the board worries about military and subscription tv, another sleeper may burst into the agenda in a big way—the thumb-nosing attitude of community tv interests who are threatening broadcast industry's basic property rights (see story page 80).

If this doesn't keep the directors behind locked doors from dawn to dinner, there's still the Capitol Hill situation. A sweeping industry-FCC investigation is imminent and there are plenty of bills that would control everything from makeup to music.

The spectrum problem led in January to a resolution offered by Ward Quaal, WLWT (TV) Cincinnati, calling on President Harold E. Fellows "to take appropriate steps to assure that no government agency will take any action relating to the allocation and use of the communications spectrum which will militate against the public interest."

In January, the board stood in favor of a full FCC hearing on fee-tv. At a special Tv Board meeting in April a resolution was adopted which did not oppose fee-tv other than to demand that existing tv broadcasters be protected against interruption or interference with the present tv broadcast pattern [B•T, May 2].

President Fellows and Tv Vice President Thad Brown will report on subscription tv, including a summary of NARTB's FCC filing, a review of other filings and discussion of Commission procedure.

Another FCC controversy centers around proposals to confine tv transmitters within a five-mile area outside city boundaries. NARTB's Tv Board opposed this in April. Other FCC television issues include private inter-city relay stations and low-power booster-satellite operations.

FCC To Review Remotes

The Radio Board will review steps taken to bring revision of FCC's remote control privileges to include stations over 10 kw and those with directional patterns.

FCC is involved, too, in the matter of AT&T fees for transmission of tv programs. A special committee has been working on this problem. Thus far AT&T hasn't gone ahead with any proposals to charge more for its network relay services around the nation.

Facing the Thursday meeting of the Tv Board are such issues as operation of the Tv Code (see British tv code story page 29); the long-pending tv circulation project still in the field-testing stage; efforts of the Tv Information Committee to bring about public understanding of the true role of tv in American life; the move to obtain coverage rights to public events for radio-tv; the Tv Film Committee's job of developing uniform tv film contract buying practices, and the plan for eight autumn regional conferences in place of the annual series of 17 district meetings. Campbell Arnoux, WTAR-TV Norfolk, Va., will report on behalf of a committee handling the conferences.

The Radio Board will discuss the regional meetings, too. These meetings start Sept. 19 in Chicago. Three-day programs are planned —Radio Day, All-Industry Day and Tv Day. C. E. Arney Jr., NARTB secretary-treasurer, will tour the regional meeting circuit this summer to inspect hotel facilities and complete plans for these junior industry conventions.

Robert D. Swezey, WDSU-TV New Orleans, will report on the tv circulation study as chairman of a special committee. This complex project required development of automatic devices to register the daily diaries of tv receivers. About 120 of the devices are being used in the field to check on reliability of a new interview technique designed to give a nationwide picture of tv station circulation. When field testing results receive board approval, the next step will be to find a way of putting the giant under-

WOC-TV

Builds Telecasts that Build Sales



WOC-TV Channel 6
Davenport, Iowa
Free & Peters, Inc.
Exclusive National Representatives

1st WOC-TV builds sales because this station has accumulated 5 years "know-how" in programming for viewers of the Quint-Cities area. From October 31, 1949 until "live" network became available in Davenport, September 30, 1950, WOC-TV produced most of its own programs. This 11 months experience is paying off BIG today with the station producing 75 to 80 "live" local telecasts each week—the type of telecasts that have SPONSOR appeal because they have AUDIENCE appeal. And this excellent local fare is augmented with a complete booking of NBC-TV programs.

2nd WOC-TV builds sales because this station, operating on Channel 6, telecasts with MAXIMUM power (100,000 watts video) from a NEW 625-foot tower. Its "good picture" coverage encompasses 39 Iowa and Illinois counties—39 counties that have tremendous buying power and the will to use it. . . .

Population	1,543,700
Families	477,910
TV Homes—1/1/55	295,156
Effective Buying Income	$2,455,549,000
Per Capita	$1,590
Per Family	$5,565
Retail Sales	$1,859,761,000

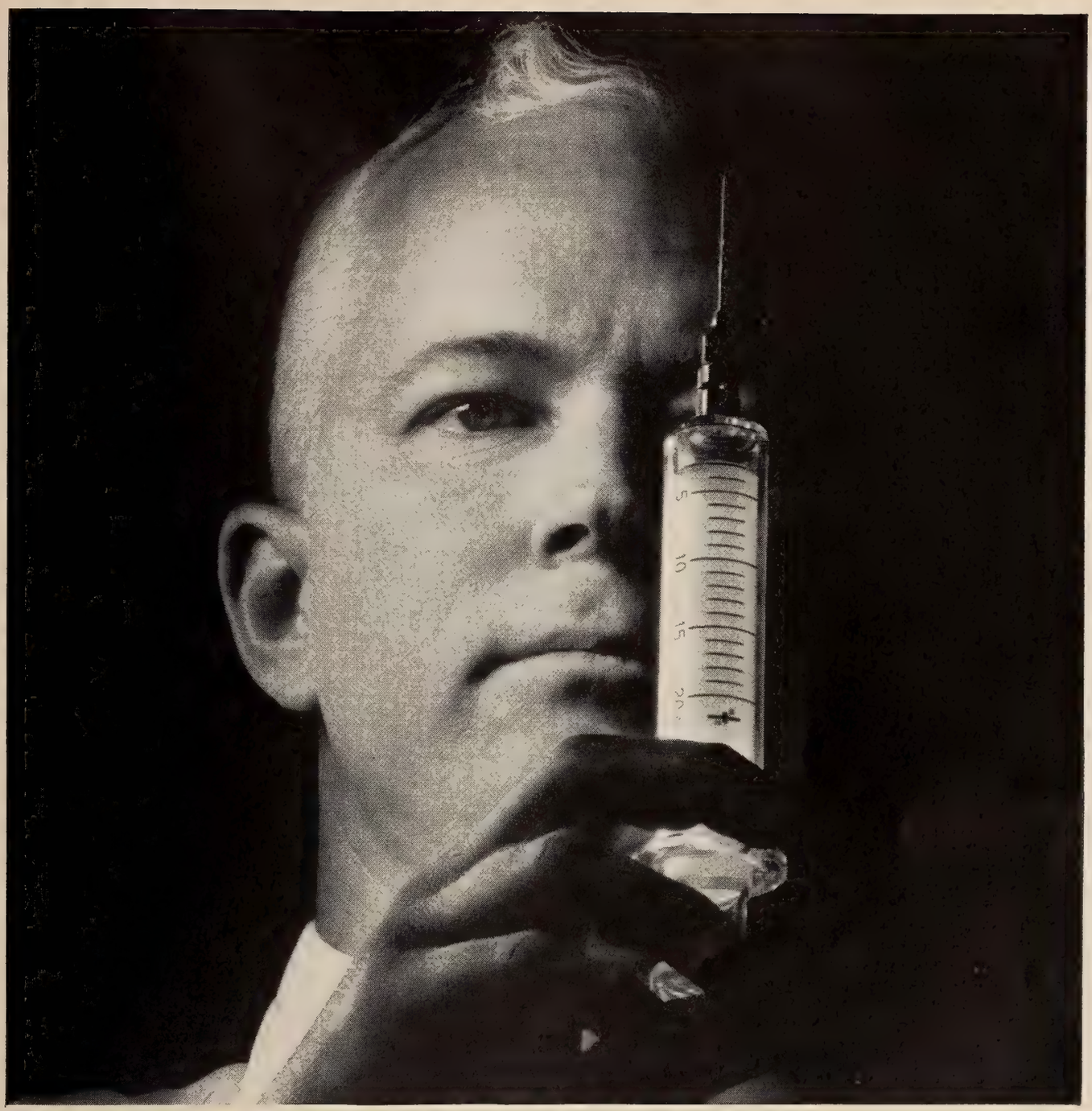
It's "know-how" and "power" that does it—the "know-how" to stimulate the buying urge of people in the Quint-Cities area—the "power" to take this "know-how" into the TV set-owner's home. Let WOC-TV show you that this "know-how" and "power" can write a successful sales story for your product or services. Your nearest F & P office has the facts—or write us direct.

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

The QUINT CITIES

WOC-TV AM FM



Henry P. Becton, Executive Vice-President of Becton, Dickinson and Company, explains

"Why a doctor must never be rushed!"

"A famous surgeon used to say to his young student doctors, 'A man with a severed carotid artery will bleed to death in three minutes. You can sew it up in two-and-a-half minutes — *if you're not in a hurry.*'

"Everyone who serves the medical profession must know how to be quick and sure. That's why Air Express is important to us at B-D. Our customers *must* be sure they can depend on us.

"A vaccination program, or a flood, fire or explosion can mean immediate need for hypodermic syringes and needles, elastic bandages, blood donor equipment. Air Express is the sure way to get it there.

"Air Express can save you money, too. A 20-lb. shipment from Rutherford, N. J., to Des Moines, Ia., for instance, is $8.12. That's the lowest-priced complete service by $1.48!"

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**

taking into regular operation with private financing.

Another survey project will come before the Tv Board—the plan to analyze tv audience reaction as part of the Tv Code Board's work. This will help the Code Board's supervision of industry self-regulation of programs and advertising.

It's understood the basis of an audience-reaction technique has been developed for Tv Board consideration. G. Richard Shafto, WIS-TV Columbia, S. C., will report as chairman of the Tv Code Board.

The other industry code—Radio Standards of Practice—will come before the Radio Board. At the NARTB convention in May, E. R. Vadeboncoeur (WSYR Syracuse), said the radio code is "the cleanest and most conscientious of any advertising medium but the public hasn't heard about it." He advocated steps to sell the document to the public. A punitive clause has been suggested, similar to that in the Tv Code.

Other radio topics include fm activities and copyright. A technical matter centers around band width and spurious emissions, which also involves operation of tv transmitters and receivers.

John F. Meagher, radio vice president, will report on the association's radio operations.

The joint board will discuss membership, and with pleasure. Since the convention the total membership has passed the 2,000 mark—the exact figure at close of business Thursday was 2,009. This total included 1,260 am stations, all am networks, 276 tv stations, all tv networks, 337 fm stations and the associate members. The membership drive has been directed by Richard M. Brown, KPOJ Portland, Ore., and William K. Treynor, station relations manager.

Single Usable Package

A report will be heard on a proposal to develop a single, collated source of material showing radio's circulation and its strength as an advertising medium. This topic came up at the January meeting, spurred by Mr. Swezey who felt the immense fund of radio research and sales-effectiveness material should be worked into a single usable package.

Proposed constitution and by-laws will be discussed for the new Assn. for Professional Broadcasting Education, formed during the NARTB convention.

Gilmore Nunn, WLAP Lexington, Ky., will tell the board about the Fourth General Assembly of the Inter-American Assn. of Broadcasters which met in Peru during April. Mr. Nunn is NARTB delegate to the IAAB.

William D. Pabst, KFRC San Francisco, will report as chairman of the Finance Committee.

Presiding at the meeting will be Henry B. Clay, KWKH Shreveport, La., Radio Board chairman; Clair R. McCollough, Steinman Stations, Tv Board, and Mr. Fellows as chairman of the joint boards.

Members of the Tv Board are, besides Messrs. McCollough, Arnoux, Swezey and Quaal, Joseph E. Baudino, Westinghouse Broadcasting Co.; Kenneth L. Carter, WAAM (TV) Baltimore; William Fay, WHAM-TV Rochester; Harold Hough, WBAP-TV Fort Worth; Paul Raibourn, KTLA (TV) Los Angeles; W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; George B. Storer, Storer Broadcasting Co.

Television network representatives are: Ernest Lee Jahncke, ABC; Merle S. Jones, CBS; Ted Bergmann, DuMont Tv Network; Frank M. Russell, NBC.

Radio Board members, in addition to Mr. Clay, are: E. K. Hartenbower, KCMO Kansas City, vice-chairman; Herbert L. Krueger, WTAG Worcester, Mass.; Mr. Vadeboncoeur; George H. Clinton, WPAR Parkersburg, W. Va.; James H. Moore, WSLS Roanoke, Va.; Owen F. Uridge, WQAM Miami, Fla.; Robert T. Mason, WMRN Marion, Ohio; Robert B. McConnell, WISH Indianapolis; William Holm, WLPO La-Salle, Ill.; F. E. Fitzsimonds, KFYR Bismarck, N. D.; Cy Casper, WBBZ Ponca City, Okla.; Alex Keese, WFAA Dallas; Walter E. Wagstaff, KIDO Boise, Idaho; Mr. Pabst; Calvin J. Smith, KFAC Los Angeles, and Mr. Brown.

Radio directors-at-large are: John M. Outler, WSB Atlanta, and John F. Patt, WJR Detroit, representing large stations; Cecil B. Hoskins, WWNC Asheville, N. C., and J. Frank Jarman, WDNC Durham, N. C., medium stations; F. Ernest Lackey, WHOP Hopkinsville, Ky., and Lester L. Gould, WJNC Jacksonville, N. C., small stations; Edward A. Wheeler, WEAW-FM Evanston, Ill., and H Quenton Cox, KQFM Portland, Ore., fm stations.

Network representatives on the Radio Board are: Charles T. Ayres, ABC; Arthur Hull Hayes, CBS; Charles R. Denny, NBC, and Earl M. Johnson, MBS.

Besides Mr. Fellows, NARTB staff executives who will be at the board meeting are Messrs. Meagher, Brown, and Arney; Vincent T. Wasilewski, chief attorney; Edward H. Bronson, director of tv code affairs; Richard M. Allerton, research manager, and Joseph M. Sitrick, manager of publicity and informational services.

Iowa Broadcasters Elect W. J. Teech as President

WALTER J. TEECH, KOEL Oelwein, was elected president of Iowa Broadcasters Assn. at the June 13-14 meeting held at Lake Okoboji. Anthony J. Koelker, KMA Shenandoah, was elected vice president, and Arthur A. Skinner, KASI Ames, secretary-treasurer.

Ernie Sanders, WOC Davenport, retiring president, conducted the meeting. A business session the opening morning was topped with a review of radio progress by John F. Meagher, NARTB radio vice president. Lee Larson, of Northwestern Bell Telephone Co., discussed system operations. Fred Palmer, of the Fred Palmer Co., Columbus, reviewed sales techniques.

Broadcasters Set Campaign To Sell Civil Defense Hints

CIVIL DEFENSE will be sold to Southern California radio listeners by a full-scale advertising campaign prepared by the Southern California Broadcasters Assn., utilizing spot announcements, singing jingles and special programs over a 12-week period starting July 1.

Over 400 radio-tv representatives, federal, state and local military, civil defense, police and government officials attending a CD meeting at CBS Columbia Sq., Hollywood, heard SCBA Managing Director Frank Crane describe the three-point program prepared by the broadcasting industry to educate the public about CD during the summer months.

First, a series of recorded jingles will impress upon listeners various items of information—including first aid hints, radiation dangers, health problems, etc.—to enable them to better survive in case of enemy attack, Mr. Crane stated. Also, SCBA will launch a campaign to familiarize the public with the Conelrad positions (640 and 1240) on the radio dial.

Second, the need for coordinated information was cited by the SCBA executive, who proposed that procedures be developed to assure that Conelrad will function properly and without delay in case of an alert.

Lastly, he called for a coordinated programming plan among all local am stations, to inform and reassure the public after an all-clear is sounded, with all information clearing through and supplied by a regional control center.

Standard Form Approved By Representatives Assn.

A STANDARD FORM for submitting station time availabilities to advertising agencies was approved by Station Representatives Assn. at its quarterly meeting last Wednesday.

SRA Managing Director Larry Webb said the new form was devised by SRA after extensive discussions with agency authorities—who have long wanted a standard availabilities form to expedite their work—and that it will be used by all SRA members.

He pointed out that the form is "basic" and that representation firms may add other information regarding the individual stations they represent. He also noted that some time may pass before the changeover is completed, since most representatives have substantial supplies of their present forms on hand.

The new SRA form is a one-page sheet divided into three parts. Upper part calls for listing of agency, advertiser, and product; market, station call letters, frequency (or channel number) and power, network, and date. Then there is room for listing availabilities in this order: day, preceding program, time and length, and following program. Lower part provides for "remarks," address of the office of origin, and name of salesman.

SRA suggests green forms be used for submitting television availabilities; yellow for radio. Mr. Webb pointed out that other colors may be used, and that the representation firms will retain individuality by use of their own respective headings and their selection of type.

Florida Broadcasters Meet In Miami Beach Thursday

ANNUAL three-day meeting of the Florida Assn. of Broadcasters opens Thursday at the Empress Hotel, Miami Beach, with President John B. Browning, WSPB Sarasota, presiding. John J. Karol, CBS Radio vice president, will speak on the topic, "It's Time to Reappraise Radio." He will show the CBS Radio film, "Tune in Tomorrow."

Art Scofield, advertising-sales promotion director of Storer Broadcasting Co., will discuss promotion, and Phillip W. Moore, president of First Research Corp., Miami, will speak on "Florida Markets Tomorrow." Bill Fink, Ampex Co., will demonstrate mechanized broadcasting. Oliver Gramling, Associated Press, will have the subject, "Doldrums to Dollars." Carl Bishopric, of Bishopric-Green & Associates, Florida agency, will tell how agencies buy media, and Jack Weldon, Associated Press, will explain how to sell news.

Calif. Women Elect Officers

JEANNE GRAY, actress-producer, has been elected to her third successive term as president of the Radio-Tv Women of Southern California. Other officers: Dorothy Winter, tv producer, BBDO, Hollywood, first vice president; Claire Hughes, assistant general manager, KWKW Pasadena, second vice president; Betty Hartlane, director of guest relations, ABC Hollywood, corresponding secretary; Margee Phillips, assistant news director, KBIG Avalon, recording secretary, and Mitzi Mee, chief accountant, KLAC Hollywood, treasurer.

Broadcast News Has Edge On Competition—Fellows

BROADCAST NEWS has a distinct edge on competing media because "it has a conscience that is in tune with its own home town," NARTB President Harold E. Fellows said Tuesday in an address to the Milwaukee Assn. of Commerce and the city's broadcasters.

Other broadcast advantages, he said, include its swift delivery of news, fair comment and its ability to entertain as well as educate.

Claiming advertising is responsible for much of the prosperity businessmen have enjoyed, Mr. Fellows said: "This powerful force is sometimes maligned because of the indiscretions or the downright dishonesty of a few who advertise. This is not surprising in a society as complex as ours. . . . The truth is, and it's evident in the performance of all media, that advertising has made tremendous advances in the last three decades.

"The quality of it is better, the selling impact of it is higher, and the integrity of it is far less in question. This you may attribute not alone to the insistence of the advertiser and the efficiency of the media, but also—and perhaps most importantly—to the growth of fine advertising agencies."

Agency employes include "some of the most creative people in the nation," Mr. Fellows said, adding broadcasters share many of their important contributions with them.

New Jersey AP Radio Assn. Elects Marano President

AT A MEETING of the New Jersey Associated Press Radio Assn. held June 7 in Camden, Tony Marano, news director of WCTC New Brunswick, was elected president to succeed Merrill Morris of WMTR Morristown.

Mr. Marano, formerly vice president of the association, is succeeded in that post by Arnold Snyder of WTTM Trenton.

William L. Ryan, AP foreign news analyst, addressed the association.

TRADE ASSOCIATION PEOPLE

Margaret Mary Kearney, educational director, WCAU-AM-FM-TV Philadelphia, elected president, Phila. chapter, American Women in Radio & Television: other officers elected: **Alma Desborough,** first vice president; **Jane King,** WPTZ (TV), second vice president; **Wendy Phillips,** WIP, third vice president; **Mary Dorr,** WFIL, recording secretary; **Dorothy Davis,** corresponding secretary; **Anne Horton,** WCAU-TV, treasurer.

Paul H. Provandie, Hoag & Provandie, Boston, elected president, Radio-Tv-Adv.-Executives Club of New England. Other officers elected: **Arthur E. Haley,** general manager, WORL Boston, first vice president; **Gerald Harrison,** president, WMAS Springfield and WLLH Lowell, Mass., second vice president; **Bruce G. Pattyson,** New England manager, John Blair & Co. (station representatives), N. Y., treasurer; **Charles F. Hutchinson,** executive vice president, Chambers & Wiswell Inc., Boston, secretary.

Nelson Carter, vice president, Foote, Cone & Belding, L. A., elected president, Los Angeles Adv. Club, with **Paul Beach,** advertising manager, Union Pacific Railroad, first vice president; **J. A. Crooks,** advertising manager, Certified Grocers of America, second vice president; **John L. Clarke,** *Westways* magazine, treasurer; **Margot Mallary,** advertising manager, Cole of Calif., secretary, and **Arthur M. Arlett,** account executive, West-Marquis Inc., **Harold R. Beem,** Strecher-Traung Lithographing Co., and **George Stromme,** of The Stromme Co., directors.

the first 22 years were the greatest

Twenty-two years ago WFDF introduced the BLUES CHASERS to Flint. The show is still going strong today. Billy Geyer, on hand from the beginning, supplies organ melodies, and his partner, Bud Haggart, adds vocals. Both fill in with the kind of conversation that strikes the local fancy. About the only thing really different from the first BLUES CHASERS show is a full complement of commercials. Flint sponsors discovered the boys could sell. National sponsors, especially those with new products, found this old, accepted show a sure way to open doors here in Flint. It can do the same for you. There are a few participations from 12:30 to 1:30 each weekday afternoon. Katz has all the details.

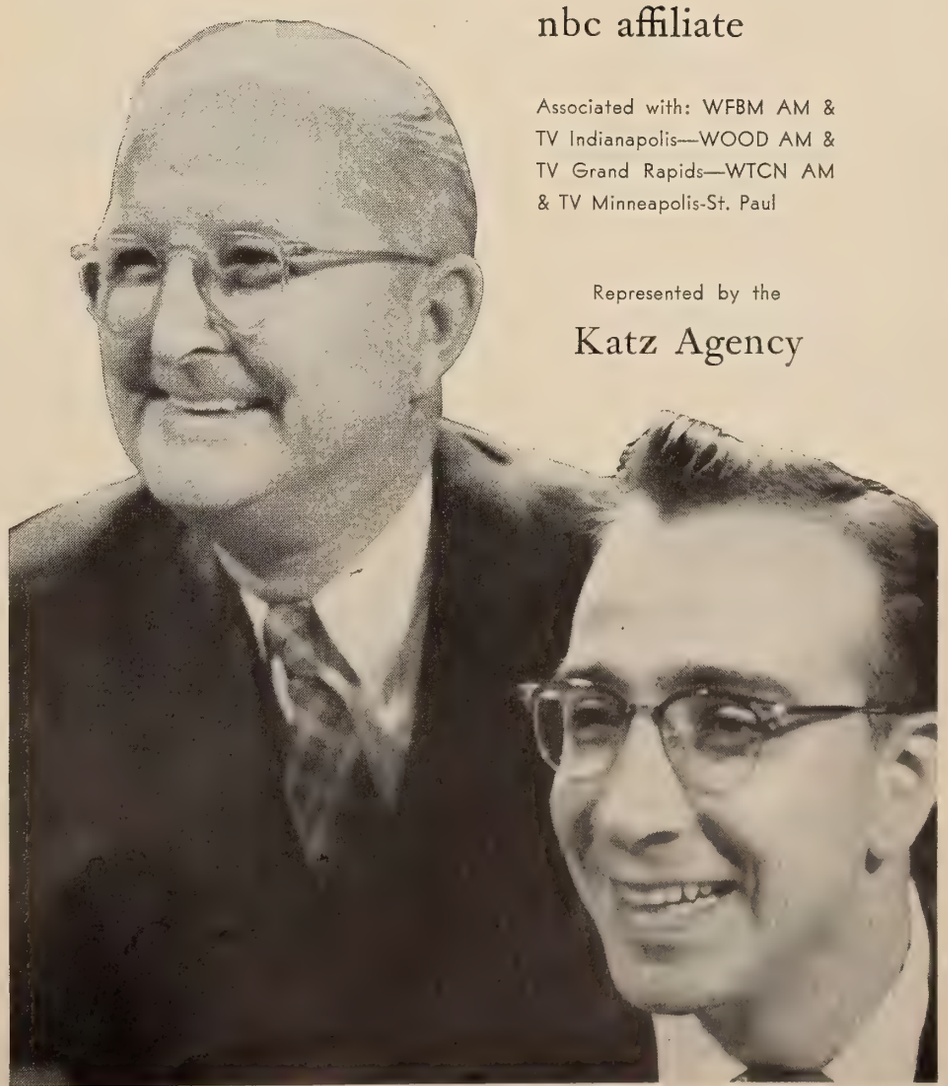
flint, michigan **wfdf**

nbc affiliate

Associated with: WFBM AM & TV Indianapolis—WOOD AM & TV Grand Rapids—WTCN AM & TV Minneapolis-St. Paul

Represented by the

Katz Agency



NBC, WESTINGHOUSE SEEK APPROVAL OF CLEVELAND-PHILADELPHIA SWAP

Unprecedented transaction whereby network would trade its WNBK (TV)-WTAM-AM-FM for WPTZ (TV)-KYW, plus kicking in $3 million on the tv trade, goes to the FCC. Westinghouse is making deal because 'Cleveland with NBC affiliation is better than Philadelphia without it.' NBC wants to make more money.

IN AN AVOWED effort to strengthen its vhf station ownership and thereby its income—declared necessary for continued improvements in network service and "pioneering" in color tv and uhf—NBC last week joined with Westinghouse Broadcasting Co. to file applications at FCC for consent to a swap of their respective Cleveland and Philadelphia radio-tv properties [B•T, May 23].

NBC proposes to exchange WTAM-AM-FM Cleveland even-Stephen for Westinghouse's KYW Philadelphia but will add $3 million to its package of WNBK (TV) Cleveland in exchange for Westinghouse's WPTZ (TV) Philadelphia. The swap was initiated by the network, FCC was told.

Westinghouse acquired WPTZ just two years ago from Philco Corp. for $8.5 million, of which sum $5 million "was allocated as the value of the affiliation contract with NBC." On the basis of WPTZ revenues from NBC programs in 1953 and 1954, Westinghouse informed FCC it felt the original value placed on the NBC affiliation has been "justified."

Westinghouse concluded that since NBC had been offered the purchase of another Philadelphia station, it believed "the ownership and operation of stations in Cleveland, with NBC affiliation, was of greater benefit to Westinghouse and the public than the ownership and operation of stations in Philadelphia without network affiliation. The business decision was, of course, dictated in part by the $8.5 million price which Westinghouse had paid for WPTZ in 1953 and its desire to protect that investment against substantial shrinkage."

It was reported earlier that the Philadelphia tv station in 1954 had a gross business of approximately $5.5 million while KYW's gross income was about $1 million. The Cleveland stations had 1954 grosses of some $4.3 million for tv and $900,000 for radio.

Neither entity at this time proposes any substantial changes in staff or programming, FCC was told, although key executives of the respective organizations are expected to change to the new operations in each case.

The Westinghouse applications said Rolland V. Tooke, general manager of WPTZ, would be transferred to WNBK as manager while Alexander W. Dannenbaum Jr., commercial manager of WPTZ, would switch to WNBK as sales manager. Westinghouse said it has not selected its program manager or chief engineer for WNBK.

Westinghouse announced in its application that Frank A. Tooke (no relation), KYW manager, is to assume that post at WTAM-AM-FM. Others to transfer from KYW and their proposed WTAM posts include G. W. Davis, program manager; R. H. Teter, sales manager, and W. L. Nuss, chief engineer.

NBC told FCC it would switch key personnel from its present Cleveland stations to Philadelphia, but did not specify whom.

Lloyd E. Yoder is manager of NBC's Cleveland outlets.

The swap agreement, which assured continuance of NBC's affiliations with WTAM-AM-FM and WNBK when Westinghouse assumed ownership, provided that the basic network hour rate for WNBK would be $2,000 and for WTAM $468. NBC presently lists WNBK at $1,300 while Westinghouse is getting $2,500

. . . And a Snow Fence

EXHAUSTIVE inventories of station equipment and physical plant accompanied the application filed by NBC and Westinghouse with FCC last week to exchange their Cleveland and Philadelphia radio-tv properties. Listings included every last screwdriver and wastebasket in the house, with NBC's WNBK (TV) Cleveland, for example, citing such items as one set of lathe dogs and one #CL3005NK three-jaw Cushman chuck. And on the list for the network's WTAM-AM-FM Cleveland (at Brecksville transmitter site) were 5,012 evergreen trees, one large poplar tree, 275 English privet, 5 spirea bushes, 24 deutsies, 3 lilacs, 13 snowberry, 330 ft. of asphalt driveway and 250 ft. of snow fence.

OH What a BEAUTIFUL MORNING!



SHARE OF RADIO AUDIENCE:

WHEC 50.9

STATION B	18.7
STATION C	14.9
STATION D	7.6
STATION E	4.2
STATION F	3.1*

*Adjusted to compensate for sign-off at local sunset.



...And what a LOVELY AFTERNOON!



SHARE OF RADIO AUDIENCE:

WHEC 34.4

STATION B	25.4
STATION C	4.2
STATION D	18.0
STATION E	11.3
STATION F	5.4*

*Adjusted to compensate for sign-off at local sunset.



ALL DAY LONG . . .

MONDAYS THRU FRIDAYS—WHEC GETS THE MOST LISTENERS IN ROCHESTER, N. Y.

All figures taken from Hooper Radio Audience Index, November 1954 through February 1955

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION



WHEC of Rochester

NEW YORK 5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

GOING PLACES *is always easier with Cities Service...*



Helpful directions to travelers on major turnpikes is just one small reason why the green-and-white emblem renews its welcome daily.

CITIES SERVICE
A Growth Company

Number 10 of a series

ORIGINAL UNIT NOW AVAILABLE
DIRECT FROM MANUFACTURER

Compact
Lightweight



TYPE 120-D
FIELD INTENSITY METER

Direct Reading

Type 120-D Field Intensity Meter is a portable instrument for the measurement of a wide range of radio signal intensities in the broadcast band of 540 to 1600 kilocycles. Its range of sensitivity from 10 microvolts per meter to 10 volts per meter, makes it equally effective for interference studies at low signal strengths and for close-in measurements on high-power directional arrays.

Accuracy of measurement is assured by a calibration method that compensates for variations in tube characteristics and for voltage variations in the self-contained battery power supply. Operation is simple and measurements can be made rapidly, for the meter is direct reading on all ranges and requires the use of no charts or multiplication factors. Since tubes are of the filament type, no warm up period is necessary before taking readings.

NEMS · CLARKE
Incorporated

919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND

FOR COMPLETE DESCRIPTIVE SPEC SHEET
WRITE OR WIRE DEPT. P TODAY

Business Boxscore

BOXSCORE of national and local accounts among the Cleveland and Philadelphia radio-tv properties being exchanged by NBC and Westinghouse (adjacent story) was disclosed in transfer papers filed with FCC last week. Westinghouse's KYW Philadelphia as of May 1 has 43 national and 52 local accounts, plus "blanket" accounts covering all advertising by Ford, General Foods, Johnson & Johnson, Standard Brands and Sterling Drug. Firm's WPTZ (TV) there reported 102 national spot accounts and 69 local contracts. NBC's WTAM Cleveland cited 64 national and 30 local sponsors while its WNBK (TV) there listed 119 national and 43 local accounts.

per hour on WPTZ. Affiliation runs two years after actual swap, or not later than Nov. 1, 1957.

Westinghouse's statement of income, submitted with the transfer bids, showed total broadcast revenue of $10.9 million in 1953 and $13.9 million in 1954. Expenses in 1953 were $8.7 million and in 1954 $10.6 million. Net income after federal taxes totaled $1.15 million in 1953 and rose to $1.61 million in 1954.

NBC's balance sheet, dated April 30, showed total current assets of $50.5 million, plant and equipment $43.2 million (less reserves of $17.5 million), with total assets listed at $77.76 million. Total current liabilities were $31.2 million with capital stock given as $6.5 million and reinvested earnings $39.6 million.

Both WNBK and WPTZ are operating on ch. 3. WNBK claims 1,195,000 tv sets in its coverage area while WPTZ claims 2,088,318. KYW operates as a Class I-B outlet on 1060 kc with 50 kw, directional, while WTAM is a Class I-A clear on 1100 kc with 50 kw.

NBC's String

Aside from its Cleveland outlets, NBC presently owns and operates WRCA-AM-FM-TV New York, WRC-AM-FM-TV Washington, WMAQ-AM-FM and WNBQ (TV) Chicago and KNBC-AM-FM San Francisco and KRCA (TV) Los Angeles. The network has purchased, subject to FCC approval, ch. 17 WBUF-TV Buffalo and ch. 30 WKNB-TV and WKNB-AM New Britain, Conn. The Commission has scheduled a hearing by oral argument on the New Britain acquisition, now set for July 7. The argument earlier had been set for today (Monday) but was postponed upon petition by the Commission's Broadcast Bureau.

Westinghouse stations, besides its Philadelphia holdings, include KDKA-AM-FM-TV Pittsburgh; WBZ-AM-TV Boston; WBZA Springfield, Mass.; KEX-AM-FM Portland, Ore.; WOWO Fort Wayne, Ind., and KPIX (TV) San Francisco. Westinghouse paid $9.75 million to DuMont last December for purchase of WDTV (TV) Pittsburgh (now KDKA-TV) and in July 1954 paid $6 million to Wesley I. Dumm and associates for KPIX.

In its statement to FCC concerning the proposed station exchange, NBC pointed out that "the economic health of a company in the network business has been dependent on profits from some other source. This is the ownership of stations. It is upon these that NBC has relied to carry out the important functions which networks perform and which the public relies on them to perform.

"NBC has a long record of industry pioneering. It is carrying the major burden of developing network color broadcasting. It pioneered

This message is the thirteenth of a series

A report on Boeing's work with guided missiles

Most aspects of guided missiles are matters of the strictest military security. The following facts, however, can be discussed without revealing material of aid to a potential enemy.

It is known, for instance, that weapons of any type vary widely according to the needs of the tasks assigned to them. They range, for example, from carbines to artillery pieces, interceptors to bombers, PT boats to battleships. In the same way, guided missiles vary—and for the same reason.

Some missiles are basically short-range weapons that function as an extension of conventional anti-aircraft artillery. Other relatively short-range missiles fall into the air-to-air category, and function as an extension of more conventional armament of piloted aircraft. There are also in operation today longer range, surface-to-surface missiles of sub-sonic speed that work as a kind of super artillery.

Supersonic defense

On the other hand there is now under development a more complex, longer range *super*sonic missile that will spearhead an entirely new air defense weapons system. It is the Boeing IM-99 Bomarc, one of the major Air Force missile projects.

The IM-99 is a pilotless interceptor, designed to strike high-speed enemy bombers while they are still over areas away from vital targets. While the missile operates at supersonic speed, its flight path is controlled by electronic devices that guide it into position to destroy the target aircraft.

Electronic guidance of missiles traveling beyond the speed of sound is just one of many complex problems involved. Other Boeing research includes rocket and ram jet propulsion, problems of hydraulic actuating mechanisms, and the metallurgical requirements of the thermal barrier. Boeing is putting a larger and larger portion of the company's vast research, design and engineering facilities and manpower behind its Pilotless Aircraft Division. The IM-99 project is in the developmental and test stage, with substantial progress being made. An official Air Force release has stated: "To meet this problem of distant interception, we have under development a long-range pilotless interceptor called the Bomarc. Our tests with this missile are very encouraging."

In addition to the missile itself, Boeing's program includes the planning of bases, logistics, maintenance and communications.

Boeing has more than ten years of experience in the field of guided missiles. One of its earlier experimental projects was the development of the supersonic ground-to-air missile known as GAPA. It attained speeds of more than 1,500 miles per hour. More than one hundred successful firings were made.

Future role of missiles

Guided missiles are being assigned an increasingly important role in America's defense plans. Their versatility, and the scope of the missions they can perform, make them a powerful addition to the nation's arsenal.

Air-to-air missiles greatly increase the striking power of conventional aircraft. Air-to-ground missiles enable modern jet bombers to function as high-speed guided missile launching sites. And ground-to-air pilotless interceptors, like the Bomarc IM-99, add a new dimension to defense systems based on manned interceptors.

Boeing, during its 39-year history, has produced a succession of decisive aerial weapons—among them the historic B-17 and B-29, and today's B-47 and B-52 multi-jet bombers. The same imaginative "years ahead" planning that produced these revolutionary craft is behind the Boeing IM-99 Bomarc program today. So, too, is a growing portion of Boeing's vast reservoir of design, research and production experience.

BOEING AIRPLANE COMPANY

SEATTLE, WASHINGTON; WICHITA, KANSAS

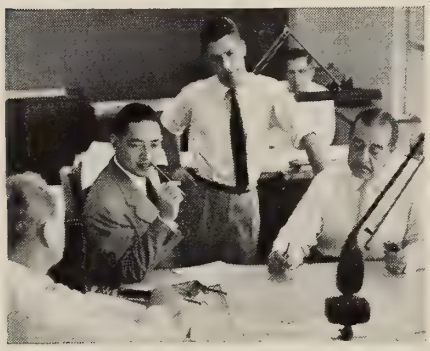
Dr. Norman Ch'in

...in petroleum, too, everything but the pig's squeal

"I HAVE READ that in a free country, business is more efficient because it must compete successfully to survive.

"I believe this sincerely. For I lived in China, India and Europe before becoming a United States citizen 17 years ago. No one equals Americans for sheer ingenuity in finding better ways to do things.

"I am thinking, for instance, of how at Union Oil today we use—as they say in the meat-packing industry—'everything but the pig's squeal.'



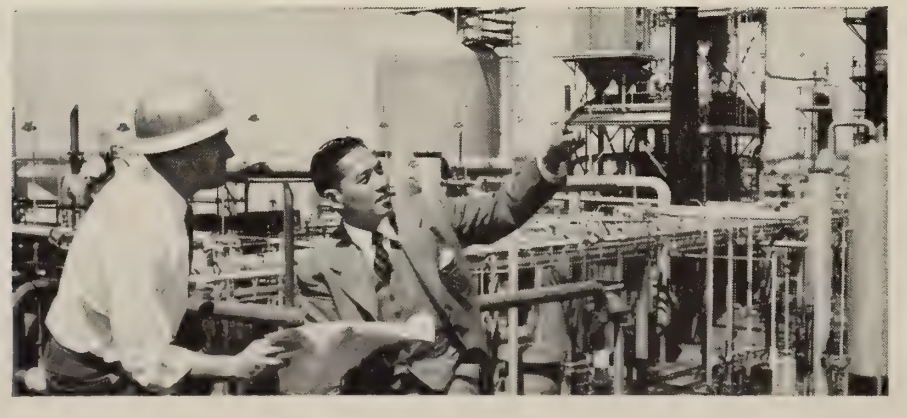
"Sulfur is a good example of what I mean. At the start of the Korean War the government put it on top priority.

"Curiously, though, one of the waste products of petroleum refining is a form of sulfur—hydrogen sulfide. We were convinced that we could convert enough throw-away hydrogen sulfide into valuable elemental sulfur to make a special plant worth while. We put it up to management and got a go-ahead.



DR. CH'IN: "NO ONE EQUALS AMERICANS IN FINDING NEW WAYS TO DO THINGS."

"Our project was a success. We now recover about 120 tons of sulfur a day. It was good citizenship, too. Because by creating a new supply of sulfur we're helping to conserve the country's natural resources.



"All this from material once thought the refuse of refining! See what I mean by the ingenuity of us Americans?"

* * * *

Typically modest, Dr. Ch'in does not mention he was process engineer of the original Sulfur Recovery Unit at our Los Angeles Refinery.

This was one of our first steps in diversifying our business through chemical by-products of refining.

But Dr. Ch'in's original point is most pertinent. For it is possible that none of these things would have happened, if we lacked the incentive to find new ways to do a job better than our competitors.

YOUR COMMENTS ARE INVITED. *Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

in uhf and has lately agreed, subject to Commission approval, to develop and operate uhf stations in New Britain and Buffalo.

"Because of these factors, NBC felt it necessary to increase the income available to it from vhf station operations. It was not possible for NBC to acquire additional vhf stations without exceeding five [FCC limit for vhf]. NBC sought instead to exchange currently owned station properties for others with greater earning potential. The exchange of its Cleveland stations for the Westinghouse stations in Philadelphia will satisfy this requirement."

The network explained also that its parent company, RCA, "has a long association with the Philadelphia community. It is one of the largest employers of labor in that area and has only recently deepened its roots in the community with the construction of new facilities at Cherry Hill, N. J. Station ownership will permit even closer identification with the Philadelphia area. In addition, Philadelphia has definite possibilities as an origination point for network programs."

The exchange agreement, signed May 16 by J. V. Hefferman, NBC financial vice president, and Chris Witting, Westinghouse Broadcasting Corp. president, called for a closing date on the first business day of the calendar month following FCC consent. The pact becomes invaild if FCC refuses transfer and either party may withdraw after Dec. 31, 1956.

Nathan Charges Monopoly Within Radio-Tv Industry

A CHARGE that the radio-tv industry is "ridden" with monopoly was made in testimony last week before the Senate Antimonopoly Subcommittee by a Washington, D. C., consulting economist.

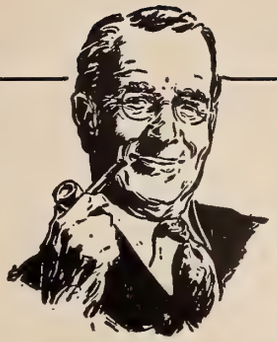
Robert R. Nathan, president of Robert R. Nathan Assoc., who also is chairman of the executive committee of Americans for Democratic Action, said Thursday the major networks exercise "a degree of control and influence" in the radio-tv field that "cannot help but be seriously restrictive in this very important field of communications." The subcommittee has been holding hearings on monopoly in American business.

Mr. Nathan said concentration of power should not be allowed to take place with the "hope that there will not be improper use." He said "vhf emphasis" by the FCC "has been most distressing" and urged "positive steps" to bring the "whole uhf band into effective use."

FCC 'Facilitated Monopoly'

"It has been said," he added, "that nearly half the population of the U. S. gets all of its local news and advertising services from single ownership, that is, single control of the newspaper and of television and radio within the community." He charged there has been "favoritism to large advertisers" and that "chain ownership of television and radio has doubtful merit." He said there is little evidence the FCC has acted to assure competition but, rather, "seems to have facilitated monopoly and centralized control."

Subcommittee Chairman Harley M. Kilgore (D-W. Va.) early this year said he would investigate what he termed "monopolistic practices" in communications, but later it was indicated that Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee, would turn over instances of monopoly to the Kilgore group in the Commerce Committee's current investigation of networks and uhf-vhf troubles.



Advertisement

From where I sit
by Joe Marsh

Sad Note From The Bugle

All of us on the *Clarion* were alarmed to learn that our principal rival in the newspaper field—the *Balesville Bugle*—might have to shut down.

Crops were bad in Balesville last year and one of their factories moved out of town. Just temporary hard times, of course—but the Bugle *needs help now if it's to survive.*

So, this paper is going to scrape up a little money to help tide them over, and we hope other local concerns will do the same. We've seldom agreed with them editorially over the years—but we want their competition to keep us on our toes.

From where I sit, this country needs papers with different points of view—just as it needs people *with different ideas and tastes. You may prefer iced tea as a hot-weather cooler . . . I generally choose a cold glass of beer. But if either of us couldn't express his opinion, and act on it, that would be "bad news" for the whole community.*

Joe Marsh

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SENATE UNANIMOUSLY CONFIRMS MACK AS FRIEDA HENNOCK SUCCESSOR ON FCC

Senate committee Thursday had reported out nomination in 20-minute session. Subsequent hearing on Trade Commission nominee Kern proves more tumultuous, elicits Lehman criticism of failures to renominate FTC's Mead and FCC's Hennock.

RICHARD A. MACK becomes the successor to FCC Comr. Frieda B. Hennock July 1 following unanimous confirmation of his nomination Friday noon by the Senate.

The Floridian's nomination was unanimously reported out Thursday afternoon by the Senate Interstate & Foreign Commerce Committee at a closed session that followed a brief morning hearing. Not a single harsh word was offered against the nominee at the hearing.

Mr. Mack's nomination is for the customary seven-year term. The Senate action was by voice vote.

Substantial opposition had to be overcome in President Eisenhower's other nominations to the FCC. They were Chairman George C. McConnaughey and Comrs. John C. Doerfer and Robert E. Lee, all Republicans.

The 20-minute morning hearing saw only polite questions put to the new nominee—a member of the Florida Railroad & Public Utilities Commission—by senators. Mr. Mack received backpats from his fellow Floridians, Sens. George A. Smathers, a member of the committee, and Spessard L. Holland, who told the committee that the nominee also has the blessing of the rest of the Florida congressional delegation.

Committee Chairman Warren G. Magnuson (D-Wash.) said he hoped Mr. Mack would "take a good long look at delays" which he said have marked the operations of the FCC as well as other federal regulatory commissions. Mr. Mack said such delays are known as "regulatory lag" and added that he has done his best to fight them in his present state post. Sen. Magnuson, indicating a wish that the new nominee will bring this type of energy into his new job, commented: "I hope you'll be a good pike in a carp pond."



COMR.-ELECT MACK

Sen. Smathers said he felt Mr. Mack will prove to be an "excellent member" of the FCC, that he comes "highly qualified" from his service on the Florida utilities commission. Sen. Holland also thought the nominee was well qualified, adding, "I am proud to present him."

Sen. Sam J. Ervin Jr. (D-N. C.) asked Mr. Mack if he comes to the FCC with "an open mind" on the problem of fixing a uniform system of hours for daytime broadcasting. Mr. Mack replied in the affirmative.

The nominee assured Sen. A. S. Mike Monroney (D-Okla.) that he has no utilities interests "incompatible" with his appointment to the FCC. Sen. Andrew F. Schoeppel (R-Kan.) likewise was assured that the nominee adheres to no philosophy holding that federal agencies should overshadow the work of state regulatory commissions or halter "free enterprise." Mr. Mack pointed to his experience on the Florida commission.

FTC Nomination Contested

Hearing on a second nomination—that of William C. Kern, Indiana Democrat, to replace Democrat James M. Mead on the Federal Trade Commission when the latter's term expires Sept. 25—met rougher going. Appearing against the Kern nomination were Sen. Herbert H. Lehman (D-N. Y.), former FTC Comr. Stephen J. Spingarn, George J. Burger, vice president of National Federation of Independent Business, and Jess M. Ritchie, president of Pioneers Inc., Oakland, Calif.

Sen. Lehman, in an interposing statement during his testimony at the Kern hearing, criticized the presidential rejection of Miss Hennock. He said failure to reappoint Mr. Mead to the FTC and Miss Hennock to the FCC represents a "dangerous pattern, seeking to eliminate from these independent commissions and agencies, effective and constructive minority viewpoints." Sen. Lehman earlier in the week had criticized the President's failure to reappoint Miss Hennock (see story this page). Both Miss Hennock and FTC Comr. Mead are New York Democrats.

Since Comr. Mead's term does not expire until September and in view of the controversy surrounding Mr. Kern's nomination, the committee put off a vote on this nomination and left the hearing record open for further comment.

Sen. Lehman Enters Articles Against Hennock Rejection

TWO ARTICLES criticizing President Dwight Eisenhower's failure to reappoint Comr. Frieda B. Hennock to the FCC were inserted in the *Congressional Record* last week by Sen. Herbert H. Lehman (D-N. Y.). Sen. Lehman called this failure by the President "a most unfortunate act on his part," and said Miss Hennock has "fought valiantly for the public interest" and will be "sorely missed—by the public, at least."

The first article, an editorial from the St. Louis *Post-Dispatch*, credited Comr. Hennock with responsibility for the tv channels reserved for educational television and praised her "devotion to the public interest." The *Post-Dispatch*, while not criticizing nominee Richard A. Mack about whom "little seems to be known . . . nationally," was sharply critical of the President's nominations of Chairman George C. McConnaughey ("an attorney for Ohio telephone companies whose interstate business is regulated by FCC"), John C. Doerfer ("a protege of Sen. McCarthy of Wisconsin") and Robert E. Lee ("another McCarthy friend who participated in the unsavory smear campaign which defeated former Sen. Millard Tydings of Maryland").

These nominations and the rejection of Comr. Hennock, the *P-D* said, "make up probably the worst series of appointments which the President has made to any one regulatory agency."

The second article, from *Labor*, published by the railroad brotherhoods, said Miss Hennock was "fired" because of her record. *Labor* cited this record as her opposition to an $80 million rate boost for the "Bell Telephone trust," her fight for educational tv channels, and her defense of "small and independent radio and tv stations against big network monopolists."

Labor said she also crusaded against "crime and horror" tv programs and urged equal radio-tv time for both political parties to end the "growing advantage" of the Republican Party.

The publication said not much is known of Mr. Mack, "except his close connection" with National Assn. of Railroad & Utility Commissioners, "the national organization of state regulatory commissions," the latter of which, *Labor* said, "almost all are under the thumbs of the power trust, gas trust and telephone trust."

Census Funds Cuts Unaltered in Senate

THE SENATE last week declined to restore House cuts of $655,000 from budget estimates of $4,655,000 for the Census Bureau's census of business, manufactures and mining for fiscal 1956 and $500,000 from the $6 million budget estimates for the census of agriculture. Final figures upon reporting of the bill (HR 6367) by the Senate Appropriations Committee were $4 million and $5.5 million, respectively, for the two censuses.

Secretary of Commerce Sinclair Weeks had asked a Senate Appropriations subcommittee during hearings to restore the House cuts to keep from delaying release of the census results [B•T, June 6].

The Senate restored $900,000 of a $1.2 million cut made by the House from Census Bureau salaries for fiscal 1956, leaving the committee-approved figure at $7.1 million.

The Senate went along with House denial of $100,000 requested in the budget for incorporating results of the business census into national accounts of the Commerce Dept.'s Office of Business Economics for use by business. The Senate approved $7,450,000 for the National Bureau of Standards—replacing $450,000 of $750,000 cut from NBS funds by the House.

The measure now goes to Senate-House conference to resolve differences.

Hike in Political Expense Allowance Sought in Senate

THE SENATE Rules & Administration Committee last week reported favorably a bill (S 636) to revise upward the federal legal limits for political campaign expenditures—to allow for the increasing costs of campaigning on television and for other rising expenses.

The bill was sent to the Senate floor.

The measure, introduced by Sen. Thomas C. Hennings Jr. (D-Mo.), chairman of an Elections Subcommittee which held hearings on it, would raise from the present $3 million to $12.3 million the amount a national political committee may spend during the presidential election

How to make Mr. BIG very happy . . .

So the boss wants to talk on television . . . And what a headache that can be!

Stop worrying . . . you can make him a hit—whether he's star-stuff or not.

Here's what you do: Rehearse and rehearse. Then film and review and edit—until you're all happy. That's all. It's safe, sure, inexpensive, when you

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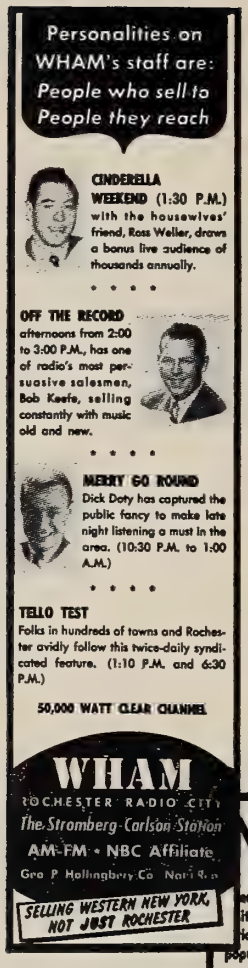
East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

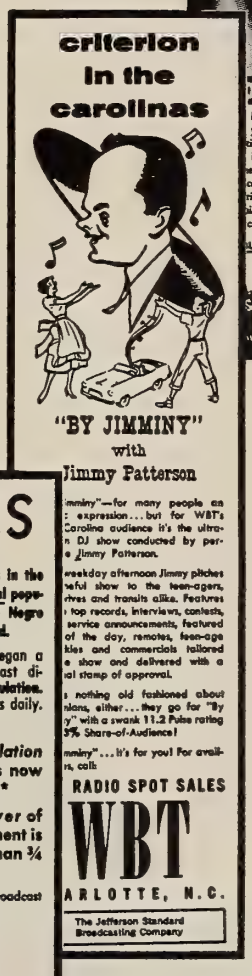
West Coast Division
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Hollywood 38, California

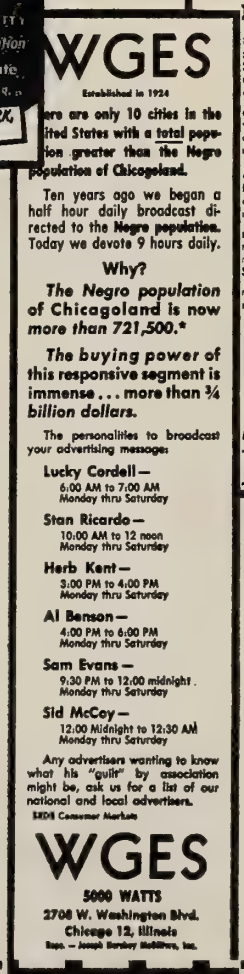
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as an agency vice president said

"I buy local personalities for their local sales appeal and viewer or listener loyalty . . ."
Service-Ads like these help keep SRDS users informed about station personalities.

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exclusive ways Service-Ads can help you

1. They provide useful information that expands the listed data; make it quickly available to you in client meetings, or when you're working late at the office or at home weekends.

2. They give you the gist of a market or medium story, helping you recall all the information you have absorbed from literature and from representatives.

3. They boil down facts to simple terms that you can extract and include in your media proposals.

4. They give you the story fast when you are entering a new market, or preparing a schedule for a new account.

5. They give you a handy "file" of media information and protect you against the inadequacies of central filing systems that may be unable to supply what you want when you want it; or worse, may contain only out-of-date material.

6. They give you information at the very time you seek it, and do not intrude or ask for attention at any other time.

7. They give you quick access to additional information when a medium's general promotion arouses your interest.

8. They give you a "last chance" source from which you can get a final briefing on a medium's story before you make your final decision.

campaign. Amounts which could be spent on behalf of candidates for senator would be increased from the present $10-25,000 limit to $50-250,000; for candidates for representative, from $2,500-$5,000 to $12,500-$25,000. Amounts would vary within the specified limits based on votes cast in the last election.

The bill would limit the amount one individual can contribute in political campaigns to $10,000.

The measure was approved 5-3 by the full Rules & Administration Committee after scraping by the subcommittee 2-1.

The subcommittee's report, adopted by the full committee, said the proposed new amounts are "more sensible and more realistic in the light of increased costs over the last 15 years and in view of the new techniques (i.e., television and radio) used in political campaigns.

The Hennings group declined to act on proposals that the radio-tv industry be required to furnish "free" radio-tv time to candidates or that the government pay for all or part of the time used in campaigning by candidates. The group based its refusal to act on grounds it had insufficient information and that the subject matter was not directly related to the proposals made in S 636.

FCC Comr. Frieda B. Hennock and others advocated free radio-tv time in testimony before the subcommittee. Industry spokesmen and others testified against "free time" proposals.

The report said the subcommittee believes, however, that the proposals should be brought to the attention of the Senate, and added that, in its own opinion, "radio and television are at the present time making substantial contributions to the enlightenment of public opinion and that such contributions will continue."

'EQUAL TIME' CLAUSE WAIVER SOUGHT

House bill would follow Stanton proposal allowing stations and networks to program political candidates on news and interview programs without regard to giving all splinter parties same amount of air time in which to reply.

A BILL implementing a recent proposal by CBS President Frank Stanton—that stations and networks be exempted from the Communications Act's "equal time" provisions in presenting political candidates on news and interview programs and "Lincoln-Douglas" type debates—was introduced last week by Rep. Oren Harris (D-Ark.)

Rep. Harris, chairman of the House Commerce Committee's Transportation & Communications Subcommittee which would hold hearings on the bill (HR 6810), said in introducing the measure that he thought it "should be given careful consideration by the Congress." He had announced the week before his intention to introduce "for study" the measure, which would amend Sec. 315 (a) of the Communications Act [AT DEADLINE, June 13].

Dr. Stanton made his proposal last month in a talk to CBS-TV affiliates meeting in New York [B•T, May 30].

Rep. Harris said his bill would "leave intact" the equal time provisions of Sec. 315, but would, "however, give leeway to broadcasters and networks with regard to the appearance of political candidates on news, news interviews, news documentary, panel discussion, debate, or similar type programs where the format and production of the program and the participants therein are determined by the broadcasting station, or by the network. . . .

"Broadcasters, of course, would be called upon to justify the exercise of their discretion under this amendment . . . before the FCC at the time their licenses are up for renewal .. . that . . . [they] acted fairly and thus served the public interest," Rep. Harris continued.

Although networks are not licensed and thus are not subject to performance reviews by the FCC, "a question might arise whether the Commission should not be granted power to review the performance of networks with regard to their performance under the proposed amendment," Rep. Harris said.

Because of the "still-increasing importance of the broadcast medium in the political arena," Rep. Harris said, there is a question of whether present provisions of Sec. 315 (a) "meet the present-day needs of broadcasters, networks, political candidates and the electorate."

He cited an editorial in last Monday's *Washington Post & Times Herald* which called the Stanton proposal "deficient" in preserving "the principle of impartiality" because it leaves open the possibility of favoritism for one candidate through "repeated appearances on panel discussions or other public-affairs type programs at the discretion of the networks."

Regarding Dr. Stanton's intent—that broadcasters could thus restrict time on such programs to candidates of major parties and not be subjected to equal time requests from the numerous minority and splinter parties—the *Post* made suggestions looking toward recognition of the "possible rise of new parties on a national basis."

Thus, said the *Post*, Congress might extend the "free time principle on a presidential level to parties that polled, say one million votes each in the last presidential election or that could muster 200,000 or 300,000 signatures on a petition."

Meanwhile, the full Senate Rules & Administration Committee last week reported favorably to the Senate floor a bill (S 636) authored by Sen. Thomas C. Hennings Jr. (D-Mo.) to revise upward the present federal statutory limits on expenditures for political campaigning (see story page 74).

The *Post* editorial entered by Rep. Harris in the *Congressional Record* last week also was inserted in the publication by Rep. Stewart L. Udall (D-Ariz.), author of a companion bill (HR 3139) to S 636.

Tv Viewer Gets Consideration In Demo Rule-Change Request

RECOMMENDATION that the Democratic National Convention change its rules to reckon with television was made last week by a Special Advisory Committee on Rules & Procedures for the 1956 convention.

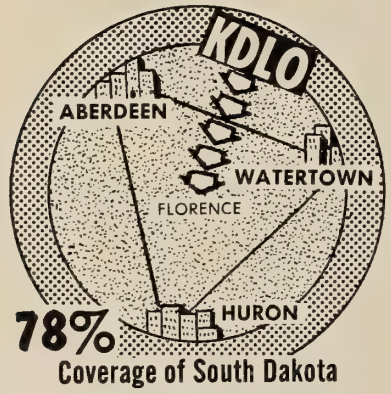
The proposed rule would allow the convention chairman to send a representative to poll the various state delegations during the roll call of states, thus sparing the tv viewer from watching the tedious process of polling individual state groups by the chairman himself. This would allow the roll call to continue while the delegation is being polled.

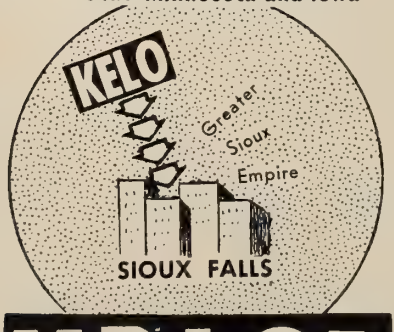
The 82-member advisory group rejected a proposal that the delegations leave the hall to be polled, on grounds their departure and return would result in "noise and confusion." Democratic National Chairman Paul M. Butler recommended that the rule-change proposals be considered at a committee meeting in the fall.

HOW ABOUT THAT JOE FLOYD TRIANGLE?



Joe's putting a whole new market on the tv map . . . 78,000 single-station homes, massed in the great Aberdeen-Watertown-Huron triangle, with transmitter strategically located at Florence, South Dakota. You can reach this great new market only through the Joe Floyd-operated KDLO-TV (CHANNEL 3), a proud, powerful interconnected companion of KELO-TV Sioux Falls.





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GROUP TO REAPPRAISE TV ALLOCATIONS

Magnuson announces formation of committee of top engineers to study FCC's assignments. Organizational meeting to be held tomorrow.

FORMATION of a committee of "top industry and independent engineers" to reappraise the FCC's allocation of frequencies for television was announced Saturday by Chairman Warren G. Magnuson (D-Wash.) of the Senate Interstate & Foreign Commerce Committee. The committee—of around ten top engineers—holds its organizational meeting with Sen. Magnuson at 10:30 a.m. tomorrow (Tuesday) [CLOSED CIRCUIT, June 13].

The Magnuson announcement was the first public acknowledgment of implementation of plans suggested to the senator by Sidney Davis, majority counsel in the committee's "study" of the tv networks and uhf-vhf problems [B•T, June 6].

Sen. Magnuson said the study will be made "with an eye toward bringing about increased utilization of the uhf band to provide a nationwide competitive tv system." He said that "painstaking care has been exercised to insure that all segments of the radio and tv industry are represented on the engineering group."

He said invitations have been issued to the following to send engineering representatives: FCC, ABC, NBC, CBS, DuMont Tv Network, Radio-Electronics-Tv Mfrs. Assn. and the UHF Coordinating Committee. It also was understood that others to be represented are Assn. of Federal Communications Consulting Engineers; Westinghouse Broadcasting Co., and one Washington consulting engineer.

Four-Point Plan Given

Sen. Magnuson listed this four-point plan of action for the engineering committee:

1. A careful engineering study as to the feasibility of utilizing the 88-108 megacycle band, more familiarly known as the fm portion of the spectrum, which could possibly provide an additional three vhf channels, while still leaving room in that portion of the spectrum for all existing fm licensees.

2. A re-examination of the FCC table of present allocations. Such a reappraisal would be an attempt to re-evaluate the table of allocations in the light of experience. For example, a number of very high frequency grantees have turned back their licenses, which in a number of instances remain unused in the assigned communities. This engineering committee, working with the Commission, might well be able to find ways to utilize those channels in areas where facilities under the present table of assignment are inadequate.

3. A study and possible adaptation in television of techniques developed in radio which tend to substantially increase the number of stations in a particular field, such as the "drop in" and perhaps directionalization along both seaboards.

4. The possibilities involved in "selective deintermixture."

The various organizations would be represented, it was understood, as follows:

CBS: William B. Lodge, engineering vice president; NBC: William S. Duttera, staff allocations engineer; ABC: Frank Marx, engineering and general services vice president; FCC: Edward W. Allen Jr., chief engineer; RETMA: Donald Fink, Philco Corp.; AFCCE: T. A. M. Craven, president; Westinghouse: Ralph N. Harmon, engineering vice president; DTN: Dr. Allen B. DuMont, president; Washington consulting engineer: C. M. Jansky, Jansky & Bailey.

Sen. Magnuson said he appreciated the way "all segments of the industry have accepted an invitation to participate in the study," despite the fact the study "is an engineering problem requiring engineers for which this committee has neither funds nor facilities."

It was understood Sen. Magnuson's announcement was made to coincide with RETMA's 31st annual convention held last week in Chicago.

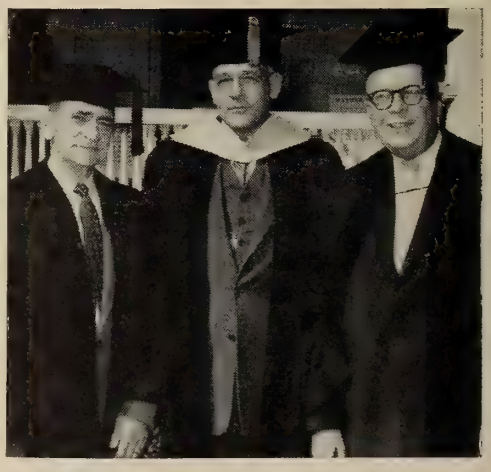
Portland, Ore., Ch. 12 Grant Argued in U. S. Appeals Court

LEGALITY of the FCC's 1954 grant of ch. 12 at Portland, Ore., to Oregon Tv Inc. was argued in U. S. Court of Appeals in Washington last fortnight. Appeal was brought by Columbia Empire Telecasters Inc., the unsuccessful applicant [B•T, Jan. 10].

Columbia Empire questioned Oregon Tv's qualifications especially on the manner in which its proposed general manager, Walter J. Stiles, was hired and resigned. It also questioned the validity of the Commission's action regarding diversification, the financial status of the successful applicant, and alleged that Oregon Tv's antenna plans were misrepresented.

Oregon Tv is owned by Portland businessmen, including Julius L. Meier Jr. (department store executive). Columbia Empire owners include KPOJ-*Portland Journal* stockholders and Wesley I. Dumm, owner of KSFO San Francisco.

The argument was heard by Circuit Judges Henry W. Edgerton, David L. Bazelon and Charles Fahy. Peter Shuebruk represented Columbia Empire; J. Smith Henly, the FCC, and Maurice R. Barnes, Oregon Tv.



GEORGE C. McCONNAUGHEY (l), chairman of the FCC, and James C. Hanrahan (r), vice president of Scripps-Howard Radio Inc. and general manager of WEWS (TV) Cleveland, flank Dr. John S. Millis, president of Western Reserve U., Cleveland, after Messrs. McConnaughey and Hanrahan received honorary degrees of Doctor of Laws at the university's 129th annual commencement exercises. In an address, Chairman McConnaughey declared that while there had to be some government controls, "I believe that a minimum of regulation will best serve the interest of the public."



Park Ranger at Glacier National Park

Guardian of Glaciers and Grizzlies... *and he works for you!*

At Glacier National Park, astride the Continental Divide in Montana's Rockies, you'll see some of the world's most spectacular scenery . . . rugged peaks, gorges, valleys and some 60 living glaciers. Here you'll find mountain goats, bighorn sheep and grizzly bear . . . fossils of plants that lived half a billion years ago . . . Triple Divide Peak from whose slopes water flows to the Pacific, the Gulf of Mexico and the Arctic Ocean.

Guardian of the treasures at Glacier, and throughout the 24 million acres of the National Park System, is the National Park Service Ranger. A dangerous rescue to be made . . . a forest fire to be fought . . . a thousand questions to be answered — all these are part of the ranger's job.

From Stephen T. Mather, first director of the Park Service, down to today's ranger in the field, the Man in the Stetson has served the nation well. Davy Crockett, Daniel Boone, Kit Carson and the others can rest easy — their wild, beautiful America is smaller now . . . but lies secure in hands they'd be proud to shake.

Free TOUR INFORMATION — Ask for our United States Map featuring the National Parks and Monuments. If you would like to drive to any of the National Parks, let us help you plan your trip. Write: Tour Bureau, Sinclair Oil Corporation, 600 Fifth Ave., New York 20, N. Y.

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"BEFORE-TV" RATINGS
when you buy
K-NUZ
Radio Ranch, in Houston

MORNING
"Laura Lee's Ranch"
9:45 to 10:00 A.M.
3.3 IN HOME
.7 OUT OF HOME
4.0 Total Pulse★

AFTERNOON
"Bill's Bandwagon"
4:30 to 4:45 P.M.
4.0 IN HOME
.8 OUT OF HOME
4.8 Total Pulse★

NIGHT
"Houston Hoedown"
8:45 to 9:00 P.M.
2.8 IN HOME
.6 OUT OF HOME
3.4 Total Pulse★

GET THE WHOLE PICTURE.... COUNT ALL THE LISTENERS!

K-NUZ is No. 1
in OUT OF HOME PULSE
12 noon to 6 P.M. — Mon. thru Fri.
Tied for No. 2 mornings

★ PULSE RATINGS
OUT OF HOME—Jan. '55
IN HOME — Jan.-Feb. '55
First in Houston
K-NUZ
NAT'L REPS.—FORJOE AND CO.
IN HOUSTON, CALL DAVE MORRIS
JAckson 3-2581

K-NUZ Carries Houston's Top Local Accounts

ANOTHER COMMUNITY TV FLAUNTS STATION

Montana antenna system operator tells KXLF-TV Butte it won't stop rebroadcasting the outlet's signals. It's the third such case in a year.

FOR the third time in less than a year, a community television operator has told a broadcaster to go jump in the lake.

Last week, Norman Penwell, operator of Bozeman (Mont.) Community Television Inc. (650 subscribers), told Ed Craney, KXLF-TV Butte, Mont., that he was not going to stop furnishing KXLF-TV signals to his customers.

The Penwell letter was in answer to one from Mr. Craney in late May asking the Bozeman community antenna system to discontinue reception of KXLF-TV signals [B•T, June 13].

Mr. Craney made the point that the signals are for free public reception and are not transmitted for the purpose of realizing a profit for someone else. The Montana broadcaster also stated that certain contracts forbid duplication and retransmittal for profit of such programs.

Mr. Penwell—who is being backed by the 200-member National Community Television Assn.—said that the service he furnishes has nothing to do with realizing a profit on programs, but only in furnishing an antenna service for his subscribers.

The salient paragraph of his letter follows:

"We are unable to accede to your request that we discontinue reception via our community antenna system of the signals broadcast by the Butte station. Bozeman Community Television Inc. is engaged in the operation of a community antenna system performing an antenna service for its subscribers. It is our understanding, based on advice from counsel, that the members of the public are entitled to receive the signals broadcast by your station. The function of our company is merely that of receiving on behalf of our subscribers, the signals which you broadcast and to which they are entitled. This company does not realize any profit on the program broadcast by your station. To the contrary, the remuneration received by Bozeman Community Television Inc. is for the antenna service which we render and is in no way related to the programs which may be broadcast by your station at any given time."

KOA-TV, KFBC-TV Ignored

Last fall, KOA-TV Denver asked community television systems in Casper and Laramie, Wyo., and Sterling, Colo., to sign "affiliation" contracts. This the antenna systems refused to do.

At that same time, KFBC-TV Cheyenne, Wyo., told the same three wire operations to stop picking up its signal. This, too, the antenna companies declined to do.

In the KOA-TV memorandum to the community tv systems, the Denver station asked for an agreement which would permit the station's signals to be picked up for distribution to subscribers provided no commercial announcements were deleted. It also asked that the wire tv systems use a weekly minimum of 25 hours of KOA-TV programs, of which at least 14 hours must be after 6 p.m. No payment was to be made by KOA-TV.

No further action was taken by either of the two tv stations following the refusal of the community systems to accede to these requests.

Even before then, community tv operators were threatened with suits by Ziv Television Programs and by the New York Yankees and the Brooklyn Dodgers. Ziv objected to Community Antenna Inc., Reno, Nev., picking up Ziv programs broadcast by San Francisco stations. The ball teams complained about pickups of games distributed to subscribers of Trans-Video Corp. and Wire Teleview Corp., both of Pottsville, Pa.

No suits were ever brought.

During the NARTB convention in Washington last month, an organization of broadcasters was formed to determine property rights in programs and to persuade the FCC to take jurisdiction over community tv operations. William C. Grove, KFBC-TV Cheyenne, was elected temporary chairman, and C. N. Layne, KID-TV Idaho Falls, Idaho, temporary treasurer. Bernard Koteen, Washington attorney, was retained as counsel for the group.

FCC Attitude Indicated

Possible FCC attitude toward community tv has been expressed twice by FCC Comr. John C. Doerfer, once in Chicago last November and more recently two weeks ago in New York.

In his Chicago address to the National Assn. of Railroad & Utility Commissioners, Mr. Doerfer expressed the view that the FCC does not have jurisdiction over antenna systems, except as they radiate interference to established services. In his New York address to the NCTA convention, Mr. Doerfer declared that even if the FCC should exercise jurisdiction, it should not hamstring wire systems in order to protect broadcasters; rather, he said, there should be open, free competition between them.

That the FCC may have to do something about community tv systems was made plain two weeks ago when the U. S. Court of Appeals in Washington ruled on the Clarkesburg, W. Va., ch. 12 case [B•T, June 13]. In that decision, the court referred to the claim that Wheeling tv signals were being received in Clarksburg via a community tv system, and

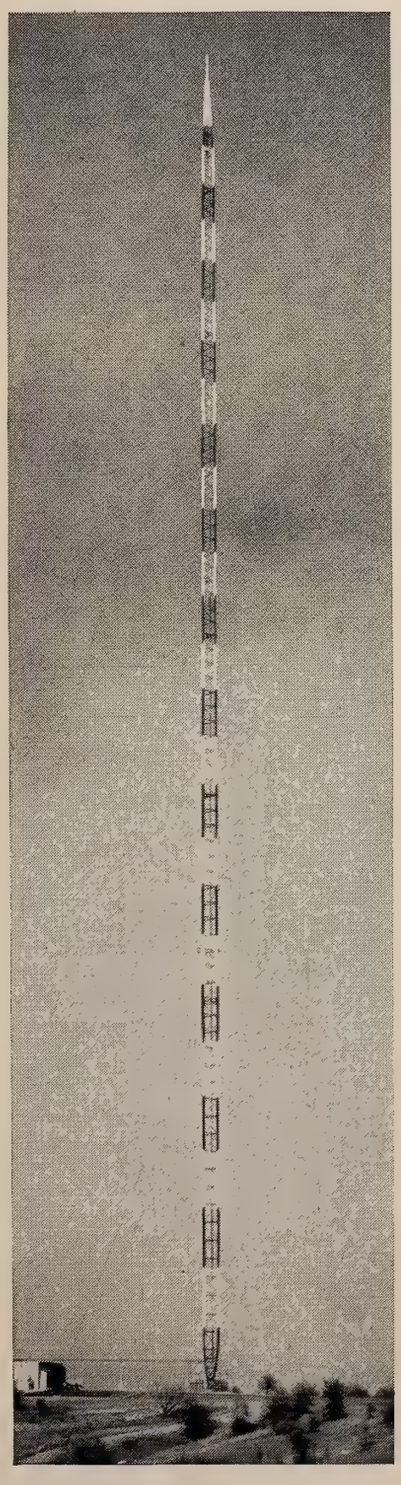
Test Case?

QUESTION as to whether the FCC should assert its authority over community tv systems may come up sooner than most of those interested believe. It may become an issue in the hearing scheduled for July 25 involving applications by two privately owned common carrier relay companies to pick up Denver tv signals and feed them to a wire antenna service in Rapid City, S. D.

The two applicants, each requesting authority to serve the same route, are Bartlett & Reed Management and Blackhills Video Co. Requesting permission to intervene is ch. 3 KOTA-TV Rapid City which began operating last month. It asked that the FCC include as one of the issues whether community tv systems pose a competitive threat to the existing tv stations. Also asking to intervene is AT&T, which claimed the establishment of privately owned carriers is wasteful duplication of its own existing or planned routes.

Prehearing conference was held before FCC Hearing Examiner William G. Butts last Thursday.

for tall towers talk to Truscon

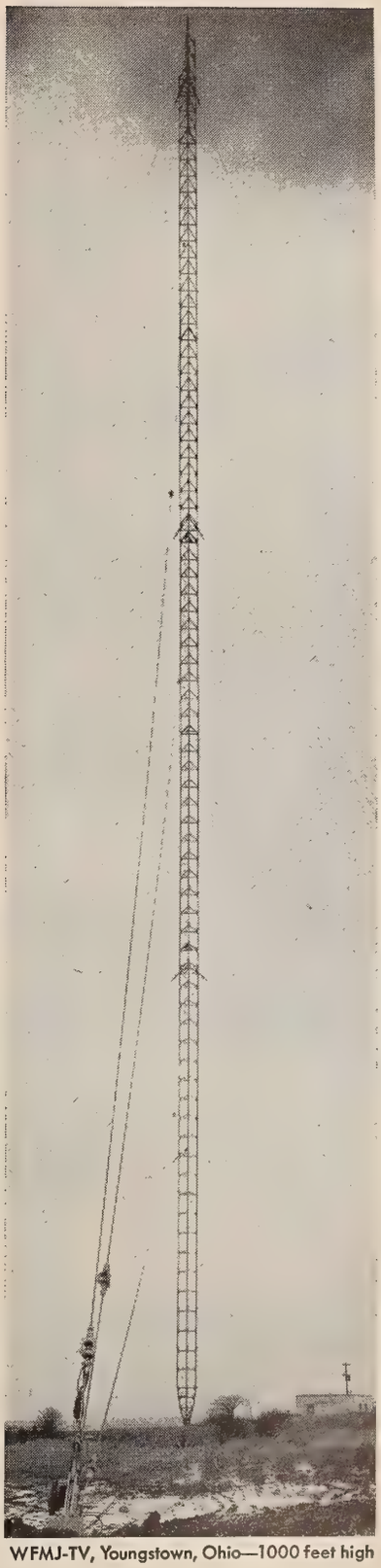


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Whatever your requirements, Truscon, with modern and efficient manufacturing facilities, can create the tower you want . . . guyed or self-supporting . . . tapered or uniform in cross-section . . . for AM, FM, TV and Microwave transmission.

And no matter what forces are exerted upon them, they stay in the air to keep you on the air day-in and day-out, year-in and year-out. In recent East Coast hurricanes *not a single Truscon Tower was damaged by the terrific onslaught of high winds*—a dramatic demonstration of their great stability and dependability.

You can get this kind of dependable performance every time with a Truscon Tower. Our engineers have designed and built hundreds which today stand sturdy and straight and tall in all parts of the world. They can design one for you, too. To get your tower program started, just write or call your nearest Truscon district office or "tower headquarters" in Youngstown.



WFMJ-TV, Youngstown, Ohio—1000 feet high

WBAP-TV, Fort Worth, Texas—1113 feet high

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told the FCC that it was "unrealistic" to hold that Clarksburg residents are not seeing Wheeling videocasts.

The court told the FCC to assert jurisdiction "if and when it concludes that such systems provide or are adjuncts of a broadcast service."

Last word from NARTB on the question of community tv systems was that a committee was due to be appointed to go into the question. This was announced by NARTB President Harold Fellows, who also suggested that where a wire service impinged on a broadcast service area, the antenna operation should be called to account on the question of property rights [B•T, May 2].

Much of the attack on community systems has been on the ground that some of them delete commercials and substitute their own. This has been denied by antenna system spokesmen. At its convention two weeks ago, NCTA adopted a code which contains a section on this issue. It is:

"4. To deliver those television signals received by the System without any additions, alterations, or deletions of the broadcast intelligence."

The only court decision on the question of community tv systems and their right to pick up stations' signals was in 1953 by the Exchequer Court of Canada. Suit was brought by Canadian Admiral Co. against Rediffusion Inc. of Montreal to prohibit it from relaying one of its programs. The Canadian court held that the antenna system's service was not an infringement of property rights.

Pending before the FCC is a petition from WJPB Fairmont, W. Va., asking that FCC assert jurisdiction over wire antenna systems.

There have been reports that the FCC's investigation of tv would also include a study of the community tv question.

There are almost 400 community systems in operation or planned. They serve an estimated 250,000 tv set owners. In several states they are widespread—such as Pennsylvania, West Virginia and Washington. Most are locally owned, and charge about $125 for installation, and from $2.50 to $3.75 per month for service.

NEW HEARING MANUAL SUBMITTED BY FCBA-FCC

Document, which will go to Commission for approval, would insure uniformity, cut length of proceedings.

A HEARING MANUAL to insure uniformity in the introduction of evidence and to determine how far to go on cross-examination in FCC hearings has been completed by a joint Federal Communications Bar Assn.-FCC committee.

The manual, first in FCC history, will be submitted to the Commission this week or next. Upon approval, it will have the force of a rule, it was disclosed by Chief FCC Hearing Examiner James D. Cunningham last week in a speech to the FCBA.

Joint chairmen of the committee are Robert L. Heald, Welch, Mott & Morgan, and Mr. Cunningham.

Mr. Cunningham also told members of the FCC bar that the FCC was interested in eliminating or reducing cross-examination. He held that through the use of informal conferences among attorneys involved in a hearing case, more than 75% of the cross-examinations could be eliminated.

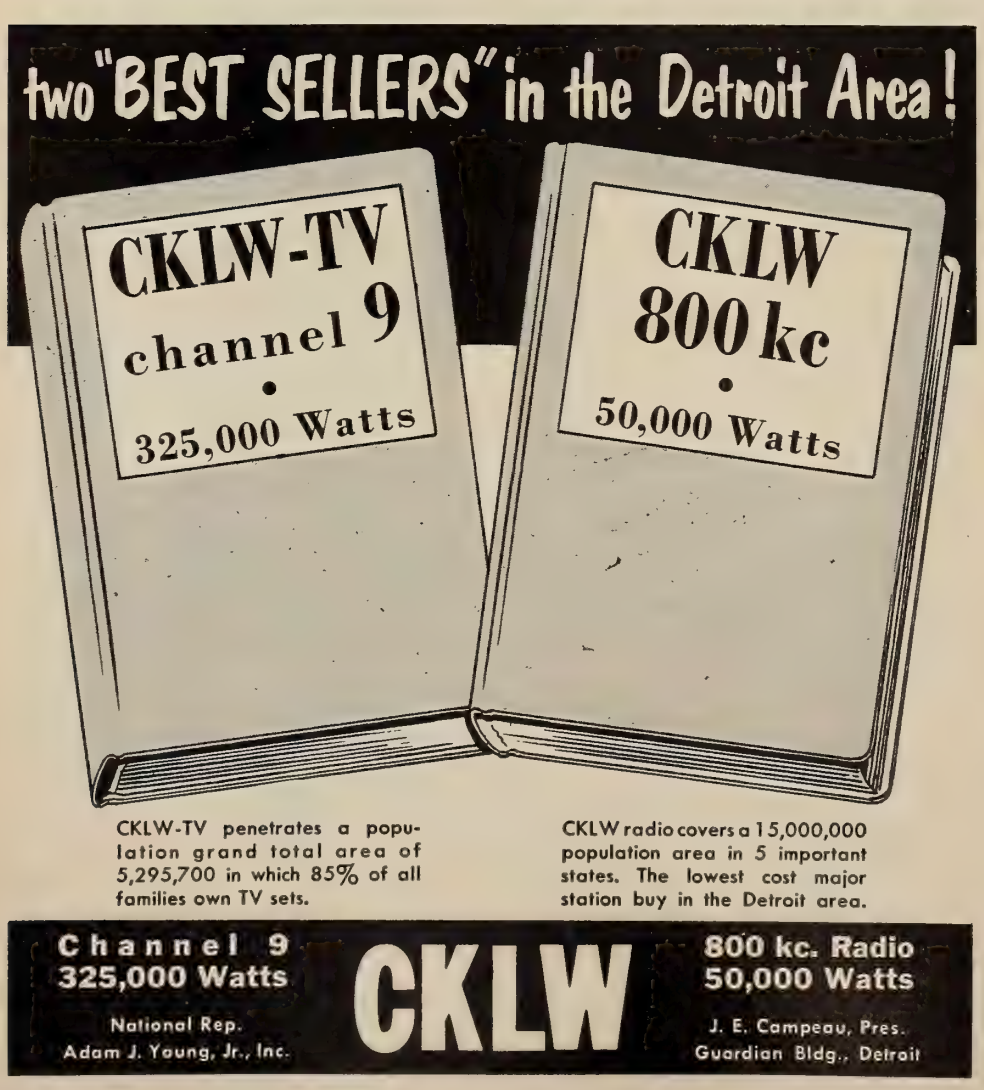
Discussing the use of pre-hearing conferences, Mr. Cunningham related how an am hearing involving six parties and 11 issues was held to one hour and ten minutes of formal testimony because the attorneys and the parties threshed out most of the basic conflicts before the hearing began. This would have taken six weeks and 2,000 pages of transcript under normal conditions, Mr. Cunningham estimated.

He also referred to a Boston tv hearing involving five applicants which ran for 80 hours instead of months as usual because attorneys hammered out differences in pre-hearing conferences. Eighty percent of the examiner's time was saved, Mr. Cunningham said, when the attorneys in the Boston hearing got together and worked out a single package proposed findings pleading.

Mr. Cunningham also called for support of the Commission's requests to Congress to revise the separation of power provisions of the Communications Act. He said that all examiners want is the privilege of consulting among themselves when a question of procedural policy arises.

FCBA members of the committee on hearing manual, in addition to Mr. Heald, are Leon Brooks, Benito Gaguine, Harry M. Plotkin, John P. Southmayd, Frederick H. Walton Jr., Marcus Cohn, Earl R. Stanley, Edward deGrazia and Samuel Miller.

FCC committee members, in addition to Mr. Cunningham, are Warren E. Baker, general counsel; Curtis B. Plummer, broadcast bureau chief; John L. Fitzgerald, opinions and review chief; Lester W. Spillane, safety and special radio services chief, and Charles J. Frederick, examiner.



Refusal to Sell WMFJ-TV Charged in Florida Suit

SUIT charging refusal of W. Wright Esch, owner of WMFJ Daytona Beach, Fla., and holder of a ch. 2 permit for WMFJ-TV, to carry out a contract of sale for the properties was filed last week in Deland (Fla.) circuit court by Theodore Granik and William H. Cook, principals in WJNO-TV West Palm Beach.

The suit charges Mr. Esch, owner of Telerad Inc., operating WMFJ and tv permit holder, with contracting last October to sell the properties. The contract was described as carrying a 60-day option which the plaintiffs said they exercised Dec. 15.

Their suit asks the court to force Mr. Esch to go through with the purported contract.

Last April 21, according to the suit, Mr. Esch agreed to sell the am station to Robert Wasdon and Jack Siegel, principals in WTOV-TV Norfolk, Va., for $40,000 plus a five-year consultancy for Mr. Esch at $1,000 a year.

Last January Mr. Esch asked FCC for permission to move WMFJ-TV to a site at Orange, Fla., with a 1,000-foot tower. This is pending.

The Granik-Cook suit includes a photostat of a letter from Mr. Esch stating it constitutes "an acceptance and agreement between us." This agreement was said to have provided that Mr. Esch would receive $7,000 a year for life plus 3% of the radio-tv profits, with his wife to receive, after his death, $5,000 annually.

KFH Seeks Wichita Rehearing

ON PREMISE that a 3-to-2 decision reflected only a minority opinion of the seven-member FCC, Frank Webb, manager of KFH Wichita, announced last week that his firm would petition the Commission for rehearing of the final ruling which awarded tv ch. 3 there to Wichita



THIS is an historic photograph. It shows six of the last seven FCC chairmen (including the incumbent), who gathered at the annual dinner and reunion of Broadcast Music Inc., held in conjunction with the NARTB Convention in Washington on May 24. L to r: seated Paul A. Walker (1934-1953); Rosel H. Hyde (1946-); George C. McConnaughey (1954-); James Lawrence Fly (1939-1944); standing, Paul A. Porter (1944-1946); Charles R. Denny Jr. (1945-1947). Missing is Wayne Coy, president of KOB-AM-TV Albuquerque, who served from December 1947 until February 1952. Messrs. Walker, Fly and Porter now are practicing law; Mr. Denny is NBC vice president.

Tv Corp. and denied the competitive bids of KFH and KANS Wichita [B•T June 13]. Ch. 3 was in hearing since October 1952. It also was reported that O. L. Taylor, president of KANS, may join KFH in the petition for reconsideration.

Court Gives Ft. Wayne Case Back to FCC Without Ruling

BECAUSE one of the principals died before the litigation was heard, the U. S. Court of Appeals in Washington last week remanded without decision the Fort Wayne ch. 69 case to the FCC to determine the effect of the death of Paul V. McNutt, former Indiana governor and Democratic Party chairman, on its decision. This is considered an unprecedented action by the appeals court.

The court held that since the key question was whether the Commission erred in giving controlling weight to the attitude of Mr. McNutt and James R. Fleming on the use of joint advertising rates by the *Fort Wayne Journal Gazette* and *News Sentinel,* the FCC should reopen the hearing.

The FCC, overruling the examiner, decided that WANE Fort Wayne was better qualified to hold the ch. 69 grant there than Anthony Wayne Broadcasting Co. (partnership of Messrs. McNutt and Fleming). It held that WANE was superior in the issues of diversification and concentration of control of the media of communications. It said it did not think that the "forced" combination advertising rates for the two Fort Wayne newspapers was in the public interest. Messrs. McNutt and Fleming were controlling trustees of the *Journal Gazette,* the Commission found. The *Journal Gazette* and *News Sentinel* (WGL) have common production and business operations.

The appellate court's ruling was written by Circuit Judge David L. Bazelon, who also wrote the Clarksburg, W. Va., tv reversal decision two weeks ago [B•T, June 13].

Three R's of Broadcasting Cited by FCC Counsel Baker

WARREN E. BAKER, FCC general counsel, last week addressed the Jackonsville, Fla., Rotary Club on the broadcasters' "three R's"—revenue, responsibility and renewal.

Because, Mr. Baker said, stations need revenue to survive they are sometimes subject to pressure to carry announcements from "carnival-type pitchmen," "bait-switch" artists, lotteries, racehorse touts, and other advertisers considered objectionable by the Commission. The stations are responsible for what they air, he indicated, and if abuses of the law are flagrant the question of renewing the station's right to broadcast may be involved. Mr. Baker pointed out that the number of broadcasters disciplined for violations is very small because the majority attend to their responsibilities.

Stanton Talk in 'Record'

CBS PRESIDENT Frank Stanton's May 19 talk to CBS-TV affiliates in New York—in which he spoke against pay-as-you-see television—was inserted in the *Congressional Record* last week by Rep. Peter F. Mack Jr. (D-Ill.).

Four big reasons why you should buy


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52 star-spangled films, paced by top names from Hollywood and Broadway...great scripts...superb direction by Roy Kellino, Ted Post, and others. If you want to make a real impression, this is for you!

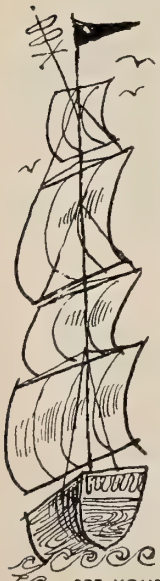
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No anxious eyes on the English Channel anymore — it's as dull as a millstream compared to the excitement on Channel 8.



The Battle of Trafalgar was nothing compared to the daily battle over who gets the best seat in the living room. But WHEN-TV is the great peace-maker, and Nelson, N. Y., is just one of more than 250 upstate communities who are happy about the treaty terms because everyone gets what he wants on Channel 8.

Trade barriers are down too, thanks to the warming influence of WHEN-TV, so if you're interested in profitable trade deals with the people of Nelson and their 2¼ million neighbors,

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES W·H·E·N TV

CBS
ABC
DUMONT

A MEREDITH STATION

CHANNEL 8

SYRACUSE, N.Y.

RADIO-TV HOLDS OWN IN DEFENSE TEST

Electronic media newsmen came through with the goods during last week's Civil Defense 'Operation Alert,' but the government's own communications network developed some difficulties.

RADIO and television newsmen and facilities easily handled the civil defense emergency test that started last Wednesday and continued into Friday. They carried on their work in routine manner but ran into difficulty many times as the government's own news communication system developed operational agonies.

Nearly 100 radio-tv and press reporters assembled Wednesday at an emergency news headquarters some distance from Washington. This maneuver was designed to show how the government could operate from relocation points as far as 300 miles from Washington and also to show how government news could be supplied to media at a central point outside Washington.

The first serious bug in the elaborate communications setup occurred Wednesday when President Eisenhower went on radio and tv at 3 p.m. from a remote spot to tell the nation about the emergency. There was no tv set in the news headquarters nor was there a closed-circuit facility. An hour-and-a-half later, newsmen at emergency headquarters finally received the President's text in a mimeographed release.

Murray Snyder, assistant news secretary to the President in charge of headquarters, promised this oversight would be remedied quickly.

Networks were given only a one-hour warning that the President was to report to the nation on tv and radio. He spoke over closed-circuit facilities operated by the government, with AT&T picking up the voice and picture for networking. The broadcast came from his headquarters tent in the hills, one of a number of such facilities to be used in case of emergency. Departments and other federal agencies were operating in other tents under field conditions.

Martin Agronsky, ABC, complained that news of simulated bombings was being circulated all over the nation long before those at the news center heard about it, although their function was to keep the nation informed.

A form of voluntary censorship prevailed at the news center as against strict control of news from President Eisenhower's wooded hideaway. Accompanying the President were Bryson Rash, ABC, who served as radio-tv pool reporter, and Bruce Hoertel, CBS, was pool cameraman with Milton Bittenbender handling sound.

The emergency news center was purely a temporary site, it was explained, with chance that it might be set up at another point in a future test or an actual enemy attack.

Radio-tv newsmen at the center felt the test was valuable in showing flaws in the government's emergency program and in helping media cope with problems involved in an attack.

The FCC participated on a token basis in the simulated attack. At least one commissioner went to a remote headquarters. The FCC's weekly meeting was not held.

The Conelrad station-switching alarm system by which broadcast stations keep the public informed, using two frequencies, was not invoked. Only known station to go off the air was WJLK Asbury Park, N. J., which for days had been advising listeners to tune to its special air-raid broadcasts. Unfortunately a short circuit at 2:04 p.m. Wednesday threw the station off the air 19 minutes. Everett Rudloff, station manager, serves as Monmouth County civil defense coordinator.

The first day produced practically no news of the government's operations aside from the routine proclamation by the President and civil defense bulletins read by Mr. Snyder.

As the simulated emergency moved into the second day, more news was made available at the news headquarters. A number of government officials were transported to the secret news site.

One major newspaper disclosed the site of the news center the first day of the test but newsmen were asked not to specify the city other than to say it was over 100 miles from Washington.

NBC-TV set up two live cameras and maintained separate radio and television studios at the news center. The NBC staff on the scene Wednesday included Ray Sherer, Morgan Beatty, Robert Doyle, John W. Gerber, T. T. Fedder, Carl Bolstad, Vernon Swiger, John McCollom, Charles Barndt, Rou Van Winkle and Herbert Kaplos.

CBS Radio and CBS-TV fed the first program out of the emergency headquarters at 9 a.m. Wednesday, with the emergency headquarters mike tied to the network via AT&T. Tv films were shipped to Washington.

MBS coverage was handled by Robert Hurleigh and Jack Fertz, with Mr. Fertz as technician.

Representing ABC were Mr. Agronsky, John Edwards, Robert Roper, William Richardson and Harold H. Lion.

Western Union had a battery of 18 high-speed printers that handled 45,00 words an hour. Messages for newsmen were received via code address. Directing its setup were C. P. Culver, J. C. Grant and Carroll S. Linkins. WU was tied to the President's relocation headquarters.

Both Sides May Seek Delay In Pay-Tv Reply Deadline

AS proponents and opponents of pay tv began digesting the voluminous horde of comments filed with the FCC at deadline two weeks ago, a movement was understood to be underway to get the FCC to postpone the reply deadline for a month or more past the July 11 date.

Rebuttal comments to the heavy filings of two weeks ago [B•T, June 13] are due July 11. Some attorneys in Washington were talking of having this date postponed to September.

Meanwhile, public comments continue to deluge the FCC. As of week's end, Volume 59 was filled, bringing the total number of opinions from the public to an estimated 22,250. This continues to be the largest influx of comments on one subject the FCC has ever experienced.

Among those joining the opposition was Stuart Sprague, ASCAP attorney. Mr. Sprague felt that the hopes held out for pay tv improving programs, eliminating commercials, etc., were chimerical.

A meeting of the steering committee of the Joint Committee Against Toll Tv took place in

Washington last Thursday. A spokesman said: "Our conviction is that FCC disapproval of pay tv in any form which proposes to use the free airwaves to pile up profits for a few patent holders is inevitable."

The Joint Committee's rebuttal arguments were to be prepared by Dr. Dallas Smythe, U. of Illinois professor, and John V. L. Hogan, economic and engineering consultant, it was announced.

Other pay tv activities last week included release of the Elmo Roper & Assoc. survey (page 39) and the Edward R. Murrow *See It Now* program (page 87).

Mission Telecasting Favored For Ch. 12 San Antonio Grant

INITIAL decision favoring the grant of San Antonio's ch. 12 to Mission Telecasting Corp. (50% owned by KONO-AM-FM there) was issued last week by Chief FCC Hearing Examiner James D. Cunningham.

Mr. Cunningham found opposing applicant Howard W. Davis (KMAC and KISS [FM] San Antonio) deficient in financial qualifications.

Mission had been found legally, financially and technically qualified by the Commission to receive a grant.

Question of Mission's culpability in the activities of private investigator James R. Duncan was disposed of by Mr. Cunningham when all parties agreed that Mr. Duncan was acting on his own or his employes direction and not upon the orders of any Mission officer, director or stockholder.

Mission had asked a Texas detective agency to investigate Mr. Davis. Mr. Duncan had been assigned to this investigation by the firm. He was arrested by the Federal Bureau of Investigation for impersonating an officer of the FCC, but was acquitted in a trial in San Antonio.

San Antonio has two stations operating at the present time: KENS-TV on ch. 5 and WOAI-TV on ch. 4. Two uhf grants are outstanding: KALA (TV) on ch. 35 and KCOR-TV on ch. 41.

WJIV Cites Prior Building In Challenging Ch. 3 Grant

WHEN the FCC finds that an applicant has begun construction of a broadcast station before a grant is made, it must deny that applicant, WJIV Savannah, Ga., told the U. S. Court of Appeals in Washington last week in filing its brief in the Savannah ch. 3 case [B•T, March 7].

The Communications Act forbids a grant to be made to any applicant who has begun construction before the FCC issues a grant.

WJIV, the unsuccessful applicant for the Savannah vhf wavelength, is seeking to overturn the FCC's grant of ch. 3 there to WSAV Savannah. The Commission made its grant early this year, upholding the examiner's initial decision, but forbade WSAV from using its proposed tower base, consisting of three steel sleeves, installed on the penthouse roof of the Liberty National Bank Bldg. in Savannah. The Commission found WSAV superior to WJIV in programming performance, local residence, participation in community affairs and a greater degree of integration of ownership and management.

Honig Rejoins FCC

ISADORE HONIG, former temporary FCC hearing examiner, has joined the Commission's Office of General Counsel, Litigation Div., as trial attorney.

— PERSONNEL RELATIONS —

MUSICIAN-EMPLOYMENT UP IN TV, DOWN IN RADIO

B•T comparison of 1954 and 1953 data contained in AFM report shows musician's income more or less stabilized by increased tv income and employment which offset drops in radio.

IN LINE with a pattern that has emerged since the end of World War II, the number of musicians employed in radio broadcasting in 1954 declined from 1953 levels, but a compensating consideration was a comfortable increase in musician employment on television in 1954, as compared with 1953.

These factors served to stabilize total musicians' income from radio and tv in the two years, according to a comparison made by B•T of data in the 1954 and 1955 issues of *Official Proceedings* of the American Federation of Musicians Conventions, which report on activities in the preceding year. Total employment on radio and television in the U. S., Canada and Puerto Rico accounted for $24,677,409 in 1953 and $24,718,978 in 1954.

In the U. S. in 1953, steady staff employment on radio covered 1,759 men on 383 stations for gross salaries of $13,152,858, as compared with 1,354 men on 302 stations for $12,393,391 in 1954. In local radio commercial employment in the U. S., total revenue amounted to $1,146,573 in 1953 and $908,415 in 1954. In single engagement commercial broadcasting employment, total salaries were $2,605,518 in 1953 and $2,089,758 in 1954. The grand total of radio broadcasting employment in the U. S., Canada and Puerto Rico in 1953 was $18,590,558 in 1953 and $16,997,768 in 1954.

In television in the U. S. in 1954, steady staff employment covered 440 men on 179 stations for total remuneration of $2,083,718, as against the 1953 totals of 137 men on an unspecified number of stations for gross salaries of $491,928. Single engagement commercial tv employment in the U. S. earned for musicians totaled salaries of $2,718,272 in 1954 and $2,461,347 in 1953, while tv films accounted for $1,288,830 in 1954 and $817,537 in 1953. The grand total from tv employment in 1954 rose to $7,721,210 from $6,086,851 in 1953.

The 1955 edition of *Official Proceedings* was distributed at AFM's 58th annual convention in Cleveland June 6-9 [B•T, June 13].

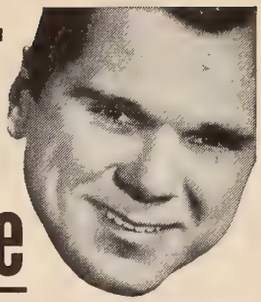
AFTRA Tells KTTV (TV) Crew Shouldn't Talk on Air

STATION technicians who engage in "chit-chat" with tv late-movie hosts while on the air will have to become members of the American Federation of Tv & Radio Artists, national live tv performers union, KTTV (TV) Hollywood was told by the AFTRA local there.

The question arose with an AFTRA complaint that KTTV movie host Jackson Wheeler was "frequently discussing commercial products and engaging in general chit-chat with his crew" while on the air.

"Consequently, we have notified KTTV that voices on or off camera must be covered by our contract, and that persons doing such voices must become members of AFTRA and be paid the proper fees," stated Claude McCue, AFTRA Hollywood executive secretary. KTTV stated that Mr. Wheeler has ceased conversational practices with his crew, pending a meeting

Four more reasons why you should buy


JACKIE COOPER


RICHARD CARLSON


JOAN CAULFIELD


EDWARD ARNOLD

PLAYHOUSE

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

Strictly a top-drawer series... 52 films combining famous stars (like these), great stories, top production in one quality package. No wonder critics call them "outstanding" ..."first class"!

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

with the Hollywood AFTRA local tomorrow (Tuesday).

In another action, the national AFTRA board last week declared unfair the Kelley Kar Co. and its house agency, Coast Western Adv., both Los Angeles, at the Hollywood local's request. Kelley Kar has refused to sign the AFTRA contract or to submit required reports to pay contributions to the union welfare and pension fund, or to pay AFTRA scale to performers on the firm's live tv commercials, Mr. McCue charged.

Cartoonists List Demands In New Contract Bargaining

ADDITIONAL payments for use of tv commercial art in other media is one demand of the Independent Screen Cartoonists Guild, Hollywood, which started contract negotiations last week with Norman Wright Productions, John Sutherland Productions, Kling Studios Inc. and Storyboard Inc., all Hollywood.

Lawrence Kilty, business agent for the cartoonists, told B•T that the guild believes the artist should retain rights to material created for tv in subsequent use on billboards, black-and-white layouts, etc.

Another demand, the first time it has been asked by the cartoonists, is for residual payments on a 13-week unit basis. Mr. Kilty stated that unlimited use would be permitted by guild during the 13-week periods for each successive payment.

A further demand was for a 60-hour maximum work week during a seven-day period, with time and a half after 40 hours and double time after 50.

SCG has contracts with 25 Hollywood tv commercial production firms, with most of the contracts expiring on a staggered basis before the end of the year. Current negotiations will determine the guild pattern for other contracts.

Suit Charges AFM Trust Fund Violates Taft-Hartley Act

SUIT was filed in New York Federal District Court last week charging that the Music Performance Trust Fund, established for the benefit of the American Federation of Musicians, is in violation of the Taft-Hartley Act.

The action was brought by Joseph Gold of New York, owner of 200 shares of Decca Records. He asked for an injunction preventing Decca from making further contributions to the fund, and also asked the court to restrain Samuel R. Rosenbaum, trustee of the fund, from making further disbursements, and to require him to restore to Decca the amounts the company had paid in the fund.

The fund was established in 1949 under an agreement between the record manufacturers and the AFM, with record companies making contributions to the fund, which is used largely to provide employment for jobless musicians. Both Mr. Rosenbaum and Mr. Petrillo issued statements pointing out that the trust fund had been approved in 1948 by attorneys for the U. S. Labor Dept. and U. S. Attorney General. Mr. Rosenbaum acknowledged that an earlier trust fund was discontinued in 1947 because it was found to be in violation of the Taft-Hartley Act, on the grounds that it had been under the sole control of the union. The present fund differs from the first one, because he is the sole and independent trustee named by the manufacturers, Mr. Rosenbaum said.

Summertime Is Square Dance Time!



And the best square dances in America are yours in the SESAC Transcribed Library . . .

The Library that's lowest in cost for a complete Program Service

SESAC

"the best music in America"

475 Fifth Avenue **New York 17**

ATAS Board Vote Repudiates Charges Against Don Defore

ACADEMY of Television Arts & Sciences board of governors met last Wednesday to give President Don Defore a "unanimous vote of confidence and express their appreciation of the good work he has done," following charges made earlier in the week by Executive Secretary Isabelle Pantone that the actor has misused his office "as an instrument for his own personal promotion."

Appearing before the board to explain her charges that Mr. Defore is "running the academy to suit himself" and to request his removal as president, Miss Pantone accused him of holding no general meetings, censoring the minutes, improper handling of board meetings, passing of questionable bylaws and irregularities of nominating committees and elections, among other items.

The emergency meeting, presided over by Johnny Mercer, first vice president, was concluded when Mr. Defore reportedly announced that either he or Miss Pantone had to resign. Miss Pantone handed in her resignation as ATAS executive secretary, effective immediately, but retained her ATAS membership. Some disgruntled members have signified to B•T their intention of carrying this matter to the entire membership.

New York AFTRA Members Vote on Censuring AWARE

SOME 4,500 ballots were mailed out last Friday to paid-up members of the New York Chapter of the American Federation of Television & Radio Artists in a referendum to decide whether AWARE Inc. should be condemned for alleged "smear tactics" and "blacklisting" activities in the radio-tv field.

AWARE, an organization established to "combat the communist conspiracy in the entertainment field," was censured by a secret ballot of AFTRA members at a meeting several weeks ago. The decision to hold a referendum was made after several AFTRA members, who also belong to AWARE, made request for a balloting among the membership.

Agency Pays Arbitration Award

ROBERT C. CULBERTSON Adv., Los Angeles, has been removed from the unfair list of the American Federation of Tv & Radio Artists following payment of $2,768.40 arbitration award to members of a singing jingle quartet, which presented a Urcap Tire Recapping process jingle on KMPC Hollywood during 1953 and 1954.

Compliance of the Culbertson agency was announced last week by Claude McCue, AFTRA Hollywood chapter executive secretary. The dispute had involved the proper rates applicable to the live Urcap commercials, which had been performed for approximately 33 weeks before AFTRA took action.

Publicists Vote for IATSE

BY a ballot of 170 to 8, Publicists Guild membership voted in favor of affiliation with the International Alliance of Theatrical & Stage Employes. Formal application for a charter was filed with IATSE last Tuesday. It is expected to be granted next week.

O'MALLEY FAVORS PAY TV AT BOTH ENDS

Sponsors buying time and viewers paying for the same program envisioned by Dodger president during pro and con discussion on CBS-TV's 'See It Now' program.

FIRST unequivocal expression in favor of advertising on subscription television was made last week by Walter O'Malley, president of the Brooklyn Dodgers on Edward R. Murrow's *See It Now* program (Tuesday, 10:30-11 p.m. EDT, CBS-TV).

Up to the present, although there has been much speculation about sponsored pay tv, proponents have pretty much shied away from endorsing the idea. Zenith, one of fee tv's prime advocates, recommended that the FCC ban advertising completely on subscription tv. This was made in its official comments filed two weeks ago with the FCC [B•T, June 13].

Here are Mr. O'Malley's exact words:

"Yes. I can see no objection to that. You buy a newspaper. In that newspaper are paid advertisements. You ride in a subway in New York City and you pay your fare to ride in that subway, and all the time you're riding you see those colorful car card displays in the subway system. They're all paid advertising. Or if you buy a magazine, it has paid advertising in it, or if you pay to go in a ball park, you see paid advertising on the fences and you have paid advertising in the program. So why shouldn't there be sponsored 'pay-as-you-see' television. I like the idea because I think that would help to bring the price down to the average viewer."

Stanton Statement

The *See It Now* program last week explored the controversial issue of pay-television and elicited a statement from Dr. Frank Stanton, president of CBS Inc., that CBS-TV, despite its opposition to toll tv, will go into it if FCC authorizes the fee system.

In reply to a question Dr. Stanton said he thought it would be "natural" that CBS-TV, as well as NBC-TV and ABC-TV, would provide programming if pay-television were approved. In earlier remarks, he had made it clear that CBS-TV was opposed to subscription television, declaring that the system would hijack the American public into paying toward their own television sets, and added:

"In a sense this is a betrayal of the public, which has spent $13.5 billion for approximately 35 to 36 million television sets. It's a betrayal in the sense that they're now being asked to pay under the system of pay-television for something they got as a free right when they bought their sets."

Dr. Stanton expressed the view that free tv and toll tv cannot live side by side. He explained that the more popular stations would be the first to turn to toll tv and place this programming in the peak evening viewing time periods. In turn, he added, the other station or stations in town would turn to pay-television. Consequently, he said, a situation would emerge under which the viewer would have "no choice but the choice of paying or the choice of not watching television."

Amplifying his statement that CBS-TV and other networks would go into toll tv, if approved by FCC, Dr. Stanton stressed that the network's interest does not lie in that direction—although, he said, CBS-TV probably could make as much money through pay-tv as through free television.

The position of subscription tv was spearheaded by James M. Landis, former dean of the Harvard Law School and currently general counsel of Skiatron Electronics & Television Corp., New York, developers of the "Subscriber-Vision" system of pay-tv, and Paul Porter, former chairman of FCC and counsel for International Telemeter Corp., developers of the Telemeter system of subscription tv.

By and large the arguments expressed both pro and con on the program were reiterations of those presented by advocates and opponents to the FCC a week earlier [B•T, June 13].

Dean Landis contended subscription tv will improve television by presenting programs that advertisers cannot afford. He said he foresees two general types of programs for pay tv: programs that have a wide appeal, such as top-flight feature films, stage plays and athletic events, and programs with less limited appeal, such as opera.

'Captive Audience' Possibility

Dean Landis was asked by the *See It Now* reporter if the possibility existed in a community with one tv station that the audience would become a "captive audience" under the toll tv system. Dean Landis said he did not think this would happen. He explained that his company is asking the FCC for the right to utilize many of the uhf bands, which are not now in use, and added:

"There are some isolated communities in this country which have only uhf, but they are not likely to be subscription television markets, and I see no reason why, for example, the [Federal] Communications Commission, in an effort to protect a situation of that nature, shouldn't place a limitation and say—you can only come into a community where, say there are at least two other stations that have—that are operating—vhf—uhf, as the case may be. It's easy enough to protect yourself against stealing away free air. We're not trying to steal free air. We're trying to make air."

Mr. Porter claimed that proponents of subscription tv are not trying to "force anything on the public," but merely want an opportunity to have the public decide. He noted that International Telemeter's system opens the possibility of carrying two programs on the same channel. This double program, he said, "will not disturb sponsored tv other than to subject it to the competition of free enterprise."

Robert E. Sherwood, playwright, who spoke on behalf of the authors league, voiced the belief that toll tv would permit the production of dramatic shows of "much higher quality than



"Why not run our ads the painless way, Boss—just let those KRIZ Phoenix personalities ad lib them?"

Still more reasons why you should buy



PRESTON FOSTER



ROBERT STACK



SALLY FORREST



DAVID BRIAN

PLAYHOUSE

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

Sponsors of all kinds have switched to The Playhouse because of its consistent high quality. No other filmed dramas you can buy offer this top combination of "name" stars, taut stories, elaborate production.

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO · ATLANTA · HOLLYWOOD · DALLAS

Pay Tv on Radio

PAY TV was scheduled to be discussed on radio Friday night on MBS' *Forbes Reports* (10-10:15 p.m. EDT) when Millard C. Faught, Zenith consultant, and Marcus Cohn, Washington attorney for the Joint Committee Against Toll Tv, debate their respective positions.

we have been getting," and would aid the introduction of "new ideas that sponsors would be very reluctant to pay for until they have proved themselves." Mr. O'Malley stated that pay television is "an economic necessity" if baseball is to exist. He said 50¢ would be "a fair fee" for a baseball game on toll tv.

Another opponent on pay-tv appearing on the program was P. A. (Buddy) Sugg, manager of WKY-TV Oklahoma City. Mr. Sugg made the point that if operators of pay-television believed they could supply a better program service than station operators, they should apply to FCC for special frequencies. He said "these promoters" are trying to "use the road that someone else built and they don't propose to maintain it." He replied to a question on the probability of toll tv supplying better motion pictures than sponsored tv by saying that "the motion picture companies could make just as lousy pictures for television as they have made for the motion pictures."

A reporter for *See It Now* questioned about 10 men and women in Oklahoma City with respect to their attitudes on pay-tv. Several spoke in favor and several against the system, but most of the persons indicated they had only a hazy idea of what toll tv was about.

A brief "demonstration" of Subscriber-Vision (Skiatron) opened the program.

Mr. Landis spoke earlier last week at a luncheon in New York arranged by Skiatron, and predicted that the FCC would authorize pay tv within a year and the system chosen would be Skiatron's Subscriber-Vision. He said he believed Subscriber-Vision would be the designated system because it is "the most simple, the most economical and the most workable" of systems offered. He said Subscriber-Vision has "proved itself," citing tests that have been carried over WOR-TV New York.

AB-PT EXPANDING INTO DISC FIELD

Sam Clark, of Cadence Records, named president of new company, which will operate as wholly-owned subsidiary of AB-PT. Plans call for enlisting top entertainers and developing own talent for phonograph records of all three speeds.

ENTRY into the field of phonograph records by American Broadcasting-Paramount Theatres Inc., owner and operator of ABC as well as other enterprises, was announced in New York last week.

Sam Clark, general manager and vice president of Cadence Records, which he helped form with Archie Bleyer three years ago, is president of the company, according to Leonard H. Goldenson, president of AB-PT.

Formation of the new company, which will operate as a wholly-owned subsidiary, was announced Monday at a news conference in New York. Headquarters of the firm—as yet a corporate name has not been selected—will be in New York, with recording mainly in New York and Hollywood and also in other parts of the country as need be.

Mr. Goldenson noted that this new activity of AB-PT was another step into the fields of entertainment and electronics. AB-PT, in addition to its ABC ownership, owns and operates the United Paramount Theatre chain, has 35% of the new Disneyland amusement park on the West Coast and has a third ownership in Microwave Inc., developer and manufacturer of electronic equipment and tubes.

As yet, the label of the AB-PT record product has not been determined but a short name making use of the words, "American" and "Paramount" is favored.

Mr. Clark said the company "will seek, at once, to enlist under its label the very finest of artists and other talents available. We want a roster of the best possible people in the entertainment business." The firm, he said, will wish also to develop its own stars in the popular, classical, country, western and jazz categories.

The new company will not enter the market in "strength," according to Mr. Clark, until the first of the year but will be "in business" in several months in the "children's and package-goods' fields."

AB-PT executives said ample financial resources will be available for the company, adding, however, that the record firm will be operated independent of other subsidiaries with all networks, for example, accorded equal opportunities and tie-ups.

Although no definite connections with Walt Disney were recognized, Mr. Clark said the firm "hopes for some sort of alliance for production of Disney material." Distribution, he said, will be through independent channels. He said the facilities of ABC probably would be used in "launching and developing" the new company. Pressings will be contracted for with other companies, the AB-PT recording arm at present keeping out of the manufacturing end. Records will be of all three speeds and pricing structure will follow the general pattern of other record companies, it was stressed.

Thesaurus Radio Series To Tell Grantland Rice Story

RCA THESAURUS announced last week that it has adapted Grantland Rice's "The Tumult and The Shouting," a non-fiction best seller for nearly a year, as a radio show series with the subtitle of "The Grantland Rice Story." The radio show features sportscaster Jimmy Powers, and includes recorded interviews with ex-heavyweight champions Jack Dempsey and Gene Tunney, former jockey Earl Sande and Ford Frick, commissioner of baseball, and others.

Series, the first fully, transcribed program to be incorporated into the library as a 20th anniversary feature, is slated for initial broadcast on June 27.

Sid Caesar Acquires Control Of Box Office Television Inc.

BOX OFFICE TELEVISION Inc., New York, announced last week that comedian Sid Caesar has acquired control of the closed-circuit tv company and has been elected president. Mr. Caesar had been a vice president and director of the firm.

Wallace A. Ross and Edward A. Rosenberg will continue with BOTV and have been elected vice presidents. Milton N. Mound, New York attorney, continues as chairman of the board. Arthur Knorr, formerly executive producer of Roxy Theatre stage shows and a tv producer, has joined the company as a vice president.

PROGRAM SERVICE SHORTS

Howell-Rogin Studio Inc., N. Y., owner of Cellomatic process of animated projection, has appointed Affiliated Program Service, same city, as sales representative in film field.

PROGRAM SERVICE PEOPLE

Gilbert McKean, Columbia Records, Bridgeport, Conn., appointed to new post, consumer relations director; **Irving Townsend,** advertising manager, appointed to new position, executive assistant to executive vice president.

Joe Forest, vice president and creative director, Transfilm, N. Y., to London to serve as consultant to Pearl & Dean Productions Ltd. where he will assist in setting up tv commercial organization.

James M. Stacey, radio, recordings and transcriptions manager, Fred Waring's Pennsylvanians, has resigned with future plans unannounced.

Paul Simqu, publicist, Lou Smith Organization (public relations), Beverly Hills, Calif., to radio-tv promotion dept., Paramount Pictures, Hollywood.



CBS PICKS HARDY FOR TOP CAPITAL JOB

NARTB government relations vice president will succeed Earl Gammons as Washington chief for the network. Gammons, after 13 years at the post, will become Washington legislative consultant.

ONE of Washington's top broadcasting posts will change hands Sept. 1 when Ralph W. Hardy, NARTB government relations vice president, joins CBS Inc. as vice president in charge of its office in the nation's capital. He succeeds Earl H. Gammons, current vice president who has directed the office 13 years, nine of them as a vice president.

Mr. Gammons, one of the best-known figures in the industry, is retiring but will continue with CBS Inc. in a consulting capacity. He plans to open a Washington legislative consulting office [CLOSED CIRCUIT, June 13]. He will be 62 next month and has been with CBS since 1929. Mr. Hardy is 39.

In accepting Mr. Hardy's resignation, which is effective Aug. 10, NARTB President Harold E. Fellows wrote, "I need not underscore the tremendous contribution you have made to the nation's broadcasters. Your courageous representation of the industry before the Congress and before other federal bodies, your articulate presentation of our problems to various national and international organizations, and your continuing devotion to duty have earned for you the respect and affection of broadcasters everywhere."

Mr. Hardy is to represent NARTB this month at the UN celebration in San Francisco. He is vice president of the U. S. National Commission for UNESCO.

The letter of resignation voiced Mr. Hardy's gratification at NARTB's high membership mark (over 2,000 this week). He attributed as a major factor Mr. Fellows "vigorous leadership and the loyal efforts of a truly devoted staff."

The resignation depletes NARTB's two-man government relations department. Oscar Elder, assistant vice president under Mr. Hardy, has resigned to join the Robert K. Richards public relations office in Washington [B•T, June 13].

Appointment of a successor awaits action by President Fellows, who is expected to consult with the NARTB board at its Thursday-Saturday meeting this week on the advisability of naming someone within NARTB or appointing a person outside the association's ranks (board story, page 64).

Mr. Gammons entered radio when Washburn Crosby Co. acquired WLAG Minneapolis and renamed the station WCCO. Soon he was sales manager and in 1933, after full acquisition of WCCO by CBS, he was named manager. He held this position a decade, being transferred to Washington in 1942 as director of the network's capital operations. In 1946 he was named vice president of CBS Inc. [See OUR RESPECTS, B•T, May 23].

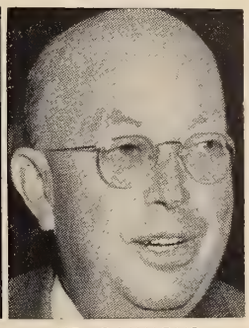
His genial personality, fund of stories and wide acquaintance in official Washington have brought him wide renown. He numbers many top officials among his friends and has the knack of appearing at the right Washington place at the right time. Early in the Eisenhower Administration, Washington knew that Mr. Gammons had been among the first to play golf and bridge with the President.

Mr. Hardy has similarly acquired respect around the nation's capital for his effectiveness as a government contact man. Before committees he presented an eloquent and sincere case for the industry, in the opinion of those who have watched him in action.

Mr. Hardy joined the old NAB in August 1949 as first director of the then new Radio Division. The next February he was given the government relations assignment, with elevation to a vice presidency coming three years later. Prior to NAB service he was assistant general manager of KSL Salt Lake City, which he joined in 1937, serving in programming and sales roles. His first NAB contact came in 1944



MR. HARDY



MR. GAMMONS

when he was named chairman of the Program Managers Committee of NAB District 14. He was named to the national committee a little later and in 1947 became first chairman of the new Educational Standards Committee.

He is a bishop of the Church of Jesus Christ of Latter Day Saints (Mormon), and served the church as a foreign missionary as well as in important domestic roles. He is married and has five children.

Return Engagement

JAMES C. PETRILLO, president of the American Federation of Musicians, will appear on the premiere showing of *America's Greatest Bands* program on CBS-TV, June 25, 8-9 p.m. EDT. The new program, which replaces the Jackie Gleason show, is produced by Jackie Gleason Enterprises. A fortnight ago at the AFM national convention in Cleveland [B•T, June 13], Mr. Petrillo praised Mr. Gleason for providing tv opportunities for bandsmen. The program is co-sponsored by the Nestle Co., through Bryan Houston Inc., and Procter & Gamble Co., through Compton Adv.

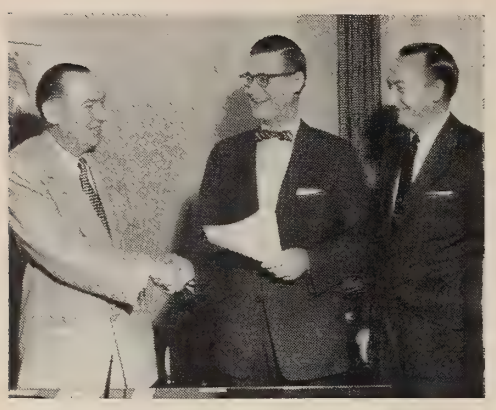
Pittsburgh Ch. 11 Grantee To Be CBS-TV Primary Outlet

TELEVISION station to be operated by WWSW Inc. on ch. 11, starting in the fall, has signed as the primary CBS-TV affiliate in Pittsburgh and will be a basic required station when in operation, it was announced jointly last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations, and Oscar (Pete) Schloss, president of WWSW Inc.

Transmitter for the new station, which has no identifying call letters as yet, will be located near downtown Pittsburgh. WWSW is located in the Hotel Sherwyn in Pittsburgh.

WWSW Inc. is the result of a merger on





SATISFACTION is evident at this meeting of CBS-TV and WWSW Inc. officials after the newly-granted ch. 11 station, scheduled for a fall start, signed to become the primary CBS-TV affiliate in Pittsburgh. L to r: Herbert V. Akerberg, CBS-TV vice president in charge of station relations; Oscar (Pete) Schloss, president of WWSW Inc., and Ed Shurick, CBS director of station relations.

June 2 of parties in a hearing before the FCC for ch. 11 in Pittsburgh [B•T, June 6]. The new corporation is owned 50% by H. Kenneth Brennen and other members of his family operating under the name of the Pittsburgh Radio Supply House Inc. (WJAS), and 50% by the William Block family and the *Pittsburgh Post-Gazette* (WWSW-AM-FM). The Westinghouse Broadcasting Co. originally had been involved in the hearing, but withdrew upon its acquisition of KDKA-TV Pittsburgh.

'Gobel' Summer Replacement

NBC-TV summer replacement program for the network's *George Gobel Show* will be produced by Gomalco Inc., Hollywood, production-packaging firm in which Mr. Gobel and his partner, David O'Malley, are partners.

The yet-unnamed half-hour summer show will be telecast 10 Saturdays in a 13-week cycle, starting July 9. Armour & Co., Chicago (Lilt home permanent), and Pet Milk Co., St. Louis, which sponsors the NBC-TV *George Gobel Show*, will also sponsor its summer replacement.

'MONITOR' BUYERS CANNOT JUSTIFY PROGRAM PURCHASES, SRA BLASTS

Station Representatives Assn. tells members that new NBC Radio show is 'pig in a poke.' SRA charges that 'it is not known what stations will clear, what times they will clear, or much of anything else.' The network refutes the accusation.

A BULLETIN blasting NBC Radio's new all-weekend *Monitor* program as a "pig in a poke" for advertisers was circulated by Station Representatives Assn. among its members last week.

The network countered that advertisers know full well what they're getting—and when and on what stations—when they buy participations in the program which, after a shortened premiere a week ago (see IN REVIEW, page 14), was to get rolling this past weekend as a round-the-clock special running from 8 a.m. Saturdays until 12 midnight on Sundays.

NBC officials also told B•T Friday that, in the average half-hour of weekend network option time, 150 of the 197 NBC affiliates are carrying *Monitor*, and that most of those not carrying are small stations in small markets with small network rates. They said those carrying the program represent an average, per half-hour of the network option time, of 82.28% of the full network rate.

'Bargain Basement Special'

The SRA bulletin to members said, "There's no denying that *Monitor* is cheap, but like a bargain basement special, you don't know who made it, how long it will wear, or whether it will really fit." Further, SRA contended, "a buyer of *Monitor* cannot prove or even approach a reasonable defense of his purchase on the basis of facts."

The bulletin also claimed NBC had, with permission, listed "at least one" advertiser as being a *Monitor* buyer "although in truth he is not." This advertiser, SRA maintained, is "a prominent midwest oil company, marketing regionally," which had used a weekend package on an NBC o&o station "for some time" and which agreed to let NBC "use his name as being a *Monitor* buyer."

To this specific charge NBC spokesmen responded that *Monitor* sales and advertisers had been correctly reported. There currently are 13 network *Monitor* advertisers, they asserted.

The SRA bulletin, dated June 13, maintained that "As of recent date, the only factual supporting data on the subject of *Monitor* seems to be" that "(1) the agency sends out one order; (2) the advertiser gets one bill; (3) *Monitor* will definitely be heard on the NBC o&o stations."

To its own question as to how an advertiser can merchandise *Monitor* to his dealers "on anything but a blue sky basis," SRA gave this answer: "Unfortunately, since it is not known what stations will clear, what times they will clear, or much of anything else, and since all announcements *float* between 8 a.m. and midnight, EDT, blue sky is all that can be used."

SRA also contended there is "no answer" to such questions as "what time of day will an advertiser's commercial be broadcast? What will the audience composition be? And what evidence is there that *Monitor* will be a popular program?" As of May 16, SRA asserted, about 110 NBC affiliates indicated they would clear "for some portion" of the program ("leaving roughly 90 stations or 45% still uncertain").

SRA claimed that of the 110 stations "many . . . will carry only in network option time, and many just 'at their own convenience.' "

The bulletin quoted the NBC *Monitor* rate card as saying that "prices guarantee clearance of stations with aggregate rates equivalent to 75% of the applicable full-network total." But this, said SRA, *"could"* be accomplished by clearing the five NBC o&o stations, five other "high-priced" affiliates, and the 154 supplementary affiliates, leaving many important markets with no *Monitor* coverage.

Belittles Coverage

Even if all NBC affiliates clear for *Monitor* "it isn't sensational," SRA argued. It maintained that 88 of the approximately 200 NBC affiliates are located in markets below the top 161 according to the U. S. census, and that NBC has no local affiliates at all in five of the first 50. All 50 markets could be covered with more powerful stations by spot advertising, SRA contended.

In answer to the SRA bulletin, Alfred Stern, director of operations for *Monitor*, maintained that advertisers definitely know what they're buying when they schedule participations in the weekend series.

Reiterating that 150 stations are carrying the average half-hour of network option time in *Montitor* and that, in the average half-hour *Montitor* stations represent over 82% of the full-network rate, he said:

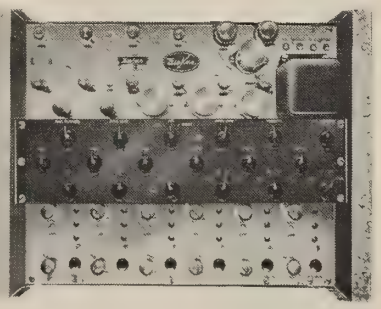
"Radio network sales are only in the 14 network option time periods.

"Each of the 13 *Monitor* network advertisers knows exactly the number and identity of the stations carrying each of his announcements and the half-hour periods in which his announcements are carried by these stations.

"These two facts destroy the entire SRA statement which is based on the assumption

Wickes

MULTI-BURST GENERATOR Model MBG-1



A video test signal generator for quick and accurate frequency response checks of complete television systems, distribution networks, or components. Individual oscillators provide 13 discrete bursts of sinusoidal frequencies from 0.5 to 6.0 mc, in six overlapping ranges. Produces any six frequencies simultaneously. Adjustable sync pulse, blanking pedestal, and white reference level.

Wickes manufactures a complete line of color television instruments for signal generating and distribution, test and measurement, and signal certification. Write for detailed information.

Wickes ENGINEERING AND CONSTRUCTION COMPANY
ESTABLISHED 1920
12TH STREET AND FERRY AVENUE CAMDEN 4, NEW JERSEY

that the advertiser must speculate as to which stations are carrying his announcements and which markets he is reaching."

The 14 weekend hours of network option time are 10 a.m. to 12 noon, 3-6 p.m., and 7:30-10:30 p.m., all on Saturdays, and 3-6 p.m. and 7-10 p.m. Sundays. Gross prices are: $1,000 apiece for minute announcements; $3,000 for a minimum package of four half-minute announcements per weekend; $3,000 for a minimum package of 10 six-second billboards ("posters") per weekend. A special introductory dividend plan also is in effect until Oct. 1.

Suit Against CBS, Others Must Be Tried by Jury

A JURY trial must be held to decide the $500,000 infringement suit filed two years ago against CBS by writer John W. Greene concerning CBS-TV's *You Are There*, according to a ruling by Santa Monica Superior Judge Stanley Mosk. CBS, whose basic contention is that ideas, if they ever were, are no longer protectable in California, asked for a summary judgment which was refused by Judge Mosk on the basis that there are too many complex issues involved.

Mr. Greene, who also named N. W. Ayer & Son and Electric Light & Power Companies, has charged that *You Are There* is based on a radio program idea titled *Broadcasting History* which he co-created and submitted to the network in July 1947 after registering it with the Screen Writers Guild two years previously [B•T, July 27, 1953]. Affidavits, submitted by network news commentators Edward R. Murrow, Davidson Taylor and Jeremy Daniel, claim that the idea for a historical programs was conceived in March 1947 by the New York studio staff.

Arthur Godfrey Loses Lone Remaining Writer

THE last of CBS performer Arthur Godfrey's writers submitted his resignation last week. In April, three writers were fired by Mr. Godfrey along with six performers [B•T, April 25, 18].

The last casualty is Andrew A. Rooney, reportedly a writer for Mr. Godfrey since 1949. The parting was said to have been amicable, but Mr. Rooney was quoted last week as saying Mr. Godfrey was using less prepared material "and no writer can stand putting his stuff down on paper if no one reads it, even if he's well paid." (Mr. Godfrey's salaries for writers had been reported at $25,000 to $35,000 a year).

Mr. Rooney also said Mr. Godfrey had suggested he remain with him until he found the job he wanted.

JOS. WEED & CO.,
579 Fifth Ave., New York
Know About the
5000 Watt Transmitter
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

TRENNER HEADS MUTUAL SALES

Takes vice president's post in realignment that also includes promotions for Sydney Allen and Carroll Marts.

IN a realignment of Mutual Broadcasting System's sales operation, Harry Trenner, veteran sales and advertising executive, last week was appointed vice president in charge of sales for the network. He fills the vacancy created earlier this year when Adolf N. Hult resigned.

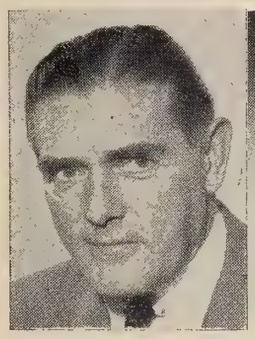


MR. TRENNER

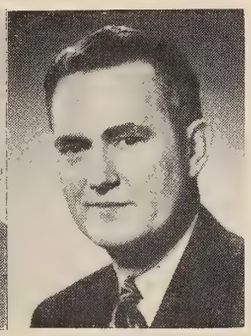
Mr. Trenner's first move was to promote Sydney P. Allen, eastern sales manager of Mutual to vice president in charge of sales for the eastern division, and Carroll Marts, director of the central division, to vice president of that division.

The appointment of Mr. Trenner to his new post follows by less than a week his sale of Station Films Library Inc. to General Teleradio Inc., a majority stockholder of Mutual [B•T, June 13].

Before establishing the tv film library service in 1954, Mr. Trenner had been associated with William H. Weintraub & Co. for 11 years as a partner and vice president in charge of radio and television. Previously he had been a sales executive for Mutual from 1941 to 1943, and also had served as sales manager of WNBF Binghamton and as a salesman for WSYR Syracuse.



MR. ALLEN



MR. MARTS

Mr. Allen joined Mutual's sales staff in 1936, and was named administrative manager of network sales in 1950 and eastern sales manager last year. Prior to joining MBS, Mr. Allen was associated with Conde Naste Publications and The Dell Pub. Co.

Mr. Marts has been director of Mutual's central division since 1952 and has been with the network since January 1943. Previously he had been with the Atlantic & Pacific Tea Co. for 13 years.

Kennedy Aids Govt. on Polio

ROGER KENNEDY of NBC's Washington news staff is working with the government in expediting the release of information on the Salk polio vaccine. According to the network, Mr. Kennedy took the assignment at the request of Roswell B. Perkins, Assistant Secretary of Health, Education & Welfare. Mr. Kennedy will not be on the government payroll.



gentle reminder

Besides color, we were first in the Panhandle with maximum power. Besides power, we're first in tower height, first in audience, first in time sales. And, for the third consecutive year, Amarillo is first in the nation in retail sales per household. For other firsts, see our reps, The Katz Agency.

KGNC AM & TV Amarillo, Texas
NBC and DuMont Affiliate
Channel 4

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN
Rep. Capper Publications, Inc.

AIMS MEMBERSHIP
by Invitation Only!
Always the Best
Independent in the Market!

Boston	WCOP	New Orleans	WTIX
Cleveland	WDOK	New York	WINS
Dallas	KLIF	Omaha	KOWH
Denver	KMYR	Portland, Ore.	KXL
Des Moines	KCBC	San Antonio	KITE
Evanston, Ill.	WNMP	San Francisco	KYA
Evansville, Ind.	WIKY	Seattle	KOL
Houston	KNUZ	Springfield, Mass.	WTXL
Indianapolis	WXLW	Stockton, Cal.	KSTN
Jackson, Miss.	WJXN	Syracuse	WOLF
Kansas City	WHB	Tulsa	KFMJ
Huntington, L.I.	WGSM	Wichita, Kan.	KWBB
Louisville	WKYW	Worcester, Mass.	WNEB
Milwaukee	WMIL		

Canada
Calgary, Alberta, Canada — CKXL
New Westminister, B.C. — CKNW

Only one in each market

AIMS Association of Independent Metropolitan Stations

Membership by invitation only

RADIO GROUP



KTVH WINS In Wichita-Hutchinson Area
(April 1955 Pulse)
15 out of 15 top programs!
Let top-flight day and night CBS shows and strong, high-interest local programming help sell your product. Put "WINDY" on your payroll, too!

KTVH HUTCHINSON
VHF 240,000 WATTS
CBS BASIC—DUMONT
CHANNEL 12

Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.



DODGE DIV. of Chrysler Corp. signs with NBC-TV for sponsorship of the 55th National Open Golf Tournament from San Francisco's Olympic Country Club on June 18. L to r: George H. Frey, NBC vice president in charge of tv network sales; Jack W. Minor, Dodge Div. director of advertising and merchandising, and Isaac Grainger, U. S. Golf Assn. president.

CBS-TV Refuses to Air Spillane Film Spots

FIGHT to show spot announcements for his United Artists film "Kiss Me Deadly," based on a Mickey Spillane detective novel, on KNXT (TV) Hollywood was carried to top CBS-TV echelons last week by producer-director Robert Aldrich.

Following refusal by Edward Nathan, CBS-TV West Coast manager of editing [B•T, June 6] to permit the "Kiss Me Deadly" spots on KNXT because they were "detrimental to KNXT and the public interest," Mr. Aldrich wired both CBS Board Chairman William Paley and KNXT General Manager James Aubrey Jr., asking clarification of the network policy on the matter.

Other Hollywood stations, including KRCA (TV), KTTV (TV), KTLA (TV) and KABC-TV, have accepted "Kiss" spots, Mr. Aldrich pointed out. Moreover, in the past KNXT has accepted spots for a UA picture "The Moon Is Blue," which was refused Motion Picture Production code approval—something "Kiss" has, he added.

". . . The fact that other CBS stations around the country and other local tv stations have accepted these spots (for "Kiss") is proof that they were rejected in an arbitrary assumption of power by someone determined to flaunt the purpose of the (Motion Picture) Production Code Administration," Mr. Aldrich declared in a formal statement issued last week.

In the statement, he informed CBS that his attorneys are "investigating . . . legal action for damages or an apology, but stressed he felt that the basic issue was ". . . whether MPPCA approval qualifies a film for air time on CBS Radio and/or tv outlets, or whether CBS intends to maintain the right to individually examine each picture prior to accepting advertising on that picture."

If the network adopts the later position, he will ask MPPCA President Eric Johnston for a "decision on how best to combat this new inroad and new threat of censorship to our product," Mr. Aldrich declared.

Mr. Nathan told B•T: "The handling of this matter was normal CBS editorial judgment with respect to all advertising material. We don't feel obligated to agree with the Motion Picture Production Code any more than they have to agree with the NARTB Code."

Molotov to Face Newsmen On CBS Radio-TV Sunday

V. M. MOLOTOV, Russia's Minister of Foreign Affairs and First Deputy Premier, will submit to newsmen's questions before nationwide television and radio audiences for the first time next Sunday on the CBS *Face the Nation* program (CBS-TV, 4:30-5 p.m. EDT; CBS Radio, 10:05-10:30 p.m. EDT), CBS announced last Thursday.

The announcement said acceptance of the invitation for the "history-making and exclusive" broadcast had been confirmed in a telegram from Mr. Molotov's official party. The interview will originate in San Francisco, where the United Nations 10th anniversary commemorative meeting—which is slated to get extensive coverage by most radio and tv networks—is being held today (Mon.) through Sunday. *Face the Nation* is carried by approximately 100 radio and 75 tv stations, said by CBS to be the largest radio-tv station lineup for any panel discussion program.

Summertime Radio Promotion Material Distributed by CBS

CBS Radio has mailed promotion and exploitation material to its affiliates as part of its summer program promotion campaign. The theme: "Radio's Fun . . . Everywhere Under the Sun."

Ease and flexibility of summer radio listening are stressed, according to Murry Salberg, manager of program promotion for CBS Radio, who noted that this season an added feature includes material for a suggested contest to be held by stations. Listeners would be asked to complete a letter beginning "Radio's fun in the summertime because. . . ." in 50 words or less. The winner would be given a CBS-Columbia portable radio by the station.

Significant facts about the size and scope of the medium are included in the CBS Radio kit, which provides ads, exploitation suggestions, on-air announcements, and special material for disc jockeys and women commentators.

Typical women's program announcement gives helpful hot-weather hints, of which one urges: "Take full advantage of that wonderful summertime occupation—your upstairs, downstairs or portable radio."

'McGee & Molly' Add Daytime

NBC Radio's *Fibber McGee and Molly* program will be launched as a daytime radio show on that network beginning June 27 (Mon.-Fri., 11:45- a.m.-12 noon EDT) after more than 20 years on nighttime radio. The daytime show is in addition to the NBC Radio nighttime series (Sun.-Thurs., 10-10:15 p.m. EDT).

Give by the Sword

INSIGNIA created by Georg Olden, graphic arts director of CBS-TV, for the 1955 New York Cancer Committee's television drive has proved so effective that the committee has decided to make it the official promotional design for next year's campaign. The design will be used in all 1956 campaign media, including posters, billboards, magazines, newspapers and television. The insignia makes use of the word, "give," with the sword symbol substituted for the letter "I."

V.P. Takes LL. B.

GEORGE Y. WHEELER, RCA Washington vice president, received a law degree this week from the George Washington U. in Washington, at age 38.



MR. WHEELER

Mr. Wheeler, who graduated from Princeton and took a page boy position with WRC, the NBC owned and operated station in the Nation's Capital, started his law course while serving as program manager for WRC after returning from Europe where he was an NBC wartime correspondent. Prior to his designation as RCA vice president in Washington, Mr. Wheeler served as assistant vice president of NBC with NBC's Washington Vice President Frank M. (Scoop) Russell. The law course originally started as an audited course in legal problems concerning program managers.

KFAB to NBC; WOW to CBS

KFAB Omaha was to join NBC Radio as an affiliate yesterday (Sunday), replacing WOW Omaha, which moves to CBS Radio. KFAB, owned by the KFAB Broadcasting Co., is a 50 kw outlet on 1110 kc. WOW, licensed to Meredith WOW Inc., is on 590 kc with 5 kw.

NETWORK PEOPLE

Tom Naud, NBC-TV production staff, named associate producer of *Tonight* show.

Hal Fimberg, Hollywood writer-producer, and **Greg Garrison,** formerly with NBC-TV *Milton Berle Show,* to CBS-TV *Bob Crosby Show,* as co-producer and director, respectively.

Carroll Carroll, writer, CBS-TV Bob Crosby program, to CBS-TV *Johnny Carson Show* in similar capacity.

Doug Whitney, co-producer, CBS-TV *New Red Skelton Show,* to program dept., CBS-TV Hollywood, as executive on special assignments.

David Stone Martin, graphic arts dept., CBS-TV, additionally commissioned to illustrate all teaser drawings for *U. S. Steel Hour,* sponsored by U. S. Steel Corp., when it makes July 6 debut on CBS-TV.



Television Electronics Fund Exceeds $100 Million Mark

SALES of Television Electronics Fund have exceeded the $100 million mark and the fund has been adding new shareholders at the rate of approximately 2,000 a month, Chester D. Tripp, TEF president has reported. Actual amount of the investment fund is now $100.3 million.

During 1954 sales hit $25 million to rank the fund among sales leaders in the industry. Sales ran at the rate of $4 million monthly toward the close of last year. Earlier this year TEF's assets were placed at the $70 million mark. The fund, which boasts shareholders from Europe, South America and Hawaii, as well as the U. S., started with $100,000 in assets in 1948.

Franco Forms New Firm

CARLOS FRANCO has announced the formation of Carlos Franco Assoc., 420 Madison Ave., New York. The firm will act as consultants in the fields of merchandising, marketing and advertising research.



MR. FRANCO

Mr. Franco, former general sales manager for Crosley Broadcasting Corp., also had a 15-year association with Young & Rubicam Inc., advertising agency, New York.

Comedy Workshops Expanded

"COMEDY WORKSHOP" units, similar to the National Assn. of Gagwriters' activity conducted in New York City for the past 10 years, have been formed in Chicago and Cleveland, the association has reported.

The workshop, which works to discover, develop and encourage talent in the comedy-entertainment field, has a target of 20 cities by September. This Wednesday at Marlin Studios in New York, the association's workshop will hold the 10th annual graduation exercises.

PROFESSIONAL SERVICE SHORTS

Bosh Stack Assoc., N. Y., retained as public relations counsel for Olmsted Sound Studios, N. Y.

Equestrian Trails Inc., L. A., California horseman's group promoting acquisition and preservation of state's bridle trails, names Tierney-Ross (public relations), Hollywood. Tv-radio is planned.

PROFESSIONAL SERVICE PEOPLE

Lee Salberg, managing editor, Chicago *Tv Guide,* appointed Wisconsin *Tv Guide* edition manager in Milwaukee.

Paul C. Ridings, co-owner, Witherspoon & Ridings (public relations), Ft. Worth, Tex., **Robert Carl,** account executive, and **Jean Jordan,** account assistant, transfer to Dallas office.





People in Northeastern Wisconsin like Action . . . . Buying Action! Sports Action! Green Bay's 5000 watts daytime (500 night) station, WJPG translates this "Sports-happy" audience into Volume Sales.

People in Northeastern Wisconsin like Action. . . Buying Action! Sports Action! Green Bay's 5,000 watts daytime (500 night) station, WJPG, translates this "sports happy" audience into volume sales. You've always got a loyal, responsive audience on WJPG . . . the area's top Sports Station! People in Northeastern Wisconsin like Action! Sports Action! Green Bay's 5,000 watts daytime (500 night) Station, WJPG, translates this 'Sports-happy" audience into Volume Sales. You've always got a loyal, responsive audience on WJPG . . . the area's top Sports Station!

5000 w Day—500 w Night
WJPG MBS GREEN BAY, WIS.
Burn-Smith Company—Representative

Now it costs less to sell

MINNEAPOLIS ST. PAUL

Maximum power at minimum cost. Ask your H-R representative about choice availabilities.

ASK H-R

316,000 watts on Channel 9

KEYD TV

Offices, Studios, Transmitter
FOSHAY TOWER
Minneapolis
Represented Nationally by H-R TELEVISION, INC.

DUMONT LABS ENTERS RADIO SET FIELD

Firm also discloses its plans to manufacture hi-fi units.

ALLEN B. DuMONT Labs has entered the radio set manufacturing field. Disclosure that DuMont was considering such a step was first made known early this year [B•T, Jan. 10] when a DuMont official had acknowledged that the manufacturer was "experimenting with the idea" of entering general production of radio sets.

DuMont announced the decision Tuesday to regional distributors at the Hotel Statler in New York, revealing the company already has entered into the manufacture and sale of high fidelity phonographs, radios and clock radios.

William C. Scales, manager of DuMont's Television Receiver Sales Div., said the diversification was part of a general expansion.

First hi-fi unit, retailing for $150, is a straight console phonograph with three-speed changer, high quality audio and two speakers. Another hi-fi model, retailing at $275, is an am-fm phonograph console, with three-speed changer, three loudspeakers and wide frequency range. Am radios will be in three basic stylings and available as table and clock models.

Mr. Scales said the decision by DuMont to enter the radio making field came about because of strong demand from distributors and dealers. Specifications and design details of the radio line will be released later in the summer when presumably pricing also will be announced.

Actually, DuMont is not foreign to radio set making. For some time now, DuMont has been making radio models for use as "optional" with tv receivers, with both the radio and tv units combined in a console, although the radio receiver is operated separately from the video receiver with both using the same speaker.

At the same meeting, DuMont revealed a new line of 16 basic tv receivers in 37 different stylings, ranging in price from $169.95 to $500. A color tv receiver also was shown as an "interim model." This is a 21-inch console—a standby model to help dealers. Company spokesmen said DuMont was continuing research on a 22-inch rectangular color tube that it expects will be ready in the near future.

Ralph B. Austrian Named DuMont West Coast Manager

APPOINTMENT of Ralph B. Austrian as west coast manager of Allen B. DuMont Labs was announced last week by William H. Kelley, vice president and general manager. Mr. Austrian will be located at DuMont's west coast headquarters at 11845 Olympic Blvd., Los Angeles 64.



MR. AUSTRIAN

Mr. Austrian has been active in executive capacities in sales administration for radio, motion picture and television interests since 1927.

During World War II Mr. Austrian was chief planner on the planning committee of the War Production Board. He later served as president of RKO Television Corp., resigning this post in 1948 to become vice president in charge of television for Foote, Cone & Belding. Most recently, Mr. Austrian has been a senior associate with Charles Luckman in the firm of Pereira & Luckman.

In his new post Mr. Austrian will supervise for DuMont all of the company's west coast activities, including the sale of DuMont tv receivers, cathode-ray and electronics instruments, television transmitter products, mobile radio equipment, cathode-ray tube sales, as well as government contract and research and development work.

Emerson Corp. Forms Management Committee

EMERSON RADIO & PHONOGRAPH Corp. last week announced the formation of the Emerson Associate Management Committee, a group of approximately 10 executives below the level of division head who represent all segments of the organization. Membership in this committee will be rotated on a staggered basis.

Benjamin Abrams, president of Emerson, said this committee was organized to strengthen and broaden the base of executive operations at the company by discovering and developing executive talent within the corporation. It will operate under the direct supervision of Emerson's Executive Committee, according to Mr. Abrams.

Emerson Sets June 28-30 Meet

EMERSON Radio & Phonograph Corp. will hold its distributor convention in New York June 28-30 at the Hotel Plaza. The convention, marking the company's 40th anniversary, will be worldwide in scope, attended by Emerson distributors from all parts of the U. S., Canada, Europe, South America, Central America, and various sectors in the Near and Far East. A new line of Emerson tv and radio receivers and phonographs will be introduced.

Transistor Radios in Demand

SUBSTANTIAL demand for the new transistor radio it introduced last January has been reported by Raytheon Mfg. Co., Chicago. The firm has been "constantly back-ordered by several thousand sets" ever since it went into production, Henry F. Argento, vice president and general manager of its tv-radio operations, said last week.

The demand has been piling up without benefit of any extensive advertising, he added. Public interest was attributed to such features as one set of batteries per year, no absence of tubes and "large radio tone and performance."

Sell the Champlain Valley



WEAV PLATTSBURG, N. Y.
Ask GILL-PERNA Inc.



NEW GATES BC-1F 1,000 w transmitter, which on July 3 will raise KOLS Pryor, Okla., to that power, is examined by the mayor of Pryor, Ramon Bewley (r), who is also a grocery store operator and a KOLS timebuyer, and station owners Mr. & Mrs. L. L. Gaffaney. Mr. & Mrs. Gaffaney flew to Gates' headquarters in Quincy, Ill., and hauled the transmitter to Pryor by tandem trailer. Coincidental with the power increase, KOLS will mark its fifth anniversary.

RCA Vice President Buck Buried in Arlington Friday

FUNERAL SERVICES for Rear Admiral Walter A. Buck, 60, USN retired, were held Friday at Arlington National Cemetery.

Adm. Buck, vice president in charge of operating services for RCA, died June 12 at a hospital in Overbrook, Pa., near his Wynnewood, Pa., home. He had been ill for several weeks.



ADM. BUCK

A member of the RCA board from 1950 to 1954, Adm. Buck became president in 1948 of the Radiomarine Corp. of America, a wholly-owned subsidiary of RCA, with headquarters in New York, after a 30-year career in the Navy.

He served as operating vice president of the RCA Victor Div. in 1949-50 and as general manager until 1954. When the Victor Div. was reorganized last year, Adm. Buck became vice president of general planning for RCA in May and three months later, vice president in charge of operating services with headquarters at Camden, N. J.

Adm. Buck was a native of Oskaloosa, Kan., was commissioned an ensign in 1917 serving in World War I as supply officer and with the Navy's planning division of the Bureau of Supplies & Accounts. He received the Legion of Merit for his World War II services when he was a commander with the Atlantic Fleet in the capacity of supply officer. In 1945 he was director of the Navy Materiel Redistribution Disposal Administration and then chief of the Property Disposition Branch, Materiel Div.

Adm. Buck's wife, the former Mildred Reed, died March 27. He is survived by two sons, Lt. Walter J. Buck and Lt. (j.g.) John A. Buck, both with the Navy.

MANUFACTURING PEOPLE

John N. Phillips, color tv product engineering manager, General Electric Co., Syracuse, N. Y., named manager, G-E radio-tv product planning operation.

William Gargan Jr., account executive, Art Flynn Assoc., N. Y., to join Autocue Co. (cueing and prompting equipment), N. Y., to supervise new Hollywood offices.

T. W. McLaughlin, branch house credit manager, Graybar Electric Co., Portland, Ore., transfers to Minneapolis as district manager, succeeding **W. E. Brown,** who becomes Houston district manager, effective July 1, succeeding **W. R. Pearson,** who assumes similar post in St. Louis Aug. 1, succeeding **H. E. Bucher,** retiring; **Doral Eardley,** Graybar S. F. area salesman, named manager, Fresno, Calif., branch office, effective last Wednesday.

Dwight F. Clexton appointed central Florida district sales manager, Hallicrafters Co., Chicago; **Ray Marchbanks** appointed Alabama, Georgia, North and South Carolina and Bristol, Va., district sales manager.

Roger Minthorne Jr. appointed Oregon, Washington and Idaho district sales manager, Scott Radio Labs Inc., Chicago.

David Powell McIlmoil named sales representative for south Pacific area of Westinghouse Electric Tube Div., Elmira, N. Y., headquartering in L. A., responsible for sale of Westinghouse Reliatron tubes.

Edward G. Oros appointed sales representative, National Co. (communications receivers, hi-fi audio equipment), Malden, Mass., covering Ohio, West Virginia and part of Pennsylvania.

RCA Aids Research

RCA's powerful electron microscope which enlarges specimens more than 300,000 times has been installed for use at the Rockefeller Institute for Medical Research, according to Theodore A. Smith, RCA's Engineering Products Div. vice president and general manager. The microscope will be used in research on differentiation, growth and repair of body tissue in explorations conducted by Dr. Paul Weiss, head of the institute's laboratory of developmental biology, and his staff.

Emanuel (Manie) Sacks, vice president, RCA-NBC, elected to board of trustees, Pennsylvania Military College, Chester, Pa., his alma mater.

MANUFACTURING SHORTS

Rust Industrial Co., Manchester, N. H., announces advanced designs in remote control units for radio station transmitters in new custom-engineered 108-OC and 108-1C models which succeed 108-A systems. Units feature easy accessibility with drop-down panel construction and no tubes, according to company. Units are recommended for single transmitter non-directional stations for which capacity of 10 two-sense control functions and nine meter readings are enough. Complete interconnecting diagrams are provided for proper installation.

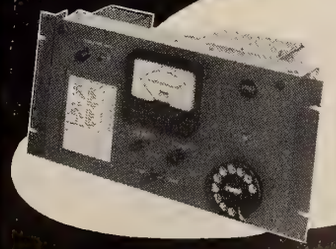
Century Lighting Inc., N. Y., and Santa Monica, Calif., has developed C-lector system of remote control presetting of lighting arrangements, said to be useful for tv studios.

MOST ADVANCED REMOTE CONTROL EVER DESIGNED

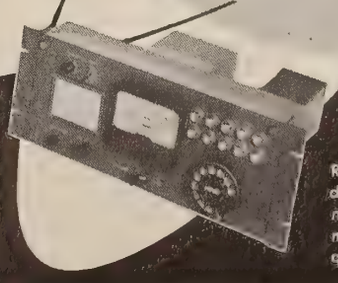
GET THE FACTS, WRITE US TODAY

Interested in cutting operational costs? Rust's two new remote control systems can save your radio station thousands of dollars each year! New custom-engineered designs, for both directional and non directional transmitters, offer dependability and performance never before achieved. Why not investigate the possibilities for your station?

RUST
industrial co., inc.
130 SILVER STREET
MANCHESTER, N.H.



24 FUNCTION SYSTEM
Recommended for use in directional and multi-transmitter installations where up to 24 control and metering functions are required.



10 FUNCTION SYSTEM
Recommended for use in non-directional installations where no more than 10 control and metering functions are required.

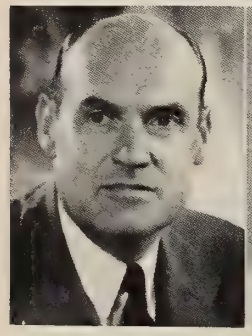
STROMBERG-CARLSON

William Fay appointed president of Stromberg-Carlson Broadcasting Co., which will direct WHAM-AM-TV-WHFM (FM) Rochester, formerly licensed to Stromberg-Carlson Co., which will merge with General Dynamics.

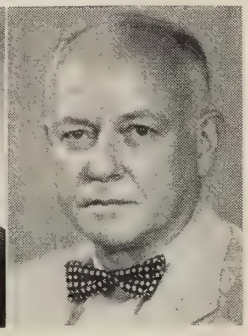
APPOINTMENT of William Fay as president of the newly formed Stromberg-Carlson Broadcasting Co. was announced last week by Robert C. Tait, president of Stromberg-Carlson Co., Rochester, N. Y. The FCC on June 8 approved the transfer of licenses, formerly held by Stromberg-Carlson Co., to the new subsidiary firm [B•T, June 6].

Stromberg-Carlson Broadcasting Co. will direct activities of WHAM-AM-TV-WHFM (FM) Rochester. The transfer is a prelude to the contemplated merger of the parent company with General Dynamics Corp., which will be voted upon by stockholders of both organizations on June 28.

Mr. Tait becomes chairman of the board of Stromberg-Carlson Broadcasting Co. and the board will include Messrs. Tait and Fay and



MR. TAIT



MR. FAY

Gordon C. Hoit, executive vice president of Stromberg-Carlson Co.; Lee McCanne, executive vice president of the Rochester Chamber of Commerce; Arthur Stern, of the law firm of Nixon, Hargrave, Devans & Dey, Stromberg-Carlson counsel; Frank Pace Jr., executive vice president and vice chairman of the board of General Dynamics Corp.; Earl D. Johnson, senior vice president-development and operations of GDC; Lambert J. Gross, vice president in charge of finance for GDC, and Roger I. Harris, vice president and counsel of that corporation.

Mr. Fay had been vice president in charge of the broadcasting division of the Stromberg-Carlson Co. since 1945. He began his broadcasting career in 1924. Mr. Fay is a director of the NARTB and is secretary-treasurer of the NBC-TV affiliates group.

In 1927, Stromberg - Carlson purchased WHAM, then operating at the Eastman School of Music on a power output of 100 w. WHAM today is a clear channel 50 kw station. In 1939 the company began operating WHFM (FM), the first fm station in upstate New York. On June 11, 1949, Stromberg-Carlson Co. placed WHAM-TV in operation. The station operates on ch. 5 with power of 100 kw.

STATIONS NAME FAY

Quality Radio Group Offers Weekend Show to Sponsors

AVAILABILITY of eight selective 10-minute programs for sponsorship on 36 Quality Radio Group stations is being announced today (Mon.) by William B. Ryan, Quality's executive vice president.

Mr. Ryan said the group of programs, called *Week-End Cavalcade,* would reach 41 million people at a cost of about $689 a commercial minute. The programs were chosen for their adapatability as summer fare for broadcast on any Saturday or Sunday time periods. Since QRG outlets reach 90% of the nation's radio families, Mr. Ryan noted, the program can be merchandised by manufacturers to their dealers and distributors anywhere in the country and sponsors can choose "peak listening times" in each market. As few as a half of the programs may be used.

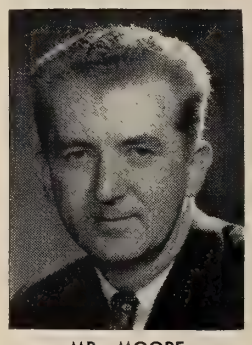
Although there is a big summer gain in out-of-home listening, Mr. Ryan noted that the decline of in-home listening during the warm months is less than a fraction of 1%, thus making out-of-home listening a plus for the advertiser. Commercials for the shows—all light entertainment—can be taped or live.

Occupational Therapy

A GENUINE "comeback story" is being tape-recorded for a 15-minute daily broadcast over KFSD San Diego, and the person who is making the comeback is the announcer. But Ed Hammond, who less than one year ago was paralyzed from the neck down, is not trying to evoke either sympathy by his daily tape-recorded broadcasts; he's only trying to get back into the announcing routine. Mr. Hammond was KFSD staff announcer back in the fall of 1954 when a swimming accident left him unable to do more than turn his head. Norman Burwell, KFSD engineering supervisor, brought a tape recorder to the hospital when physicians expressed the belief that Mr. Hammond's recovery would be speeded if he could do something useful.

MOORE ELECTED KTTV PRESIDENT

ELECTION of Richard A. Moore as president of KTTV Inc., licensee of ch. 11 KTTV (TV) Los Angeles, was announced last week. Mr. Moore had been vice president and general manager of the *Los Angeles Times*-owned station. Norman Chandler, publisher of the newspaper who had been president of the station, became chairman of KTTV Inc.



MR. MOORE

Elected vice presidents were John R. Vrba, sales manager, and Robert W. Breckner, program manager.

Mr. Moore became operating head of KTTV in 1951, following a five year tenure with ABC. He was director of television for ABC's Western Division and manager of that network's KECA-TV Los Angeles when he moved over to KTTV. He is co-chairman of the board of directors of the Television Bureau of Advertising and a former president of the Television Broadcasters of Southern California.

Mr. Vrba has been KTTV's sales manager since 1953. He joined the station in 1949 as promotion manager, becoming national sales manager in 1952.

Mr. Breckner has been the station's program director since 1952, joining KTTV in 1948.

CBS-TV Spot Sales Names Schneider Eastern Sls. Mgr.

IN a series of changes at CBS-TV Spot Sales, John A. Schneider, midwestern sales manager of the unit, last week was appointed eastern sales manager, headquartering in New York.



MR. SCHNEIDER

Other personnel changes announced by Clark B. George, general sales manager of CBS-TV Spot Sales, included the promotion of Tom W. Judge, New York account executive, to midwestern sales manager with headquarters in Chicago, and the appointments of Richard R. Loftus as sales manager of the Detroit office and Edward A. Larkin as sales manager of the Los Angeles office. Mr. Larkin replaces Richard Loughrin, who moves to the New York office as an account executive.

Mr. Schneider announced the appointments of Tony Moe, formerly sales manager of the Detroit office, and Jack L. Mohler, director of sales development for CBS-TV Spot Sales, as account executives in the New York office.

GATES
Your One Source
For All Broadcasting Equipment
THESE OFFICES TO SERVE YOU

Quincy, Illinois	123 Hampshire Street	Baldwin 2-8202
New York City	51 East 42nd Street	Murray Hill 7-7971
Washington, D.C.	13th & E Streets, N. W.	Metropolitan 8-0522
Houston, Texas	2700 Polk Avenue	Atwood 8536
Los Angeles, Calif.	7501 Sunset Blvd.	Hollywood 2-6351
Atlanta, Georgia	1133 Spring St., N. W.	Elgin 0369
New York, International Div.	13 East 40th Street	Murray Hill 9-0200
Montreal, Quebec, Canada	Canadian Marconi Co.	Regent 8-7281



CONTRACT for 16 weeks of *Championship Bowling* on WNBQ (TV) Chicago is negotiated by Kool Vent Awning Corp. L to r: Bernie Glickman, Kool Vent president; Thomas Horan, WNBQ account executive; Floyde E. Beason, WNBQ sales manager, and Jules Herbuveaux, general manager of WNBQ-WMAQ. Kool Vent also has signed for alternate week sponsorship of a similar winter series.

Chauncey Succeeds Garland As Maricopa General Manager

TOM CHAUNCEY has been appointed general manager of Maricopa Broadcasters Inc., operators of KOOL-AM-TV Phoenix, Ariz., Gene Autry, president of the organization, has announced. Mr. Chauncey, who has been with Autry radio-tv interests in Arizona for the last 14 years, succeeds Charles H. Garland, who resigned after 10 years as Maricopa general manager.



MR. CHAUNCEY

Mr. Garland, whose resignation was "accepted with regret" by Mr. Autry, was hospitalized with a stroke about six weeks ago and found it necessary to give up active management of the Autry properties. Mr. Garland told B•T that he plans to open his own advertising agency in the Adams Hotel, Phoenix, around October.

Mr. Chauncey has been managing director of Mr. Autry's KOOL-AM-TV and KOPO-AM-TV Tucson and was one of the original owners and former general manager of KPHO Phoenix, when it was operated by the Autry interests. In his capacity of managing director, Mr. Chauncey supervised formulation of all policies for the Phoenix and Tucson outlets and directed station construction.

WCCO-TV Responds to S.O.S. From Neighbor KEYD-TV

INTER-STATION cooperation was demonstrated in Minneapolis a fortnight ago when WCCO-TV came to the aid of KEYD-TV to enable the latter station to conduct a scheduled telethon on behalf of multiple sclerosis.

The telethon, a remote telecast from the Lyceum Theatre to KEYD-TV studios, was scheduled for 9 p.m. Saturday, but a defect in the microwave transmitter stopped the show. While the theatre audience was entertained by an impromptu show, KEYD-TV viewers witnessed an emergency program.

At 12:30 a.m., a call went out to WCCO-TV, whose vice president and general manager, F. Van Konynenburg, is an old friend and business associate of Lee Whiting, vice president-general manager of KEYD-TV. Engineers and camera crews of WCCO-TV were quick to respond to the emergency call, and throughout the night and until early Sunday afternoon crews from both stations worked side by side. The belated telethon raised $45,000, which will be used for a multiple sclerosis clinic at the U. of Minnesota.

WNDU-TV Entertains

AN ESTIMATED 500 agency, advertiser and other guests were entertained by WNDU-TV South Bend, Notre Dame U. station, at a cocktail party at New York's Roosevelt Hotel last Tuesday, and a similar gathering was slated for Chicago on Friday. Key figures in a presentation on behalf of the ch. 46 outlet, now on test pattern and slated to commence commercial operation about July 15, included Father Theodore Hesburgh, Notre Dame president; Father Edmund Joyce, university executive vice president; Bernard Barth, general manager of the station; Tom Hamilton, WNDU-TV national sales manager, and Terry Brennan, Notre Dame football coach. Harry Bannister, station relations vice president of NBC, with which WNDU-TV will be affiliated, also participated. The station is represented nationally by Meeker Tv Inc.

WMTV (TV) Plans Power Boost

WMTV (TV) Madison, Wis., ch. 33 outlet affiliated with NBC, ABC and DuMont, has announced that on or about Aug. 1 it will raise power to 209 kw, almost a 12-fold increase from the present 17 kw power. According to Gerald A. Bartell, president of licensee Bartell Tv Corp., the power boost will encompass approximately 125,000 tv homes.

WABC Promotes Bernard

CHARLES BERNARD was appointed sales manager of WABC New York last week. Mr. Bernard, who joined the station's staff as an account executive recently, formerly was an account executive with WABD (TV) New York. He succeeds Joe Weisenberg, acting sales manager, who was added to WABC-TV New York sales staff as an account executive.

Seek & You May Find

LISTENERS to KLIF Dallas who are able to locate the station's program logs in Dallas newspapers, have an opportunity to improve their perception in a promotion contest being conducted by that station on its *Bruce Hayes Show*. The station will select the best 50 letters from listeners explaining why they like the way KLIF's program log is listed in Dallas newspapers. The top 50 winners will receive magnifying glasses to help them locate the program logs.

WWTV (TV)'s 1,282 Footer

LATEST in the "world's taller man-made objects" category, WWTV (TV) Cadillac, Mich., reports that its 1,282-ft. tower is projecting a signal into 42 Michigan counties with a total tv set count for the area of 305,874.



The new 200-ton tower, which boosted WWTV's power to 104 kw, replaces a 530-ft. structure [at left in adjacent cut] that had been used since the station went on the air Jan. 1, 1954. WWTV is licensed to the Sparton Broadcasting Co., wholly-owned subsidiary of the Sparks-Withington Co. of Jackson, Mich (electronic, automotive equipment), and is affiliated with ABC, CBS and DuMont.

David P. Milligan, general manager of the ch. 13 station, said that the new steel tower, which is triangular with 11-ft. sides, is the second tallest tv tower in the U. S. and the third tallest man-made object. The tower proper is 1,202 ft. and is topped by an 80-ft antenna, bringing the total height to 1,282 ft. above ground, 1,640 ft. above average terrain and 2,985 ft. above sea level.

Wharton, Maillet Appointed To WLAC-TV Nashville Posts

JAMES G. WHARTON, for the past six years news and publications director for Vanderbilt U., has been named promotion manager of WLAC-TV Nashville, Tenn., it was announced by T. B. Baker Jr., executive vice president and general manager of the station. Mr. Baker also announced the appointment of C. R. (Chuck) Maillet as account executive.

Prior to his Vanderbilt post, Mr. Wharton



MR. WHARTON



MR. MAILLET

was managing editor of *Southern Agriculturist* (now *Farm & Ranch*) and previously was feature editor of the *Nashville Tennessean*.

Mr. Maillet, the 1954-55 vice president of the Virginia Assn. of Broadcasters, comes to WLAC-TV from WWOD Lynchburg, Va.

KCRA-AM-TV Names Petry

EDWARD PETRY & Co. has been appointed national representative for KCRA-AM-TV Sacramento, Calif., Ewing C. Kelly, president and general manager, KCRA Inc., announced Thursday. KCRA-TV is slated to go on the air in September as a basic NBC affiliate, operating on ch. 3 with 100 kw, Mr. Kelly said.

for the
TOP tower
TOP power
in
Milwaukee
it's
WTVW
channel 12

316,000 Watts

Represented Nationally by
Edward Petry & Co., Inc.

NO CRYSTAL BALL
#LIBEL#
can forewarn you of
LIBEL · SLANDER
PIRACY
COPYRIGHT VIOLATION
BUT our specialized
INSURANCE
covers these daily hazards
ADEQUATELY • INEXPENSIVELY
DON'T RISK
possible embarrassing loss while
protection is readily available—but
DO RISK 5 minutes and 3c
to write for details and a
rate built for you.
WRITE FOR DETAILS AND RATES
Employers
Reinsurance
Corporation
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI



SIMS READ (l), president of Charles P. Rogers & Co., signs for a heavy-participation schedule on DuMont's WABD (TV) New York on behalf of the firm's Spring Air and Rejuvenator mattresses. Witnessing the signing are Ted Cott (r), DuMont's o&o general manager, and Stuart Schuyler of Sleep Promotion Lab Inc., agency for Charles P. Rogers & Co. According to DuMont, the contract represents the firm's entire New York tv budget.

WTIX Files Counter Suit In New Orleans Radio Row

THE RADIO BATTLE of New Orleans continued last week as WTIX filed suit asking $250,000 damages from James A. Noe (WNOE) and Bill Stewart, WNOE assistant manager-program director. WNOE had filed suit asking $50,000 damages from WTIX [B•T, June 13].

WTIX alleges that WNOE slandered it by charging that the claimed size of the crowd taking part in a WTIX Treasure Hunt was "the greatest lie ever perpetrated upon the people of New Orleans."

In its June 10 suit, WNOE admitted the reference to the WTIX claim.

Edward J. Boyle, New Orleans attorney for Mid-Continent Broadcasting Co. (WTIX, WHB Kansas City and KOWH Omaha), said, "Perhaps Mr. Stewart, knowing that Mid-Continent was preparing to file its suit against Gov. Noe and himself, felt that his best defense would be an offensive move. This may work in football but, in this case, I don't believe it will. . . . We will try the cases in the court when the time comes." The suit was filed in the Civil District Court, Parish of Orleans. It grew out of a June 6 broadcast.

Fred Berthelson, WTIX general manager, said the treasure hunt will be an annual affair.

WRCA Keyed to Summer

WRCA-AM-TV New York will offer another week-long supplement, starting today (Monday), called *Summer Living*, with entire programming of the two stations stressing summertime pleasure. Availabilities on the programs are being offered to advertisers of specialized products or services. The supplement, which will continue through Saturday, will be highlighted by a special broadcast over WRCA tomorrow at 12:05-12:30 p.m., heralding the opening of New York City's "Summer Festival." Mayor Robert Wagner of New York will be interviewed by Ben Grauer via short wave from Tel Aviv, where the mayor will be visiting.

Archie G. Taft Sr. Dies; Was KOL Seattle President

ARCHIE G. TAFT Sr., 71, president and principal stockholder of KOL Seattle, died last Monday at the Swedish Hospital there after a year's illness. The Seattle radio pioneer was suffering from leukemia and had been in serious condition for the past three months. Funeral services were held last Thursday.

Mr. Taft acquired the station in the 1920s and had remained in active management until a year ago when illness forced his retirement. Archie Taft Jr. is KOL general manager. The station, now operating as an independent, has at various times been affiliated with ABC, CBS and MBS.

Mr. Taft Sr.'s stock will go to his widow, Marie Storm Taft. Selection of a new president probably will be made within the next week, according to Mr. Taft Jr.

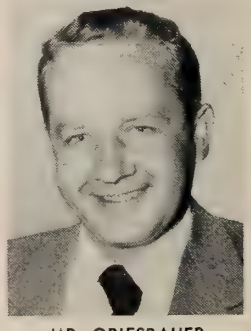
Surviving, in addition to Mr. Taft Jr., who is also general manager of KBKW Aberdeen, Wash., and his wife, are son William R. Taft, principal owner and manager of KRKO Everett, Wash.; son Mahlon Taft, national sales manager of KOL, and three daughters, two brothers, four sisters and 12 grandchildren.

Herbert Brauff Dies at 64

HERBERT D. BRAUFF, 64, vice president and director of WNCT (TV) Greenville, N. C., died Wednesday in a Richmond, Va., hospital of a heart attack. He had been ill since March. He was publisher of the *Wilson* (N. C.) *Daily Times, Vandergrift* (Pa.) *News* and *Havelock* (N. C.) *Progress*. He was born in 1891 and was educated at Baylor and McCallie preparatory schools in Chattanooga. In 1924 he married the former Laura F. Ellis, of Vandergrift, Pa. She and two daughters survive. He entered newspaper work in 1907 as a reporter on the *Chattanooga Times*, working on papers in Detroit, Indianapolis, Pittsburgh, Johnstown, Pa., and other cities.

Weed Names Atlanta Chief

GEORGE L. GRIESBAUER has been named manager of Weed & Co. and Weed Television's Atlanta office, effective today (Monday). He will deal with both radio and tv client representation in the South and Southeast.



MR. GRIESBAUER

Mr. Griesbauer has held advertising positions with the *Washington Post*, WRC, WMAL and WTTG (TV) all Washington, and has been associated with the Paul H. Raymer Co., representative firm, New York.

Raleigh Paper Sold

PURCHASE of the *Raleigh* (N. C.) *Times* by the News and Observer Publishing Co. there for an undisclosed sum has been announced by John A. Park, editor-publisher of the *Times*, an afternoon paper, for 44 years. He said advertising and circulation revenues no longer can support separately-owned papers there. The morning *News & Observer* is part owner of WNAO-AM-TV there.

Latin Job in Philly

M. LEONARD MATT, assistant general manager, WDAS Philadelphia, has been named Guatemalan consul for Philadelphia and surrounding area by Guatemala's President Castillo Armas, whose forces recently overthrew the Communist-infiltrated government there.

Mr. Matt was offered the position after he made a trip to Guatemala to advise the government on tourist matters. He is making another visit to the Central American country for further briefing and then will make a tour of the United States stressing the need for cooperation with the Guatemalans.

The new consul has been in broadcasting for 27 years and assistant general manager of WDAS for five years.

Radio Stations Participate In 'Tribune' All-Star Poll

THE 1955 All-Star Baseball Poll conducted by the *Chicago Tribune* has enlisted the support thus far of 761 radio stations and newspapers throughout the country, the newspaper announced Tuesday. Fans will be asked again to vote for their favorite players to participate in the All-Star game July 12.

The *Tribune* said MBS, with 392 of its affiliates carrying the network's *Game of the Day*, will solicit votes in 48 states. Various baseball broadcast regional networks also will take part. The Armed Forces Radio Service also will collect votes from military personnel overseas as it did last year, with transmissions from New York and Los Angeles. Votes will be accepted until midnight July 1.

KSO's Baldwin Joins WRIT

B. C. (BILL) BALDWIN, vice president and general manager of Murphy Broadcasting Co. (KSO Des Moines, Iowa), has resigned to join the Trinity Broadcasting Corp.'s WRIT Milwaukee. Mr. Baldwin had been with KSO for 23 years. No successor at KSO has been announced.

May Is Tops for WQAN

HIGHEST May billing in its history has been reported by WQAN Scranton, Pa., according to General Manager Cecil Woodland. Mr. Woodland said that the first five months of year topped the similar period for any previous year.

$53,752,000 IS A LOT OF HAMMERING!



THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families

NAIL DOWN THIS RICH MARKET!

1954 Consumer Markets—SRDS
See FORJOE & CO.

WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.

F. T. Boise Jr. Appointed KFSD San Diego Manager

FREELAND THOMAS BOISE Jr., San Francisco radio sales manager for Free & Peters Inc., station representative firm, has been named manager of KFSD San Diego. The appointment, announced by William E. Goetze, general manager of KFSD Inc. (KFSD-AM-TV), is effective July 1.



MR. BOISE

Mr. Boise, 35, has a background of eight years in the radio-tv industry. A native of Salt Lake City, Utah, his radio career includes posts at KLZ Denver, KSL Salt Lake City and KNBC San Francisco. He joined F&P in June 1953.

KSBW-TV Sales Rise

KSBW-TV Salinas-Monterey, Calif., reports that since last February, or about 120 days, the station has increased the number of its local accounts by 40%; national accounts by 57%, and monthly revenue by 66%. The figures, announced by Graham Moore, KSBW-TV sales manager, are increases over the sales for the same period of last year under the combined operation of KSBW-TV and KMBY-TV, which then shared ch. 8. KMBY-TV was purchased by KSBW-TV in February 1955. KSBW-TV is affiliated with ABC, CBS, NBC and DuMont.

WMAQ Offers Discount Plan

NEW SUMMER saturation plan covering four top programs throughout the day is being offered to advertisers by NBC's WMAQ Chicago.

Called the 10-50 plan and effective May 30-Sept. 16, it will permit advertisers to earn immediate 50% discount with every purchase of 10 or more one-minute spots per week, according to John Keys, sales director of WMAQ and WNBQ (TV). The programs are aired in the morning, noontime and evening hours.



OLDSMOBILE DEALERS of Greater Milwaukee contract for WXIX (TV)'s weekly half-hour *Holiday Theatre*, starting July 4. Negotiators (l to r): William C. Goodnow, WXIX account executive; Theodore F. Shaker, general sales manager for the CBS o&o station, and E. T. Milanowski, president of the agency of that name.

MORE THAN "JUST A TOWER"

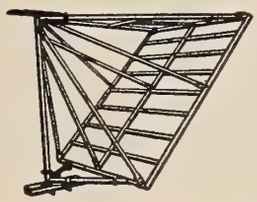
IT'S THE WHOLE JOB WRAPPED UP

From coast to coast you will find installations where TOWER'S "Package" service is paying off. We manufacture the tower and erect it—handle your job from the planning stage on through complete maintenance service.

A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type . . . heavy legs and braces . . . designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coat of primer undercoat . . . supports all types of television antennas and coaxial feed line or wave guide . . . complete erection by experienced crews.

MICROWAVE TOWERS AND REFLECTORS



TOWER is a pioneer in Microwave towers and Microwave reflectors. We are manufacturers of famous Microwave passive reflectors used by the U. S Government, Bell Telephone System and leading manufacturers . . . TOWER reflectors are used widely by TV stations to direct microwave signal from studio to transmitter. We invite you to check with our satisfied customers.

Tower Fabricators And Constructors The World Over

TOWER
Construction Co.
SIOUX CITY, IOWA

Love Thy Neighbor

WHAT is so rare as a day in June when a radio station promotes goodwill for local radio competitors—over its own facilities? In Waterbury, Conn., three stations are doing just that. Proclaiming June as "Radio Month in Connecticut," WBRY, WWCO and WATR are using stations breaks which—using WBRY as an example—announce: "June is radio month in Connecticut. This is WBRY, joining with WWCO and WATR to bring you the very best in radio entertainment." This inter-station goodwill was highlighted by the appearance on a WBRY program of all three local station managers, Samuel Elman of WATR; Lawrence of WWCO, and J. Maxim Ryder of WBRY.

WQXR Installs 50 Kw

NEW 50 kw transmitter of the *New York Times*-owned WQXR, under construction at Maspeth, L. I., is expected to be ready for operation by late summer. Station spokesman last week said the move will enable WQXR to reach a potential million more homes in the New York area.

The increased power, the spokesman said, will triple the strength of the station's signal, on 1560 kc, all over metropolitan New York, northern New Jersey, southern Connecticut and the New York counties of Westchester, Putnam, Dutchess, Nassau and Suffolk. This will be the fifth power increase granted to the station by FCC since WQXR went on the air as an experimental station in 1934, station reported.

Taylor Outlets Name Pearson

O. L. (TED) TAYLOR, president of Taylor Radio & Tv Corp., has announced the appointment of John E. Pearson Co. as national representative for the Taylor firm's KRGV-AM-TV Weslaco, Tex., and KANS Wichita, Kan.

STATION SHORTS

Westinghouse Broadcasting Co., N. Y., moves to Chanin Bldg., 122 E. 42d St.; telephone: Murray Hill 7-0808.

KSTP - AM - TV Minneapolis - St. Paul has changed telephone to Midway 5-2724.

WNAM Neenah-Menasha, Wis., reports sales increases of 23% and 18% for April and May, respectively, over same months of last year.

REPRESENTATIVE APPOINTMENTS

KVVG (TV) Tulare, Calif., named Adam Young Jr. Inc., N. Y.

WITV (TV) Fort Lauderdale (Miami) Fla., has appointed H-R Television Inc., N. Y.

WSAU-TV Wausau, Wis., has appointed Harry S. Hyett, Minneapolis, as regional representative.

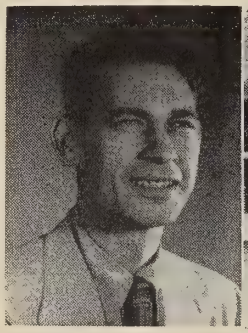
REPRESENTATIVE PEOPLE

Robert M. Dooley, sales development representative, CBS Radio Spot Sales, N. Y., appointed account executive, effective June 24, succeeding **Henry W. Maier Jr.,** resigned to become marketing director, Crook Adv., Dallas.

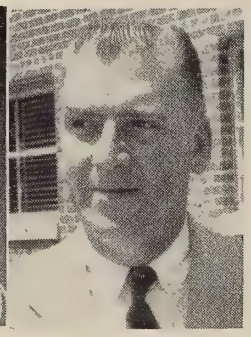
STATION PEOPLE

Gerald B. McDermott, owner, KBUR Burlington, Iowa, named executive vice president, WGIL Galesburg, Ill.

Ridley Bell, assistant general manager, named station manager, WRBL-TV Columbus, Ga., continuing as filmbuyer; **Walter Graham,** WRBL-AM-FM commercial manager, additionally appointed WRBL-AM-FM station manager.



MR. BELL



MR. GRAHAM

E. David Beatie, sales director, KVVG (TV) Tulare, Calif., named vice president in charge

Murray Charles Evans, sales manager, WGBB Freeport, L. I., elected vice president in charge of sales.

Norm Fisher, general manager, KGEZ Kalispell, Mont., has resigned with future plans indefinite.

Cliff Sessions, announcer-disc m.c., WFOR Hattiesburg, Miss., named program director.

Ernie Brevik, announcer, WDAY-AM-TV Fargo, N. D., appointed WDAY program director, succeeding **Ken Kennedy,** WDAY-TV program director who additionally becomes WDAY-TV production director; **Dick Berdahl,** WDAY-TV director, named WDAY-TV assistant production director.

Edward J. Roth Jr., formerly director, NBC-TV, named program director, WNDU-TV South Bend, Ind.; **William A. Garden,** formerly NBC public affairs production supervisor, named WNDU-TV production manager; **Jerome A. Fallon**, formerly Notre Dame campus broadcasting director, named special broadcast services director.

Bailey Hobgood, acting program supervisor, WBT Charlotte, N. C., named program supervisor.

James F. Brown, national sales manager, KBTV (TV) Denver, has resigned with future plans unannounced; **E. L. Colbourn,** executive sales director, assumes his duties.

Margie Abbott, disc m.c.-personality, KONI Phoenix, Ariz., named assistant to general manager.

Don Stevens, newsman, WTAG-AM-FM Worcester, Mass., named assistant program-production manager, succeeding **Helen Elias,** resigned.

Jack Williams, feature writer, *The Westinghouse News,* employe publication of Westinghouse Electric Corp., named publicity director, Westinghouse station KDKA Pittsburgh.

Bob Giffen to WPIK Alexandria, Va., as news director, succeeding **Leonard Deibert,** who joins armed forces.

William N. McNairn, formerly with Price Waterhouse & Co. (accounting), Detroit, to KFWB Hollywood as business manager.

Patricia McCann, assistant traffic manager, WGLV (TV) Easton, Pa., promoted to traffic manager, replacing **Joy Fox,** resigned; **Bunni Bogert** to WGLV as assistant traffic manager.

Dorothy Pickett, music librarian, WONE Dayton, Ohio, appointed traffic manager; **Lois Kantzler** and **Ruth Wunder** to WONE music dept.; **George Young,** formerly with WIOU Kokomo, Ind., to WONE as newsman; **Nancy Thompson** returns to station.

Dean Finley to KTBC-TV Austin, Tex., as tv sales and service representative; **Gerald M. Rafshoom** to KTBC as continuity writer.

J. Howard Wood, president, WGN Inc. (WGN-AM-TV Chicago), becomes general manager, *Chicago Tribune,* with **C. E. McKittrick** succeeding him as *Tribune* business manager; **Walter C. Kurz,** formerly general display advertising manager and WGN Inc. director, succeeds Mr. McKittrick as advertising manager.

Bob Roberts, formerly program director, KGUN Eugene, Ore., to KGMB Honolulu as announcer.

David A. Moss, formerly with WJAN Spartanburg, S. C., to WIS Columbia, S. C., as announcer-salesman.

Bob Rickman, floor director, WTOP-TV Washington to WAYB Waynesboro, Va., as disc m.c.

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DAYTON, O.

"THE CITY BEAUTIFUL"

'Ambassador' From KIRO

INVITATION to visit Formosa has been extended to John L. King, secretary-treasurer and community relations director of KIRO Seattle, Wash., by the Republic of China. Mr. King was to leave June 19 to help set up an organization similar to the U. of Washington's Bureau of Community Development at the U. of Taiwan (Formosa) under which groups of citizens analyze their city and then decide what must be done to improve it [B•T, May 18, 1953]. Mr. King will also explore the possibility of using U. S. radio-tv specialists to help Free China in a training program in these fields, and to help develop a scholarship program for Chinese students at the university, Washington State College and the three teacher's colleges. Mr. King, a former regent at the U. of Washington, also will confer with government and university officials in Japan and the Philippines on the establishment of community bureaus in those countries.

Robert Mansur, production staff, WFAA-TV Dallas, Tex., and **William Crowdus,** formerly chief announcer and public service program director, KRIS Corpus Christi, Tex., to WFAA announcing staff.

Millard Hansen, formerly with WKAN Kankakee, Ill., to announcing staff, WKRS Waukegan, Ill.

Ellen Kehoe to sales dept., WTOP Washington, succeeding **Ruby Lester,** who moves to WTOP Inc. talent dept.

Edward Cotter, formerly with WJJD Chicago, to sales staff, WMAQ Chicago, as account executive; **Dan Anderson,** formerly with Fairchild Publications, N. Y., to WMAQ-WNBQ (TV) press dept., as writer.

Allan Kalish, formerly with *Philadelphia* magazine, to sales staff, WCAU-AM-FM Philadelphia.

Ron Lindamood, formerly with WSLS-TV Roanoke, Va., is now serving with U. S. Army.

John S. Hayes, president, WTOP Inc. (WTOP-AM-FM-TV Washington), elected president, Washington Community Chest Federation.

Joseph L. Brechner, general manager, WGAY Silver Spring, Md., and Mrs. Brechner, appointed co-chairman, public relations committee, Montgomery County (Md.) Community Chest & Council.

Dick Norman, film director, KPTV (TV) Portland, Ore., appointed western chairman, National Assn. of Tv Film Directors.

Larry Ferrari, performer, WFIL-TV Philadelphia, signed to recording contract by record div., RCA Victor.

Charles H. Crutchfield, executive vice president and general manager, Jefferson Standard Broadcasting Co. [WBT-WBTV (TV), Charlotte, N. C., WBTW (TV) Florence, S. C.], named m.c., keynote banquet, North & South Carolina Law Enforcement Officers Assn. annual convention, Charlotte.

Nick Basso, news director, WSAZ-AM-TV Huntington, W. Va., named chairman, freedom of information committee, Radio & Tv News Directors Assn., succeeding **Ted Koop,** news director, CBS Washington.

Charles Day, news director, WGAR Cleveland, elected vice president, Cleveland regional chapter, Sigma Delta Chi journalism fraternity.

Lou Jacobs, public service director, WTVJ (TV) Miami, father of girl, Leslie, June 7; **Merrill Vann,** print shop supervisor, father of boy, Thomas, June 3.

Bob Mauger, business staff, WFIL Philadelphia, and Margaretta Ann Bender were married June 11; **Ed Yates,** WFIL-TV director, father of boy.

Mel Levine, assistant operations manager, WCAU-TV Philadelphia, father of boy, Stephen, June 6; **Bill Bransome,** WCAU sports announcer, father of girl, Madeline.

Robert O. Runnerstrom, WMBD Peoria, Ill., father of boy, Lars Robert, June 5.

Bob Blackburn, disc m.c., KEX Portland, Ore., father of boy, Stanley Earl, May 31.

Norman Brooks, announcer, WPTZ (TV) Philadelphia, father of girl, Hillary Woolford, May 27.

Milton E. Mitler, general manager, WADK Newport, R. I., father of boy, Matthew Elliot, May 27.

Julian Kaufman, XETV (TV) Tijuana, Mex. (San Diego, Calif.), father of boy, Keith Anthony.

Edward F. Kane, 30, auditor, KYW Philadelphia, died June 5 from complications following pneumonia.

Kenneth B. Long, 33, announcer, WGAN Portland, Me., died May 31 of blood infection.

INTERNATIONAL

'Our Miss Brooks' Leads Canadian Evening Radio

ONLY THREE evening network shows in Canada are reported in the May ratings of Elliott-Haynes Ltd., Toronto research firm. *Our Miss Brooks* led with rating of 12.9, followed by *Radio Theatre* 10.6, and *Championship Fights* 7.5.

Transcribed national evening programs were led by *People Are Funny* 14.3, *Fun Parade* (Canadian) 9.6, and *Take a Chance* (Canadian) 8.2.

Daytime network radio shows were led by *Ma Perkins* 12.6, *Guiding Light* 12.5, *Pepper Young's Family* 11.5, *Right to Happiness* 11.3, and *Road of Life* 11.

French-language evening network programs were topped by *Un Homme et Son Peche* 31, *La Famille Plouffe* 24, *Zezette* 13.4, *Un Docteur de Chez-Nous* 13.3, and *Theatre Ford* 10.9.

Daytime, the five leading French-language network radio programs were *Je Vous Ai Tant Aime* 27.1, *Rue Principale* 26.8, *Vies de Femmes* 26.2, *Les Joyeux Troubadours* 25.5, and *Jeunesse Doree* 25.

Schwerin Tests in England

SCHWERIN RESEARCH Corp., New York, has announced that its system of testing and pre-testing tv commercials and programs is now being introduced in Great Britain. The company has signed an agreement with Market Information Services Ltd., London, for the handling of statistical operations involved.



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INTERNATIONAL

CKWX's Elphicke Named To All-Canada Post

F. H. ELPHICKE of CKWX Vancouver, B. C., has been appointed assistant general manager of All-Canada Mutually Operated Radio Stations. The announcement was made by Harold Carson of CFAC Calgary, Alta., general manager of the organization. W. A. Speers, CKRC Winnipeg, Man., was appointed to the executive committee, whose other members are Guy Herbert, All-Canada Radio Facilities Ltd., Toronto; Gerry Gaetz, CJCA Edmonton, Alta., and A. M. Cairns of CFAC.

John A. MacLaren, 63, Dies; Was Head of MacLaren Adv.

JOHN A. MacLAREN, 63, president and founder of MacLaren Adv. Ltd., Toronto, died June 10 at Miami, Fla., while on vacation. Mr. MacLaren founded his advertising agency about 30 years ago. He and the late C. M. Pasmore organized the first Saturday night hockey broadcast on a coast-to-coast network. This network is still in operation. Following this entry into radio, MacLaren Adv. became one of the largest radio-tv agencies in Canada.

In 1942, Mr. MacLaren was awarded a silver medal for distinguished service to Canadian advertising by the Assn. of Canadian Advertisers.

Canadian AAB Sets June Meet

CANADIAN BROADCASTERS from the four Atlantic Coast provinces will meet at the Algonquin Hotel, St. Andrews-by-the-Sea, N. B., June 20-21, Fred Lynds, president of the Atlantic Assn. of Broadcasters and owner of CKCW-AM-TV Moncton, has announced.

INTERNATIONAL PEOPLE

Gordon Ferris, formerly director of advertising and public relations, Household Finance Corp. of Canada, named president and general manager, Radio Representatives Ltd., Toronto.


MR. FERRIS

Marcel Dubuc, former night editor, Broadcast News Ltd., Toronto, named director of French-language advertising, F. H. Hayhurst Co. (adv.), Montreal.

Leo Trainor and **Phil MacKellar,** formerly with CKLW Windsor, Ont., to announcing staff, CKFH Toronto.

Aurele Seguin, 51, director of French-language network, radio and tv of Canadian Broadcasting Corp., Montreal, resigned to enter Dominican Monastic Order.

INTERNATIONAL SHORT

Jerrold Electronics Corp., Phila,, has donated closed-circuit tv teaching method to Israel Institue of Technology, Haifa, bringing tv to Israel for first time.

AWARDS



CLAIR R. McCOLLOUGH (c), president of WGAL Inc. (WGAL-AM-FM-TV Lancaster, Pa.), receives an honorary Doctor of Commercial Science degree from Franklin & Marshall College there, at the school's 168th annual commencement exercises. Dr. William Webster Hall (l), president of Franklin & Marshall, presented the degree to Mr. McCollough. The college cited Mr. McCollough's 25 years of radio-tv achievements as well as his active contribution to Pennsylvania charitable and civic affairs.

AWARD SHORTS

William J. McKenna, plans board chairman, Scheideler, Beck & Werner, N. Y., received Rutgers U. Award Medal at alumni reunion. Citation noted 25 years of service in alumni and university development activities.

Edward R. Murrow, CBS news commentator, and producer **Fred W. Friendly** awarded plaques from National Television Film Council for contributions to films for tv.

Irv Kupcinet, conductor, *Chicago Story,* WBBM-TV Chicago and *Sun-Times* columnist, commended by Illinois State Legislature for "outstanding effort" in his series on juvenile delinquency.

Paul Coates and his KTTV (TV) Hollywood *Confidential File* received first annual Ephebian Award for "contributing most to the service of the community" from Ephebian Society.

George Putnam, KTTV (TV) Hollywood news reporter, received his 56th award since joining station when honored for service to youth by Southern California Chapter, Boys Town Alumni Assn.

Eleanor Hempel, conductor, KTTV (TV) Hollywood *Little Schoolhouse,* received "1955 Whittier College Alumni Achievement Award."

Sterling C. Quinlan, ABC vice president in charge of o&o WBKB (TV) Chicago, presented award of merit from Chicago Dental Society for station's *Tv Dental Clinic* program.

Frank Glieber, junior student in radio-tv, School of Speech, Northwestern U., Evanston, Ill., presented scholarship from WIND Chicago.

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Fred Robbins, star of CBS Radio's *Disk Derby,* received U. of Baltimore student council outstanding alumnus award for achievement "in the general field of broadcasting."

Edward R. Murrow, CBS news analyst, awarded honorary degree of doctor of laws at Mt. Holyoke College, South Hadley, Mass., commencement June 5. Honorary degree is Mr. Murrow's sixth.

NBC-TV's *Howdy Doody* and *Pinky Lee Show* drew commendations from more than 70% of 2,500 members of General Federation of Women's Clubs, polled in survey on children's tv programimng. Poll concluded "children's programs are improving each year."

Dr. Allen B. DuMont, president, Allen B. DuMont Labs, Clifton, N. J., received honorary degree of Doctor of Laws Wednesday at commencement exercises of Fairleigh Dickinson College, Rutherford, N. J.

WDRC Hartford, Conn., presented certificate of appreciation from Connecticut Society for Crippled Children "in grateful appreciation of your generous participation in the Easter Seal appeal."

Otter Tail Power Co., Fergus Falls, Minn, presented award in Better Copy contest of Public Utilities Adv. Assn. for best series of radio shows produced during 1954. Agency which produces shows is Harold E. Flint & Assoc., Fargo, N. D.



CITATIONS from the President's Committee for Employment of the Physically Handicapped are presented to George T. Frechette (r), vice president-general manager of WSAU-TV Wausau, Wis., and L. J. Schultz (l), Rehabilitation Div., State Board of Vocational & Adult Education, for the station's 19-week Sunday series, *Your Rehabilitation Reporter,* which Mr. Schultz produced in cooperation with the station. Presenting the awards is Ben Kuechle of Wausau, member of the President's Committee and chairman of the Wisconsin Governor's Committee on Employment of the Physically Handicapped.

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EDUCATION

Gould Calls for More Tv Participation by Clerics

THERE is room for more participation in tv by clergymen, particularly in panel discussion shows, Jack Gould, radio-tv critic of the *New York Times,* told a rabbinical group in New York.

Mr. Gould also suggested that more tv pickups be made regularly from churches and synagogues, and noted that in nighttime tv drama, seldom is there cast a role of rabbi or pastor who is asked advice—"This situation, common in real life, with few exceptions never arises on tv."

The third annuel Rabbinical Television Workshop was planned in cooperation with NBC and held jointly by the New York Chapter of the American Jewish Committee and the New York Board of Rabbis.

The workshop covered phases of tv production with presentations made by Hamilton Shea, WRCA-AM-TV New York vice president and general manager; V. Peterson, moderator, *Author Meets the Critics,* tv show; Dr. S. Franklin Mack, executive director, Broadcasting & Film Commission, National Council of Churches of Christ in the U. S. A., and Edward Stanley, manager of NBC public service programs.

Indiana First Radio-Tv Grads

FIRST DEGREES in radio and television to be presented by Indiana U. were given at commencement last Monday to seven seniors. The students, four girls and three boys, are the first graduates of the university's department of radio and television, which features a complete academic program devoted to radio-tv. Before the creation of the new department, the university had provided courses in radio and presented live tv shows over WTTV (TV) Bloomington, Ind.

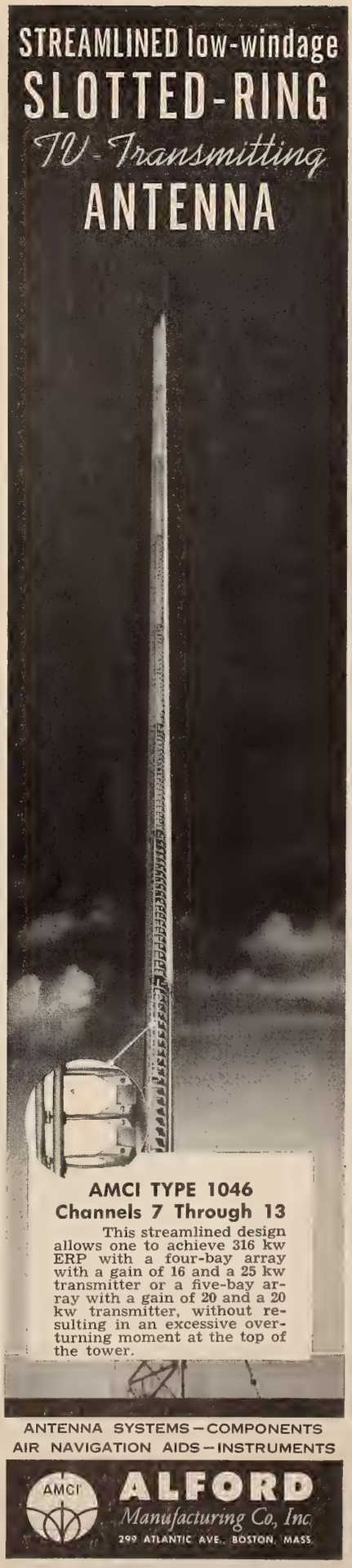
Course by Closed Circuit

STEPHENS COLLEGE, Columbia, Mo., is preparing a survey course for all freshmen which "will concentrate upon major ideas important to our civilization" and is to be delivered via closed circuit television to about 800 students at a time. A "master" teacher will give two 20-minute tv lectures a week to first-year undergraduates meeting in about 50 small groups. After the lecture teachers with each group will discuss the topic of the day.

EDUCATION SHORTS

U. of Pittsburgh is conducting summer tv workshop designed especially for persons in schools and colleges and in civic, labor and cultural organizations who may be responsible in some way for developing educational tv programs. Complete studio equipment will be made available for instruction by KDKA-TV Pittsburgh. Warren Dana, KDKA-TV director, and William S. Tacey, school tv director, will conduct course, open to anyone who can meet entrance requirements as either degree or non-degree students. WQED (TV), U. of Pittsburgh education outlet, has also released audience survey.

Stanford U., Palo Alto, Calif., is conducting summer Radio & Tv Institute June 27-Aug. 3, presenting 16 courses on all facets of telecasting and broadcasting with personnel of KPIX (TV) and KNBC San Francisco participating. Applications must be made by June 20 to Prof. Stanley T. Donner, Speech & Drama Dept.



AT THE ALAMO

PRESENTATION of *Disneyland*'s "Davy Crockett at the Alamo" film to the Alamo chapter of the Daughters of the Republic of Texas was made by KENS-TV San Antonio. The film, presented to the chapter because of its being the perpetuator and custodian of the Alamo, was made by Al Johnson, general manager of KENS-TV. The Disney film will be used to perpetuate and teach the heroism of the men who fought at the Alamo. Also in San Antonio, a "Davy Crockett Day" was celebrated and Crockett actor Fess Parker appeared in the city for the opening of the movie, "Davy Crockett, King of the Wild Frontier."

FATHER'S DAY AT 'HOME'

NBC-TV conducted a two-week promotion campaign, "Father's Day at *Home*," during which 48 department stores throughout the country tied in with the network's *Home* program. Under the promotion, devised by Murray Heilweil, NBC-TV manager of merchandising, and Richard Linkroum, executive producer of *Home*, gift items for fathers from the 48 stores were shown on the program, as well as the names of the retail establishments. The stores were provided special promotion material for the project and in turn the stores ran tv, radio and newspaper tie-in ads and feature window and in-store displays of products.

SECOND HONEYMOON

WINNER selected from an audience of women celebrating their 10th wedding anniversaries this year helped the Mutual-Don Lee Network program *Queen for a Day* mark its 10th anniversary June 13. The "Queen" was given an all-expense paid second honeymoon trip to Cape Cod, Mass., as one of her prizes.

KGMB-TV N. Y. LUNCHEON

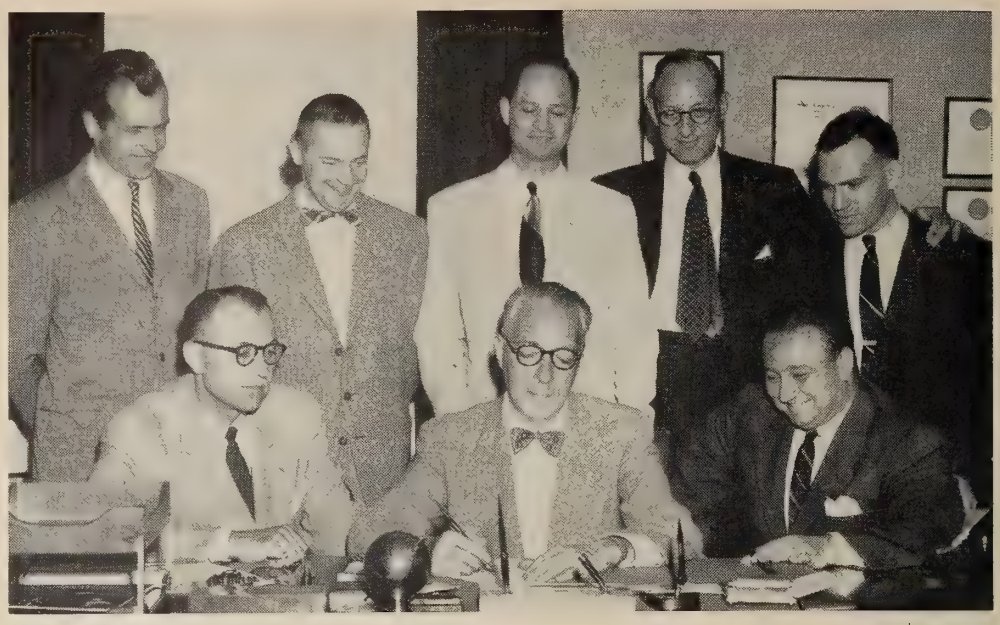
ABOUT 150 agency account executives and timebuyers and advertiser representatives attended a luncheon given by KGMB-TV Honolulu in New York last week and viewed color films covering the highlights of market data in Hawaii, plus the coverage and programming of KGMB-TV. Sales officials of the station and of Free & Peters, KGMB-TV representative, will visit key agencies and advertisers within the next few weeks with a sales presentation outlining the advantages of using the station to reach the Hawaiian market.

CBC INTERVIEWS

A SERIES of half-hour filmed interviews with people famous in a variety of cultural fields has been started as a summer program by the Canadian Broadcasting Corp. for the CBC television network. The first program on June 16 featured Sir Robert Watson-Watt, British inventor of radar, now living in Toronto. Other interviews by CBC and well-known Canadian news people are to be with Carl Sandburg, Alistair Cook, Jean Monnet, Edward Steichen, Canadian humorist Gregory Clark and Paul-Emile Cardinal Leger of Montreal. The interviews, without scripts or rehearsals, are informal, taking place at the homes of the personalities.

KOA FOOD SHOW

ONE WAY to promote a food show is to show someone on a hunger strike—or so claims KOA Denver, which conducted such an event at the city's Paramount Theatre May 19-21. Ellen Mater was delivered to the KOA Radio Food Show on a stretcher handled by American Ambulance attendants because she was "too weak to stand" after a hunger strike. She had paraded Denver streets for 10 days prior to the show, during which thousands of housewives competed for $2,500 worth of free prizes. Helpful menu tips were provided by Margaret Aubrey, Crosley-Bendix home economist, and Elizabeth Anderson, representing Larson Distributors, Denver Crosley-Bendix dealers.



FOOD FAIR Inc. (supermarket chain) with this contract signing takes sponsorship of Monday, Wednesday and Friday *Davy Crockett Pioneer Club* on WAAM (TV) Baltimore, Md. L to r (seated): Allen E. Wolfe, Maryland branch manager of Food Fair Inc.; Joseph H. Rash, assistant secretary of Food Fair and director of operations for Maryland; Armand Grant, WAAM assistant general manager-director of sales; standing, John Dickinson, account executive, Harrington, Righter & Parsons, station representative; Brent Gunts, producer of the Davy Crockett package; Herbert B. Cahan, WAAM program manager; Ted Newhoff, Newhoff-Blumberg Adv., Baltimore, and Stan Goldstein, Food Fair tv and radio director.

KITE AIRS FROM ENGLAND

ONE HOUR after Joe Conrad of San Antonio, Tex., had won the British Amateur Golf Championship, KITE San Antonio aired a telephone recording interview with him. Coit Butler, KITE news director, called Mr. Conrad at St. Anne's-on-Sea, England, where the tournament was played. Mr. Conrad, defeating England's Alan Slater 3 and 2, was the 10th American and first Texan to win the tourney. The station says, "Although an hour normally is moving pretty slowly for the KITE news staff we're still pretty proud of this one considering that we had to go overseas for it and grab Conrad off the course."

'HITS FOR THE MISSUS'

AS A PROMOTION for the new CBS Radio program, *Woolworth Hour*, which bowed June 5, WWL New Orleans broadcast four two-hour programs from the two largest Woolworth five-and-dime stores in the city May 31 through June 3. Staged through the cooperation of the local Woolworth people, the programs were titled *Hits for the Missus*. The promotion proved such a success, WWL says, that starting June 10 it began airing the same show every Friday at 3:30 p.m. from the stores, alternating from one to the other each week.

MOVIE STORIES ON TV

NBC-TV *Lux Video Theatre*, for the summer series, will adapt and present stories to be made into motion pictures, under an agreement with the motion picture companies which own them. Scripts also will be used to showcase film contract players and new talent. The summer series starts today (Monday) for 12 weeks with the regular winter program format resuming Sept. 22.

KCBQ AT THE BEACH

REMOTE broadcasts from nearby Mission Beach will be broadcast by KCBQ San Diego, Calif., during the summer months, with the station establishing headquarters in a glassed-in booth directly in the line of foot traffic into the beach area. KCBQ will broadcast music, news and weather reports from the booth, augmented by daily interviews and a quiz contest conducted among beach patrons.

'YOUR DAVY CROCKETT STATION'

WNAC-TV Boston, which is billing itself as "Your Davy Crockett Station," is now running IDs with a Davy Crockett coonskin cap in the corner. The station reports many calls and letters resulting from the cap. Jordan Marsh Co., department store, bought "Son of Davy Crockett," a full-length feature on *Children's Theatre* Saturday mornings on WNAC-TV.

'TOP TUNE TIME'

MUSIC AND NEWS program directed at high school audiences on KBIF Fresno, Calif., *Top Tune Time*, features regular appearances of student body presidents and school newspaper editors to report on doings of various Fresno area high schools. Disc m.c. Bob Ulrich, besides playing records requested of his young audiences and reporting high school news items himself, acts as on-the-air host to visiting youth leaders.

TRIPS TO HAWAII

FIRST PLACE winner in a contest staged by Jack Murray, Vancouver, Wash., car dealer, for a trip to Hawaii was blind Norman Worden of Portland, Ore. Mr. Murray used a saturation campaign on KVAN Vancouver to promote the three-week contest. As Mr. Worden has no family, he gave his second plane passage to the runner-up, Velma Martin, of Vancouver, Wash., who has a son with the Air Force stationed in Honolulu. A two-hour remote broadcast from Mr. Murray's car lot marked the award-giving ceremonies and all the station's personalities were on the air during that time.

KYA FOLDER

KYA San Francisco is distributing the first of its coordinated promotion kits in the form of a file folder. The folder claims "today KYA ranks first in more daytime quarter hours than any other San Francisco independent station and can rightfully claim to be the 'personality station' in San Francisco," which it bills itself as. In America's seventh market, the station says, since 1951 it has pioneered in the program policy of music, news and sports. The folder also cited the food advertising dollars spent on KYA. Following from KYA will be direct mail brochures and presentations.

SMUGGLED FILM ON KCOP (TV)

FILM footage smuggled out of Soviet Russia and Nazi Germany by George Rony, documentary motion picture photographer and producer, is the basis of KCOP (TV) Hollywood's *Background to Battle* series. Included in the footage is historical film of the former Russian Imperial Family and of the Russian Revolution, as well as of major events in European history during the past two decades. Mr. Rony narrates the series himself.

SHOE SHINE RAGS

CKCY Sault Ste. Marie, Ont., new 250 w station on 1400 kc, has distributed shoe shine rags with its call letters and the name of its Toronto and Montreal representatives, Stephens & Towndrow Ltd., to advertisers and agencies in the Toronto and Montreal areas.

CJBQ FORUM

CJBQ Belleville, Ont., is conducting a series of forum programs on questions dealing with hospital, medical and legal problems. The program is aired for half an hour Saturday evenings and has listener participation in the form of questions put to a panel of experts from the local hospital, medical society and legal profession.

WFAA BROCHURE

WFAA Dallas, Tex, has distributed an extensive brochure on the Dallas market and the station's coverage area. Complete with photographs and illustrations, the booklet individually lists newly-constructed buildings, department and other-type stores, industrial concerns and districts, schools, air fields and other cities and communities in its area. Market statistics by counties are listed. A section on agriculture and livestock is included. Figures on population, households, buying income, retail sales and auto registrations, giving comparisions of 1954 to '46 and '40 also are included in the booklet.

JIM GIBBONS PARTY

FOURTH ANNUAL "Jim Gibbons' School's Out Party" of WMAL-AM-TV Washington was staged last Friday at the nearby Glen Echo Amusement Park, sponsored by the stations and the park and featuring the stations' personality, Jim Gibbons. The expected attendance was 15,000. Rides of the amusement park operated on a reduced rate and more than 300 prizes were awarded to youngsters in games and contests and as door prizes, besides to the first 100 arriving showing report cards with a year's perfect attendance. In addition, competition for scholarships to a music school was conducted. Prizes were donated by Safeway Stores, one of Mr. Gibbons' tv sponsors.

'Ringer'

WAVE-TV Louisville, Ky., literally might be called "the station with a sock." According to NBC Spot Sales, which represents the station, a crisis developed when a middleweight boxer, scheduled to make an appearance on WAVE's *Tomorrow's Champions* program, featuring amateur fighters, failed to show up. Frank Miller, a prop man at the station, volunteered to take his place in the ring, and scored the only knockout of the evening —in the first round.

WHAI DAIRY MONTH CONTEST

FOR JUNE, Dairy Month, WHAI Greenfield, Mass., sponsored a poster contest for youngsters. The theme in Franklin County there for the month is "Milk is good for you, and it tastes good." The winner of the contest was 10-year-old Henry Prescott of Northfield, Mass., who designed a poster of a bandsman with a horn blaring, "For That Extra Umph, Drink Milk!" The boy received a cash award and with 17 other grade school winners was invited to WHAI June 1 to tour the station's new quarters.

JIM AMECHE ON WNJR

NEW YORK and New Jersey audiences will begin hearing a top west coast personality today (Monday) as WNJR Newark, N. J., starts airing an hour show featuring Jim Ameche. Mr. Ameche currently is a personality on KLAC Hollywood. His WNJR program, via tape recording, will be broadcast 7-8 p.m., Monday through Saturday. The station also airs tape shows of another Hollywood personality and one from Atlanta, Ga. The new show on WNJR, which specializes in the Negro market, is rhythm and blues.

FOR THE RECORD

ACTIONS OF FCC

New Tv Stations . . .

Wichita, Kan.—Wichita Television Corp. granted vhf ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 905 ft., above ground 752 ft. Estimated construction cost $460,626.89, first year operating cost $371,891.80, revenue $473,845.80. Post office address: Suite 520, Fourth National Bank Bldg., Wichita. Studio location 1700 E. Douglas Ave., Wichita. Transmitter location Hydraulic Ave. & Victor St. (rear of studio). Geographic coordinates 37° 41′ 11° N. Lat., 97° 18′ 58″ W. Long. Transmitter and antenna RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer George C. Davis, Washington. Principals include Pres. **George M. Brown** (24.9%), president-general manager, Wichita Ice & Cold Store Co.; Vice Pres. **William J. Moyer** (6.8%), former Lt. Comdr., U. S. Navy; Sec.-Treas. **Daniel M. Moyer** (1.8%), lawyer; **Helen P. Brown** (22.6%), director and owner of 45% interest in the Crystal Ice & Fuel Co., Wichita; Capt. **Charles L. Brown** (10%), U. S. Air Force Reserve on extended active duty. Granted June 8.

Roseburg, Ore.—South West Oregon Tv Bcstg. Corp., granted vhf ch. 4 (66-72 mc); ERP 5.3 kw visual, 2.6 kw aural; antenna height above average terrain 640 ft., above ground 242 ft. Estimated construction cost $100,449, first year operating cost $48,000, revenue $60,000. Post office address 1500 Harvard, Roseburg. Studio and transmitter location 2 miles SW from City Center, Roseburg. Geographic coordinates 43° 11′ 58″ N. Lat., 123° 22′ 58″ W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Alvin H. Barnard, Eugene, Ore. Principals include **Eugene Tv Inc.** (50%), operator of KVAL-TV Eugene; KBES-TV Medford, Ore. (50%); Pres. **C. H. Fisher**; Vice Pres.-Treas. **William B. Smullin**, and Sec. **Harvey Benson**. Granted June 8.

APPLICATION

Caguas, Puerto Rico—Supreme Bcstg. Co. (WJMR-AM-TV, WRCM (FM) New Orleans, La), vhf ch. 11 (198-204 mc); ERP 29.8 kw visual, 17.9 kw aural; antenna height above average terrain 1,082 ft., above ground 387 ft. Estimated construction cost $20,000, first year operating cost $120,000, revenue $142,000. Post office address 1500 Canal St., New Orleans. Studio and transmitter location Aguas Buenas Rd., Caguas. Geographic coordinates 118° 16′ 10″ N. Lat., 66° 05′ 37″ W. Long. Transmitter and antenna RCA. Legal counsel Owens, Levy & Voelker, New Orleans. Consulting engineer J. S. Patrick, New Orleans. Principals include Pres. **Chester F. Owens** (96%); Vice Pres. **Flora Shields Owens** (2%), and Sec.-Treas. **Robert E. Jeffers** (2%). Filed June 8.

Existing Tv Stations . . .

ACTIONS BY FCC

KHOL-TV Kearney, Neb.—Bi-States Co. granted mod. of CP for ch. 13 to change ERP to 204 kw visual, 110 kw aural; antenna height above average terrain 550 ft. Granted June 10; announced June 13.

KTBC-TV Austin, Tex.—Texas Bcstg. Corp. granted mod. of CP for ch. 7 to install directional

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antenna; antenna height above average terrain 740 ft. Granted June 10; announced June 13.

WSAU-TV Wausau, Wis.—Wisconsin Valley Tv Corp. granted mod. of CP for ch. 7 to change ERP to 99.5 kw visual, 59.6 kw aural; antenna height above average terrain 462 ft. Granted June 6; announced June 13.

APPLICATIONS

WTTW (TV) Chicago, Ill.—Chicago Educational Tv Assn. seeks mod. of CP for reserved ch. 11 to change ERP to 55.6 kw visual, 27.8 kw aural; transmitter location to Field Bldg., 135 S. LaSalle St.; studio location to Museum of Science & Industry, 57th & Lake Shore Drive. Filed June 9.

KIMA-TV Yakima, Wash.—Cascade Bcstg. Co. seeks mod. of CP for ch. 29 to change ERP to 126 kw visual, 63 kw aural; antenna height above average terrain 973 ft. Filed June 9.

New Am Stations . . .

ACTION BY FCC

Arcadia, Fla.—H. F. McKee tr/as Arcadia Punta Gorda Bcstg. Co., granted 1480 kc, 1 kw daytime. Post office address Shelbyville, Tenn. Estimated construction cost $17,000, first year operating cost $19,500, revenue $25,500. Mr. McKee is motel and clothing store owner. Granted June 8.

Brookhaven, Miss.—W. M. Jones & Laura Jane Huff d/b as Rural Bcstg. Co., granted 1570 kc, 500 w daytime. Post office address % W. M. Jones P. O. Box 644, Brookhaven. Estimated construction cost $18,513, first year operating cost $18,250, revenue $30,000. Principals in partnership include **W. M. Jones** (45%), assistant general manager WJMB Brookhaven, and **Laura J. Huff** (55%), partner in local specialty shop. Granted June 8.

Amory, Miss.—Charles C. Boren Jr. granted 1580 kc, 250 w daytime. Post office address Verona, Miss. Station will use facilities of former WAMY there, owned by Mr. Boren. Granted June 8.

Lynchburg, Va.—Harry A. Epperson Sr. granted 1050 kc, 1 kw daytime. Post office address Ararat, Va. Estimated construction cost $27,246, first year operating cost $47,000, revenue $57,500. Mr. Epperson is on sales staff of his son's station WPAQ Mt. Airy, N. C. Granted June 8.

Moses Lake, Wash.—Robert S. McCaw d/b as Central Basin Bcstg. Co. granted 1260 kc, 1 kw daytime. Post office address 6533 57th Ave., S., Seattle, Wash. Estimated construction cost $15,284, first year operating cost $42,000, revenue $50,000. Mr. McCaw is owner of ch. 23 KRSM (TV) Yakima, Wash., and ⅓ owner KYAK Yakima and KALE-AM-FM Richland, Wash. Granted June 8.

APPLICATIONS

Denver, Colo.—Evert A. Bancker Jr., 1390 kc, 1 kw daytime. Post office address 262 Fillmore St., Denver. Estimated construction cost $9,064.66, first year operating cost $16,650, revenue $26,200. Mr. Bancker is record retailer and sole owner KFML (FM) Denver. Filed June 10.

De Funiak Springs, Fla.—Clayton W. Mapoles d/b as Walton Bcstg. Co., 1430 kc, 1 kw daytime. Post office address Milton, Fla. Estimated construction cost $18,200, first year operating cost $30,000, revenue $36,000. Mr. Mapoles is owner WEBY Milton, Fla. Filed June 10.

Palatka, Fla.—Raymac Inc. 800 kc, 1 kw daytime. Post office address % Carmen Macri, 261 Glynles Rd., Jacksonville, Fla. Estimated construction cost $25,982, first year operating cost $32,400, revenue $55,200. Principal: Pres.-Treas. **Carmen Macri** (100%), stockholder-general manager WOBS Jacksonville; sec.-treas. stockholder WABR Winter Park, and stockholder WMIE Miami, all Florida. Filed May 23.

Sylvania, Ga.—Robert H. Thompson Sr. d/b as Sylvania Bcstg. Co., 1490 kc, 250 w unlimited. Post office address P. O. Box 146 Statesboro, Ga., Estimated construction cost $12,769, first year operating cost $26,000, revenue $36,000. Mr. Thompson is owner WWNS Statesboro. Filed June 10.

Orange, Miss.—James W. Miller, 1390 kc, 1 kw daytime. Post office address Blanchard Bldg., Southbridge, Mass. Estimated construction cost $18,081, first year operating cost $30,000, revenue $45,000. Mr. Miller is president-treasurer, 98% stockholder, Tele-Pool Corp. (adv. agency), Southbridge and president (50%) WESO Southbridge. Filed June 13.

St. Joseph, Mich.—Lake Bcstrs., 1400 kc, 250 w unlimited. Post office address Hotel Whitcomb, St. Joseph, Mich. Estimated construction cost $22,071.62, first year operating cost $57,264.48, revenue $79,740. Principals include Pres. **Maurice G. Humphrey** (⅓), insurance; Vice Pres. **Carl L. Benson** (⅓), photo engraver, and Sec.-Treas. **Richard W. Lee** (⅓), announcer WHFB Benton Harbor, Mich. Filed June 10.

Coldwater, Mich.—James B. Luck, Gilbert N. Ketcham d/b as Cass County Bcstg. Co., 1440 kc, 500 w daytime. Post office address 75 Church St., Coldwater. Estimated construction cost $9,500, first year operating cost $48,000, revenue $60,000. Messrs. Ketcham and Luck each own negative control. Mr. Ketcham is commercial manager at WTVB-AM-FM Coldwater, Mich. Mr. Luck is asst. to manager of WTVB-AM-FM. Filed June 10.

Dexter, Mo.—Jerome B. Zimmer, Lionel D. Speidel d/b as Dexter Bcstg. Co., 1590 kc, 1 kw daytime. Post office address Box 66, Cape Girardeau, Mo. Estimated construction cost $15,300.-51, first year operating cost $42,000, revenue $48,000. Messrs. Zimmer and Speidel, in general partnership, each own negative control. They are co-partners in radio-tv sales, service firm. Filed June 8.

Las Cruces, N. M.—Taylor Enterprises Inc., 570 kc, 1 kw daytime. Post office address P. O. Box 525, Roswell, N. M. Estimated construction cost $24,699.23, first year operating cost $48,000, revenue $60,000. Principals include Pres.-Treas. **William C. Taylor** (50%), 50% owner KBIM Roswell, N. M., and variety store manager; Vice Pres. **Gene Reischman** (20%), 27.3% owner KBIM, bakery and other business interests; Sec. **Homer Glover** (15%), 5.7% owner KBIM, meat packing, farming, office supply interest, and **J. Raymond Harris** (15%), 5.7% owner KBIM, meat packing, livestock interests. Filed June 8.

Rutherfordton, N. C.—J. S. Meadows, Robert R. Hilker d/b as Rutherford Bcstg. Co., 1320 kc, 500 w daytime. Post office address 612 Dartmouth Drive, Gastonia, N. C. Estimated construction cost $9,954.85, first year operating cost $28,500, revenue $37,500. Messrs. Meadows and Hilker, in general partnership, each own negative control. Mr. Meadows is food store owner. Mr. Hilker is general manager-26% owner WCGC Belmont, N. C. Filed June 8.

Lorain, Ohio—Sanford A. Schafitz, 1380 kc, 500 w daytime. Post office address Box 150, Farrell, Pa. Estimated construction cost $11,650, first year operating cost $36,000, revenue $40,000. Mr. Schafitz is owner WFAR Farrell, Pa. Filed June 14.

Batesburg, S. C.—James Olin Tice Jr., 1410 kc, 1 kw daytime. Post office address 30 E. 81st St., New York, N. Y. Estimated construction cost $13,538.98, first year operating cost $34,000, revenue $42,000. Mr. Tice, CBS announcer, is president-director, ⅓ owner WMYB Myrtle Beach, S. C., and president-part owner WJOT Lake City, S. C. Filed June 10.

Grand Prairie, Tex.—Bernice Schwartz, R. M. Hetherington d/b as Grand Prairie Bcstg. Co., 730 kc, 250 w daytime. Post office address 117 Tulip, Webster Groves, Mo. Estimated construction cost $25,795.77, first year operating cost $72,000, revenue $84,000. Principals are Mrs. Schwartz (49%), 49% owner KATZ St. Louis, and Mr. Hetherington (51%), KATZ commercial manager. Filed June 8.

Salt Lake City, Utah—Dale R. Curtis, 990 kc, 1

(Continued on page 111)

Station Authorizations, Applications

(As Compiled by B • T)

June 9 through June 15

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations

As of May 31, 1955 *

	AM	FM	TV
Licensed (all on air)	2,711	522	134
CPs on air	15	18	†320
CPs not on air	103	12	124
Total on air	2,726	540	454
Total authorized	2,829	552	578
Applications in hearing	121	2	174
New station requests	217	4	16
New station bids in hearing	66	0	119
Facilities change requests	149	7	36
Total applications pending	807	78	209
Licenses deleted in May	0	2	0
CPs deleted in May	0	0	4

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary Through June 15

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,730	2,716	118	238	66
Fm	540	521	31	4	0

Television Station Grants and Applications Since April 14, 1952

Grants Since July 11, 1952:

	vhf	uhf	Total
Commercial	286	322	610[1]
Noncom. Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	312	103	415
Noncom. Educ. on air	10	3	13

Applications Filed Since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	966	337	745	540	1,286[2]
Noncom. Educ.	58		30	28	58[3]
Total	1,024	337	775	568	1,344[4]

[1] 144 CPs (30 vhf, 114 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 35 already granted.
[4] Includes 643 already granted.

Radio Station and Newspaper

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RADIO

Help Wanted

Managerial

General manager, must be successful sales manager. Young, aggressive, anxious for promotion similar position, Metropolitan market. East. Unusual opportunity. Box 650A, B•T.

Manager-salesman—1000 watt daytime independent. Progressive southern city of 21,000. Jewish faith desired. Send full particulars—photo, first letter. Box 665A, B•T.

Two openings in Michigan. Commercial manager for new local fulltime station, excellent college community, chance to grow with new station. Salesman established regional, good account list, draw, new car furnished every year by station. Box 749A, B•T.

General sales manager . . . midwest radio and television station, NBC-ABC affiliated . . . vhf. Interested only in top executive with successful organizational and personal sales experience . . . $15,000 to $20,000 and stock options. Write complete resume. Box 753A, B•T.

If you are experienced in selling radio time, successfully and have executive ability you may qualify as our commercial manager. Attractive earnings to right man. Fulltime regional, near Chicago with excellent business and expanding market. Wire or write Box 862A, B•T.

Manager—sales, small salary but big profit sharing for producer. Washington suburban station. Box 831A, B•T.

General manager—salesman—for new 1000 watt, daytime indie, Clarksdale, Mississippi. Prefer young, ambitious former commercial manager that is sales-minded and cost-conscious. If past record can stand acid test, I'll share the wealth. Announcing not necessary. Apply in own handwriting, qualifications, experience, references—send photo. John M. McLendon, Box 3127, Jackson, Miss.

Salesmen

Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B•T.

Immediate opening experienced radio time salesman for top rated NBC station. Guarantee against 15% commission. Unlimited earning possibilities. Send experience, history and photo to Box 778A, B•T.

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RADIO

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Once in a lifetime opportunity. One of America's largest metropolitan markets. Future executive position. Financial arrangement commensurate with ability. Send complete details. Box 810A, B•T.

Salesman, $85 weekly plus override; must know programming and writing. Box 834A, B•T.

Major market network station desires service of a young retail radio salesman with minimum of three years successful experience. Prefer university or business school graduate with midwest background and some education in journalism and advertising. Position should enable successful applicant to earn $8,500 to $12,000 on commission basis, with guaranteed drawing account for year's trial period. Tell us all about yourself, family, education, experience, etc., and send photo and references. Box 850A, B•T.

Thorough, mature salesman, management experience, wants commission job where work pays off. Medium northern market. Box 860A, B•T.

Sales accounting supervisor. To work in station's business office. Supervise all billing for radio and tv. Experienced man only. Send resume, experience, all personal information, first letter to Royce Nation, Business Manager, KOA, Inc., Denver, Colorado.

Aggressive, experienced radio salesman. Salary and commission, plus share net profits. Sportsman's paradise. Tv closed circuit. Airmail or phone KPRK, Livingston, Montana.

Experienced salesman. 15% commission. Immediate list of excellent active accounts. Ideal working conditions. Chance for advancement in broadcasting. Send full details to Wayne Wright, WBCK, Battle Creek, Michigan.

Announcers

We're a small friendly station in small community but sound better than most larger stations. We need an announcer with experience, intelligence and ability. No place for beginners. We're fussy. $75 up. Paid vacations. Send tape. Full details. Box 693A, B•T.

Immediate opening for personality-plus, versatile, experienced DJ in south Georgia market. Box 699A, B•T.

Experienced announcer operator for night shift. $75.00 on 40 hours. Immediate opening. Rush tape, photo and resume. Box 800A, B•T.

Metropolitan Chicago station. Some experience required. Send tape; complete information; salary requirements for fifty hours per week. Box 802A, B•T.

Versatile announcer, good character, family man, permanent. Living conditions and pay good. Southern regional network station. Box 826A, B•T.

Experienced announcer. Network station. Contact Dr. F. P. Cerniglia, KLIC Monroe, Louisiana.

Good voice—first phone am-tv combo. Opportunity to learn all phases radio-tv operations. Send audition tape, particulars, KREM-TV, Spokane, Wash.

Good morning DJ, first phone—combo operation—experienced, permanent. $2.31½ hour. Send tape—experience. All tapes returned. KSPO, Spokane, Washington.

Announcer—copywriter—opening now. Contact Tom Leighton, WIPS Ticonderoga, N. Y.

Experienced morning man. Pop and country music. Must have friendly sales delivery. Send tape, photo: Clyde Wiseman, WOKZ, Alton, Ill.

RADIO

Help Wanted—(Cont'd)

Technical

Engineer—chief announcer, Washington suburban station. State experience, salary, etc. Box 868A, B•T.

Chief engineer-announcer—Capable of building new 1000 watt, daytime indie at Clarksdale, Mississippi. Emphasis on technical . . . voice secondary. Write qualifications, experience, references . . . send photo. John M. McLendon, Box 3127, Jackson, Mississippi.

Production-Programming, Others

Wanted: Experienced continuity writer, 1000 watt, fulltime midwest ABC outlet in Wisconsin, city of 42,000 population. State salary desired. Apply Box 760A, B•T.

Midwest college wants versatile producer-writer-announcer with considerable experience in radio and television, permanent. 11 months, $5,400. Bachelor Degree required, Masters preferred. Personal interview necessary. Box 776A, B•T.

Promotion-publicity. Experienced in audience building and sales promotion for radio and tv. Must have successful background in similar capacity. Newspaper layout experience helpful. Give full particulars, including salary expected, when available, in first letter. Box 864A, B•T.

Journalist-announcer, well educated, wanting permanent position in few weeks to be news editor. Willing, able to pitch in and produce outstanding news coverage on CBS 5000 watt station. Airmail audition, picture, full particulars, KSPR, Casper, Wyoming.

Experienced continuity writer. Resume, references first line. Good working conditions. WBCK, Battle Creek, Michigan.

Have opening for experienced combination writer and announcer. Must be able to supervise copy department. $66 for 50 hours, more if better than average. Contact C. Leslie Golliday, Radio Station WEPM Martinsburg, W. Va.

Situations Wanted

Managerial

Manager: 10 years experience all phases. Heavy on sales and programming. Presently program director, sales coordinator. Network and independent experience. 36, family, west preferred. References on request. Box 805A, B•T.

General manager . . . 20 years experience . . . all phases . . . reliable, capable, efficient. Best references. Tv experience. Box 843A, B•T.

Successful manager—many years thoro experience. Mature, hard worker, strong sales push. Low cost operation. Small or medium market. Can build from CP. Prefer southern states. Box 859A, B•T.

Manager—top record in management, sales and engineering. Experienced in small market operation. Young, energetic and reliable. Box 863A, B•T.

Sales manager—hot rock who can sell. Wonderful opportunity. Small southern market. Box 880A, B•T.

Sales manager with exceptional record of personal sales and management wants challenge with good station in good market. Well rounded 20 year production record. Desire long haul with am station, any location. Prefer salary-percentage arrangement. Top references. P. O. Box 4081, Phoenix, Arizona.

Salesmen

Salesman or commercial manager-am-tv. Excellent sales record with metropolitan station. Prefer east or northwest. Married. Want greater opportunity. Box 832A, B•T.

Positive thinking salesman to sell positive-programmed radio. Five years sales manager. Desire exceptional, permanent opportunity. Box 845A, B•T.

Sales, continuity, news, 20 years radio experience. Prefer small one-station town in Illinois, Missouri, Kansas, Indiana or Ohio. Box 867A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Trained, experienced announcer desires position New York State, New England. Box 728A, B•T.

Sportscaster—top play-by-play announcer. Available on two weeks notice. Will travel. First phone. Box 735A, B•T.

Staff announcer. Sports preferred. Experienced. Will travel. Box 745A, B•T.

Announcer—DJ; cultured voice, prefer semi and classical; over three years experience; studying engineering through correspondence. Married; veteran; minimum $75. Box 748A, B•T.

Metropolitan area staff announcer—sober, reliable, family, interested permanent position, friendly community. No early morning or personality deals. Tape—interview on request. Box 767A, B•T.

Announcer—disc jockey, strong news, excellent commercials, veteran with third ticket, will travel—tape and resume. Box 777A, B•T.

Strong news—excellent commercials—sports interest—selling experience—will travel anywhere, even out of the country. Recent grad.—have potential, prefer small station. Box 779A, B•T.

Hardworking, all around staff announcer, can handle any type DJ show. Experience limited. Box 780A, B•T.

Announcer, strong, DJ, go anywhere, eager to please. Steady, dependable. Available now. Tape, resume on request. Box 790A, B•T.

Announcer: All phases staff announcing. Prefer south. Employed, references. Reply Box 804A, B•T.

First phone combo—4 years experience. Responsible, married, veteran, 29. Southern New England desired. Permanent, right offer. Box 814A, B•T.

Staff announcer, good commercials, DJ, news, mature, modest attitude. Will relocate. Tape, photo, resume. Box 816A, B•T.

First class engineer-announcer. Seven years in broadcasting field. Highest recommendations, present employer. Available in three weeks. Midwest. Presently chief. Box 833A, B•T.

Staff announcer, news, sports, DJ, commercials, control board, third ticket. Married veteran, will travel. Tape, resume on request. Box 836A, B•T.

Announcing experience two years including independent and 5kw net. Currently PD making $105 weekly, but desire larger operation. Must be in college area. Have first phone. What have you? Box 838A, B•T.

Announcer. Experienced, dependable and sober. Midwest preferred. First class license. Box 839A, B•T.

Experienced announcer. Presently employed, seeks larger market. Staff and DJ. Available immediately. Box 842A, B•T.

Want a real money maker in negro radio—try me, good references—will travel within 300 miles for live audition. Summer replacement or permanent. Box 847A, B•T.

Announcer. Negro, real cool disc jockey, some experience, tape available. Box 848A, B•T.

Announcer-newsman, DJ, sportscaster, copywriter. Operate console. Tape, photo available. Box 852A, B•T.

No folderol, just good announcer. 26 years old veteran. 1½ years experience plus school. Prefer Indiana, Ohio, Illinois. Box 855A, B•T.

Staff announcer, news, disc jockey, interviews. Recent school graduate, wants career . . . not a job. Box 856A, B•T.

Hardworking, dependable announcer wants permanent position in Florida or Gulf. Seven years' experience music, news, sports, play-by-play, continuity. Tape, resume, references, photo. Box 858A, B•T.

Staff announcer. Married. Recent broadcasting school graduate. Friendly, mature delivery. Will travel. Available immediately. Box 874A, B•T.

Announcer—recent radio school graduate, well versed all phases news, DJ, sales, heavy sports. Familiar with control board operation. Single, veteran, free to relocate. Tapes, resume upon request. Box 877A, B•T.

Mature responsible radio-tv staff. Experienced decorator, broad musical background, commercial, dramatic continuity. Resume, photo, tape, travel. Box 871A, B•T.

Announcer. DJ—news—control board. Hard worker, eager to please—sober—dependable . . . will go anywhere. Light experience—tape, resume on request. Box 878A, B•T.

RADIO

Situations Wanted—(Cont'd)

Staff, singer. Strong news, commercials. Write copy, do DJ. Third phone. Recent radio school graduate. Married, will travel. Tony Lamont, 1153-70 Street, Brooklyn, New York.

Radio school graduate, strong on news and commercials, play-by-play. Will travel. Michele Lepre, 760 William Street, Harrison, New Jersey.

Experienced, deejay—announcer, married, available July 4th. Hal Masters, WLSE, Wallace, North Carolina. Phone 6911.

Announcer, news, DJ. Tape, resume available. Ohio-Pennsylvania preferred. Jerry Peterson, 1515 Monroe, Chicago, Ill.

Top morning man, salesman, dozen years radio—telephone 705-W, Morganton, North Carolina. Available now.

Technical

Chief engineer-program director. First class ticket. Thoroughly experienced both. Can do sports and copy. Southern stations only. Box 546A, B•T.

Engineer, first phone. Fully experienced in maintenance, remotes, directional operation. Box 686A, B•T.

Engineer, first phone desires position. Experienced selling—go anywhere. Box 785A, B•T.

Chief engineer, one year broadcast experience, construction, maintenance, remotes. Ten years radio-television servicing, wants change, middle aged, prefer Florida, consider others. Box 793A, B•T.

Engineer, first phone, 2 years experience, married, 32, will relocate. Box 809A, B•T.

Maintenance and operations engineer—experienced, mature, married—desires relocate as chief. Other position considered. No announcing. Available soon—want contacts for July. Interested midwest and south generally. Box 811A, B•T.

Present chief kw directional. Experienced am, fm. Desire position with future. Southeast preferred. Box 817A, B•T.

First phone combo, presently chief. Management satisfied with my work but I'm not. Need experience under good engineer. Box 819A, B•T.

Engineer, 1st phone, am-fm-tv, experienced, will travel. Prefer Florida or east coast. Write Box 823A, B•T.

Engineer, first phone. 7 years am, fm experience. Wants metropolitan area am or switch to tv. Permanent only. Box 835A, B•T.

Engineer—mature, married. Long experience am and high power fm. Want chief or staff. Interested Carolina Piedmont—but will consider any. Box 840A, B•T.

First phone, amateur licensee, two years experience, control board operator, remotes, married, diplomas from two radio schools, attended Port Authur College. Non-drinker. Transportation, work anywhere. Available now, air experience. Age 29. Box 841A, B•T.

RADIO

Situations Wanted—(Cont'd)

Engineer or combo, 1st class phone, RCA graduate. Some experience 5 kw, desires permanent position. Box 873A, B•T.

Chief engineer—good practical experience. Construction-maintenance-directionals—measurements and remote control. Box 866A, B•T.

Chief engineer—some announcing—desires only permanent position in southern station. All replies strictly confidential. Box 879A, B•T.

Engineer, first class, single, sober, age 47, lifetimer experience, 250 to 50,000 watts, available for transmitter operation, vacation fill or where some maintenance initiative is needed. Wallace V. Rockefeller, Wood River, Nebraska.

1st class engineer, presently chief, anywhere if permanent, references. Raymond Skinner, 506 South Court Street, Sparta, Wisconsin.

Production-Programming, Others

Newscaster—three years experience. Four years experience as network newsroom writer. Seeks return to broadcasting. State Peabody award winner. Journalism graduate. Married. Box 762A, B•T.

Script and copywriter, editor. Many years in radio, several tv. Full or part time. Prefer New York area. Box 812A, B•T.

Copywriter, male, 39, ten years experience radio writing. Presently employed. Seek better educational opportunity for two children. Interested offer established agency or station copy and promotion work. Box 813A, B•T.

Musical or program director. Experienced producing, writing, announcing, musical, educational programs, fm stations, M.A. musicology, 4 years teaching. Veteran, married. Box 820A, B•T.

Ten years radio, from staff, sports, programming, to management. Desire am or television opportunity with future. Thirty, college graduate, best references. Box 827A, B•T.

Young man desires copywriting, editorial position with radio or network. Will travel. Box 846A, B•T.

TELEVISION

Help Wanted

Salesmen

Midwestern tv station, in major market, network affiliated, on the air two years, seeks alert, aggressive local salesman experienced in selling and servicing retail accounts. Unusual opportunity for ambitious young college man with at least two years' television sales-service experience. Will pay modest drawing account against liberal commissions. Potential earnings: $10,000 to $15,000. Send personal and business history, photo, references, family data, etc. Box 851A, B•T.

Wanted: Experienced television-radio times salesman. Also sales manager. Outstanding opportunity with stable, growing organization. Dixie Network, P. O. Box 309, Jackson, Tennessee.

(Continued on next page)

DISC JOCKEYS WANTED

Central Florida's newest and most powerful daytime station WGTO* 10,000 watts, 540 kc., wants 3 DJ's with experience in any of the top 15 markets. Right men will have possibility of earning

$10,000 PER YEAR, OR MORE

Send resume, photo, disc or tape to: Station Director, KWK, Incorporated, 1215 Cole Street, St. Louis 6, Missouri. Replies confidential.

* On air approximately August 1, 1955

TELEVISION

Help Wanted—(Cont'd)

Sales—opening for experienced man to succeed retiring senior salesman with major account list. Oldest station in Indiana, WFBM-TV, Indianapolis. Send complete background, qualifications, photo to Don Menke.

Technical

Maximum power midwest station already on the air needs a strong chief engineer. Excellent opportunity. In applying, give background details, references and salary desired. All applications will be treated in confidence. Box 801A, B•T.

Immediate openings—video engineer; cameraman. Must be experienced both studio and remote operation. C. E., KOAT-TV, Albuquerque, New Mexico.

Programming, Production, Others

Film editor to handle entire film room operation including shipping, receiving, splicing and other duties. VHF station in southeast, nice market. Box 861A, B•T.

Situations Wanted

Managerial

Director of operations—programming, production, engineering. Station construction experience. 12 years in tv field. Thorough understanding of efficient station operation. Box 872A, B•T.

Salesmen

Commercial manager currently employed. Creative selling of local and regional accounts a speciality. Thorough knowledge of how to build productive sales-force. Have produced tv film and live theatre, understand production and budget. Present draw $150.00 weekly plus expenses. Have consistently exceeded this figure. Desire change as I've reached peak in present location and feel ready for bigger and better things. Box 818A, B•T.

Announcer

Sportscaster with authoritative, warm camera personality. 12 years radio, 1 year television. Excellent play-by-play all sports. Special events. Box 717A, B•T.

Announcer-director, experienced in all operations radio-tv. Seeks permanent location. Available immediately. Draft-exempt. Box 803A, B•T.

Technical

Seven years television broadcasting, including color, microwave, installation, maintenance. Excellent know how control room problems, technical and otherwise. Want position with new station with responsibility and pay in proportion to experience. Box 882A, B•T.

Programming, Production, Others

Advertising and promotion man. Capable one man department or assistant large operation. Experienced all phases radio and tv sales and audience promotion. Now employed. Will relocate. References. Married. Box 493A, B•T.

Film editor—photographer—projectionist. Presently employed in these capacities—experienced, married, willing to relocate. Box 730A, B•T.

Newsreel photographer—experienced in filming, processing, editing and reporting of news. Box 806A, B•T.

Producer-director—6 years experience all phases of tv desires position with progressive station anywhere. Box 807A, B•T.

Experienced young woman for film department, all phases except buying. Box 821A, B•T.

Tv newsman. Eight years tv and radio. Know how to write, produce, direct and air television news. Do newsman's job. University degree. Top references. Box 844A, B•T.

First phone, tv school graduate, would prefer studio work, will relocate. Box 853A, B•T.

Film technician. Experienced. Desire position with station having future. Familiar with all phases of film department. References. Box 854A, B•T.

Responsible young man with progressive ideas and thorough knowledge of radio and television writing and production, desires position as television director in small or new operation. Master's degree in radio-television from Northwestern University. Veteran. Prefers east but will consider other offers. Available after July 1st. Box 869A, B•T.

Cameraman, 2 years experience. All studio operations. Seeking permanent connection. References. Box 875A, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Responsible young woman with flair for creative ideas desires position as educational and public affairs consultant and/or staff writer. Thorough knowledge of radio and television continuity. Dramatic writing, production, and research techniques. Teaching certificate and master's degree in radio and television. Available after July first. Box 870A, B•T.

Art director . . . desires to relocate. Art director now and for 2 years with top-notch southwest tv station. Experienced all phases of tv and advertising. Samples, resume, references on request. Box 881A, B•T.

FOR SALE

Stations

Wanted—Investors to develop new uhf-tv station, which has a captive and unexploited market. All preliminary investigations, surveys, etc., already prepared and station is ready to go; need only additional capital. Terrific potential which assures a black ink operation in a very short time. Management control available to qualified investors. Hilbert Loeb, 710 S. Rampart Street, New Orleans 12, La. Phone: Canal 7685.

Virginia medium market, kilowatt daytime, $39,000; Georgia small market IV, $57,500; Paul H. Chapman, 84 Peachtree, Atlanta.

Exclusive. Fulltime network station. Southwestern city. Combination operation. Only station. Large market. State your finances. Ralph Erwin, Broker, Box 811, Tulsa.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment

27 used towers, all types and sizes, for sales. Ace High Tower Erector. Phone Greenville, N. C., 6750.

Composite, 1kw transmitter, full approved. Now operating. Available July. $2,750.00 FOB, KUDL, Kansas City.

For sale: 620 foot guyed tv tower complete with lighting and guy wires. Write WJTV, Box 8187, Jackson, Miss.

For sale: One Rek-O-Kut model 16-A disc recorder complete with Presto 1-D cutter. $250.00. Contact J. J. Ikner, WFNC, Fayetteville, N. C.

27 used towers, all types and sizes, for sale. Ace High Tower Erector. Phone Greenville, N. C., 6750.

For Sale: Dage two-camera vidicon chain complete. Original price $12,000. Will take best offer. D. Rodabaugh, Kierulff Electronics, 820 W. Olympic, Los Angeles 15, Calif.

WANTED TO BUY

Stations

Miss.—Ark.—La.—W. Tenn.—Stations or CPs—Towns 5000 plus or cities. Box 947G, B•T.

Successful radio team desires station in mountain or West Coast area, available with low down payment. Box 743A, B•T.

Radio. Texas, Oklahoma, Arkansas, Missouri, Kansas. Professionally licensed service. Ralph Erwin, Broker, Box 811, Tulsa.

Equipment

Wanted: Need complete equipment for 500 watt am radio station, immediately. Will pay cash for good equipment. Write Box 822A, B•T.

Wanted: One RCA recording attachment, late model with cutting head and diameter equalizer. Box 829A, B•T.

Used rear screen with slide projector. Please state price, size, and wattage. Box 857A, B•T.

Wanted: Used fm exciter deck and transmitter; also a used RCA BQ-1A turntable. KIUL, Box 446, Garden City, Kansas.

Wanted: Studio "zoom-type" lens. Must be in good condition. Send information and price to: R. E. Smith, KLAS-TV, Box 711, Las Vegas, Nevada.

Wanted: Used R. F. bridge. Write L. E. McKinney, WACL, Waycross, Ga.

Wanted: Used RCA type MI-4875-G combination pick-up kit. State price and condition. WKAY Glasgow, Kentucky.

INSTRUCTION

Get your FCC first phone license quickly. Intensive, personalized instruction by correspondence or in residence—Washington, D. C., or Hollywood, Calif. For details, write Dept. 1-M, Grantham School, 737 11th Street N. W., Washington, D. C.

Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesmen will call). Get the best—it costs no more! Northwest Radio & Television School, Dept. B, 1221 N. W. 21st Avenue, Portland 9, Oregon.

Commercial radio announcing. Practical home study course, prepared for combination men and announcers who need help. Pathfinder Radio Services, 737 11th Street, N. W., Washington, D. C.

RADIO

Help Wanted

Salesmen

RADIO TIME SALESMAN WANTED

Spectacularly successful Southeastern independent wants time salesman who's a real advertising man. Air ability and over-all experience helpful. Start at $6,000+ with a bright future for right man. Enjoy living in one of America's most beautiful cities. Write resume of background and sales record to

Box 824A, B•T

In a Rut?
Do You Seek Better Opportunity
AS A SALESMAN?

If you are young, ambitious, and have a minimum of two years television or three years radio experience, we may have the job you seek. Prefer college man (Phi Beta Kappa with major in business education no handicap). Or perhaps you were business manager of your college annual, or editor/advertising manager of your university daily. Should know programming and how to sell retailers. Good man can earn $7500 to $15,000 depending on ability. Location in growing midwestern city with all facilities for the good life (school, church, adjacent recreation areas, community activity). In writing, outline business and personal history, send references and photo.

Box 849A, B•T

Announcers

CAPABLE AIR SALESMAN-DISC JOCKEY

The man we're looking for understands hillbilly and gospel music and knows how to sell mail order items. Must be able to handle news intelligently. Our men now get $100-$135 weekly, with regular raises. It's good money in a Southeastern city, and you'll like living here. Send full particulars to

Box 825A, B•T

RADIO

Situations Wanted

Managerial

STATION OWNER

If you are one with "floating" manager problems, let's get together. I have 20 years of program and sales management experience and am looking for the "right" small station. Will consider purchase, investment or management contract based on percentage. Sober and solvent. Let's exchange references. Prefer west or southwest.

Box 830A, B•T

Announcers

COMEDIAN—DEEJAY

Original approach. Broad appeal. Write own stuff. Available for personal interview during July. Want 1-year contract at $10,000.

Box 837A, B•T

TELEVISION

Help Wanted

Managerial

TELEVISION SALES MANAGER

Well established major network affiliate in medium market has opening for sales manager. This is the number two position in the station and requires a mature, well experienced and successful man. Substantial AM background may be acceptable in lieu of TV experience. Salary is open. Living conditions are excellent and the future is secure and bright. Send complete resume including photo to Box 815A, B•T. All replies confidential.

Announcer



Radio Announcer

With Very Good BACKGROUND

Have fine letter of recommendation from former employer. Want job in Television. Must be permanent. Will work on any Telethon no matter where located.

BOX 865A, B·T

(Continued from page 106)

kw daytime. Post office address 2260 Highland Drive, Salt Lake City. Estimated construction cost $18,000, first year operating cost $39,750, revenue $51,000. Mr. Curtis is general manager-treasurer of coal company and holds half interests in four other Salt Lake City firms. Filed June 10.

Waupaca, Wis.—Chain O' Lakes Bcstg. Corp., 1320 kc, 1 kw daytime. Post office address P. O. Box 201, Waupaca. Estimated construction cost $15,200, first year operating cost $38,000, revenue $48,000. Principals include Pres. **Joseph Gazerowitz** (40%), clothing retailer; Sec.-Treas. **Harry Gorwitz** (24%), raw fur dealer, and Vice Pres. **Harry E. Vose** (16%), engineer. Filed June 10.

Existing Am Stations . . .

APPLICATIONS

KLIZ Brainerd, Minn.—Brainerd Bcstg. Co. seeks CP to change from 1400 kc, 250 w unlimited to 1380 kc, 1 kw daytime. Filed June 7.

WCSI Columbus, Miss.—Syndicate Theatres Inc. seeks boost in power from 250 w to 500 w, operating daytime on 1010 kc. Filed June 13.

KCHS Truth Or Consequences, N. M.—Rex A. Tynes seeks CP to change from unlimited operation to specified hours on 1400 kc. Filed June 13.

WENC Whiteville, N. C.—Whiteville Bcstg. Co. seeks CP to change from 1240 kc, 250 w unlimited to 1220 kc, 1 kw daytime. Filed June 7.

WBCR Christiansburg, Va.—The Montgomery Bcstg. Co. seeks mod. of license to change station location to Christiansburg-Blacksburg, Va. Filed June 9.

STATION DELETED

WJFM Caguas, P. R.—Jorama-Fer Radio Corp. granted request to cancel license and delete call letters for existing am station on 1240 kc 250 w daytime. Deleted June 2; announced June 13.

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

EMPLOYMENT SERVICE

PR* vs *PR

We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.

A confidential service to Radio and TV Stations, and program producers, anywhere.

Palmer-DeMeyer (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people.

New Fm Station . . .

ACTION BY FCC

Wilkes-Barre, Pa.—Richard G. Evans granted CP for new Class B fm station on ch. 277 (103.3 mc); ERP 3.1 kw; antenna height above average terrain 975 ft. Granted June 8.

Existing Fm Stations . . .

ACTION BY FCC

KRED (FM) Eureka, Calif.—Redwood Bcstg. Co. granted CP to change ERP to 5.6 kw; antenna height above average terrain 1,520 ft. Granted June 9; announced June 13.

WAGA-FM Atlanta, Ga.—Storer Bcstg. Co. granted CP to change ERP to 36 kw; antenna height above average terrain 960 ft. Granted June 8; announced June 13.

STATION DELETED

KLTI-FM Longview, Tex.—LeTourneau Radio Corp. granted request to cancel license for existing fm station on ch. 290. Deleted June 8; announced June 13.

Ownership Changes . . .

ACTION BY FCC

KIEM-TV Eureka, Calif.—Redwood Bcstg. Co. granted assignment to subsidiary California-Oregon Tv Inc., a California corporation. No consideration involved. Granted June 9; announced June 13.

WJPB-TV Fairmont, W. Va.—WJPB-TV Inc. granted transfer of control to J. Patrick Beacom through purchase of 189 shares of stock. Mr. Beacom will now own about 95% interest. Granted June 17; announced June 13.

APPLICATIONS

KGHI Little Rock, Ark.—A. L. Chilton, Leonore H. Chilton & S. C. Visonhaler d/b as KGHI Bcstg. Service seeks assignment to Harold E. King and Helen W. King d/b as Radio Arkansas for $127,500. Principals include **Harold E. King** (50%), and **Helen W. King** (50%), owners of KBTM-AM-FM-TV Jonesboro, Ark. Filed June 13.

KPEP San Angelo, Calif.—David P. Pinkston tr/as Concho Bcstg. Co. seeks assignment to David P. Pinkston and C. H. Treadway d/b as Concho Bcstg. Co. Mr. Pinkston sells ¼ interest to Mr. Treadway, general manager of the station for $4,000 plus assumption of obligations. Filed June 13.

KAFP Petaluma, Calif.—Arthur T. Shields, Jeffrey E. Evans, Stephen H. Evans, Gerald K. Hauser & Corrine A. Shields d/b as Redwood Empire Bcstg. Co. seeks assignment of license to Arthur T. Shields, Gerald M. Hauser, Corrine K. Shields and Aubin D. Thomas d/b as Redwood Empire Bcstg. Co. No consideration involved for release of two partners. Filed June 6.

WGN-AM-TV Chicago, Ill.—WGN Inc. seeks voluntary transfer of negative control of the Tribune Co., parent company, through death of Robert R. McCormick and changes in trustees of the McCormick-Patterson Trust to Mrs. Ruth McCormick Tankersley, Arthur A. Schmon, C. M. Campbell, W. D. Maxwell and J. Howard Wood. Filed June 7.

KFXM San Bernardino, Calif.—Lee Bros. Bcstg. Corp. seek transfer of control to KFXM Inc. through sale of all stock for $152,000. Principals include Pres. **Willard R. Hasbrook** (25%), manager of KFSD San Diego, Calif.; Vice Pres. **Earnest McCook & F. A. Loehr** (21.4%); Vice Pres.-Treas. **Robert N. Moodey** (10.7%), banker,

DETROIT
DEARBORN
DE RIDDER

DE RIDDER ???

Yes, De Ridder, Louisiana, and other cities large and small have found competent, reliable announcer-console operators trained by the Paulin-Newhouse School of Announcing.

Tapes and films sent on request

PAULIN-NEWHOUSE SCHOOL OF ANNOUNCING
5840 Second Blvd. **Detroit, Michigan**

and Vice Pres. **Marion M. Moodey** (10.7%), announcer at KFXM. Filed June 6.

KVOD Denver, Colo.—Colorado Radio Corp. seeks assignment to San Luis Valley Bcstg. Corp. for $225,000. San Luis Valley Bcstg. is operator of KSLV Monta Vista, Colo. Principals include Pres. **George O. Cory** (31.5%); Vice Pres. **Dale G. Moore** (18.3%), and Sec.-Treas. **Kenneth Ston** (11.8%). Filed June 8.

WMPA Aberdeen, Miss.—T. A. Richardson, Joe Phillips & Crady Imes d/b as Prairie Bcstg. Co. seeks voluntary assignment to new partnership with same name. Principals include **E. O. Roden** (50%), sole owner of WBIP Booneville, and 30% owner WTUP Tupelo, both Miss.; **James A. Reese** (25%); **W. L. Dove** (12½%), 40% owner WTUP, and **G. A. Pribbenow** (12½%). Principals are owners of WAZF Yazoo City and WSUH Oxford, both Miss. Filed June 6.

WLLY Richmond, Va.—Louis Adelman seeks assignments to corporation WLLY Inc. Filed June 13.

Hearing Cases . . .

FINAL DECISIONS

Wichita, Kan.—New tv, ch. 3. FCC announced its decision granting the application of Wichita Television Corp., for new tv station on ch. 3 in Wichita, Kan., and denying the competing applications of The Radio Station KFH Co., and Taylor Radio & Television Corp. Comr. Lee issued a dissenting opinion in which Chairman McConnaughey joined. Action June 8.

Wilmington, N. C.—FCC by order made effective immediately an initial decision of May 11 granting applications of Port Bcstg. Co. for new am station on 1230 kc, 250 w unlimited time in Wilmington, N. C., and Citizens Bcstg. Co., to increase the power of WISP Kinston, N. C., from 100 w to 250 w on 1230 kc unlimited time. The Port grant is conditioned to the filing, within 60 days, of an application for mod. of CP specifying transmitter site and antenna system conforming to the rule. Action June 8.

INITIAL DECISIONS

WFPA Ft. Payne, Ala.—FCC Hearing Examiner J. D. Bond issued initial decision looking toward denial of the application of George A. Gothberg Jr., for renewal of license of am station WFPA Ft. Payne, Ala. Action June 8.

WAPF McComb, Miss.—FCC Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of the application of Southwestern Bcstg. Co. of Miss. for construction permit to change frequency of station WAPF McComb, Miss., from 1010 kc to 980 kc, continuing with 1 kw power daytime only. Action June 15.

OTHER ACTIONS

New Britain, Conn.—FCC by order on petition by the Broadcast Bureau, continued from June 20 to July 7 the hearing by oral argument on applications of The New Britain Bcstg. Co. for mod. of CP of station WKNB-TV (ch. 30) New Britain, Conn., and for transfer of control of New Britain Bcstg. Co. from Julian Gross, et al., to the National Bcstg. Co. Action June 15.

Deintermixture Cases—Oral Argument. FCC scheduled oral argument on June 27-28 in the deintermixture tv rule-making proceedings involving Peoria, Ill., Evansville, Ind., Madison, Wis., and Hartford, Conn, also Albany-Schenectady-Troy, N. Y., area. Eligible parties should notify the Commission by June 15 of intention to participate, and a conference will later be held to arrange for allocation of time and schedule order of argument. Action June 8.

WCCP Savannah, Ga.—FCC by memorandum opinion and order, denied request of Dixie Bcstg. Co. for waiver of any Commission rule in conflict with the operation proposed in application to construct and operate a 100 watt synchronous amplifier in conjunction with station WCCP Savannah, Ga.; denied request for reconsideration of Commission Policy Statement of Feb. 28, 1947, concerning synchronous amplifier stations; and dismissed Dixie application. Action June 10.

The Dalles, Ore.—FCC by memorandum opinion and order, dismissed further protest filed May 9 by Radio Mid-Columbia Inc., permittee of new am station on 1300 kc, 1 kw daytime, at The Dalles, Ore., against Commission action of April 14 in granting without hearing an application of The Dalles Bcstg. Co. for new am station on 930 kc, 1 kw DA-N, U at The Dalles. Action June 8.

Spartanburg, S. C.—FCC by memorandum opinion and order denied a petition by Wilton E. Hall and Greenville Television Co. for review of an Examiner's ruling on April 26 in quashing a subpoena for the production of certain records by The Spartan Radiocasting Co. whose grant of mod. of CP for WSPA-TV (ch. 7) Spartanburg, S. C., is being protested by Hall and Greenville. Action June 8.

Tv Assignments—FCC by report and order, finalized rule making proposed in Docket 11313 and amended the table of tv assignments, effective July 15, to add ch. 16 to Pittsburg, Calif., and substitute ch. 15 for ch. 16 at Red Bluff, Calif., and ch. 56 for ch. 16 at Santa Cruz, Calif. This was Plan A in basic petition by Capital City Tv Corp. (KCCC-TV ch. 40), Sacramento, Calif. Action June 8.

Cleveland, Tenn.—FCC by memorandum opinion and order, effective immediately, (1) postponed effective date of grant made April 19 of application of Southern Enterprises for new am station to operate on 1570 kc, 1 kw daytime only in Cleveland, Tenn.; and (2) designated same for hearing to consist of oral argument on July 7 before the Commission en banc and made protestant Robert W. Rounsaville (WBAC), Cleveland, party to proceeding. Action June 8.

Houston-Galveston, Tex.—FCC by order on petition of Houston Consolidated Television Co., extended time for filing exceptions to the initial decision involving application of Gulf Television Co. (KGUL-TV), Galveston, Tex., for mod. of CP (ch. 11) from 15 to 20 days and replies thereto from 7 to 10 days; dismissed as moot Houston's petition for immediate action on above-mentioned petition. Action June 8.

Uhf CP's Extended—FCC authorized extensions of completion dates for 12 uhf tv stations notwithstanding indications from them that they are delaying construction and operation because of the uncertain economic future of uhf stations. The Commission noted that this is not valid reason for extension "and that further extensions under circumstances which do not include actual plans for construction and operation may not fulfill the requirements of the Act and may be detrimental to tv. FCC fixed Jan. 16, 1956, as termination date for all outstanding CP's in this category and will only authorize extensions beyond that date when there is clear indication of intent to construct. The 12 applications so extended were those of WETV (TV) Washington, D. C.; WOBS-TV Jacksonville, Fla.; WMCN (TV) Grand Rapids, Mich.; WKNA-TV Charleston, W. Va.; WITH-TV Baltimore, Md.; WETM (TV) Danville, Va.; WTVE (TV) Elmira, N. Y.; WINR-TV Binghamton, N. Y.; WQMC (TV) Charlotte, N. C.; WTRI (TV) Albany, N. Y.; KBAY (TV) San Francisco, Calif., and KAKI (TV) Visalia, Calif. Action June 8.

Routine Roundup . . .

June 15 Decisions

ACTIONS ON MOTIONS

By Comr. John C. Doerfer on June 14

Seattle, Wash., KXA Inc.—Granted petition for an extension of time to June 20 to file reply to exceptions to the initial decision in ch. 7 proceeding (Docket 9030 et al.).

By Examiner Charles J. Frederick

Upon informal request by all parties in ch. 11, Pittsburgh, Pa., proceeding (Dockets 8730, 8840), record was reopened and further hearing is scheduled to commence on June 27.

By Examiner Herbert Sharfman on June 13

Ordered prehearing conference on June 16, in re application of WJR, The Goodwill Station Inc. (WJRT (TV)), Flint, Mich., for mod. of CP (ch. 12) (Docket 11371).

By Examiner H. Gifford Irion on June 13

Continued date for the commencement of hearing from June 16 to 28, re application of Deep South Bcstg. Co. (WSLA (TV)), Selma, Ala. (Docket 11371) for mod. of CP (ch. 8), and quashed subpoenas issued certain witnesses because of a number of petitions for intervention and enlargement of issues pending before the full Commission in this proceeding.

By Examiner Basil P. Cooper

Broadcast Bureau—Granted petition for extension of time to June 22, for filing proposed findings in ch. 9, Orlando, Fla. proceeding (WORZ Inc., Dockets 11081 et al.). Action of 6-13.

Ordered prehearing conference re applications of Radio Suburbia Inc., Hopkins-Edina-St. Louis Park, Minn. (Dockets 11276, BP-9405, et al.) on June 23. Action of 6-14.

June 15 Applications

Accepted for Filing

License for CP

WKMC Roaring Spring, Pa., Cove Bcstg. Co.—License to cover CP (BP-6983) as mod., which authorized new standard broadcast station (BL-5749).

RENEWAL OF LICENSE

WBRT Bardstown, Ky., V. R. Anderson—(BR-3057).

WMCH Church Hill, Tenn., Thales E. Wallace—(BR-2952).

REMOTE CONTROL

WRIC Riverhead, N. Y., Suffolk Bcstg. Corp.—(BRC-747).

WLRD (FM) Miami Beach, Fla., Alan Henry Rosenson et al d/b/as Mercantile Bcstg. Co.—change point of operation by remote control from 420 Lincoln Rd. Miami Beach, Fla. to 814 1st St. Miami Beach (BRCH-137).

KWNO-FM Winona, Minn., Maxwell H. White—Operation by remote control from 216 Center St. Wincna, Minn. (BRCH-136).

License for CP

WBBQ-FM Augusta, Ga., Savannah Valley Bcstg. Co.—License to cover C.P. (BPH-1985) which authorized new fm station (BLH-1057).

WAPS (FM) Akron, Ohio, Board of Education, Akron City School District—License to cover CP (BPED-267) which authorized new Educational fm station (BLED-172).

Modification of CP

WTVY (TV) Dothan, Ala., Ala.-Fla.-Ga. Television Inc.—Mod. of CP (BPCT-1839) as mod., which authorized new tv station to extend completion date to 12-31-55 (BMPCT-3167).

WOCN (TV) Atlantic City, N. J., David E. Mackey—Mod. of CP (BPCT-1457) as mod., which authorized new tv station to extend completion date to 12-31-55 (BMPCT-3164).

WSYR-TV Syracuse, N. Y., Central New York Bcstg. Corp.—Mod. of CP (BPCT-940) as mod., which authorized changes in facilities of existing tv station to extend completion date to 1-5-56 (BMPCT-3161).

WSYR-TV Syracuse, N. Y., Central New York Bcstg. Corp.—Mod. of CP (BPCT-1764) as mod., which authorized auxiliary antenna at main transmitter site to extend completion date to 1-5-56 (BMPCT-3162).

WTTW (TV) Chicago, Ill., Chicago Educational Television Assn.—Mod. of CP (BPET-38) as mod., which authorized new educational tv station to extend completion date to 10-1-55 (BMPET-78).

June 14 Applications

ACCEPTED FOR FILING

Renewal of License

WPKE Pikesville, Ky., East Ky. Bcstg. Corp.—(BR-2326).

Application Returned

KCHE Cherokee, Iowa, Cherokee Bcstg. Co.—Voluntary transfer of control to Charles Reznikov, M. Louise Shimp, and Sterling H. Hall.

Modification of CP

KTHV (TV) Little Rock, Ark., Arkansas Television Co.—Mod. of CP (BPCT-1057) which authorized new tv station to extend completion date to 1-4-56 (BMPCT-3157).

WALB-TV Albany, Ga., Herald Pub. Co.—Mod. of CP (BPCT-1285) as mod., which authorized new tv station to extend completion date to 9-23-55 (BMPCT-3160).

KQTV (TV) Fort Dodge, Iowa, Northwest Television Co.—Mod. of CP (BPCT-1928) which authorized changes in facilities of existing tv station to extend completion date to 10-28-55 (BMPCT-3163).

WTWO (TV) Bangor, Me., Murray Carpenter and Associates—Mod. of CP (BPCT-1797) as mod.,

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which authorized new tv station to extend completion date to 11-15-55 (BMPCT-3158).

WTAO-TV Cambridge, Mass., Middlesex Bcstg. Corp.—Mod. of CP (BPCT-1485) as mod., which authorized new tv station to extend completion date to 1-5-56 (BMPCT-3159).

WTOH-TV Toledo, Ohio, Woodward Bcstg. Co.—Mod. of CP (BPCT-1899) which authorized new tv station to extend completion date (BMPCT-3156).

WDEF-TV Chattanooga, Tenn., WDEF Bcstg. Co.—License to cover CP (BPCT-989) as mod., which authorized new tv station (BLCT-314).

KLTV (TV) Tyler, Tex., Lucille Ross Lansing—License to cover CP (BPCT-1205) as mod., which authorized a new tv station (BLCT-318).

WHA-TV Madison, Wis., Wisconsin State Radio Council—License to cover CP (BPET-47) as mod., which authorized new non-commercial educational tv station (BLET-3).

June 13 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of June 10

Early Sign-off

KGAN Kingman, Ariz., J. James Glancy—Granted permission to remain silent for period of 30 days.

Modification of CP

The following were granted extensions of completion dates as shown: WKNE-TV Keene, N. H., to 1-16-56; WFPG-TV Atlantic City, N. J., to 1-16-56; KBIC-TV Los Angeles, Calif., to 1-16-56; WTVX (TV) Gastonia, N. C., to 1-16-56; KCEB (TV) Tulsa, Okla., to 1-16-56; WFTV (TV) Duluth, Minn., to 1-16-56; KNUZ-TV Houston, Tex., to 1-16-56.

Actions of June 9

WDXI-TV Jackson, Tenn., Dixie Bcstg. Co.—Granted mod. of CP for extension of completion date to 12-28-55.

Remote Control

The following stations were granted authority to operate transmitters by remote control: WHUB Cookeville, Tenn.; WHOP Hopkinsville, Ky.; WILD Birmingham, Ala., and WJMS Ironwood, Mich. (WILD and WJMS, while using nondirectional antenna).

Actions of June 8

Granted License

WNEW New York, N. Y., WNEW Bcstg. Co.—Granted license covering increase in power, installation of new transmitter, change to DA-N only; condition (BL-5656).

WEAS Decatur, Ga., WEAS Inc.—Granted license covering increase in power, installation of new transmitter and reduction in power to 10 kw during critical hours (BL-5445).

Modification

Detroit, Mich., Burns Avenue Baptist Church—Granted mod. to change name to Grosse Pointe Baptist Church and to transmit programs from Mack Ave. and Base Line Road, Grosse Pointe Woods, Mich., to station CKLW Windsor, Ont., Canada (BMFP-4).

Remote Control

WHOP-FM Hopkinsville, Ky., Hopkinsville Bcstg. Co.—Granted authority to operate transmitter by remote control.

Actions of June 7

Granted License

KOIL Omaha, Neb., Central States Bcstg. Co.—Granted license for auxiliary transmitter and antenna and for authority to operate same by remote control (BL-5674).

WDBO Orlando, Fla., Orlando Bcstg. Co.—Granted license covering change in transmitter location and change nondirective radiator for daytime operation (BL-5689); and license to cover CP (BP-9718); CP to replace expired CP (BP-9278) for change in auxiliary transmitter location (BL-5690).

WEBB Dundalk, Md., 1360 Bcstg. Co.—Granted license for am broadcast station (BL-5687).

WICH Norwich, Conn., Eastern Conn. Bcstg. Co.—Granted license covering change of facilities, installation directional antenna (DA-1), installation new transmitter and change in studio location; condition (BL-5678).

WTAQ LaGrange, Ill., The LaGrange Bcstg. Co.—Granted license covering change in hours of operation, installation directional antenna (DA-N), change in transmitter and studio location and change type transmitter (BL-5686).

SSA

WPXY Punxsutawney, Pa., Jefferson Bcstg. Co.—Granted extension of authority to remain silent 90 days from May 31.

Modification of CP

The following were granted extensions of completion dates as shown: WATR-TV Waterbury, Conn., to 12-29-55; WNOW-TV York, Pa., to 1-5-56; WNRG Grundy, Va., to 8-1-55; WCFS Harvey, Ill., to 12-15-55, condition; WISH Indianapolis, Ind., to 8-20-55; KPMC Bakersfield, Calif., to 7-29-55, condition.

Actions of June 6

Granted License

WWON-FM Woonsocket, R. I., Woonsocket Bcstg. Co.—Granted license covering changes in licensed station (BLH-1049).

Remote Control

WHBN Harrodsburg, Ky., Pioneer Bcstg. Co.—Granted authority to operate transmitter by remote control.

June 13 Applications

ACCEPTED FOR FILING

License for CP

KHJ Hollywood, Calif., General Teleradio Inc.—License to cover CP (BP-8907) as mod., which authorized change from employing directional antenna day and night to night use only (DA-N) (BL-5748).

KLOV Loveland, Colo., John W. Ecklin and James C. Grisham, d/b as Loveland Bcstrs.—License to cover CP (BP-9423) as mod., which authorized a new standard broadcast station (BL-5746).

WDKD Kingstree, S. C., M. L. Few and E. G. Robinson Jr., d/b as Palmetto Bcstg. Co.—License to cover CP (BP-9318) which authorized change frequency, increase power and change type transmitter (BL-5745).

KBRC Mount Vernon, Wash., Leo H. Beckley and Louise L. Beckley d/b as Beckley Radio Co.—License to cover CP (BP-9488) which authorized increase daytime power and install a new transmitter (BL-5747).

Remote Control

WRFC Athens, Ga., Radio Athens Inc.—(BRC-745).

WBZA Boston, Mass., Westinghouse Bcstg. Co.—(BRC-743).

WPLH Huntington, W. Va., Huntington Bcstg. Corp.—(BRC-744).

Renewal of License

WBAA West Lafayette, Ind., Purdue U.—(BR-501).

Renewal of License Returned

WTHI Terre Haute, Ind., Wabash Valley Bcstg. Corp.

Applications Returned

WPFD Darlington, S. C., Blue Ridge Bcstg. Co.—Mod. of CP (BP-8158) as mod., which authorized a new standard broadcast station for extension of completion date. (Unnecessary.)

KXOL Fort Worth, Tex., Fort Worth Bcstg. Co.—Voluntary assignment of license to KXOL Inc. (Notary seal not affixed to Section II.)

License for CP

WMBR-TV Jacksonville, Fla., The Washington Post—License to cover CP (BPCT-877) as mod., which authorized changes in facilities of existing tv station (BLCT-317).

WMTW (TV) Poland Spring, Me., Mt. Washington TV Inc.—License to cover CP (BPCT-1530) as mod., which authorized a new commercial tv station (BLCT-315).

June 10 Applications

ACCEPTED FOR FILING

License for CP

WAVI Dayton, Ohio, WAVI Bcstg. Corp.—License to cover CP (BP-9433) which authorized change antenna, transmitter and studio locations and change station location to Dayton (BL-5741).

KRMW The Dalles, Ore., Radio Mid-Columbia Inc.—License to cover CP (BP-8791) as mod. which authorized new standard broadcast station (BL-5743).

WSAZ-TV Huntington, W. Va., WSAZ Inc.—License to cover CP (BPCT-896) as mod. which authorized changes in facilities of existing tv station (BLCT-310).

Remote Control

WILD Birmingham, Ala., Pilot Bcstg. Corp.—(BRC-739).

WHOP Hopkinsville, Ky., Hopkinsville Bcstg. Co.—(BRC-740).

WJMS Ironwood, Mich., Upper Michigan-Wisconsin Bcstg. Co.—(BRC-741).

WHUB Cookeville, Tenn., WHUB Inc.—(BRC-742).

WHOP-FM Hopkinsville, Ky., Hopkinsville Bcstg. Co.—Operation by remote control from 1102 S. Virginia St. Bass Bldg., Hopkinsville (BRCH-135).

Renewal of License

WZIP Covington, Ky., WZIP Inc.—(BR-1763).

WLEX Lexington, Ky., The Central Kentucky Bcstg. Co.—(BR-1354).

WDOD Chattanooga, Tenn., WDOD Bcstg. Corp.—(BR-471).

WMAZ-TV Warner Robins, Ga., Southeastern Bcstg. Co.—License to cover CP (BPCT-473) as mod. which authorized new tv station (BLCT-316).

Applications Returned

KCTL (TV) Seattle, Wash., Seattle Construction Co.—Mod. of CP (BPCT-1811) as mod. which authorized new tv station to extend completion date to 12-7-55.

WSAU-TV Wausau, Wis., Wisconsin Valley Television Corp.—Mod. of CP (BPCT-1379) as mod. which authorized new tv station to extend completion date to 1-1-56.

UPCOMING

JUNE

June 19-22: National Assn. of Television-Radio Farm Directors, Washington.
June 20: Start, New School for Social Research Script Workshop, N. Y.
June 20-21: Atlantic Assn. of Broadcasters (Canadian), Algonquin Hotel, St. Andrews-by-the-Sea, N. B.
June 20: Start, WSM-Peabody College Radio-Tv Workshop, Nashville, Tenn.
June 21: Television News Institute, Northwestern U., Evanston, Ill.
June 23-25: NARTB combined boards of directors, The Homestead, Hot Springs, Va.
June 23-26: Florida Assn. of Broadcasters, Empress Hotel, Miami Beach.
June 24-25: Virginia Assn. of Broadcasters, Engleside Hotel, Staunton.
June 26-29: National Adv. Industries Exposition, Morrison Hotel, Chicago.
June 26-29: Adv. Assn. of the West convention, Portland, Ore.
June 27-30: Western Assn. of Broadcasters (Canadian) convention, Jasper Park Lodge, Jasper, Alberta.
June 27-July 1: American Institute of Electrical Engineers general meeting, New Ocean House, Swampscott, Mass.
June 28: Presentation, Outstanding Young Advertising Man Award, Assn. of Adv. Men & Women of New York.

JULY

July 1: RAB Clinic, Cedar Rapids, Iowa.
July 11: Start, Institute in Live & Filmed Tv, U. of Miami, Coral Gables, Fla.
July 18: Start, WSM-Peabody Tv Workshop, Peabody College, Nashville, Tenn.

AUGUST

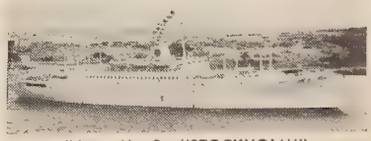
Aug. 1-9: Educational Television Workshop, Michigan State College, East Lansing.
Aug. 8: RAB Clinic, Atlanta.
Aug. 9: RAB Clinic, Charleston, S. C.
Aug. 10: RAB Clinic, Winston-Salem, N. C.
Aug. 11: RAB Clinic, Norfolk, Va.
Aug. 12: RAB Clinic, Philadelphia.
Aug. 14-Sept. 3: National Assn. of Educational Broadcasters television production workshop, State U. of Iowa, Iowa City.
Aug. 22: RAB Clinic, Tampa, Fla.
Aug. 23: RAB Clinic, Birmingham, Ala.
Aug. 24: RAB Clinic, Baton Rouge, La.
Aug. 24-26: West Coast Electronics Manufacturers' Assn. and Los Angeles and San Francisco Institute of Radio Engineers sections show and convention, San Francisco.
Aug. 25: RAB Clinic, Ft. Worth, Tex.
Aug. 26: RAB Clinic, San Antonio, Tex.

SEPTEMBER

Sept. 6: RAB Clinic, Los Angeles.
Sept. 7: RAB Clinic, Bakersfield, Calif.
Sept. 8: RAB Clinic, San Francisco.
Sept. 9: RAB Clinic, Ogden, Utah.
Sept. 12-14: CBS Radio Affiliates meeting, Detroit.
Sept. 12-16: National Assn. of Educational Broadcasters engineering workshop, Michigan State College, East Lansing.
Sept. 19: RAB Clinic, Seattle, Wash.
Sept. 20: RAB Clinic, Portland, Ore.
Sept. 21: RAB Clinic, Colorado Springs, Colo.
Sept. 22: RAB Clinic, Cheyenne, Wyo.
Sept. 23: RAB Clinic, Albuquerque, N. M.

OCTOBER

Oct. 3: RAB Clinic, Washington.
Oct. 3-5: National Electronics Conference, Sherman Hotel, Chicago.



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Toll Tv: The Wire Way

ABOUT a week has passed since the deadline for comment on the FCC's proposal to authorize subscription television. Admittedly a week is not much time in which to examine thoroughly the hundreds of thousands of words now in the Commission's subscription television file. But a word-for-word examination is not necessary to uncover the central issue in the case.

The central issue is not whether one corporation or another would suffer or gain as a result of the erection of toll gates on the television airways. It is whether the public would suffer or gain. All arguments that do not address themselves directly to that issue are superfluous.

It seems to us the public would gain only if subscription television were introduced as an added service, a new enterprise complete within itself. The public would not gain, indeed would suffer, if as little as a half-hour now occupied by a free program were pre-empted for a show visible only after payment of a fee.

The public has bought 35 million television receivers, worth at least $10 billion, in the belief that the purchase price and ordinary maintenance were the total admission charge to all the television signals within range. It would hardly reaffirm the public's faith in television broadcasters and manufacturers or in the U. S. government if any of those signals were usurped, in whole or in part, for programs bearing an additional admission charge.

Inescapably, the government has some responsibility to protect the public's vast investment in television sets that were designed and sold to receive free television programs. It would be wrong, however, to grant that protection at the expense of technological and economic progress. It is not for the government to say that subscription television should be prevented from developing. But it is within the government's discretion to say whether toll tv should use the television spectrum and if so what part.

IF THE public interest requires that the present use of signals by free television be left undisturbed, subscription television must be delivered by signals in other parts of the spectrum or by wire lines. To utilize new broadcast frequencies would create technical and economic complications at least as severe as those now confronting uhf. To utilize wire lines would entail no technical problems whatever and the economics of that approach do not appear to be particularly intricate.

In its comments to the FCC, Zenith estimated that decoders would cost about $50 to manufacture. If toll tv were assigned as a broadcast service in new frequencies, it would cost $50 for a decoder, at least that much and probably more for converter and antenna, and some installation expense for each set. In the belief of Jerrold Electronics Corp., which has had considerable experience with wired community antenna systems, the unit cost of a wire service for subscription tv would be less than that.

The virtues of introducing subscription television as a wired system are obvious. Free television would continue without technical disturbances. Toll television would be offered to the public as a new means of home entertainment, attached to the tv set, to be sure, but as an added attraction. People could buy or reject it on its own merits, without having to consider it a replacement for any part of their accustomed service from free tv.

In suggesting that they launch their project as a wired system, we are aware that the advocates of subscription tv will accuse us of plotting the stillbirth of their baby. They will claim that a wired service would cost more to create than a service provided over existing television broadcast channels.

It would cost more, it is true, but not enough more to make the difference between the creation or abortion of subscription tv.

If the advocates of subscription television truly believe in the potential success of a home box office, they must also admit it would be possible to finance and operate it as a wired service. If they really believe the public wants bigger and better programs than those now available on commercial tv, they must also believe that the public will want them whether delivered by wire or air.

All the toll tv interests have asked the FCC for a speedy decision. The surest way to get one would be to inaugurate their projects by wire.

They could establish their systems within any state without reference to the FCC. They would need that agency's approval only if they established interstate connections of their own. If they used AT&T interconnection facilities, it would be up to AT&T to clear the charges with the Commission.

Despite the fact it might entail a somewhat larger capital investment, the establishment of subscription television as a wire service instead of a broadcast service strikes us as the most practical and speediest way the advocates of toll tv can put their plan to the ultimate test of acceptance by the public.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Do you realize we're the only two in this studio who don't get a credit line on every film!"

AS A FOOTNOTE to our comments about subscription television we cannot refrain from adding what we trust will be a temperate word to a series of most intemperate exchanges among spokesmen for the pro- and anti-toll tv forces.

Several industry leaders have stooped to personal vilification in the war of the mimeograph that has been fought over subscription tv, but none has stooped lower than spokesmen for Zenith Radio Corp.

Nor was it accidental that coincidentally with the deadline for FCC comments on subscription tv, Zenith demonstrated a new electronic gun which can shoot the commercials out of television.

The dictionary says the antonym of zenith is nadir. In this case the dictionary is wrong. Zenith has meant the nadir of taste in recent publicity.

Guam's Away

IT WAS inevitable that the construction of "morale" television stations on military bases would lead some day to conflicts with commercial broadcasting. Such a conflict is now at hand on Guam.

As has been reported here in two recent issues, KUAM, a commercial radio station on Guam, is protesting the proposed establishment of an armed forces tv station on the island. KUAM complains that the military outlet would carry network kinescopes, with the commercials intact, and that with free tv advertising thus available to them national advertisers would quit using radio commercials on KUAM.

Armed Forces Radio Service already has a low-power television station operating at Limestone Air Base, Me., and booster outlets relaying commercial stations to other bases [B•T, June 6]. It plans more on-base stations.

It is difficult, of course, to oppose the establishment of a military morale station without also appearing to oppose the policy of making life more endurable for military personnel on remote bases. We certainly do not wish to deprive the armed forces of whatever legitimate enjoyment they may arrange for themselves. In this case, however, the creation of a television broadcasting service complete with Stateside network commercials would plainly put the armed forces in direct competition against a civilian commercial radio station. As a matter of principle, we must object to that.

THE TULSA MARKET IS NOW LARGER *than* OMAHA, SAN DIEGO, DENVER OR MIAMI

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* Source: Television Magazine Research Department

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*Source: SRDS Consumer Markets

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FACT not fancy



KOMO TV

covers SEATTLE and WESTERN WASHINGTON

Map indicates Grade A and Grade B contours, and minimum effective bonus area.

The contours shown here are the result of *actual* field strength measurements completed July 12, 1954. The signal strength map is based on data compiled by Professor H. M. Swarm of the Department of Electrical Engineering at the University of Washington and resident professional engineer licensed by the State of Washington.

This coverage together with the preferred low channel, maximum power, the Northwest's most talented and versatile personnel and the greatest network affiliation means consistently better advertising results. And that's FACT . . . not fancy.

FACT Coverage of a market area of 1,816,441 people—71% of Washington State's total.

FACT Coverage of a market area with over 3 billion dollars of effective buying income—68% of Washington State's total.

FACT Coverage of a market area where almost 2 billion dollars in retail sales are made annually—67% of Wash. State's total.

FACT Coverage of a bonus market in Canada and Oregon that totals an additional 583,367 people.

CHANNEL 4
KOMO TV

NBC FOR SEATTLE AND WESTERN WASHINGTON



Call your Hollingbery man for availabilities

JUNE 27, 1955

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BROADCASTING TELECASTING

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24TH year

THE NEWSWEEKLY OF RADIO AND TV

BIG BONUS

Nielsen now reports that radios in automobiles add as much as 33% to the radio audience. And advertisers get these listeners *free*—a big bonus!

In Baltimore, the Department of Motor Vehicles has announced that today there are more than 300,000 passenger cars with radios in the Baltimore metropolitan area.

Surveys by ARB and PULSE prove that W-I-T-H dominates this big out-of-home audience day and night. Just another reason why W-I-T-H gives more listeners-per-dollar than any other radio or TV station in Baltimore. Get the whole story from your Forjoe man.

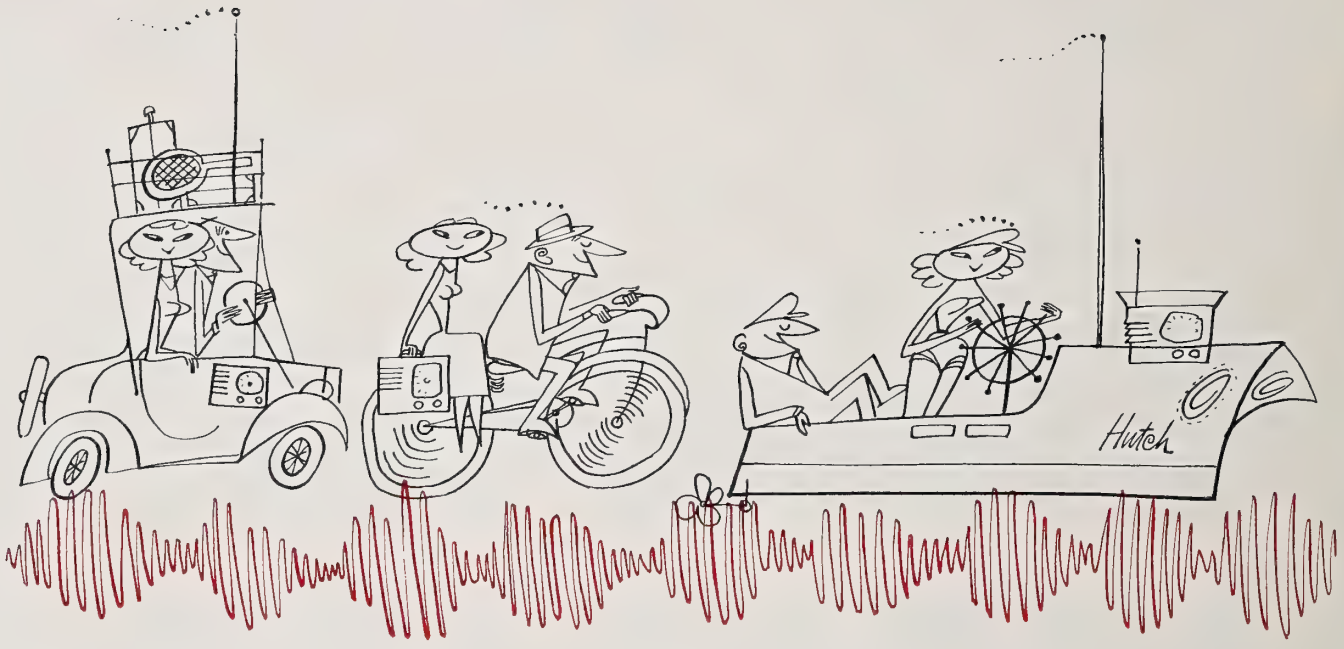
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WITH

Tom Tinsley, President
R. C. Embry, Vice-President

Represented by Forjoe & Co.





Vacation bound? Go by kilocycle

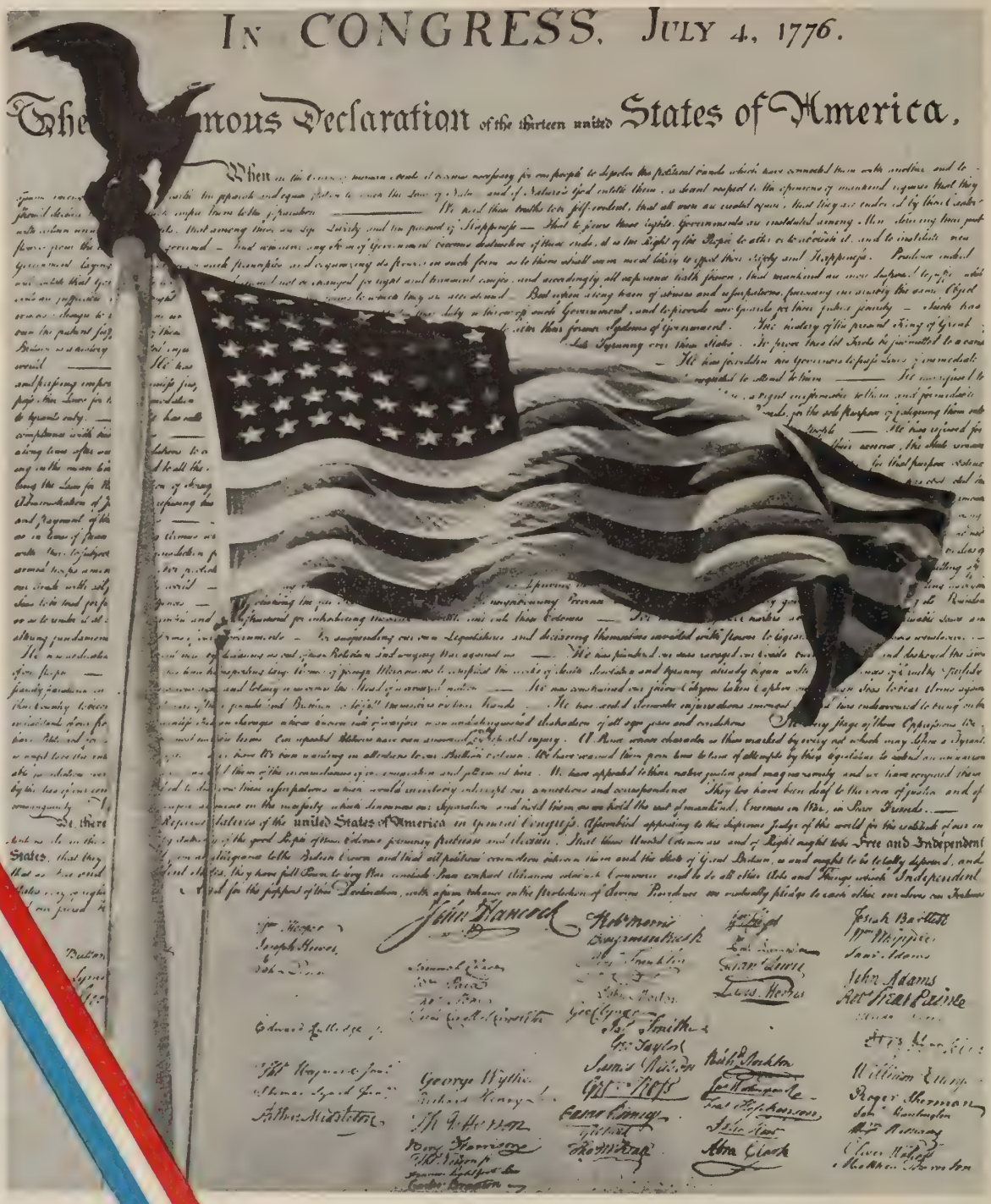


This consumer-type copy is provided by WMT, a radio station in Eastern Iowa with consumer-type listeners—more, in fact, in its 33-county primary area than all other radio stations in the area combined. For details, see the man from Katz.



"Clarinda bought it up to the hog fair . . . it sings, too."

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". . . We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness . . ."

closed circuit®

JOB OPEN • Search is on in earnest for new "second-in-command" at NARTB, probably as executive vice president. NARTB Chairman-President Harold E. Fellows is spearheading search, with endorsement of joint board of directors (see story page 41).

B•T

JOINT Technical Advisory Committee proposal to introduce principles of geography and time into spectrum allocation (story page 28) might affect tv this way: Tv stations usually operate to midnight or 1 a.m. Thereafter, six mc channel lies fallow. Why not permit some service which needs those kinds of bands to use tv channels in early morning hours? It won't hurt anyone. Same goes for am and fm.

B•T

B & B REGROUPING • As result of gaining four major accounts within past month Benton & Bowles will reorganize its media department, expanding account groups from three to four, with several personnel changes. Entire department continues under David Crane, vice president in charge of media. Procter & Gamble media group will be Lee Rich, associate media director, and two assistants, Ray Healy and Lee Currlin. General Foods group will be Mike Donovan, promoted from assistant to associate media director, with Tom Mahon and Bren Baldwin as assistants. Third group (as yet unnamed) will be headed by Milton Kiebler, associate media director, with Sam Haven (Maxwell House buyer) promoted to assistant to Mr. Kiebler. This group will handle some of B&B's new business, Grove Labs, Florida Citrus Commission and S. C. Johnson & Sons, among others. Fourth group (also as yet untitled) will be headed by Ed Bowman, associate media director, with Don Harris (formerly on General Foods) as assistant. Latter group will service new Studebaker-Packard account among others. Paul Benson, formerly assistant media director, promoted to account executive on Ivory Snow.

B•T

THERE'S one twist to burgeoning promotion to "sell" subscription tv as wired system that may have been overlooked. That is if pay-as-you-see tv is transmitted over coaxial lines, there's no need for security of scrambled signals. Programs will be fed directly into receivers by wire, so in sense it will be like sight-and-sound telephony.

B•T

MISS HENNOCK'S FUTURE • Law firm of ex-New Dealers Joseph E. Davies and Donald R. Richberg, plus ex-Sen. Millard E. Tydings (D-Md.), is where FCC Comr. Frieda B. Hennock will open shop Friday upon completion of her seven-year term with Commission. Davies, Richberg, Tydings, Beebe & Landa specializes in general practice, corporation and international law, anti-trust, trade mark, unfair competition, FTC and federal tax matters. Miss Hennock will add communication law to fold, predicts "no dissents." Mr. Davies was first FTC chairman and mid-'30s Ambassador to Russia; Mr. Richberg, NRA board chairman, 1935. Mr. Tydings, in Senate 1926-51, was defeated by McCarthy forces.

B•T

NEXT at bat at FCC is Comr. E. M. Webster, whose current seven-year term expires June 30, 1956. Recognized as one of world's foremost electronics and communications experts, Commodore Webster is FCC's only engineering commissioner. An Independent, originally appointed in 1947 from District of Columbia, he is now resident of Maryland. He definitely seeks reappointment. He is vigorous and hard working at 66, is FCC strongman on non-broadcast allocations, having served on top level policy groups.

B•T

STAY-AT-HOMES • Arthur Fatt, executive vice president of Grey Adv., will predict in July issue of *Grey Matter*, house publication, that 20 years from now typical housewife will shop by "sellivision" without leaving home: By flick of switch she will be able to talk to sales clerk making tv demonstration, order product by registering her code number with store carrying it, indicate quantity desired and tell store whether to send it C.O.D. or charge. By 1970, Mr. Fatt estimates, there will be more than 25 million color sets with many screens receiving life-size images in three dimensions and with "scento-vision" enabling home viewer to test-by-smell the products on demonstration.

B•T

VIRTUALLY every broadcast case before FCC these days is measured in relation to so-called Clarksburg case [B•T, June 13—see editorial this issue, page 122]. As consequence, question arises whether "evidentiary hearings" rather than oral arguments will suffice in any protest case, including NBC's projected acquisition of its limit of two uhfs (WKNB-TV New Britain, Conn., and WBUF-TV Buffalo).

B•T

DAY WORK • NBC-TV's daytime programming—and how to strengthen it—understood to be main subject for meeting this week, called by NBC Television Affiliates Advisory Committee, between committee members and NBC officials. Sessions scheduled for Wednesday-Thursday in New York. WTMJ-TV Milwaukee's Walter Damm heads committee. Network delegation will be led by President Sylvester L. (Pat) Weaver Jr.

B•T

OATH of office to new FCC commissioner succeeding Miss Hennock, Florida's Richard A. Mack, will be administered 10 a.m. July 7 in Commission meeting room, 6121 New Post Office Bldg. Officiating will be U. S. District Court (D. C.) Judge James W. Morris.

B•T

LONGER CAMPAIGNS • Tendency is growing among saturation spot advertisers to lengthen their campaigns. In past years, saturation spot campaigns in radio and television normally ran for two weeks, with frequency of 15 to 30 announcements per week. Currently saturation plans seem to run for four to eight weeks, with frequency unabated. Maxwell House Coffee and Lincoln-Mercury campaigns are examples of this trend.

B•T

WITH CONGRESSIONAL and judicial salaries increased by Congress this session on cost of living basis, along with pay raises for rank and file Civil Service and postal employes, forgotten men in government are members of seven independent commissions having administrative or quasi-judicial functions, including FCC. Inside word, however, is that Budget Bureau and White House are considering plan to elevate salaries of these appointive-policy makers from average level of $15,000 to $20,000 or $22,500. Involved are 51 executives; 11 on ICC, seven on FCC, three on Civil Service Commission and five each on CAB, FTC, SEC, FPC, NLRB and Subversives Activities Control Board.

B•T

SPECS SELLING • NBC-TV's once-a-month *Color Spread* spectaculars, which start in September, reportedly are selling at brisk pace, with 21 of 26 participations available in 1955 series (through Dec. 31) already sold. Latest advertisers: Buick (one participation) and U. S. Rubber Co. (two participations).

B•T

BUICK Inc., Detroit, through Kudner Agency, is clearing 10 seconds for local cut-ins on stations carrying its Jackie Gleason Show *on CBS-TV, just as it did on Milton Berle show (everywhere except Missouri and Texas, where it is state prohibited). Cut-ins will show price of car on card to be slipped in locally with audio over network while card is on screen. Show starts in October.*

B•T

CAN FCC DUCK? • Fight of Harry Engel's KUAM Guam to stop construction of low-power morale tv outlet on ch. 8 at Air Force base there went back to FCC last week as Mr. Engel told Commission it can't pass buck to Defense Dept. but is obliged by Communications Act to protect broadcasters from government encroachment frequency-wise. His argument: President can assign channels to military stations, but not broadcast channel. FCC has "abdicated" its responsibility in case, he charged in pleading on file at Commission.



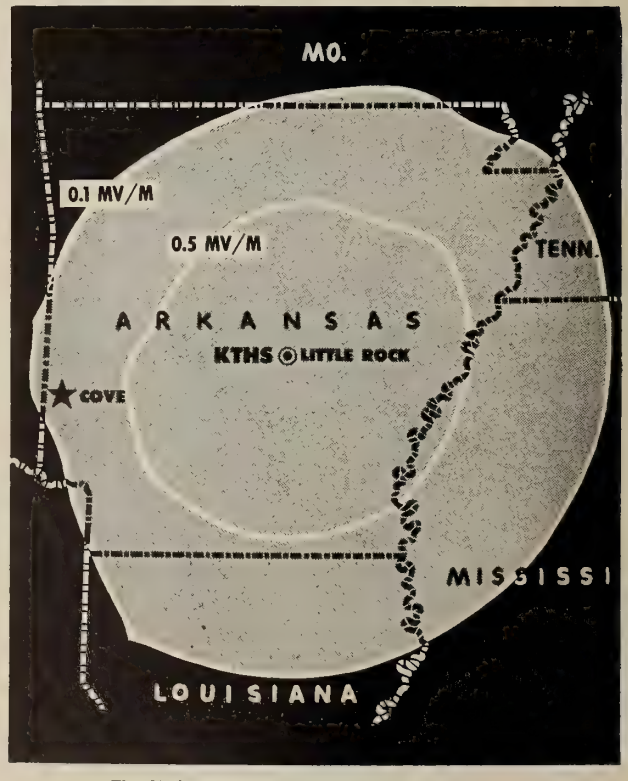
KTHS (LITTLE ROCK)

SAILS INTO COVE, TOO!

Advertisers on 50,000-watt KTHS get *a lot more* than Metropolitan Little Rock. They get coverage throughout *most of Arkansas.*

KTHS drops a strong anchor in Cove, for example. This little West Arkansas town has only 482 people—but combined with thousands of other towns and villages and farms, it helps account for KTHS's daytime coverage of more than 3-1/3 MILLION people.

In Arkansas, KTHS is the BIG radio value—KTHS, Basic CBS in Little Rock.



The Station KTHS daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President
B. G. Robertson, General Manager

at deadline

NARTB BOARD STRENGTHENS RADIO CODE; PLANS ENFORCEMENT SYSTEM LIKE TV'S

NARTB's Radio Standards of Practice amended Friday by Radio Board at Hot Springs, Va., meeting to include acceptability list similar to association's Television Code. Board adopted revisions in standards, deleting separate nighttime limits on commercial content (see early board stories page 41). Specific anti-liquor and anti-bait-switch definitions were added.

Committee will be named to add teeth to radio standards, similar to Tv Code enforcement system. Symbol is planned for stations, including aural identification for subscribers. Special Radio Board meeting is planned in autumn to adopt enforcement plan. New day-night commercial content limits are based on present daytime scale ranging from 1:15 minutes commercial time in five-minute program, up to seven minutes for full hour. Walter Wagstaff, KIDO Boise, Idaho, is chairman of standards of practice committee that drew up changes.

Henry B. Clay, KWKH Shreveport, La., and E. K. Hartenbower, KCMO Kansas City, were re-elected chairman and vice chairman, respectively, of Radio Board.

President Harold E. Fellows was instructed to name committee to study present composition of Radio Board, including at-large delegates and system of conducting elections.

Association was instructed to ask FCC for 30 days delay in effective date of fm multiplexing order so effect of order can be reviewed. John F. Meagher, NARTB radio vice president, reported on steps taken toward extension of remote control privilege to all types of transmitters. Mr. Meagher reported on plans for Radio Day agenda at autumn regional meetings. First day will be radio, second will be Association Day and third will be Television Day.

J. Frank Jarman, WDNC Durham, N. C., and Ken Carter, WAAM (TV) Baltimore, were elected co-chairmen of Membership Committee succeeding Richard M. Brown, KPOJ Portland, Ore. William D. Pabst, KFRC San Francisco, was re-elected chairman of Finance Committee and Campbell Arnoux, WTAR-TV Norfolk, chairman of Tv Finance Committee. Ward Quaal, WLWT (TV) Cincinnati, was elected chairman of board By-Laws Committee.

Joint board meeting scheduled Saturday was to consider Capitol Hill situation, possible military demands for vhf spectrum space and revised contract for President Fellows (see story this page).

All radio directors attended except John F. Patt, WJR Detroit, who is ill, and Cecil B. Hoskins, WWNC Asheville, N. C.

Fellows to Head NARTB Five More Years, Then Consult

CONTRACT which would continue Harold E. Fellows as chief executive officer of NARTB for another five years, with provision for subsequent four-year consultancy and then retirement at 65, was agreed to in principle by Mr. Fellows and special negotiating committee last Friday, with confirmation expected by full board of directors meeting at Hot Springs, Va., at joint session scheduled for last Saturday.

Mr. Fellows met with contract committee Friday night, preparatory to combined board session following day. There had been several preliminary meetings to reconcile language. Negotiating committee members were Clair R. McCollough, Steinman Stations, and Henry B. Clay, KWKH Shreveport, chairmen of Tv and Radio Boards, respectively; Campbell Arnoux, WTAR-AM-TV Norfolk, and E. K. Hartenbower, KCMO Kansas City, vice chairmen, respectively, of two boards, and William D. Pabst, KFRC San Francisco, chairman of Finance Committee.

In broad outline, contract is understood to provide that, effective as of June 1, 1955, existing contract with Mr. Fellows be "picked up" and new five-year agreement to begin retroactive to that date. New contract would provide wage scale of $55,000 first year, and increase by $5,000 per year to $75,000 for fifth year, or in 1960. Mr. Fellows then would become consultant for four years at fee of $20,000 per year until he reaches retirement age of 65 in 1964. At that time his retirement annuity, based on present actuarial tables, would be $7,500. Mr. Fellows, who was 56 last March, draws $50,000 per year in fourth year of his original contract.

New contract also would provide for more than doubled expense allowances, now understood to be about $5,000 per year.

Plan likewise contemplates appointment soon of second-in-command at NARTB probably as executive vice president. Separate radio and television organizations, now headed by vice presidents, would not be disturbed and new appointee, in effect, would be successor to Robert K. Richards, who resigned year ago as administrative vice president to enter public relations practice and was retained by NARTB as consultant.

'Protest' Hearing Set for July 7

SENATE Communications Subcommittee hearings on bill (S 1648) to amend Sec. 309 (c) "protest" provisions of Communications Act (story, page 87) will begin at 11 a.m. July 7, Chairman John O. Pastore (D-R. I.) said Friday. FCC Chairman George C. McConnaughey is among Commission spokesmen expected to testify. Several others have expressed interest in testifying on bill, subcommittee said.

SECOND BEST

ABC-TV reported Friday that analysis of *Disneyland* "repeat" telecasts for which Nielsen original-vs.-"repeat" information is available shows that eight out of nine *Disneyland* "repeats" had higher share of audience than originals. For one telecast only, original was said to be slightly higher (5%).

• BUSINESS BRIEFLY

NEW ACCOUNT, NEW AGENCY • Clark-Cleveland Co. (Thyoquent, medication for acne), Binghamton, N. Y., preparing radio spot announcement campaign in disc jockey shows to appeal to teenagers, starting Aug. 1 in about 15 markets. Contracts will run 13 weeks. New agency, Ralph Allum Co., which officially opens July 1 at 34 East 51 St., N. Y. (Murray Hill 8-6485), is placing Thyoquent business. Mr. Allum, agency president, and Charles Weissner, executive vice president, and more than ten staff people were formerly with Roy S. Durstine Inc.

'HIT PARADE' TO RADIO • American Tobacco Co. (Lucky Strike cigarettes), N. Y., will return its radio version of *Your Hit Parade* to CBS Radio effective June 25, Sat., 10:30-11 p.m. Program was last heard on CBS network in 1947, has been running on NBC-TV Saturdays for past several years. BBDO, N. Y., is agency.

NEW PRODUCT • Lever Bros., N. Y., to introduce new product, Silver Dust Blue (clothes cleanser), is planning radio spot announcement campaign in about 50 scattered markets, effective July 18. Daytime only will be used. Contracts, placed through Sullivan, Stauffer, Colwell & Bayles, N. Y., will run from 15 to 16 weeks.

CAESAR'S CLIENTS • American Chicle Co., Long Island City, N. Y., through Dancer-Fitzgerald-Sample, N. Y.; RCA Victor, Camden, N. J., through Kenyon & Eckhardt, N. Y., and Lee Ltd., N. Y., through Erwin, Wasey, Los Angeles, will sponsor NBC-TV's *Caesar Presents,* effective July 4 (Mon., 8-9 p.m. EDT) as summer replacement for *Caesar's Hour.* Summer program will be produced by Mr. Caesar, who will appear on opening show.

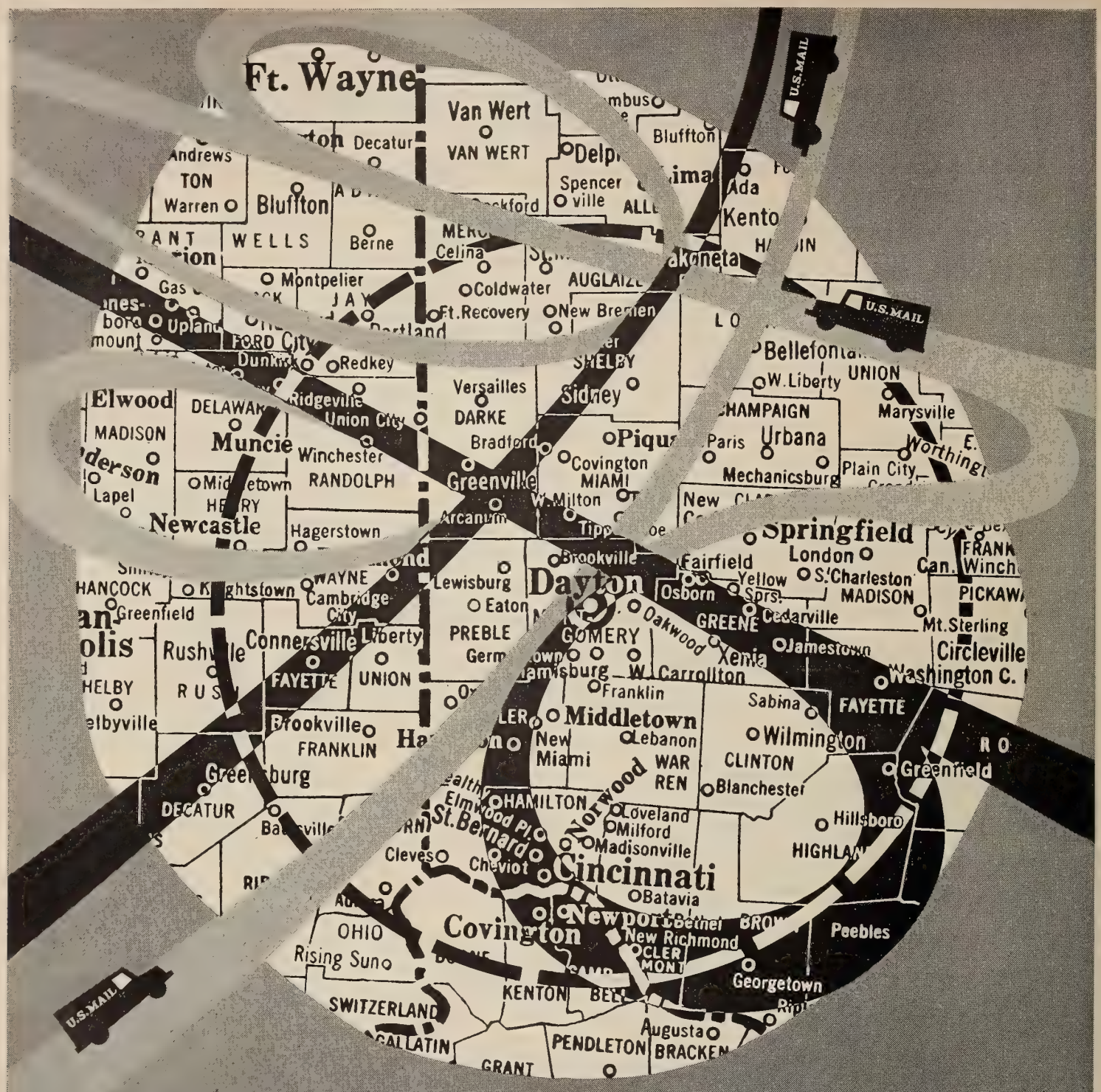
ON THE Q-T • Taylor-Reed Corp. has appointed Hicks & Greist, N. Y., to handle Q-T frosting mixes and Cocoa Marsh, effective June 15, in addition to E-Z Pop popcorn.

SUMMER SPONSOR • Lehn & Fink Products Corp., sponsor of *The Sunday Lucy Show,* CBS-TV, Sun., 6-6:30 p.m. EDT, to continue sponsorship of series through summer on behalf of hot-weather products. Agency: McCann-Erickson, N. Y.

Eleven-Hour Commercial

PROGRAM described as "Merchandising Telethon" by Ted Cott, general manager of DuMont Television Network's o&o stations, will be telecast Wednesday, 11:30 a.m.-10:30 p.m. by DuMont's WABD (TV) New York. Program will integrate tv programs and personalities with preview showing of television sets, hi-fi phonographs and radios from exhibition of Allen B. DuMont Labs' new fall line. Telecast will be done live from Park Sheraton Hotel.

Mr. Cott said telethon was "further extension of 'new look'" of WABD programming. Jack Siegrist, merchandising manager, Receiver Sales Div., DuMont Labs, said telecast is first time in tv or advertising history that full day and evening of television in major city "has been 'themed' to exploitation of a single product."



During 1954, more than 40% of all WHIO-TV mail came from areas outside Metropolitan Dayton. In fact, 13% of WHIO-TV mail carried postmarks—outside the estimated primary and secondary viewing areas. Further proof that when you want an area station, you want WHIO-TV, one of America's great area stations. And when you want WHIO-TV, call our national representative, George P. Hollingbery.

He's Our National Mailman

whio-tv

CBS • DUMONT

Channel 7 Dayton, Ohio

ONE OF AMERICA'S GREAT AREA STATIONS

at deadline

Senate Bill Would End Newspaper Discrimination

BILL to bar alleged FCC discrimination against newspaper owners in radio and tv comparative hearing cases (see story page 92) submitted Friday by Sen. Carl Hayden (D-Ariz.) for himself and Sen. Homer E. Capehart (R-Ind.). Although similar to House bills submitted earlier in week by Reps. John V. Beamer (R-Ind.) and Oren Harris (D-Ark.), Senate version (S 2321) prohibits FCC from denying grant to newspaper applicant unless news monopoly would be created in community involved.

It also spells out that if Commission cannot find one of several applicants superior, fact of newspaper ownership may be considered as advantage or disadvantage in determining comparative qualifications of newspaper-connected applicant. Bill also forbids FCC giving any significance to editorial policy of newspaper.

Payne's New Bill Supports Stanton Politico Suggestion

BILL implementing recent proposal by CBS President Frank Stanton—to allow radio-tv networks and stations to present political candidates on news-type, panel, debate and similar type shows without being subject to "equal time" demands from other candidates—was introduced in Senate Friday by Sen. Frederick G. Payne (R-Me.).

Identical bill was introduced "for study" in House by Rep. Oren Harris (D-Ark.) [AT DEADLINE, June 13]. Sen. Payne, member of Senate Commerce Committee, in introducing bill, said that while broadcasters will be given "leeway" in regard to candidates on such shows, they "would be called upon to justify the exercise of their discretion" when their licenses are up for renewal.

Lobby Exemption Pending

RADIO and tv stations would be added to newspapers and regularly published periodicals now exempted from provisions of Federal Lobbying Regulation Act under provisions of bill (S 2308) introduced Friday by Sen. John F. Kennedy (D-Mass.). Sen. Kennedy, chairman of Senate Government Operations Committee's Reorganization Subcommittee, said he intends to hold hearings early in next congressional session on bill, which would revise and strengthen present Act.

Public Vote on Toll Tv Urged

SUPPORT of bill introduced by Rep. Frank L. Chelf (D-Ky.) that would prohibit FCC decision contravening "expressed will and desire" of public on pay-tv issue (see story, page 90) being voiced today (Monday) by Committee Against Pay-As-You-See Tv.

In policy statement, committee said "quickest way to kill pay-to-see tv . . . is to submit the question directly to the people, as proposed by Rep. Chelf." Committee said it "enthusiastically" welcomes any method devised for direct referendum, noting that it has been exploring ways to have issue included on election ballots.

RINGSIDE MILLIONS

ABC-TV claimed Friday that largest audience in history of *Wednesday Night Fights* viewed bout between Archie Moore and Carl (Bobo) Olson last week, with estimated 33 million viewing knockout sequence. Computation, made by ABC-TV, was based on Trendex figures giving 49% share-of-audience for first quarter-hour (10-10:15 p.m. EDT) and 54.6% for second quarter-hour. *Wednesday Night Fights* are sponsored by Pabst Brewing Co. and Mennen Co.

Schwimmer Says Show Will Go on Despite Suits

WALTER SCHWIMMER, president of Walter Schwimmer Co., distributor of *Championship Bowling*, asserted Friday that syndicated film series will continue despite suits against Peter De Met and De Met Productions, producer of film series. He said there is "no merit" in superior court suits by Matthew Niesen, bowling alley proprietor, who alleged non-payment of percentage from film version, "unfair competition" and ownership of format and title stemming from original live series from his alleys.

Hearing has been set before Judge George Fisher in superior court in Chicago Monday when plaintiff will seek to enjoin Schwimmer organization from allegedly threatening to "disturb distribution." Separate suits were filed June 21 and 23, the second also naming Brunswick-Balke, bowling organization also reportedly involved in film series.

Film version of *Championship Bowling* started last year, appears on about 75 stations in U. S.

WJMR-TV Can't Wait

WITHIN day after FCC issued notice proposing to permit uhf stations to radiate up to 5 million watts, uhf WJMR-TV New Orleans asked FCC for permission to move up to that power. Application filed with Commission Friday, although 5 megawatt proposal is still only that. Comments asked for by Sept. 1.

UPCOMING

June 26-29: National Adv. Industries exposition, Morrison Hotel, Chicago.
June 26-29: Adv. Assn. of the West convention, Portland, Ore.
June 27-30: Western Assn. of Broadcasters (Canadian) convention, Jasper Park Lodge, Jasper, Alberta.
June 27-July 1: American Institute of Electrical Engineers general meeting, New Ocean House, Swampscott, Mass.
June 28: Presentation, Outstanding Young Advertising Man Award, Assn. of Adv. Men & Women of New York.
June 28-30: Emerson Distributor convention, Hotel Plaza, New York.

For other Upcomings see page 121.

PEOPLE

RICHARD J. FARRICKER, manager of Kudner Agency's Detroit office, will join McCann-Erickson July 1 as vice president and account service group head on Chrysler Corp. institutional account. Mr. Farricker joined Kudner in N. Y. in 1948 after 10 years as copywriter for Cunningham & Walsh, became head of Kudner's radio-tv commercial department in 1950, moved to Detroit in charge of office and as account executive on General Motors Corp. account in 1953.

LES PETERSON, executive in charge of MGM radio-tv department, will head studio's tv operation in connection with newly negotiated ABC-TV *MGM Parade* series. Studio will have no video subsidiary as such.

FRED RICKEY, 34, free-lance television producer, died Friday of heart attack at his home in N. Y. At his death, Mr. Rickey was producing NBC-TV's *Wide, Wide World* color spectacular which is to be presented tonight (Monday).

BRUCE ENDERWOOD, creative supervisor on Bulova Watch and other products, McCann-Erickson, N. Y., has been appointed vice president of advertising for Gruen Watch Co. Mr. Enderwood held executive posts in advertising and radio-tv with Bulova, Biow Co. and Kudner Agency as well as Yankee Network.

MICHAEL A. PALMA, for past nine years with Transfilm Inc., N. Y., producers of tv and industrial films, has been named secretary-treasurer of company, replacing **HERBERT H. RABKE,** resigned.

JOHN HINES, Ogilvy, Benson & Mather, N. Y., to radio-tv department, Doherty, Clifford, Steers & Shenfield, N. Y., as senior copywriter.

FTC to Issue Rules For Radio-Tv Makers

NEW CODE of fair play in manufacture, sale and distribution of radios, tv sets and accessory parts is expected to be released by Federal Trade Commission tomorrow (Tuesday).

Called Trade Practice Rules for Radio & Television Industry, it will replace 1939 rules for Radio Receiving Set Mfg. Industry.

Code, among other things, is expected to delineate extent of advertising claims to be made for products involved. For example, there is reportedly stipulation on color tv, to avoid misrepresentation that ordinary monochrome set can receive color signals. Similar ban will be placed on claims that tv set can be converted readily to uhf when such is not case.

Other rules are understood to deal with general performance claims, deception as to size of tv picture and effectiveness of antennas.

Clarksburg Case Crops Up

IN VIEW of court ruling in Clarksburg, W. Va., economic protest case (newspaper v. ch. 12 grant to WBLK) that FCC must accord full evidentiary hearing, Broadcast Bureau Friday petitioned for further continuance of oral argument "hearing" now scheduled July 5 on NBC's proposed purchase of ch. 30 WKNB-TV New Britain, Conn., pending reconsideration of whether full hearing should be ordered there too. Earlier in week, ch. 2 WGR-TV Buffalo petitioned for full combined hearing on NBC's proposed purchase not only of WKNB-AM-TV but also ch. 17 WBUF-TV Buffalo and swap of network's WTAM and WNBK (TV) Cleveland (plus $3 million) for Westinghouse Philadelphia stations KYW and WPTZ (TV) (story page 83).

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KTLA'S *Live* PROGRAMMING



A TREASURE CHEST OF VALUES

for these National Advertisers
in Southern California—

Dodge	***The Lawrence Welk Show***
Ralston Purina Company	***Bandstand Revue***
General Cigar Co.	***The Roller Derby***
Albers Milling Co.	***The Spade Cooley Show***
Ipana (Bristol-Myers)	***Western Varieties***
Simoniz Company	***City at Night***
Arthur Murray Studios	***The Orrin Tucker Show***

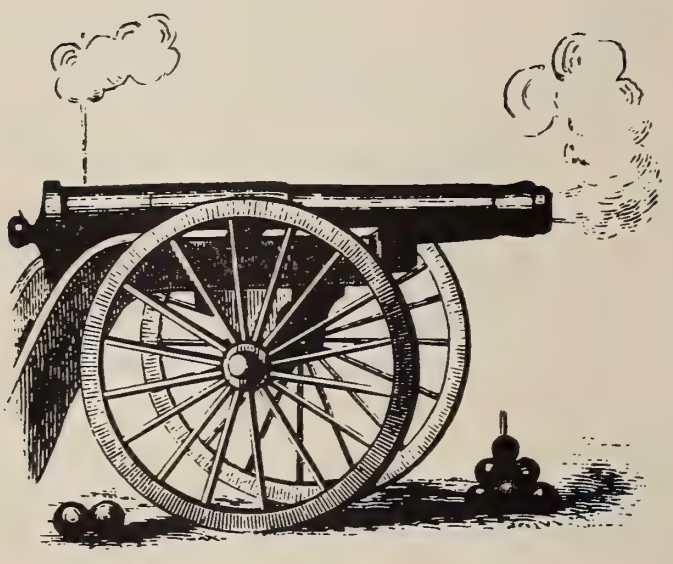
KTLA

KTLA 5 Paramount Television Productions, Inc.

CHANNEL 5

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY

It's an Old America



It all started at Concord with the "shot heard round the world"...and ever since we've celebrated Independence Day, every American has felt a sense of pride at the defiance of our little, unformed nation to the might of a great Empire.

And we can't help feeling a sense of pride at the loyalty which local viewers show for their favorite hometown programs. We're proud because they pay off to advertisers. It shows that the American people are still "home-folks."

WSB-TV . . . . . Atlanta
WBAL-TV . . . Baltimore
WFAA-TV . . . . . Dallas
KOA-TV . . . . . Denver
WICU . . . . . Erie
KPRC-TV . . . . . Houston
WJIM-TV . . . . . Lansing
KARK-TV . . . Little Rock
KABC-TV . . Los Angeles
WTVW . . . . . Milwaukee
KSTP-TV . . Mpls-St.Paul
WSM-TV . . . . Nashville
WATV . . . . . New York
WTAR-TV . . . . . Norfolk
KMTV . . . . . Omaha
WTVH-TV . . . . . Peoria
WENS . . . . . Pittsburgh
WOAI-TV . . San Antonio
KFMB-TV . . . San Diego
KGO-TV . . San Francisco
***KTBS-TV . . Shreveport**
KREM-TV . . . . Spokane
KOTV . . . . . Tulsa
KEDD . . . . . Wichita

ABC Pacific Television Regional Network

**On air—Sept. 1st, 1955*



REPRESENTED BY

Edward Petry & Co., Inc.

NEW YORK · CHICAGO · LOS ANGELES · DETROIT · ST. LOUIS · SAN FRANCISCO · ATLANTA

The **CALIF.-ORE. TV TWINS**





the *Smullin* TV Stations

KIEM CHANNEL 3 Eureka, Calif.

KBES CHANNEL 5 Medford, Ore.

two markets one billing

MARKET FACTS

POPULATION 291,906
FAMILIES 91,220
RETAIL SALES $378,018,000
CONSUMER SPENDABLE INCOME .. $426,188,000

"The Calif.-Ore. TV TWINS bridge the gap between San Francisco & Portland with EXCLUSIVE VHF Coverage on Channels 3 & 5."

CBS

for CALIF.-ORE. TV TWINS
call DON TELFORD Mgr.
TWX Eureka 16

or ask HOAG-BLAIR national representatives

IN REVIEW

THREE FOR TONIGHT

FOR a full hour, minus time for commercials, song and dance entertained CBS-TV's audience Wednesday night.

As suspected, the original Broadway musical, "Three for Tonight," had no need to resort to contrivance for its appeal. Once again, the freshness of a show just off its New York run emphatically demonstrated that a seasoned cast can ease the burden of production over to where it belongs—on the camera and the tv director.

This was the show as it had appeared on the boards since April—it closed its New York run only a few days before the telecast, re-opening in Hollywood and thereafter becoming a "test case," i.e., will telecasting a theatre production nationally help or hinder its box office?

Brightened by the famous dance team, Marge and Gower Champion, and the actor-folk singer Harry Belafonte, the program was a creative uplift (and conceivably more entertaining as tv fare than it has been on the stage).

"Three for Tonight" premised its dance and songfest on talent and on audience imagination. Unlike most Broadway musicals, this one was split into segments or "numbers" with actor Hiram Sherman providing the "continuity" in his narration. Both these reasons—the dependency on audience reaction and the sequences (you could have tuned in at anytime within the hour)—made this show especially adaptable to tv.

Television was a good vehicle to convey the artistry of the show and the full-bodied flavor intended by its authors and producer, just as had been the case with NBC-TV's presentation of the Broadway "Peter Pan." Of course, "Three for Tonight" was no "Peter Pan" and probably fortunately so, for too many video "Peter Pans" certainly would work toward spoiling the creative, experimental pot.

In the main, the show was built around the Champions and Mr. Belafonte. Mr. Belafonte is stimulating among outstanding performers, and, although he's been seen on tv before, there ought to be more like him. The camera work for Mr. Belafonte's renditions—particular note should be made of the interpretation of the New Orleans' famous funeral march, "The Saints Come Marching Home"—was excellent. The husband-wife dance team are "champions" in ability as well as in name.

If there be a dissenting note, it is to regret and to abhor the demand for cutting an original production to fit the rigid requirement of on-air schedules.

It also could be noted that not all productions lend themselves to immediate orientation since the viewer, of course, is at home—probably in his living room—not in a theatre seat. Some method of introduction ought to help—and at best, ease the transition a bit—one thing lacking in last Wednesday's telecast.

Network: CBS-TV, Wed., 10-11 p.m. EDT
Sponsor: General Foods Corp. through Benton & Bowles
Producer: Paul Gregory
Staging & Direction: Gower Champion
Director for Television: Bill Colleran
Scenic and Design: Richard Jackson
Set Director: Gene Callahan
Lighting: Sal Bonsignore
Tv Script Adaptation: William Nichols
Lyrics & Special Material: Robert Wells
Original Music: Walter Schumann
Conducted by: Richard Pribor; guitarist for Mr. Belafonte: Millard Thomas; musical arrangements: Nathan Scott
Technical Director: Hal Warner
Costumes Supervisor: Bill Griffen

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

No color during remainder of June; July and August not yet announced.

NBC-TV

June 27 (8-9:30 p.m. EDT) *Wide Wide World.* Besides commercials in color there will be two color pick-ups—8:09-8:20 and 8:44-8:54 p.m. from the Carter Barron Amphitheatre in Washington, D. C. RCA through Grey Adv., and Ford through Kenyon & Eckhardt.

July 25 (8-9:30 p.m. EDT) *Producers Showcase,* no title as yet—Ford through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton agencies.

Aug. 22 (8-9:30 p.m. EDT) *Producers Showcase,* "The King and Mrs. Candle," Ford through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton agencies.

[Note: This schedule will be corrected to press time of each issue of B•T.]

ROY ROGERS RODEO

A PLEASANT change-of-pace was provided the viewing audience last Tuesday night when NBC-TV presented the one-shot Roy Rogers Rodeo from San Antonio.

The show, though nothing sensational, was refreshing and displayed genuine western activity. The kids must have loved it.

Polished performances by all the show's members including, of course, those old troupers Roy Rogers and his wife Dale Evans, made the rodeo easy to take. It was the kind of show that would have had a new dimension had it been in color.

It is significant that a show aimed at children, with cereal commercials to match, was the one chosen by the advertiser to fill a time segment occupied during the "winter" by a supposedly adult comedy show.

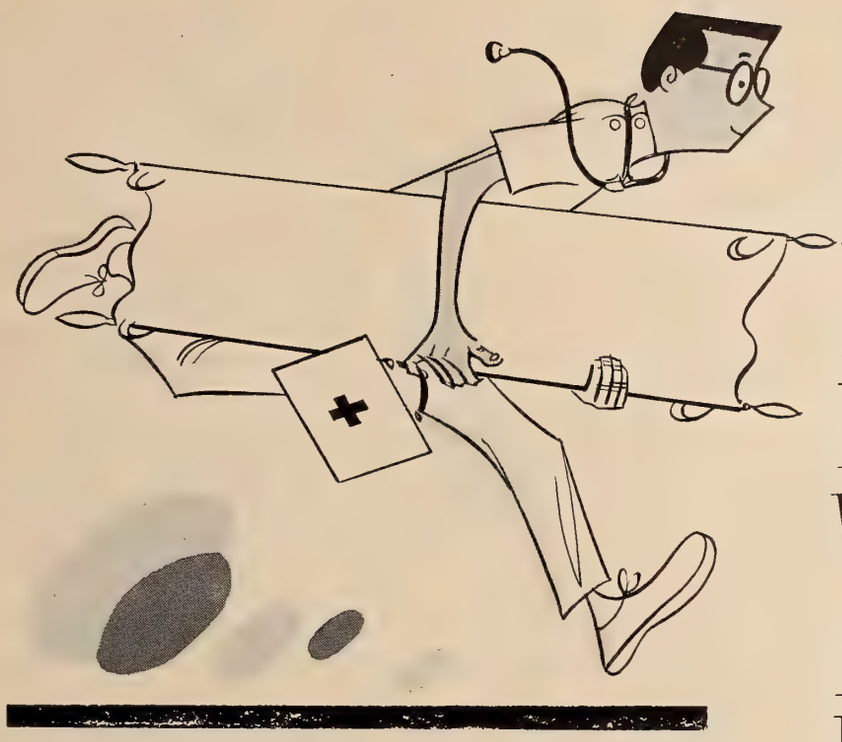
Director: Bill Bennington
Producer: Bill Kayden
Announcer: Peter Logan
Cast: Roy Rogers, Dale Evans, Sons of the Pioneers, world champion rodeo cowboys, Pat Brady and horses Trigger and Trigger Jr.
Sponsor: General Foods through Benton & Bowles

★ ★ ★

BOOKS

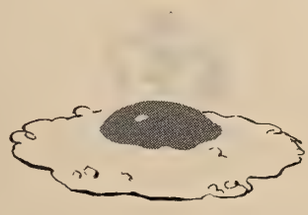
CREATIVE ADVERTISING, by Charles L. Whittier. Henry Holt & Co., 383 Madison Ave., New York 17, N. Y. 585 pp. $8.50.

MR. WHITTIER, former vice president and director of Young & Rubicam, has written an all-round advertising treatise, which can be used as a text by the student, a working manual by the tyro and a reference book by the veteran advertising practitioner. Starting with a "wide angle look" at advertising, the volume goes on to discuss the various ways of expressing the advertising idea and the technical background of advertising.



FIRST AID FOR WILTED AD BUDGETS

If your clients' budgets shrink (a common summer occurrence) revive them by taking advantage of WFAA-TV's Class "C" package plan. Healthy audiences in all categories are yours at discounts up to 55%. This first aid technique gets more-than-double duty from limited appropriations, a refreshing arrangement in any season!



AND CHECK THESE SUMMERTIME FACTS: When you can fry an egg on the sidewalk, Dallasites aren't about to stay outside and fry with it—because Dallas is one of the most air conditioned cities in the world.* So consumers watch television and shop in cool comfort.

THE RESULT: You can hit this cool market with a revived budget that will take the sag from your summer sales. WFAA-TV or your Petryman will be glad to supply rates and availabilities.

*Dallas residences are cooled by nearly 110,000 refrigerated units — plus an even greater number of evaporative units.

Channel 8
WFAA-TV
DALLAS
NBC - ABC - DUMONT

RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., National Representative
Television Service of The Dallas Morning News

Reserve
Your TV Space today
in the
1955–56
TELECASTING
YEARBOOK & MARKETBOOK
Deadline: July 15
Publication Date:
Mid-August

OPEN MIKE

Reader Response

EDITOR:

This is to thank you for the nice write-up . . . in your May 23 issue in your department "ON ALL ACCOUNTS."

I have had a great many friends here call me upon seeing the article. . . .

R. E. Jacobson
William W. Harvey Adv.
Los Angeles

Baseball on the Air

EDITOR:

We would appreciate getting a list of the number of major league teams, both National and American, who telecast their games. We would appreciate learning whether they telecast home games or away, and how many of each. . . .

We usually have the above information in our files, clipped from your magazine, but this year we must have missed it.

Jack F. Koons, Jr.
Midland Advertising Agency
Cincinnati

[EDITOR'S NOTE: A detailed story on major league television schedules from B•T March 7 has been sent to Mr. Koons.]

Booming Am Business

EDITOR:

There is nothing wrong with the radio business at all. . . . The fiscal year of Rollins Broadcasting Inc. [WRAD Radford, Va.; WJWL Georgetown, Del.; WRAP Norfolk, Va.; WNJR Newark, N. J.; WAMS Wilmington, Del.] which runs from April to April showed that this past year all Rollins stations had an increase in national business, with the total combined sales figure up 45% over the last year.

Graeme Zimmer
National Sales Director
Rollins Broadcasting Inc.
New York

EDITOR:

We are claiming a record among radio stations that have been on the air three years or longer . . . KLMS in the week May 29 through June 4 carried 71 accounts who used an average of more than 15 spots each to build local business, exclusive of program time. Business booked by KLMS to date in 1955 approximately equals our total 1954 broadcast income. . . .

Frank Stubbs, Gen. Mgr.
KLMS Lincoln, Neb.

Who's in Charge?

EDITOR:

What is radio trying to sell?

From what I've seen, radio is trying to sell "spots," "programs," "announcements," "adjacencies," "participation," and "continuity."

Maybe what radio should be trying to sell is "advertising."

The lead article in your 1955 BROADCASTING YEARBOOK is titled, "Analysis of 1954 Radio Advertising," yet on page 6 at the bottom of the page there is a list of executive personnel abbreviations used throughout the YEARBOOK. Nobody seems to be in charge of "advertising."

Is there a radio station anywhere in North America with an advertising director, a man in charge of seeing that advertisers get the best advertising possible?

Well, is there?

Rod Walter, Prog. Dir.
KSRV Ontario, Ore.

IN PUBLIC INTEREST

Stations Aid Search

WKZO-AM-TV Kalamazoo, Mich., has received wire service commendation for its handling of reports on the rape-slaying of an eight-year-old girl in that city. The station featured the investigating officers with movies and stills to deliver the plea to the killer to surrender himself. WKZO-AM-TV simulcast reports and pleas to listeners, receiving praise from the Associated Press and other services after the girl's body was discovered.

Roadblock in L. A.

A SPECIAL hour-long report on the troublesome Los Angeles transportation problem, *Roadblock,* has been transcribed by KNX Hollywood and presented on three consecutive days to reach the largest possible audience. Several months went into gathering material and tape-recording numerous interviews with responsible public and transportation officials. Almost the entire news staff of the Columbia Pacific Radio Network, Hollywood, was occupied on the project, KNX executives noted.

'Prepare!' for Civil Defense

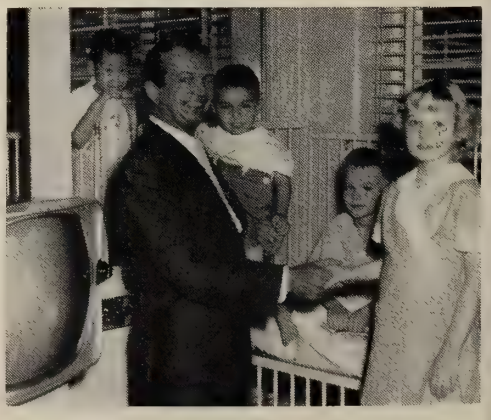
DESIGNED to inform and educate Los Angeles area residents in all phases of civil defense, KNXT (TV) Hollywood has started a 13-week, quarter-hour series called *Prepare!* With films and live demonstrations, civil defense authorities will show survival techniques. Effects of radioactive fallout, first aid hints, rescue training, home nursing, fire prevention and other civil defense subjects will be discussed.

'Garden of Fragrance'

LISTENERS to WMGM New York's *Happiness Exchange* have contributed $2,000 for the construction of park benches in the new "Garden of Fragrance for the Blind" at the Brooklyn Botanic Garden. Names of donors will be inscribed in braille on the side of the benches.

UCP Slates Telethons

UNITED Cerebral Palsy has announced that five telethons have been scheduled for the remainder of the campaign year, supplementing 26 held since last October. Latest scheduled telethons are at WEAR-TV Pensacola, Fla., and KWTX-TV Waco, Tex., last Saturday and Sunday; WLOS-TV Asheville, N. C., and KGUL-TV Galveston, July 16-17, and WBRC-TV Birmingham, Ala., Sept. 17-18.

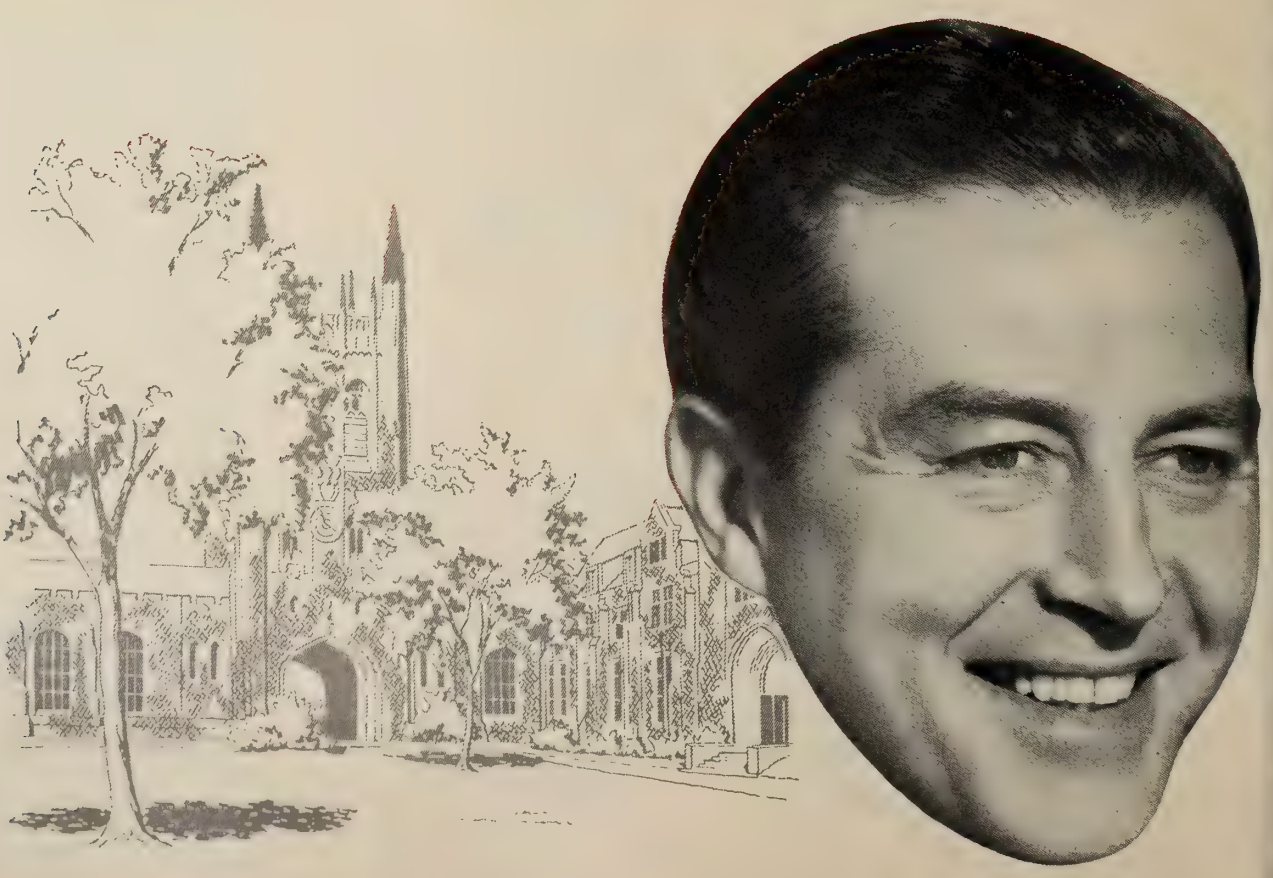


JOHN C. MULLINS, new owner and president of KBTV (TV) Denver, spends some time with the young patients at Denver's Children's Hospital as he presents them with two 21-inch tv sets, making it easier for them to watch *Disneyland* on KBTV.


WE'RE MOVING!
TO CBS
NEW TIME 10 P.M. (EDT.) ALTERNATE WEDNESDAYS
EFFECTIVE JULY 6
"LIVE" FROM COAST-TO-COAST
U.S. STEEL HOUR
produced by
THE THEATRE GUILD
1ST SHOW!
WALLY COX • JOSEPHINE HULL
BETSY PALMER • KENNY DELMAR
STAR IN
"The meanest man in the world"

NOW ...*the first* *top situatio*

THE RAY MIL



comedy to hit syndicated TV

Available first-run in over 100 markets. Hilarious half-hour comedies starring Ray Milland, one of America's most popular actors. Sponsored for two straight years by General Electric.

AND

52 half-hour films

SHOW

are immediately available for local or regional sponsorship from



Academy Award winner for his starring performance in "Lost Weekend."

MCA TV

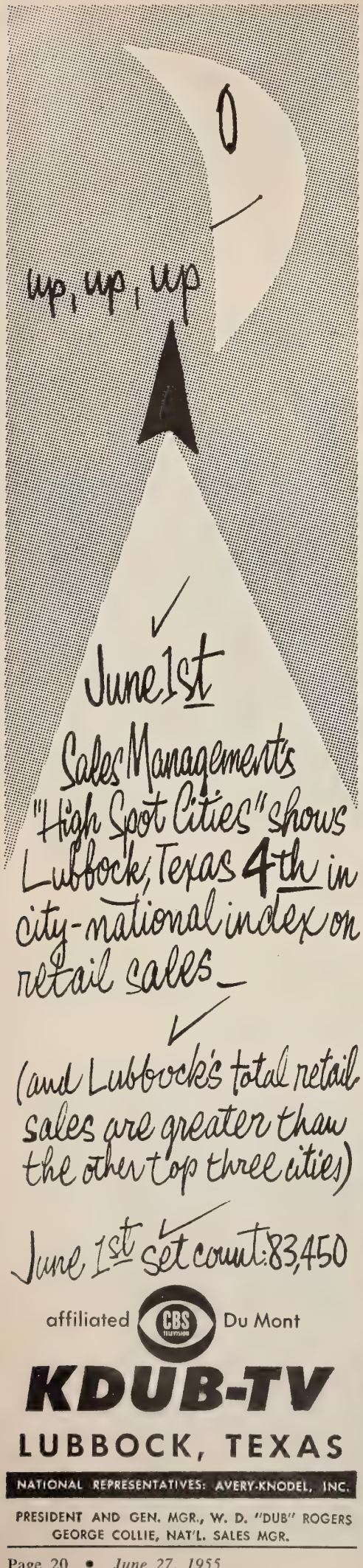
AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS

Film Syndication

WIRE, PHONE OR WRITE YOUR NEAREST MCA-TV OFFICE TODAY

BEVERLY HILLS: 9370 Santa Monica Blvd., CRestview 6-2001

ATLANTA · BOSTON · BUFFALO · CHICAGO · CINCINNATI · CLEVELAND · DALLAS · DETROIT · HOUSTON · INDIANAPOLIS · KANSAS CITY, MO. · MINNEAPOLIS
NEW ORLEANS · NEW YORK · PHILADELPHIA · PITTSBURGH · ROANOKE · ST. LOUIS · SALT LAKE CITY · SAN FRANCISCO · SEATTLE · TORONTO · LONDON · PARIS





PROMOTION PLANS for CBS Radio's summer schedule are discussed between executives of the network and Joseph Katz Co., Baltimore agency whose client, American Oil Co. (Amoco), during the summer months will sponsor the full-hour CBS Radio Sunday afternoon series *Rhythm on the Road*. L to r: seated, John Karol, CBS Radio vice president in charge of network sales; John F. McHugh, senior vice president, Joseph Katz Co.; standing, Murray Salberg, manager of program promotion, CBS Radio; Sherril Taylor, network co-director, sales promotion and advertising; Frank Nesbitt, director of sales development, CBS Radio; Howard Cann, network account executive, and Robert Swan, vice president in charge of radio-tv for the Joseph Katz Co.



VIETTI FOOD Co. of Nashville, Tenn., contracts for 13-week sponsorship of *Tales of Tomorrow* over WSAZ-TV Huntington, W. Va. L to r: Elizabeth S. Conaty, national sales director for WSAZ-TV; Charles Duling of Duling Bros. Brokerage; Robert E. White (standing), WSAZ-TV sales manager, and Raymond Creamer, salesman for the station.



RED BUD Food Stores becomes the first local sponsor of the *Million Dollar Movies* series over KWTV (TV) Oklahoma City, Okla. L to r: seated, J. R. Williams, supervisor of Red Bud stores; C. W. Friou, Red Bud advertising manager; standing, Charles Keys, KWTV sales representative, and Maury Ferguson, owner of the Oklahoma City agency bearing his name.



PETER McGOVERN (seated), sales manager of WCOP Boston, signs a contract with Victor Francis (r), regional manager of the Greater Boston Dodge Dealers, for the latter's sponsorship of *Sports Page on the Air* with Hal Laycoe (l), Monday through Saturday at 6 p.m.



CHARLES PERELMAN of the King Jewelry Co., Wheeling, W. Va., signs for King's sixth consecutive year of Cleveland Indian baseball broadcasts over WTRX-FM Bellaire, Ohio. Witnessing are William Greaver (l), WTRX sales representative, and Frank Curtin, manager of the station.

WKYR in Keyser, W. Va.
goes to 5,000 Watts

We're back pretty far in the mountains, and the news never reached us that radio was dead.

So . . . having 1000 watts of power reaching about 105,000 folks, we sought 5000 watts which would extend our service to 368,520.

And the Federal Communications Commission said, "Go ahead!"

WE DISCOVERED SEVERAL INTERESTING THINGS:

One of the stations in our coverage area immediately applied for an increase in power.

Advertisers in our present, as well as our predicted area of coverage, applauded our plans.

Manufacturers still produce and sell radio transmitters.

And people buy sets.

We salute the Commission, which believes radio is growing; progressive radio stations, the manufacturers, our advertisers and our listeners—all of whom seem to share the same conviction.

And — humbly — we invite into this company of the faithful, the national purveyors of goods and services.

Because we have discovered something else . . .

ALMOST ALL NATIONALLY ADVERTISED GOODS AND SERVICES ARE CONSUMED LOCALLY.

P. S. We mentioned all of this to several big station representatives. Seems they're pretty busy. Thus, if you're interested, call us collect at Keyser 3011, and ask for Tom Butscher, the manager. He's not always on the premises, because he's out selling; but he will get your message.

WKYR

"The Country Music Station"

Studios in Keyser, West Virginia, and Oakland, Maryland.

Keyser, W. Va. 5000 Watts on 1270 KC

A PATTERSON-RICHARDS STATION

Associated with WHAR, Clarksburg, W. Va.



An area Pulse report for March '55, on radio and television listening and viewing in 22 Middle Georgia counties proves again that nobody . . . no . . . nobody covers our share of Dixie like we do . . . even including Mother Nature's dew.

A close study of the Radio Pulse shows that WMAZ Radio has more listeners at 6:00 AM or 11:00 PM than any other station boasts at any hour of the day or night. Our audience at 8:00 AM or 7:00 PM is more than twice the audience of any other station at this same hour or any other hour of the day or night.

In fact, we've got so many listeners, and business is so good, we're going to stop working on this "ad" and get back to our main job of serving our people and our customers.

Cobb

P. S. If this doesn't fill our space just tell 'em we hold an average of 70% of all TV viewers on a weekly basis, regardless of the hour of day. All top fifteen shows at night and all top ten shows in daytime are on Channel 13 . . . WMAZ-TV. (Same area Pulse, March 1955.)

P. P. S. If there's any white space left, regardless of the Supreme Court, leave it white.

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to CARL SMALL WARD



IT IS no wonder that Carl S. Ward, general manager of CBS-owned WCBS New York, is an unqualified booster of radio's past, present and future: He has spent more than 19 of his 39 years, exclusively, in the aural medium, except for three years in the Navy.

From his radio initiation at KWTO and KGEX Springfield, Mo., back in 1936, through a series of progressively better positions at other stations, Mr. Ward literally "grew up" as radio flourished. Today, he is no longer restive about the inroads of television on radio's popularity and sell ability, but asserts:

"The outlook for radio stations, such as WCBS, is definitely bright and there is considerable reason to believe there will be increased time purchased in all time periods rather than the present heavy concentration during daytime. Despite lowered ratings in some cases, the advertisers can buy nighttime listeners at lower cost per thousand at a price equal to or below that of presently preferred morning periods. Additionally, there are increasing numbers of radio advertisers whose purchases of radio time are made in a saturation pattern, with the result their schedule covers all parts, or most of the broadcast day."

Carl Small Ward, who was born at Fort Scott, Kan., on Oct. 5, 1915, and raised in Springfield, swerved from a planned career in the newspaper field during his senior year at Southwest Missouri State College in Springfield, from which he graduated in 1936. The dip into radio, according to Mr. Ward, stemmed from his activities as a college debater.

"The Rotary Club of Springfield asked our coach to send one member of the team to speak at a luncheon," Mr. Ward recalled, "and I happened to be chosen. Ralph Foster, president of KWTO, was there and later invited me to drop by his station to see him with the idea of doing something in radio."

The upshot of the conversation with Mr. Foster was the launching of a program titled *Carl Ward, the Word Man*, which dealt with the proper usage and pronunciation of words.

Following his graduation from college that year, Mr. Ward continued his program and assumed additional duties as continuity writer for the station. Subsequently he moved into the news department and in 1938 was appointed sales promotion manager.

Mr. Ward satiated his early desire for newspapering by spending his "spare time" as a correspondent for various news services.

"For a few extra 'kicks,'" Mr. Ward added, "I handled public relations for the flying service in town."

Mr. Ward's training as a flyer, dating back to 1939, stood him in good stead during World War II. He relinquished his post of sales promotion manager of KTTS Springfield in 1942 to join the U. S. Navy as a pilot. He served principally as an air instructor through 1945 and was released as a lieutenant, senior grade.

Late in 1945, with sales promotional background at KWTO, KGEX and KTTS behind him, Mr. Ward set his sights a trifle higher and accepted the job of sales promotion manager of WCCO Minneapolis, then a CBS owned-and-operated station. In six years at WCCO, he advanced through the ranks as a salesman, assistant sales manager and assistant general sales manager. On Aug. 27, 1951, he was appointed general sales manager of WCBS New York.

In his four years at WCBS, Mr. Ward has placed into practice one of his credos: build audiences, and sponsors will come along. As a means of building audiences, Mr. Ward revamped the local programming structure of the station, with every show except news rescheduled in another time slot, replaced or reorganized. These moves were effectuated in line with the philosophy that listening patterns have changed and radio must gear its programming to listeners' requirements.

Mr. Ward believes strongly in a station built around personalities who sell as well as entertain. In addition to Jack Sterling, Bob Haymes, Martha Wright and Galen Drake, the station roster also includes Lanny Ross, John Henry Faulk and Bill Leonard. Mr. Ward says all of them have built loyal followings.

The wisdom of Mr. Ward's changes is readily apparent. In the face of declining revenue from network business over the past four years, total billings for 1955 are expected to be slightly larger than those of 1951. He reported that in 1953 spot billings were 16% above those of the previous best year in the station's history (1951) and said 1954 topped 1953's record.

Until recently WCBS shied away from the practice of using disc jockeys, but instead relied upon "personalities" who had talents as singers, humorists or anecdotists. Six months ago, the station hired Bill Randle, a Cleveland disc jockey, to conduct a program on the station on Saturdays from 1:30 to 6 p.m. This step was undertaken with the thought that listening on Saturday should be more relaxed and casual and aimed at the large out-of-home audience. One index of its success is that its audience size has almost doubled since inception.

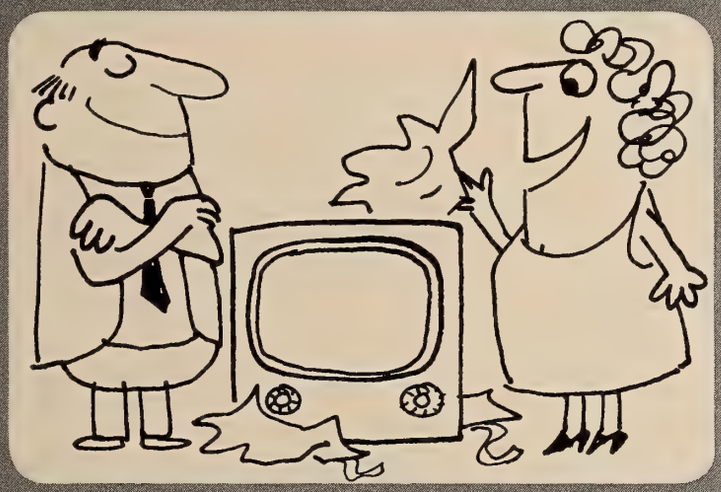
Mr. Ward married Lorraine Connor of Minneapolis in 1947. They have two sons, Steven, 5, and Randolph, 2. Their family home is at Westport, Conn.

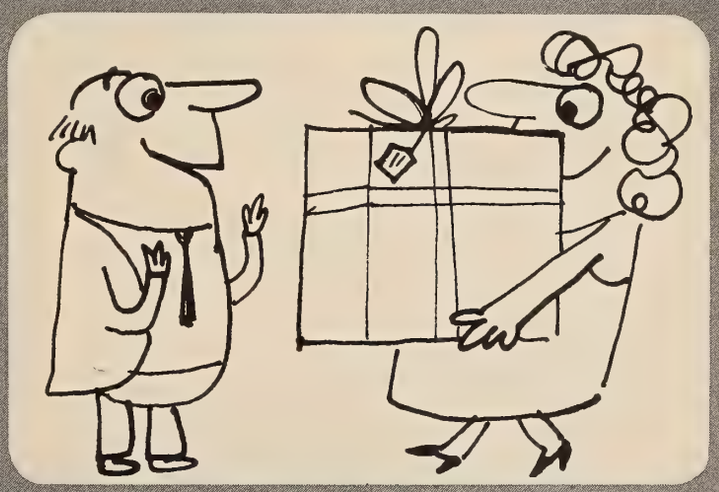
The pressure of station duties has forced Mr. Ward to give up flying and he now finds relaxation in fishing. He is a member of the Sales Executives Club of New York and the Advertising Club of New York.

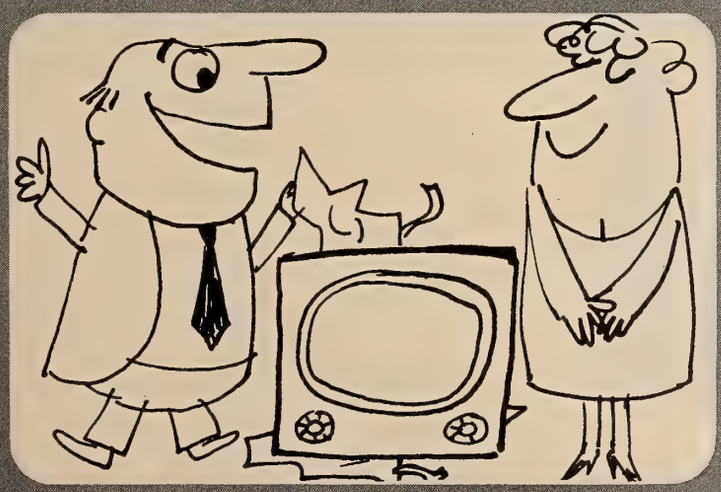
We're topping 'em all in saturated San Diego!

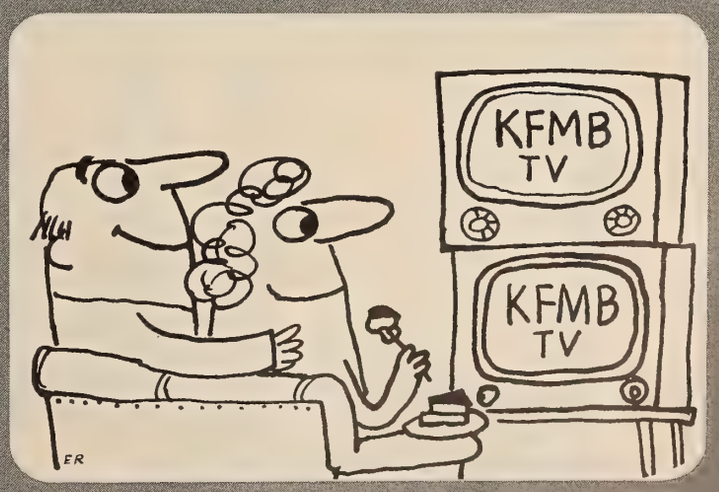












San Diego has more TV homes than Denver, San Antonio or Portland, Ore.*!

We dominate this vast audience day and night, month after month (after month)!

Take Pulse-1955: Out of 458 quarter-hour periods, KFMB-TV scores 321 wins! Tops 71% of *all* the time!

**Television Magazine, Feb. 1955*

KFMB TV

ABC CBS

WRATHER-ALVAREZ BROADCASTING, INC. SAN DIEGO, CALIF.

REPRESENTED BY PETRY

America's more market

FIRST
IN RADIO!



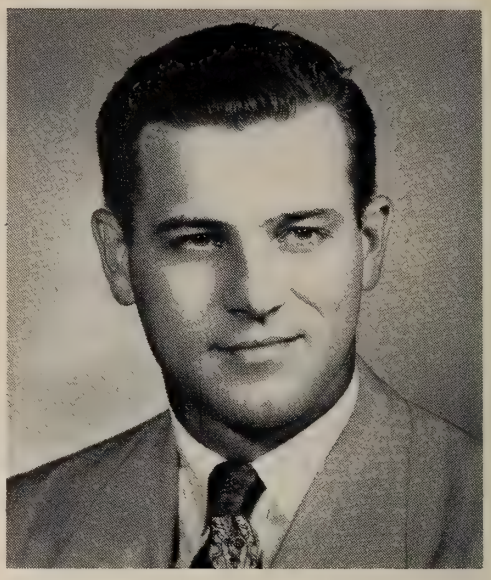
FIRST
IN TV!



in Wichita Falls ☆ Texas!

CBS AND DuMONT TELEVISION NETWORKS

Wichita Falls Television, Inc.



THOMAS BROOKS ADAMS

on all accounts

RADIO and tv and Thomas Brooks Adams always have been on familiar terms, particularly during most of his pre-award years. The award, incidentally, naming Mr. Adams as "Outstanding Young Advertising Man of the Year," was made official Tuesday in New York by the Assn. of Advertising Men & Women.

"I'm confused by it all," said Mr. Adams in a telephone interview at his office in Detroit where Campbell-Ewald Co. headquarters. "I sort of feel sorry for the profession. There ought to be more advertising talent around."

Mr. Adams, general assistant to the president at Campbell-Ewald, apparently needs only to look at his own record as college student, athlete, Navy pilot, agency executive and community leader—activities which won him the 1955 "outstanding" honor.

Before Mr. Adams was graduated with a B. A. degree from Wayne U., where he stood out as a crackerjack halfback and track man, he already had earned his airwave wings as part-time announcer at WWJ Detroit.

Out of school, Mr. Adams was in the Navy, flying 111 missions in the Pacific and surviving enemy fire that caused him to crash two planes.

While in the Navy, he met Henry G. (Ted) Little, then a top executive at Nash-Kelvinator and to whom Mr. Adams confided a long-felt desire to enter the advertising field. Mr. Little remembered the youngster and in 1945 as general manager of Campbell-Ewald, hired him.

Mr. Adams joined the radio department; became assistant on the Chevrolet account; in 1947 was placed in charge of the new Detroit Chevrolet Dealer Assn. account, working out the plan for operation of C-E's field office operation, and by 1952 became account executive for Chevrolet's national used car advertising. Last January, Mr. Adams was elevated to assistant to President Little.

Nowadays, Mr. Adams keeps his hand on C-E's 41 accounts, assists on agency personnel recruitment and administrative duties.

A Detroit native—born in that city Sept. 16, 1919, Mr. Adams lives with his wife, the former Mary Bryant of Detroit, and their three children, Janis, 9; Julie, 7 and Kathleen, 2½, at suburban Lathrut Village. He works on behalf of Junior Achievement, Parent-Teachers Assn. and Detroit Juvenile Court (counseling) and enjoys golf, hunting and fishing.

Why couldn't he appear in person in New York for his award? "I've got two meetings this week with clients involving the calling in of field people and elaborate presentations all of which demand my presence." No time in his schedule for award receiving.

OVER 40%

of all TV towers over 1,000 feet tall are towers by

IDECO

Of the companies who have built TV towers over 1000 feet tall throughout the country . . . IDECO has produced *twice as many* as the second company's total . . . *more* than all the other companies combined.*

Look to experience you can see . . . dozens of successful television stations all over the country who now depend on the very best, Towers by IDECO. IDECO pioneered tall tower construction . . . built the country's first TV tower over 1000 feet . . . has built over 40% of the country's high TV towers over 1000 feet tall. Then, too, IDECO has built the tallest TV tower in the world . . . KWTV's 1572-footer in Oklahoma City. From the birth of broadcasting . . . IDECO has been building towers of all types and all heights . . . pioneering and perfecting the triangular tower . . . gathering experience in both guyed and self-supporting tower designs and construction to fit your demands.

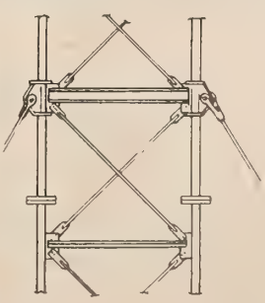
*Tower height data from TV Factbook, spring 1955 edition.



Ideco self-supporting tower for WBNS-TV, Columbus, Ohio. RCA TF12AH antenna

Put this unparalleled record of tower experience to work for you. Under one contract, IDECO engineers will assume responsibility for your entire tower job. From initial planning through final inspection . . . place your confidence in IDECO. Get the facts . . . write IDECO, or contact your nearest RCA Broadcast Equipment representative.

Only Towers by Ideco offer this combination of structural safeguards: *no indeterminate stresses* caused by eccentricity at guy cable attachment points . . . *no loose gusset plate bolts* caused by vibration induced by reversal of stresses on girts and diagonals . . . *no cracked welds* on leg splices, caused by reversal of stresses on those welds.



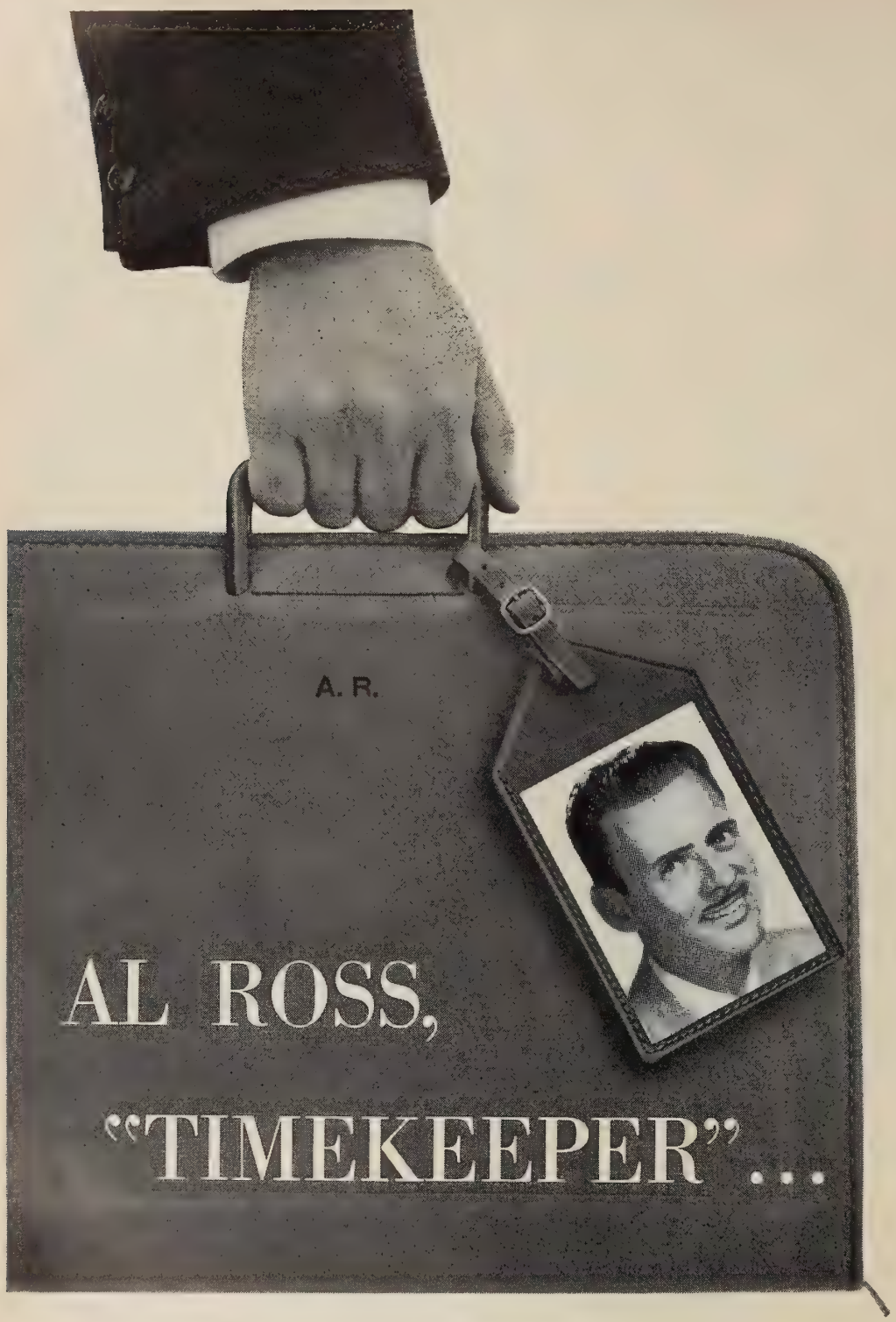
IDECO®

DRESSER-IDECO COMPANY

One of the Dresser Industries • Columbus 8, Ohio

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

Tall or short . . . for TV, Microwave, AM, FM . . . IDECO Tower "know-how" keeps you on the air



AL ROSS, "TIMEKEEPER"...

your personal radio salesman in Washington

Beginning July 1, Al Ross will bring his personal touch to a great new early-morning radio show . . . and its commercials. He's "Your Timekeeper" on WRC, 6:15-9:30 Monday through Friday and 6:15-8:00 Saturday mornings.

Al is one of the most phenomenally successful disc jockeys in the East . . . and for very good reasons. His entertainment has that personal touch. Al has a knack of selecting the hits from the current releases and picking everybody's favorite old timers. And as "Your Timekeeper" he delivers a smooth, easy blend of headline news, time checks, weather reports and sports that's just right for the early morning. The commercials get the same treatment. Al uses sound effects, recorded excerpts and several different voices to make commercials a joy to hear and a goldmine to sponsors.

For years national advertisers such as Wildroot Hair Tonic, Pall Mall Cigarettes, and Fels Naptha have been building their spot radio schedules in Baltimore around Al Ross. Now if you want a personal representative in Washington to carry your story home to America's richest mass market, Al Ross is your man. Call your NBC Spot Sales representative or

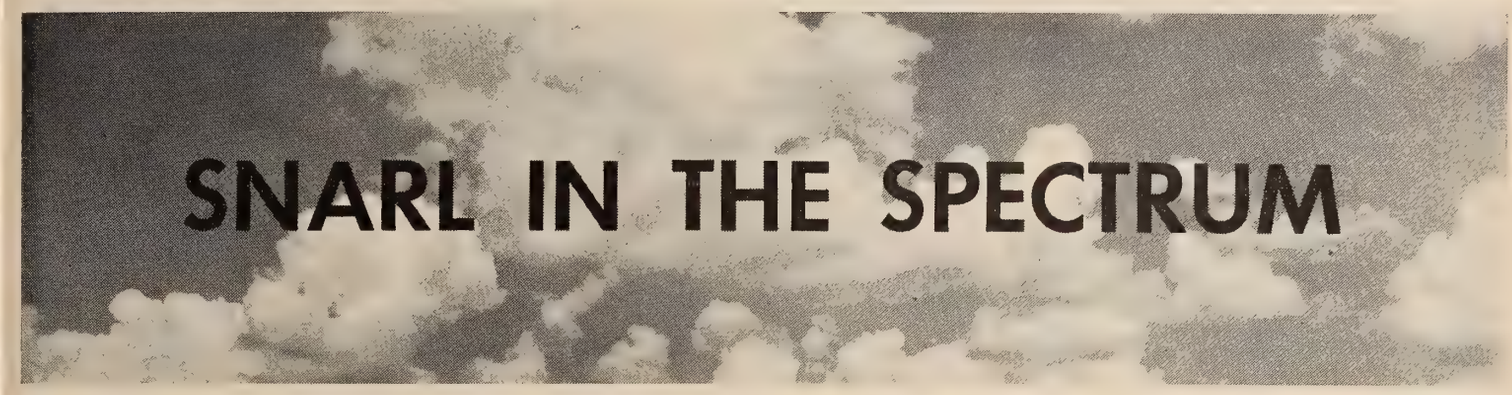
WRC NBC RADIO

IN WASHINGTON

represented by NBC SPOT SALES

BROADCASTING TELECASTING

June 27, 1955 Vol. 48, No. 26



SNARL IN THE SPECTRUM

IS REALLOCATION THE ONLY WAY OUT? HERE IS THE EVIDENCE

SLOWLY, inexorably, the FCC is being pushed into a position where reallocation may be the only answer to current complaints about vhf-uhf, about a national competitive television systems, about the big interests and the little guys, about the military vs. the lower vhf tv channels.

All signs seem to point this way, but none is clear and distinct as yet.

Item: A group of top ranking broadcast and industry engineers has been formed into an *ad hoc* committee to study the vhf-uhf allocation picture.

Item: The top drawer Joint Technical Advisory Committee—comprising scientists representing the august Institute of Radio Engineers and the practical Radio-Electronics-Television Manufacturers Assn.—has put it squarely up to the FCC: There should be a long-range study of frequency utilization so that channels can be used to their optimum. This may or may not result in service shifting.

Item: The FCC on June 27 hears oral argument on five groups of de-intermixture petitions. There are a dozen more petitions asking for de-intermixture in the FCC files. This might be termed regional reallocation.

Item: The pressures for more channels—from safety and special services—increases almost daily.

And in its step-by-step route to ameliorate the vhf-uhf conflict, the FCC continues to try to help uhf stations by increasing maximum power to five megawatts, by permitting 100 w, low power stations anywhere.

Even the by-now skeleton Uhf Industry Coordinating Committee cries for a freeze—albeit a 90-day stoppage—to maintain some semblance of status quo until the FCC can do something about de-intermixture. It even, it seems, has begun to abandon uhf itself—it asks for reduced spacing between vhf stations and directional antennas to permit drop-ins.

The big question now seems to be how to squeeze in more vhf channels.

THE ENGINEERS PONDER

A NEWLY-FORMED *ad hoc* engineering committee, which has been asked to make a study of the television allocations table, left Capitol Hill last Tuesday with a bare working plan for conducting the study and with a virtual carte blanche from the Senate Interstate & Foreign Commerce Committee on a time to report back with its findings.

The 13 communications industry engineers met in a closed session Tuesday morning with the Senate group, heard from Commerce Committee Chairman Warren G. Magnuson (D-Wash.) a general outline of methods and aims for which their aid had been sought and returned in the afternoon to a closed meeting of their own to organize, elect leaders and lay out skeleton plans for carrying on the study.

The engineers chose as their chairman Dr. Edward Bowles, consulting professor for industrial management at Massachusetts Institute of Technology and general consultant to the president of Raytheon Mfg. Co. Named secretary was Donald G. Fink, Philco Corp. research director, recommended for the *ad hoc* committee by Radio-Electronics-Tv Mfrs. Assn.

ACTION ON THE AIRWAYS

- **Top engineers urge long-range plan for better use of spectrum,**
- **but more immediate solutions are sought in vhf-uhf dilemma.**
- **FCC proposes 5 million watts for uhf**
- **and fixes 100 watts minimum for cheap tvs.**
- **Big question now is how to squeeze in more vhfs.**

At a news conference following the brief morning meeting, Sen. Magnuson said his committee is considering enlisting the assistance of other outside organizations such as research foundations, to study other phases of the Senate group's investigation of network and uhf-vhf troubles.

After the 2½-hour afternoon meeting of the engineers, Dr. Bowles said it had been decided that each member would write down the various problems as he sees them, with recommendations for their solution based on his own observations, and mail them to the chairman together with his ideas for conducting the study. The problems then will be collated and studied, Dr. Bowles said, and specific assignments given to "working groups" within the *ad hoc* committee on the several phases.

No plans have been made for the next meeting, he said, and ideas will be exchanged by correspondence and telephone.

A fair amount of skepticism arose both during and after the two meetings—from within and without—on the means and ends to be attained by the engineering group in carrying out the Senate committee's intent.

• **Electronic errors.** The first difficulty came when some of the engineers wanted the senatorial use of communications language narrowed to realistic, engineering terms, causing one source to remark that some of the engineers came prepared to show senators what the latter "don't know about radio and tv." Did the senator know that addition of "new" vhf channels would require conversion of present vhf sets? Or that if existing vhf channels are added to a city they normally must be added at the expense of other cities?

• **Where to from here?** The engineers next wanted from the senators some "ground rules" for the study. It's difficult to make a study without soon getting into sociological and economic factors, they said. Why didn't the committee set limits for the engineers? Can you give us some idea of just what you want?

• **How much time?** There were various shades of belief on just when the senators wanted the report. One engineer participant insisted that he understood during the discussion that the engineers' report on the study could wait until the first of next year, or longer; that hearings would not be held until next year. Others thought it was clear that the senators had asked for the allocations study report in time for Senate committee hearings which have been announced as planned next fall. (Sen. Magnuson told the Tuesday news conference that while no deadline had been set, he hopes for the report in time for the hearings in the fall.)

• **What about uhf?** Some of the engineers pointed to the committee's oft-repeated intentions in the past several months to help the cause of uhf, then back to Sen. Magnuson's announcement the week before [B•T, June 20] (and his statement to the engineers) which, they said, dealt mostly with vhf. Was he still inter-

ested in keeping both uhf and vhf in a national tv system? One source said frankly that he detected the hand of "the uhf people" in the four points covered in the Magnuson statement (three new vhf channels, use of unclaimed vhf assignments, "drop-in" and directionalization, "selective de-intermixture"). The quickest way to kill uhf, said one engineer, is to find some more vhf channels.

• **How many networks?** One engineer put it this way: There are enough vhf channels for one strong network; there are problems with vhf-only for two networks, and with three networks there definitely aren't enough vhf channels.

Sen. Magnuson at the news conference said his committee had been negotiating with one foundation to carry out a part of the work in the overall tv networks and uhf-vhf study. He said such groups as Brookings Institute, Carnegie and Ford foundations and others could conduct certain phases for the committee. The committee, he said, does not have enough money to make all the planned studies with its own staff. He said some information, such as network affiliation contracts, can be obtained from the FCC after its proposed $80,000 study of broadcasting.

He called de-intermixture the biggest problem confronting the Senate committee and said the FCC needs "ground rules" for actions on de-intermixture instead of working strictly on a case-to-case basis.

He said the FCC promulgated its 1952 Sixth Report & Order allocating a nationwide tv system "without the benefit of a real engineering study." Fortunately or unfortunately, the FCC was under "heavy pressure" to bring tv to markets without tv service, he said.

He said he may ask the American Bar Assn. to look into certain FCC procedures and noted that former Sen. C. C. Dill (D-Wash.) is acting as a committee consultant on re-examining the Communications Act. Sen. Dill was author of the 1934 act.

He said he does not believe Congress will act this session on the bill (HR 4070) to exempt all-channel sets from the 10% federal excise tax. He said Sen. Harry F. Byrd (D-Va.), chairman of the Senate Finance Committee, has promised he will try to get a report from the Treasury Dept. on the bill, which has not yet been acted on by the House Ways & Means Committee. He voiced the hope that manufacturers "can find a way to ease into this (manufacture of all-channel sets)."

Attending both the Tuesday meetings were Sidney Davis, majority counsel for the committee's tv network investigation; Robert L'Heureux, minority counsel, and Nicholas Zapple, staff communications counsel. (For engineering committee membership see cut.)



COMMUNICATIONS engineers who last week formed an *ad hoc* committee to study the tv allocations system for the Senate Commerce Committee pause in corridor after closed meeting with committee: L to r: William S. Duttera, NBC staff allocations engineer; John Teeter, executive director of Damon Runyon Memorial Fund and part-time consultant to the Senate committee; Dr. Edward Bowles, consulting professor for industrial management, Massachusetts Institute of Technology, and general consultant to the president of Raytheon Mfg. Co., chairman; Haraden Pratt, secretary, IRE.

C. M. Jansky, Jansky & Bailey, Washington; Dr. Allen B. DuMont, president, Allen B. DuMont Labs and DTN; Frank Marx, ABC engineering and general services vice president; Curtis Plummer, chief, FCC Broadcast Bureau; Ralph N. Harmon, engineering vice president, Westinghouse Broadcasting Co.; T. A. M. Craven, Craven, Lohnes & Culver, Washington, president of Assn. of Federal Communications Consulting Engineers; Donald G. Fink, research director, Philco Corp., secretary.

Not shown: William S. Lodge, CBS engineering vice president; Stuart L. Bailey, Jansky & Bailey, alternate to Mr. Jansky, and Robert Wakeman, DuMont, alternate to Dr. DuMont. Mr. Fink was recommended by RETMA and Messrs. Jansky and Bailey by Uhf Industry Coordinating Committee.

CONSERVING THE SPECTRUM

JUST as the generation before this became concerned with conservation of our natural resources—and only in recent decades has the idea become firmly entrenched in the American economy—so this decade may go down in radio history as the era that scientists began worrying about conservation of the radio spectrum.

Three years ago, the joint IRE-RETMA Joint Technical Advisory Committee published a study under the title "Radio Spectrum Conservation."

Last week, the same highly regarded professional group of scientists and electronic engineers began moving to persuade the FCC, the military, Civil Aeronautics Administration and other government users of radio space that a long-range study of the principles and uses of spectrum allocation was imperative.

Like the forests of America in early days, the radio spectrum has been in the main cut up and divided among claimants with little or no regard, to any great extent, for their most efficient and carefully husbanded use. JTAC has set itself to the task of persuading all users that what was good enough for broadcasting and communications and defense in the 1920s and '30s is no longer to the best interest of the United States.

At last week's meeting with the FCC, the JTAC spokesman urged that that agency lend its blessings to an unbiased, non-partisan look-see at the radio spectrum and its uses in order to make the most efficient use of that great natural resource.

The Commission agreed to think it over and to ask JTAC to meet again soon.

It was emphasized that no major upheaval in allocations was contemplated, although here and there it might prove to be to the best interests of a service to be moved up or down the spectrum ladder. It also was stressed that radio or tv broadcasting allocations were not in danger; that in fact those services were largely minor in the total view of the projected study.

Two approaches were suggested by JTAC. One was the possibility of flexible allocations. The other was the "mining" of present usage of frequency bands that would result in optimum "message" traffic for each such roadway.

Under present principles, the FCC, for example, now allocates blocks of frequencies to claimants. This is done on the premise of use. There are other claimants who desire the same frequencies, but they are debarred from using them because they are closed.

However, if a band is being used in the interior of the United States, why cannot it also be used for another purpose in the coast areas, or overseas?

Or, if the service to which the band is assigned only uses it during the day, why cannot the same band be used for another purpose at night? This is a geography-time principle which heretofore has not been utilized.

Or, again, certain services are given blocks of spectrum space. These bands are being used more or less efficiently. However, with new techniques and developments today, the assigned user might be able to use less spectrum space to "get the message through." This would open up more space for additional users in the same bands. Split-channel usage is one possibility in this area.

JTAC's plan—still in the discussion stage with all users of the radio spectrum—envisages a top level staff divorced from any "taint" of service or company loyalty, working under the general supervision of JTAC to suggest ways and means of conserving the spectrum. Funds would be sought from the government, from industry or from some of the major foundations. This study would run for a decade or more, it was thought.

Present at last week's FCC-JTAC meeting were:

From the FCC: Chairman George C. McConnaughey and Comrs. John C. Doerfer, Rosel H. Hyde, Robert T. Bartley and staff members William C. Boese, chief, technical research division, and Albert L. McIntosh, chief, frequency allocation and treaty division, both Office of the Chief Engineer.

For JTAC: Lloyd Berkner, Associated Universities, chairman, and Dorman Israel, Emerson; Philip Siling, RCA; Ralph Bown, Bell Labs, I. J. Carr, GE, and Lawrence Cummings, JTAC secretary.

DE-INTERMIXTURE

ORAL argument on petitions seeking de-intermixture in five cities is scheduled to be heard by the FCC en banc today (Monday). More

than 30 parties are involved in the Commission's consideration of de-intermixture in Peoria, Evansville, Madison, Wis., Hartford and Albany-Schenectady-Troy, N. Y.

In the first four instances, the Commission will hear pleas to switch the educational reservation from its present uhf to the lone vhf assignment in order to make the cities all uhf commercially.

In Peoria, the proposal is to move the educational reservation from uhf to ch. 8. In Evansville, it is suggested that the educational reservation be moved to ch. 7 and that ch. 9 be deleted from Hatfield, Ind. In Madison, the proposal is to move the educational reservation from uhf to ch. 3, or to move ch. 3 to Beloit, Wis., or alternatively to move a uhf into Rockford, Ill., in place of ch. 13. The Hartford ch. 3 proposals would either switch the educational reservations to that vhf frequency or move it to Westerly, R. I. (near Providence). Other proposals contemplate reallocating ch. 3 to Norwich or New London, Conn.

The Albany-Schenectady-Troy proposals encompass the drop-in of ch. 10 in Vails Mills, N. Y., within that tri-city area. There is also a counter proposal that ch. 6 (WRGB [TV] Schenectady) be replaced by a uhf frequency.

5 MEGAWATTS FOR UHF?

FCC's long expected proposal to permit uhf stations to radiate 5 million watts was issued last week.

It asked for comments by Sept. 1.

Present maximum power permitted uhf stations is 1 million watts. There are only two such stations in operation today: WBRE-TV and WILK-TV, both Wilkes-Barre, Pa. Both began pumping 1,000 kw into the air early this year. WBRE-TV is using RCA equipment; WILK-TV, GE.

The first inkling that the FCC intended to permit greater powers was made known at the NARTB convention by FCC Chairman George C. McConnaughey [B•T, May 30].

In its notice last week, the Commission said that the development of higher power amplifiers for the uhf portion of the spectrum, "will permit the transmission of signals of greater strength, with still stronger signals received by the viewing public."

It is understood that present 1,000 kw transmitters can be "revved" up to produce 2.5 milmion watts with no problem. Development of amplifiers coupled with high-gain antennas to produce outputs of 5 megawatts offers no great problem, it was understood from industry engineers.

Calling on set manufacturers to develop even better uhf receivers and tuners, the Commission warned that the move to permit 5 million watt radiation by uhf stations does not contemplate that uhf receivers should be less satisfactory than at present.

It asked for comments regarding uhf receivers, divided into those manufactured before 1955, those manufactured this year and those to be made next year.

Following this, the Commission called for technical information regarding uhf receivers and receiving antennas, including receiver noise figures, transmission line losses, antenna gain data, improvements in uhf sets such as ease of tuning, estimated increase in cost resulting from improving set performance, and measurement data on uhf propagation.

Present 1 million watt transmitters are priced between $225,000 and $250,000. No estimate has been given for a 5 million watt transmitter.

Higher uhf power has been found to strengthen signals within the station's predicted contours, where the terrain is hilly, it is understood. The million wattage does not, however, substantially increase the coverage area of such stations in such terrain, it has been pointed out. In smooth terrain, it is believed, the power-packed radiation could conceivably widen uhf service areas considerably.

LOW POWER FOR EVERYONE

ANYBODY can "go" for a 100 w tv station anywhere, the FCC decided last week.

It issued a final order on its proposal to permit low power tv stations [B•T, Dec. 20, 1954], and decided that there should be no population maximum. The order is effective August 1.

In its original proposal, the FCC contemplated limiting the 100 w tv outlets to cities of less than 50,000 population. It also proposed deleting any requirement for minimum antenna height. This also was adopted.

Under the present rules, a minimum of 1 kw power and 300 ft. antenna height is required for cities with populations of less than 50,000. This becomes progressively higher with population growth.

The FCC also decided not to restrict the establishment of low power stations to locations at least 50 miles from the site of operating tv stations. The Commission said that most of the surrendered tv authorizations—both vhf and uhf—have been in cities larger than 50,000 and within less than 50 miles of other operating tv stations. There are a "substantial" number of tv receivers, both vhf and uhf, in those areas, the Commission said, and, "the amendment we are here adopting may offer an inducement to the re-establishment of additional tv stations in these areas."

The Commission also decided not to adopt any changes regarding the multiple ownership rule. The low power stations will be considered in the same light as any other type tv station in this respect, the Commission said.

Because other suggestions—directional antennas, remote control operation, etc.—require "further extensive rule making," the FCC said that they would be given further consideration in future proceedings.

According to manufacturers, low powered tv stations—equipped to transmit network programs and to originate film and slide programs—will cost anywhere from $50,000 to $100,000. Low power transmitters were quoted at from $10,000 to $15,000 by a number of exhibitors at the NARTB convention last month [B•T, May 30].

Of the more than 2,000 channels allocated throughout the country, close to 600 have been assigned (428 on the air). During the last few years, 144 grants have been surrendered to the FCC (30 vhf and 114 uhf).

90-DAY TV FREEZE

A 90-DAY HALT to tv actions which might aggravate uhf-vhf intermixture was asked of the FCC formally last week when the Uhf Industry Coordinating Committee filed a petition for rule making.

The petition also asked:

(1) Amendment of Commission rules to authorize, on a case by case basis, consideration of applications for vhf stations at reduced mileage separations where it can be shown that directional antennas or low power operation would not result in more interference than occurs under present rules, and that, even if it did, the need for service would outweigh any service lost by interference, and

(2) Resolution of pending proposals for de-intermixture during the 90-day halt on tv actions.

SPOT RADIO PLANS SET BY FOUR FIRMS

Jello, Chimney Sweep, N. Y. Telephone Co. and Maine Sardines plan short-term campaigns to begin in few weeks.

THE PACE of radio spot announcements placements accelerated last week.

A B•T cross check showed that at least four advertisers are preparing radio spot announcement campaigns. They are: General Food's Jello, Coughlin Co.'s Chimney Sweep, New York Telephone Co. and Maine Sardines.

General Foods (Jello), New York, after many budget meetings during the past 10 days allocated a special appropriation for a radio spot schedule to start sometime in August, B•T learned. The contract will run for about 20 weeks and will be placed in about 60 markets. Young & Rubicam, New York, is the agency.

Coughlin Co., West Orange, N. J. (Chimney Sweep, fuel additive used in oil tanks and furnaces to destroy soot and carbon), is planning an eight to ten week spot announcement campaign in about 19 states, mostly in the North. Campaign will break about October or November. Agency is Riedl & Freede, Clifton, N. J.

New York Telephone Co., through its BBDO, New York, will use nearly 50 radio stations in New York State for a spot announcement campaign, effective July 4. The contracts will run until Aug. 26.

Maine Sardines will use 65 radio markets for a spot announcement schedule to break July 11, also through BBDO, New York.

Exquisite Form Seeks Tv Program, Clearance

EXQUISITE FORM BRASSIERE Inc., New York, is looking for a new television program after waiving its option on next season's *Stop the Music* show on ABC-TV, Herbert Leeds, advertising manager of the firm, said last week.

The change, Mr. Leeds explained, "reflects the fact that we have reached and penetrated the *Stop the Music* audience successfully for a year. Now we want to sell a whole new audience."

The firm's budget is well over a million dollars.

One problem that the company must lick, Mr. Leeds said, is that of getting full geographic coverage in Class A time. The *Stop the Music* series was carried on 82 ABC-TV stations for the 39-week season, but missed some key Exquisite Form markets. In those areas the firm used newspapers.

"Station clearance is still a key problem in tv," he said, "and we have not yet whipped it, short of spending additional hundreds of thousands of dollars. We're hopeful that with the ever increasing number of stations, and with more sets being adapted to uhf, the problem will be solved during summer.

"But it may well be that, if we cannot find a proper time and station clearance slot, a return to magazines is in order.

"We have ready for use, just in case, one of the most powerful magazine advertising themes ever devised for our industry."

In its search for next season, Mr. Leeds said, "first, we want a program that will create as much attention as *Stop the Music*. Second, we

want at least as much brand name identification. . . . Finally, we want a hard-hitting, business creating stunt of the power of *Stop the Music!* entry blanks, which brought our retailers hundreds of thousands of dollars of business in all departments, which they might otherwise have missed."

Grey Adv., New York, is the agency for Exquisite Form.

Tv Announcement Campaign Launched by Laundry Group

A NEW tv business development is the "Professional Laundry Foundation," made up of laundries in New York, New Jersey and Pennsylvania.

This group already is sponsoring 10 announcements per week in daytime schedules on WRCA-TV New York and WCAU-TV Philadelphia, soon will expand to Pittsburgh and is considering other markets. Agency is Feigenbaum & Wermen, Philadelphia.

According to Television Bureau of Advertising, the use of television to promote laundry and dry cleaning services is accelerating rapidly. The city, state and regional efforts, TvB National Spot Sales Director Raymond E. Nelson said last week, were developed with aid of TvB.

The foundation, Mr. Nelson said, already has raised $200,000 for 44 weeks of tv advertising and "expects to up this amount shortly."

Use of tv, TvB said, was spurred by a presentation that Mr. Nelson made before the National Institute of Dry Cleaning at its convention in Chicago. After that meeting, TvB was invited to make the presentation in Joliet, Ill., to the Illinois Laundryowners Assn. and other groups affiliated with the American Institute of Laundering. Later, TvB was again called upon to work with the action committee that resulted in the Illinois State Cleaners & Dyers Assn.'s drive for a tv warchest.

Movie Firm Tests Tv To Exploit New Release

TO EXPLORE the effectiveness of tv as an advertising medium for movies, Universal-International Pictures, Hollywood, will start an "intensive" nationwide three-month pre-release spot announcement campaign next month for "To Hell and Back," starring war hero-actor Audie Murphy.

Reportedly the first such campaign for a motion picture, the spots will be shown on 67 stations until October, when "To Hell and Back" will be released for theatrical showing.

David Lipton, U-I vice president, stated in Hollywood that tv time will be the only medium used during the pre-release campaign, as the latest step in the studio's "continuous exploration of the most effective use of all media to obtain maximum box-office results."

Carnation Plans Radio-Tv Drive for Chocolate Milk

WITHIN the next month, Carnation Co., Los Angeles, will start an "extended campaign" of tv and radio programming to introduce the dairy firm's new Instant Chocolate Flavored Milk, executives of Erwin, Wasey & Co. Ltd., Carnation agency, stated last week.

Advertising for the new product is planned for Carnation segments of ABC-TV's *Mickey Mouse Club* (weekly quarter-hour), CBS-TV's *Burns & Allen* (alternate weeks, half-hour), and ABC Radio's *Whispering Streets* (five times weekly). Additionally, further tv programming will be purchased in 40 major markets, agency spokesmen stated.

Citrus Commission Cuts Ad Budget by $500,000

THE CONSUMER advertising budget of the Florida Citrus Commission has been cut to $3 million—a slash of $500,000—in a move taken by the commission's advertising committee to reduce overall advertising-promotion expenditures. The new budget will be handed to the full citrus commission on July 20 for its approval.

The cut in advertising expenditures was sudden and reportedly aroused some comment that the commission's new advertising agency, Benton & Bowles, which succeeded J. Walter Thompson Co., has had a budget reduction before it even arrives on the Florida scene.

Prompt endorsement of the committee action is expected inasmuch as Robert C. Wooten, commission chairman, sat in on a major portion of the cuts.

Among other reductions were those of $20,000 in display materials and $16,300 in research funds. The overall advertising-promotion figure was slashed to $4,992,248, a reduction from the original "worksheet" figure of $5,710,000.

Quaker Oats Negotiating To Sponsor 'Ozzie & Harriet'

QUAKER OATS Co., Chicago, was completing arrangements last week through J. Walter Thompson Co. for sponsorship of ABC-TV's *Ozzie & Harriet* this fall. Quaker is set to buy the Friday evening series for its Aunt Jemima products on a once-a-month basis starting Sept. 23. Plans call for Hotpoint Inc. to continue alternate-week sponsorship, and for another advertiser to pick up the fourth week.

Glass Mfrs. Set Advertising

THE Glass Container Mfrs. Institute plans to conduct an intensive advertising and promotion campaign in behalf of glass, it was announced at a luncheon last week by R. L. Cheney, director of marketing for the institute. He also revealed that more than a million dollars will be spent during the coming year to advertise and promote the use of glass containers. Television and magazines will be used. Kenyon & Eckhardt, New York, is the agency for the institute.



RAYMOND MIKESKA (r), Pearl beer distributor of Temple, Tex., receives the Pitluk-Pearl trophy for a 45.4% sales increase, attributed to advertising and promotion on KCEN-TV Temple *(Wrestling From Chicago)*. Presenting the award are H. B. (Pat) O'Brien (l), general sales manager of Pearl, and Jack N. Pitluk, Pitluk Agency, San Antonio.

Discovery

DISCOVERING radio proved to be a very entertaining experience for Howard Preston, columnist for the *Cleveland* (Ohio) *News*. "Where has this contraption been all my life—and what is it?" he asked.

Finding himself on the gateway of something really big, he related the experience in his June 9th column, part of which is excerpted here:

"Well, I tried it [radio] out with Jack Benny and it was marvelous. I maintain Benny is as funny as most comedians—at times. I hate to watch unfunny comedians, but with this new-fangled radio thing you don't have to watch them. You sort of listen to them on the half-shell, meaning you darn socks, write best sellers or practice on the marimba while they are talking. Your glance can wander all over the joint.

"I tell you that radio is the invention of the age. If you like sports you can hear Jim Hegan striking out without bothering to watch him do so. It is amazing how pleasant it is to hear music without staring the first violinist in the face. To top it all, there is drama. . . ."

"I hope there is time for me to get in on the ground floor on this device as I predict it is really going places and some day will replace television."

N. J. College Surveys Tv's Informative Role

THE INFORMATIVE role played by television was pointed up in a survey of the viewing habits of 100 residents of Rutherford, N. J., recently completed by 54 students of Fairleigh Dickinson College there.

The study, conducted under the direction of Dr. Samuel A. Pratt, market research and college faculty member, covered one home in every 40.

Findings, released last week, showed that over half of the people surveyed spend from 10 to 30 hours weekly watching entertainment on tv as well as educational and informative programs. In response to a question on whether tv had improved understanding of current events and news, 71% indicated that it had done so to an unusually high degree.

The study also showed that in regard to running a home and dress and personal appearance, almost as much information was learned from the commercials (49%) as from the programs (51%).

Other facts uncovered in the survey are: 74% said they were given worthwhile information on cultural activities; 65% had received worthwhile information on new products for personal use, fashion news, use of cosmetics and taking care of health and weight; 56% had received worthwhile information on domestic subjects such as cooking and furniture care; 90% had received helpful information on such subjects as religion, geography, science, history and sports.

Norge to Name New Agency

NORGE Div. of Borg-Warner Corp. last Thursday was expected to announce momentarily the appointment of a new agency to handle its reported $3 million advertising account dropped

WHAT AGENCIES NEED FROM RADIO STATIONS

- *Modernization of Time Selling Concepts*
- *More Courage in Presenting Circulation*
- *Hard Selling to Replace Complacency*

FRANK COULTER Jr., associate media director, Young & Rubicam, laid the cards on the table for radio station operators gathered June 16-18 for the Md.-D. C. Radio & Television Broadcasters Assn. Here's the condensed version of the address in which he outlined means by which stations can help ad agencies foster more national radio spot business.

I WOULD LIKE to paraphrase the title of this talk to "What's the Matter With Radio?" Some answers to that question are equally applicable to what agencies would like to receive from radio stations in order to foster more national spot business.

First, there is a definite need for a new concept in the selling of radio time and services, particularly at the station level. For you do not have to be reminded that spot business is individual station business in which the networks have no part.



I have heard many times over the past five years, "Why don't you go out and sell or buy radio like we used to?" This is just like selling or buying last year's Easter hat. Conditions are so different from those in existence in 1949 and 1950, that anyone who thinks in terms of selling radio as it was sold back in those years is definitely out of step. Not only has tv become of age so that it has to be considered as a major advertising medium today, but there have also been many basic changes in other allied media fields. Why then doesn't radio market its 1955 model?

In order for radio to get its just share of advertising dollars, proposals for the selling of radio from the station level should be approached from an entirely different concept. It should go without saying that not only has it been, but it continues to be, the responsibility of the agency and the advertiser to secure as much circulation for the dollars spent as is possible. How many of you have thought of the fact, that with a few minor exceptions, the generally accepted potential coverage of a tv station is about 50 miles? Power and frequency in television do not mean the same thing as they do in radio. From a potential standpoint much can be made of radio's potential circulation in contrast with television or newspapers.

What does radio's circulation mean then in 1955? Tell us.

DISCARD FIXED IDEAS ON TIME; OFFERS NEW METHODS TO AGENCIES

Further, for 25 years we have been dealing in fixed time segments—one minute announcements, 20-second station breaks, 5-minute periods, 10-minute periods, 15-minute periods, and so on.

Radio selling has been on this basis, advancing whatever sales arguments were pertinent as to the desirability of potential audiences reached within the framework of these time periods and the programs which occupy them. Why isn't it possible to take a fresh look at methods of selling and perhaps go into an agency time buyer's office and offer a package which might encompass all of these time segments, and by so doing, prove to the prospective purchaser that the accumulation of audiences reached would be greater than in *any one* of the fixed time positions?

Each of you knows his own market best, and those things which have proven most attractive to your respective audiences. Perhaps 1955 radio indicates a rescramble of your program structure in order to be competitive with other media. What I am suggesting, gentlemen, is for each of you to make his own self-examination in the light of the 1955 competitive media picture, and to present for purchase fresh and new concepts of radio usage as an advertising medium.

Second, radio today lacks courage. There is a very definite existent impression that station operators are lacking in the courage to face the challenge in today's changed competitive media field. Many of you remember the attempt to secure for radio what was comparable to the Audit Bureau Circulation for printed media.

All of us know that the method employed in two attempts made by Broadcast Measurement Bureau to establish uniform circulation figures for individual radio stations, were far from perfect. The fact remains that in the opinion of many people, this was a definite step in the right direction. BMB failed, mostly because so many station operators were highly incensed over the fact that these studies cost them a county or two, in contrast with the previously claimed coverage. Additional attempts had been made to start similar studies but these have not gotten very far because of the opinion that such a study will not show radio coverage in its best light.

We think that this is a first-class example of lack of courage because by not backing such a needed effort, radio is suspect on two scores. First, that the coverage as claimed over the years has been exaggerated, and second, if that exaggeration exists, the merchandise has been overpriced.

I wish that any one of you [here today] might some day sit down before a plans board of an agency, or a client for that matter, and attempt to prove radio circulation figures for a proposed campaign against the printed media circulation figures, out of which may come a plan of advertising for a client. I have been doing this for about 19 years and this is one of the most difficult assignments for any agency buyer.

RADIO'S CIRCULATION STORY SHOULD HAVE A SOLID, FACTUAL FOUNDATION

If you sit in the buyer's chair it is pretty difficult to present circulation data about which you can never be sure, and defend rates charged against established and accepted print statements.

Third, radio is, and has been, too complacent. All of the work and ideas to increase radio spot billing cannot be the responsibility of the advertiser and the agency. Radio *must* contribute.

This can't be done by crying wolf, but rather it requires everyone taking off his coat and rolling up his sleeves. This should start at home in the individual stations. Just remember that your representative can offer for sale—and agencies can buy—only those things which the individual station operator has made available for sale.

Radio should put its best foot forward. It should make radio "easy to buy." Has it done so?

Perhaps best foot forward means the combination of new concept and courage which I have just covered, and to me it also represents something which is lacking throughout the entire radio industry today. If there is one question which agency buyers are asked over and over again, it's "What's the outlook for spot radio?" To me this question indicates a prevailing lack of confidence, a negative attitude if you will. We in the agency business get the definite feeling that there is great apprehension on the part of station operators over the future of radio. In fact, the feeling prevails that operators are so busy buying "crying towels" that they don't have time to take the positive approach toward radio's place

in advertising, and to do something about it. The individual station operators should be doing everything to put radio's best foot forward, instead of adopting what appears to be a semi-resigned attitude that television will get all the money.

At this point let me make another observation. It is significant that in the operation of many stations throughout the country the same man is sales manager for both a radio and television station under the same management. With tv in almost a "sold out" position, this station manager is so busy trying to appease those advertisers and agencies who would like to buy his tv facilities and for whom he can't supply time, that I do not think he has sufficient time to devote to better thinking for his radio station. Perhaps one of the steps in putting radio's best foot forward is to split the responsibility so that a separate sales manager for the radio station can be devoting full time to the betterment of that radio property.

I would like to cite an incident that actually happened. I have handled the Metropolitan Life Insurance Co. account for the past seven years, and in that time, their radio budget has quadrupled. On their radio programs they offer free booklets on subjects such as overweight, heart disease, first aid, respiratory diseases, etc. The mail received for these booklets, is in effect, the only concrete evidence of listening, since we do not ask for a box top and a dime. A careful tabulation of this mail is kept by Metropolitan.

Last fall, we were informed that the returns for the first nine months of '54 were off by 25%, as contrasted with a similar period in 1953. I personally sent a letter to every one of the 57 stations broadcasting the Metropolitan programs, informing them of this drop off and asking them to make an examination of their own markets to see if there had been any change in competitive programming which might have reduced our audience.

Since this account is a pretty consistent 52-week advertiser, I expected that the stations would pitch in and help try to find the reason for this decline in mail. I'm sure this will astound you as it did me when I tell you that I received only *one* constructive letter in reply to 57 I sent out. I know that the reason I didn't get more was that the station operators were afraid they might receive a cancellation. Is this putting radio's best foot forward?

All of the foregoing has been an attempt on my part to analyze for you, and with you, some of the thinking that goes on in agencies as to what the agency would like to receive from radio stations to assist in building national spot business. When did each of you station operators last make your own self analysis to see what you can do to assist the agency and the advertiser in making a better evaluation of radio in today's competitive media field? When you ask about increased spot expenditures, ask yourself what have *you* done to bring this about.

Let me point out something that may be of interest to you. First, in 1954 Young & Rubicam placed more spot radio business than it had spot tv business. This I realize is contrary to the trend, but certainly should be an indication that our agency is not one of the pallbearers at the funeral service that so many people were, and are, ready to conduct for the radio medium.

Further, in January of this year, *Printer's Ink* published what was represented to be a breakdown of the advertising dollars for 1954 by the various major media. It was very interesting to note, that there was less than two percentage points between percentage of dollars spent against the total, separating newspapers, magazines, television and radio, and if that published figure is correct, radio is still receiving a very sizable number of dollars from the advertisers.

So, gentlemen, the ball is in your court. There is no reason why radio should not have a bright future—providing radio is willing to fight for it. You tell us, and we will do our part whenever our advertisers' problems indicate that radio should be used.

by Tatham-Laird Inc., Chicago, the past week. There were reports that Norge may set up its own agency, but spokesmen for the firm declined comment. Norge was scheduled to hold its convention at the Edgewater Beach Hotel in Chicago Friday.

CLINIC TO COVER CHANGES IN RADIO

RADIO Advertising Bureau will hold a two-day radio advertising clinic for national advertisers, their agencies, networks, stations and station representatives at the Waldorf Astoria Hotel in New York Oct. 13-14 [CLOSED CIRCUIT, June 20].

Kevin Sweeney, RAB president, described the clinic as "the first such event in the 30-year history of radio advertising" and said it will emphasize "how we do it" stories by a variety of national advertisers. Panels on radio copy, marketing techniques and new research projects also will be conducted by and for national advertisers and their agencies.

Morning and afternoon meetings will be held on both days with only one closed session when RAB members will hear the bureau's plans for increasing radio's share of the national advertising dollar.

RAB also will present during the clinic several case studies showing how regional advertisers sell radio's major selective markets—farm, Negro, teen-age.

"More has happened in the past five years to change advertising via radio for the national and regional company than in any other medium," Mr. Sweeney said. "These changes have occurred not only in network but in national spot and co-op. A clinic like this is designed to bring all regional and national advertisers up-to-date on the latest techniques so that they can spend their money more profitably in radio."

LATEST RATINGS

NIELSEN

Top Radio Programs Two Weeks Ending May 21

Rank	Program	Homes (000)
Evening, Once-a-Week (Average for All Programs)		(1,146)
1.	Marciano-Cockell Bout (NBC)	8,300
2.	Amos 'n' Andy (CBS)	2,201
3.	Lux Radio Theatre (NBC)	2,201
4.	People Are Funny (Paper-Mate) (NBC)	2,018
5.	Dragnet (NBC)	1,972
6.	Jack Benny Show (CBS)	1,834
7.	Gunsmoke (CBS)	1,834
8.	You Bet Your Life (NBC)	1,743
9.	My Little Margie (Campana) (CBS)	1,697
10.	People Are Funny (Toni) (NBC)	1,697
Evening, Multi-Weekly (Average for All Programs)		(825)
1.	One Man's Family (NBC)	1,376
2.	Great Gildersleeve (NBC)	1,330
3.	News of the World (NBC)	1,238
Weekday (Average for All Programs)		(1,284)
1.	Young Dr. Malone (CBS)	2,155
2.	Ma Perkins (CBS)	2,110
3.	Our Gal, Sunday (Amer. Home) (CBS)	2,064
4.	Road of Life (CBS)	2,018
5.	Helen Trent (Participating) (CBS)	2,018
6.	This Is Nora Drake (Toni) (CBS)	1,972
7.	Guiding Light (CBS)	1,972
8.	Perry Mason (CBS)	1,972
9.	Helen Trent (Amer. Home) (CBS)	1,880
10.	Our Gal, Sunday (Participating) (CBS)	1,834
Day, Sunday (Average for All Programs)		(413)
1.	Adventures of Rin Tin Tin (MBS)	1,009
2.	Greatest Story Ever Told (ABC)	780
3.	Old Fashioned Revival Hour (ABC)	688
Day, Saturday (Average for All Programs)		(642)
1.	Gunsmoke (CBS)	1,697
2.	Allan Jackson-News (12:00) (CBS)	917
3.	Allan Jackson-News (1:25) (CBS)	917

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Magnavox to FC&B in Fall

MAGNAVOX Co., Fort Wayne, Ind., has named Foote, Cone & Belding, New York, to handle its advertising effective early fall. Magnavox has an advertising budget of approximately $1 million. Spot radio and tv have been used in the past and presumably will be used when the switch is made. Maxon Inc., New York, had serviced the account for the past 13 years.

Three Sponsors Buy Shares Of NBC-TV Fall Grid Slate

NBC-TV last week completed the sale of three-quarters of the eight national telecasts of the National Collegiate Athletic Assn. football schedule to the Crosley division of Avco Mfg. Co., Schick Inc. and General Cigar Co. Each bought one-quarter of the package of eight national games for an estimated $650,000 apiece. In addition to the eight national games the contract also covers five regional games in NCAA District 1 (New England) and District 2 (Middle Atlantic).

The network paid a reported $1.5 million for national rights of eight games. It also stands to profit from the sale of a post-football program to the Dow Chemical Co.

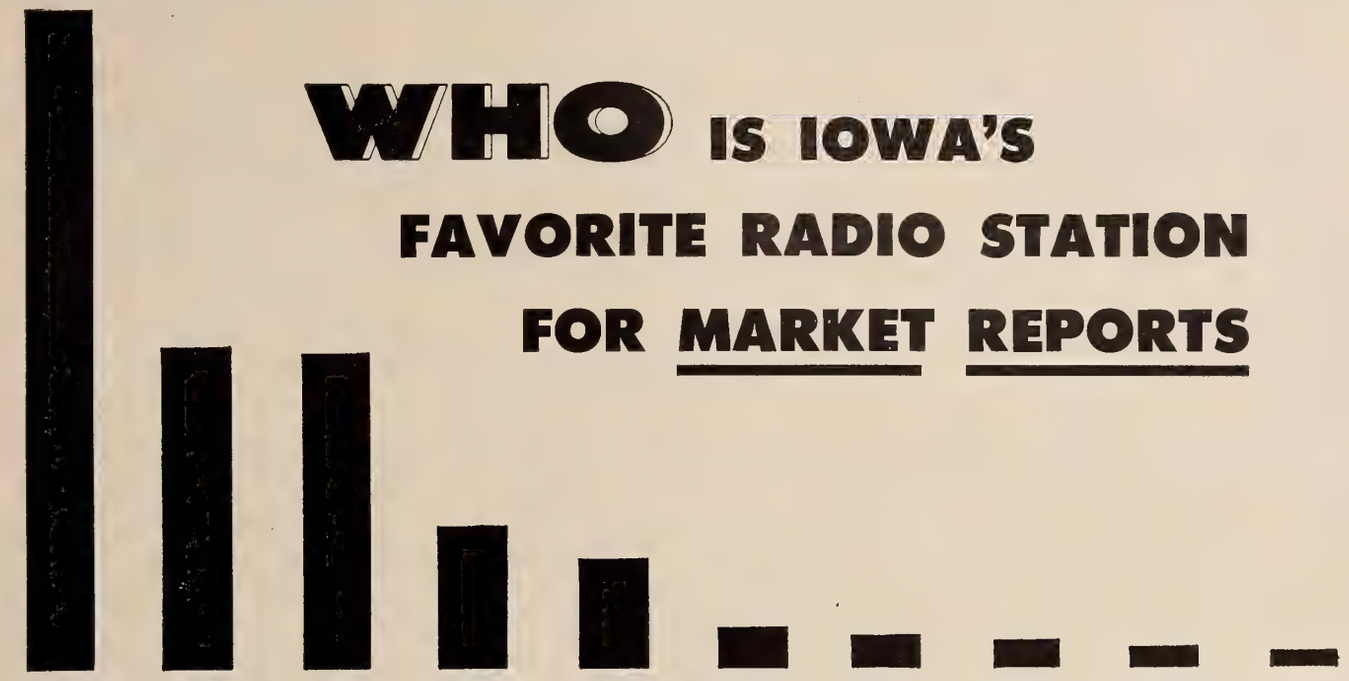
Alternate Week Sponsors Sign for McCleery Dramas

PROCTER & GAMBLE, and International Cellucotton Products will alternate as sponsors of Albert McClerry's *Cameo Theatre* as a summer replacement for *Letter to Loretta,* Sun., 10-10:30 p.m. EDT on NBC-TV, effective July 3 for eight weeks. Agency for P & G is Biow-Beirn-Toigo, New York; for International Cellucotton, Foote, Cone & Belding, New York.

McCann-Erickson Features Theatre in L. A. Office

AMONG outstanding features of McCann-Erickson Inc.'s new consolidated Los Angeles offices is an elaborate tv theatre, which provides special built-in facilities for both black-and-white and color tv film as well as a color tv receiver. Upholstered arm chairs are part of the theatre furnishings for the use of clients and agency executives.

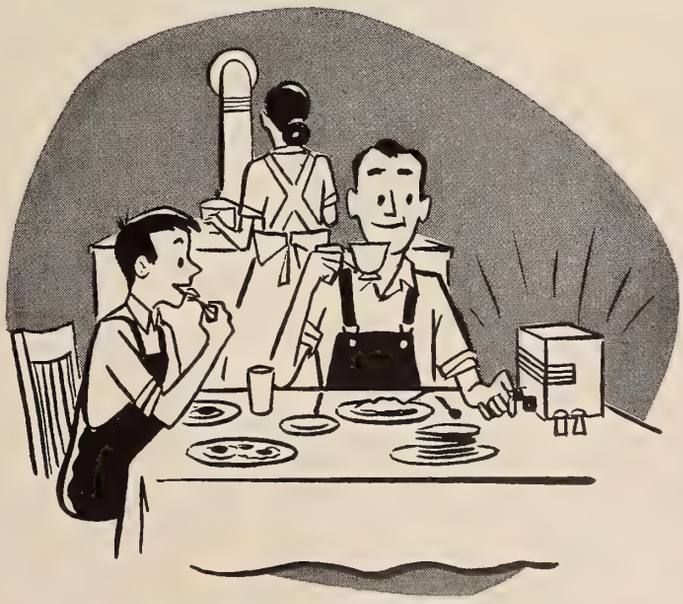
WHO IS IOWA'S FAVORITE RADIO STATION FOR MARKET REPORTS



THIS chart is reproduced from Dr. Forest L. Whan's 1954 Iowa Radio-Television Audience Survey—one of the Nation's most respected studies of listening habits, used constantly by hundreds of leading agencies and advertisers.

Only a small part of the Survey is devoted to analyzing Iowa's various *stations* or their individual audiences. These parts do prove, however, the enormous *preference* this state gives WHO . . .

Write us or Free & Peters for your free copy. It will tell you more about where and how to advertise in Iowa, than you could learn in six months of personal travel and investigation.



BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC., National Representatives

Deceptive Ad Trial Awaits Appeal by Farmer Jack's

TRIAL of Cal Worthington Motors, Huntington Park, Calif., used car dealer charged with fraudulent advertising practices on KCOP (TV) Hollywood, has been placed off calendar in the Los Angeles municipal court pending outcome of an appeal by the attorney for Farmer Jack's, Lynwood, Calif., car dealer convicted of "bait-switch" practices [B•T, June 6, *et seq.*].

Los Angeles attorney Robert W. Armstrong, representing both Farmer Jack's and the Worthington firm, told B•T he had taken the former case to the appellate department of the Los Angeles superior court because he was not permitted to introduce evidence favorable to his client at the trial.

Unless persons responding to tv commercials mention the commercial at the time of purchase, his client is not obligated to sell the cars at the tv-advertised prices, Mr. Armstrong contends. During the Farmer Jack's trial, he was not allowed to point out that Better Business Bureau shoppers who answered the KCOP commercials failed to mention them while purchasing the cars in contention, he stated.

Lawrence Goes Over to K&E

WALTER A. LAWRENCE, account supervisor for Fuller & Smith & Ross on the Westinghouse account, has been appointed vice president in charge of the Chicago office of Kenyon & Eckhardt, New York. Prior to his association with F&S&R he was with J. Walter Thompson Co. and with his own firm, Bacon & Lawrence, San Francisco.



MR. LAWRENCE

New Oil Ad Plans Detailed

SUN OIL Co., Philadelphia, announced its advertising plans for a new product motor oil over a closed-circuit television hookup linking 30 cities last week to an audience of 14,000, including Sunoco dealers, distributors and their employes, and representatives of several automobile manufacturers. The firm will use a newspaper campaign and supplement it with spot announcements on 200 radio stations plus its regular *Sunoco Three Star Extra* on NBC.

'Clock' Is Summer Sponsored

SYLVANIA ELECTRIC Products Co., Buffalo, announced last week that *Beat the Clock* (CBS-TV, Sat., 7:30-8 p.m. EDT) will be maintained throughout the summer. Barton K. Wickstrum, vice president in charge of sales, said ". . . the generous audience ratings earned by *Beat the Clock* indicate that it is America's favorite parlor game. We are convinced that *Beat the Clock*'s friends will be watching all summer as they were throughout the colder seasons."

N. W. Ayer Adds Four in N. Y.

FOUR new members have been added to the radio-tv department of N. W. Ayer & Son, New York: Joseph J. Battaglia Jr., formerly with Marschalk & Pratt, joins as head of the traffic staff; Robert E. Matthes, Warwick & Legler, Los Angeles, as a copywriter; John V. Runsey, Kelly Nason, New York, as a member of the research group, and Mrs. Joyce Wickware, who has been in radio-tv production in Chicago office for past year, as copy staff member in New York.

Young & Rubicam Plans Unit

YOUNG & RUBICAM, New York, is establishing a special radio-tv plans board within the agency to coordinate its two departments —media and radio-tv—in assisting and facilitating all factors involved in radio and television plans for all of its clients. Ken Dyke, director of publicity and public relations as well as assistant to the president, will be chairman of the new committee. It will be composed of two media men and two radio-tv men, with the rest to be non-tv men in the agency. Members will be selected by next week.

Starch Elects Three V.P.'s

ELECTIONS of Jack Boyle, Leonard B. Gerson and Stan M. Sargent as vice presidents of Daniel Starch & Staff, Mamaroneck, N. Y., were announced last week by the research organization. Mr. Sargent is director of the consumer, business and newspaper readership programs; Mr. Gerson, director of the impression, automotive and liquor programs, and Mr. Boyle, director of the television research program.

NETWORK NEW BUSINESS

American Oil Co., Baltimore, through Joseph Katz Co., Baltimore, and **Mamm Brewing Co.,** St. Paul, through Campbell-Mithun Inc., Minneapolis, will sponsor *Windows,* a series of eight half-hour live tv dramas on CBS-TV (Fri., 10:30-11 p.m. EDT), starting July 8, as summer replacement for *Person to Person.* Firms also are sponsors of *Person to Person.*

Borden Co., N. Y., will sponsor *Make the Connection* on NBC-TV (Thurs., 8:30-9 p.m. EDT) as summer replacement for *Justice,* effective July 7 until Sept. 29. Agency: Young & Rubicam, N. Y.

Hill Bros. Coffee Inc., S. F., starts on 23 Columbia Pacific Radio Network stations three five-minute segments weekly of *Aunt Mary* (Mon.-Fri., 11:45 a.m.-12 noon PDT) for 11 weeks from July 4. Agency: N. W. Ayer & Son, N. Y.

Yardley of London Inc. (toiletries), N. Y., through N. W. Ayer & Son, N. Y., starts one 60-second participation weekly for 26 weeks from July 7 and **Weco Products Co.** (Dr. West toothbrushes), Chicago, through J. Walter Thompson Co., Chicago, starts 10 one-minute participations from July 19 to Aug. 31, both on *Panorama Pacific* on three Columbia Tv Pacific Network stations.

Burton-Dixie Corp. (sleeping products), Chicago, signs to sponsor *Paul Harvey News* on ABC Radio (Sun., 9-9:15 p.m. EDT), effective July 3. Agency: Robert B. Welsey & Assoc., Chicago.

SPOT NEW BUSINESS

Clopay Corp. (window shades, doors, similar products), Cincinnati, will use national spots in approximately 30 markets starting in fall. Agency: Fairfax Inc., N. Y.

Ashland Oil & Refining Co., Ashland, Ky., has scheduled newly-transcribed *Red Foley Show* for 13 weeks on 72 radio stations in Indiana, Illinois, Kentucky, Ohio, Pennsylvania and West Virginia. **Aetna Oil of Louisville,** Ashland subsidiary, will sponsor two of programs each week on 15 Kentucky stations.

AGENCY APPOINTMENTS

Rosita Products Co. (Rosarita Mexican foods), Phoenix, Ariz., and **Golden Krust Bakery,** L. A., appoint Mogge-Privett Inc., L. A.

Smokey Joe Products Inc. (frozen barbequed beef sandwiches, dinners), L. A., names Hadlock & Assoc., Hollywood. Tv will be used.

Wabash Fibre Box Co. (corrugated paper containers), Terre Haute, Ind., appoints Waldie & Briggs Inc., Chicago.

Grove Labs, St. Louis, appoints Harry B. Cohen Adv., N. Y., to handle development of unnamed new product.

Jan-U-Wine Co. (canned chop suey, chow mein, other Chinese dishes), L. A., names Heintz & Co., L. A. Market-by-market tv-radio spot announcement campaign will be used in California and Arizona, with possible national expansion later. Carl M. Heintz Jr. and Herb Dickow are account executives.

Chevrolet Dealers Assn. of Southern California, L. A., names Eisaman-Johns Adv. (formerly Arc Adv.), L. A. Tv-radio spot announcement campaign will be used. Jess Johns is account executive.

Southern Dyestuff Corp., Charlotte, N. C., has appointed Anderson & Cairns, N. Y., for Denivat Everblue dyestuffs.

Sapulpa (Okla.) **Merchants Assn.** appoints White Adv. Agency, Tulsa. Radio-tv will be used.

Jaguar Cars North American Corp. names Cunningham & Walsh, N. Y., effective Sept. 15.

AGENCY RESIGNATIONS

Gardner Adv. Co., St. Louis, and Grove Labs (medicines, toiletries), same city, have mutually terminated association.

Kenyon & Eckhardt, N. Y., resigns account of Renfield Importers Ltd., N. Y., effective Aug. 31.

AGENCY SHORTS

MacManus, John & Adams, Bloomfield Hills, Mich., will open Miami office July 1 in Alfred I. DuPont Bldg. Kenyon Lee, vice president, will be in charge.

Walter L. Schump Adv., Denver, Colo., elected to American Assn. of Adv. Agencies.

S. R. Leon Co., N. Y., elected to American Assn. of Adv. Agencies.

BBDO, N. Y., has established permanent showcase for employe art in reception room of art dept.

Hicks & Greist, N. Y., moves to new offices in Amoco Bldg., 555 5th Ave.

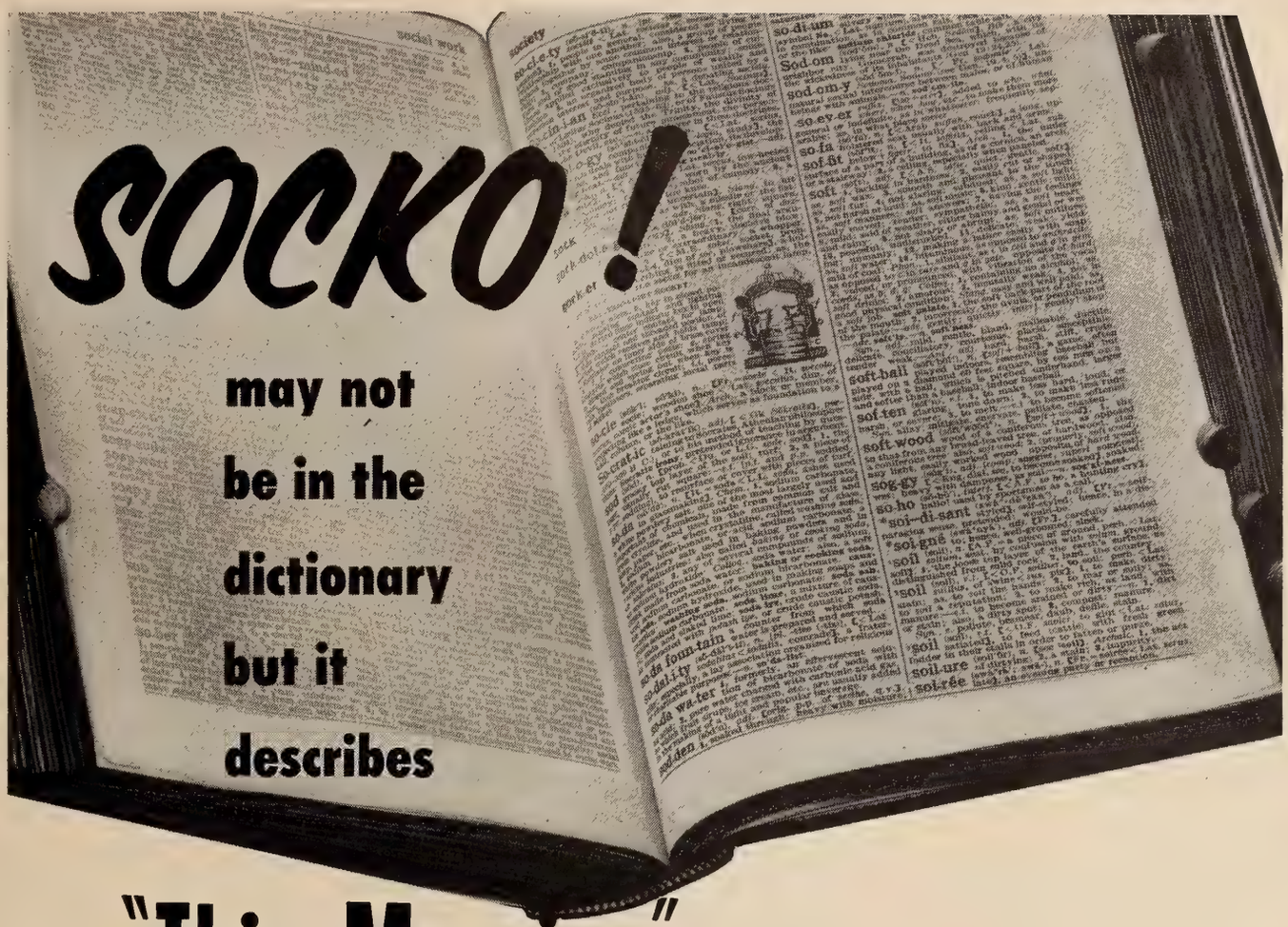
A&A PEOPLE

Suren Ermoyan, Ruthrauff & Ryan, N. Y., to Lennen & Newell, N. Y., as vice president, art director and art consultant.

Elias B. (Bud) Baker, Cunningham & Walsh, N. Y., to Carl S. Brown Co., N. Y., as vice president.

Theodore Bliss, CBS-TV Hollywood, to Raymond R. Morgan Co., Hollywood, as radio-tv director.

Jack Parker, director, KTLA (TV) Hollywood,



"This Morning"

...the great new personality show on KPIX which

...**has increased** San Francisco viewing by 15% and KPIX ratings for its daily 8:30 - 9:30 period by 44% in its first month...

...**outstrips** all competition as a sales weapon through **personality selling**...

...combines the mirth and magicianship of Sandy Spillman, the housewifely chatter of Faye Stewart, the singing of pretty Patti Pritchard, with guests and games, interviews and innovations, in San Francisco's liveliest, sellingest local TV origination.



ask your Katz man for the whole story or telephone Lou Simon at KPIX — PRospect 6-5100

NO NORTHERN CALIFORNIA SALES CAMPAIGN IS COMPLETE WITHOUT

CBS kpix CHANNEL 5
SAN FRANCISCO, CALIFORNIA
Affiliated with CBS Television Network
Represented by the Katz Agency

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-WBZA • WBZ-TV, *Boston*
KYW • WPTZ, *Philadelphia*
KDKA • KDKA-TV, *Pittsburgh*
WOWO, *Fort Wayne*
KEX, *Portland*
Represented by Free & Peters, Inc.
KPIX, *San Francisco*
Represented by The Katz Agency

Harry Klusmeyer, MCA, Hollywood and **Lois Green,** traffic dept., Milton Weinberg Adv. Co., L. A., to Grant Adv., Hollywood, as radio-tv director, in merchandising dept. and in traffic dept., respectively.

William J. Stenson, formerly chief timebuyer, Weiss & Geller, Chicago, to Campbell-Mithun, same city, as chief radio-tv timebuyer.

James A. Brown Jr. appointed media director, Grant Adv., Detroit.

Joseph N. Kallick to Sealy Inc. (mattresses), Chicago, as advertising and sales director.

Herb Mason, former partner, Mason-Steele agency, Minneapolis, to Bozell & Jacobs, Minneapolis, as executive art director and production manager.

John H. Sheldon, executive staff, Kudner Agency, N. Y., appointed executive representative, Detroit office, succeeding **Richard J. Farricker,** resigned; **Casper H. Billip,** formerly creative director, Fletcher D. Richards Inc., N. Y., returns to Kudner Agency, N. Y., on copy staff.

Ronald M. Rosenfeld, formerly advertising manager, Young Men's Shop (clothing chain), Washington, to retail div., Applestein, Levinstein & Golnick Adv., Baltimore, as account executive.

Bruce Lindeke, former vice president, Edward S. Kellogg Co., L. A., and **Joseph H. Forrester,** art director, Mayers Co., L. A., to Charles Bowes Adv., same city, as account executive and art director, respectively.

Dene Carney, formerly creative director, merchandising and sales promotion dept., *Better Homes & Gardens,* Meredith Publishing Co., Des Moines, Iowa, to Bruce B. Brewer & Co., Minneapolis, as assistant account executive and copywriter.

Meredith S. Conley, Ted Bates & Co., N. Y., named manager, press dept., effective July 1.

James H. Beaumont to A. E. Staley Mfg. Co. (starch), Decatur, Ill., as public relations director.

David Wheaton, manager, merchandising staff, Knox Reeves Adv. Inc., Minneapolis, appointed manager, promotional planning dept., McCann-Erickson, Chicago; **Wayne Jervis Jr.** appointed assistant promotional manager.

Richard C. Steenberg to Biow-Beirn-Toigo, N. Y., as administrative assistant to executive vice president.

Joseph Biety to Parker Pen Co., Janesville, Wis., as assistant advertising manager.

Prudence Dorn, formerly with *Everywoman's* magazine, to promotion dept., Kenyon & Eckhardt, N. Y., as home economics director.

George J. O'Leary, account executive and copywriter, opens office at 624 S. Michigan Ave., Chicago, to serve as creative consultant to advertising agencies.

Jack R. Reich, motion picture writer-supervisor, North American Aviation Inc., Downey, Calif., and previously creative director, Kling Studios Inc., Chicago, to Erwin, Wasey & Co. Ltd., L. A., as radio-tv writer.

John D. O'Connell, McCann-Erickson, N. Y., to copy dept., D'Arcy Adv., N. Y.

Nancy Pitt, tv producer and copywriter, D'Arcy Adv. Co., Houston, Tex., to Mogge-Privett Inc., L. A., as copywriter.

Jack McFarland, publicist, Union Oil Co., L. A., to Dan B. Miner, same city, in similar position.

ABC FILM SYNDICATION REVAMPS SALES

Burns goes to New York as director of national sales; Donato made eastern sales manager; Greene appointed head of client service.

A REVAMP of ABC Film Syndication Inc., involving a new sales division, new posts and executive promotions as well as reassignments and additions was to be announced today (Monday) by Don L. Kearney, vice president in charge of sales.

Mr. Kearney said the changes presage "greater and more flexible" services to the film syndicate's advertisers, their agencies and to stations.

John B. Burns, midwest manager, moves to New York effective Oct. 1, to head the new division as director of national sales. Patric Rastall becomes acting manager of the midwest division.

Nat V. Donato, who continues as Canadian representative, has been appointed to the newly-created post of eastern sales manager, effective July 5. Additions to the eastern staff: Franklin Freeman as assistant to Mr. Kearney, and Robert J. Powers to be based in New England.

Joseph F. Greene, traffic manager with the organization since its inception, becomes manager of a newly formed client service department, effective July 5.

Fred J. Stratmann, with ABC Film since February 1954, meanwhile, is being transferred in the fall from Southern California to San Francisco to provide closer and more complete service to film clients in northern California and the Pacific Northwest, according to an announcement by the film syndicate's western division manager, William L. Clark.

Mr. Burns' news sales division will handle specialized program services, fitted for specific needs of national network advertisers, Mr. Kearney explained. As separate from the syndicated series, Mr. Burns' activity will be on both program ideas and pilot films from Hollywood and New York producers. Mr. Donato, from New York, will supervise syndication sales activities in the New England and Middle Atlantic states. Mr. Greene will handle routine traffic, contract, promotional and "quality control phases" of the company's contact with advertiser, agency and station clients.



MR. GREENE

Reason for the broad realignment, according to Mr. Kearney, is the increase in business, new program acquisition and the pace of newly developed industry trends. Negotiations now are in progress for additional properties, he said.

The new changes at ABC Film followed by some 10 days the syndicate's third annual national sales meeting in New York [AT DEADLINE, June 20]. That meeting emphasized selling that is tailored to local programming and national spot advertiser needs.

With ABC Film since its creation in 1953, Mr. Burns previously had been with CBS Television Film Sales, ABC Radio network sales in Chicago and with radio stations in programming and sales. Mr. Donato in the past had been with Guild Films, United Artists Tv, William G. Rambeau Co., C. P. MacGregor Co. and others. Mr. Freeman, with ABC since 1946 in other capacities, joined the film syndicate in 1953. He will operate from New York and will be responsible for sales coverage of upstate New York, in addition to metropolitan assignments. Mr. Powers was associated previously with Schmidt Lithography Co. and A. Stein & Co. in sales. Mr. Stratmann had been with the Oregon-Washington-California Pear Bureau, handling its advertising and merchandising.



MR. BURNS MR. DONATO

Meanwhile, George T. Shupert, president of ABC Film Syndication, announced that over the July 4 weekend the firm's New York offices will be moved to 10 E. 44th St. The telephone number will remain Susquehanna 7-5000. ABC Film Syndication maintains offices in New York, Chicago, Hollywood, Dallas and Atlanta.

$2 Million in Renewals Seen For Guild Films' 'Liberace'

PREDICTION that renewals for 1955-56 of Guild Films' *Liberace,* tv film series, will run in excess of $2 million was made last week by Erwin Ezzes, Guild vice president in charge of sales. Although present contracts for the coming season are not up until late summer, 137 sponsors already have renewed, Mr. Ezzes said.

Four stations have bought the show to sell to sponsors in their own areas. They are KLZ-TV Denver; WEHT (TV) Evansville, Ind.; KMTV (TV) Omaha, Neb., and WLWD (TV) Dayton, Ohio. The new *Liberace* series will go into production late this summer, Mr. Ezzes said.

Pre-Trial Meeting Slated July 11 in 16 mm Film Suit

ATTORNEYS for both sides in the federal antitrust suit to force release of 16mm films to tv and for other use [B•T, Feb. 21] will meet July 11 in the chambers of Los Angeles District Judge Harry Westover to determine whether either side will ask postponement of the trial scheduled to start Sept. 6.

Meanwhile, both the Justice Department Anti-Trust Division and attorneys for the 11 defendant firms and six trade groups named co-conspirators have finished an exchange of main documents to be used by each side during the trial.

Official Ends Italian Deal

OFFICIAL FILMS Inc., New York, announced last week that it has terminated its agreement to distribute the Thetis Films of Italy's *The Three Musketeers,* tv film series, because of delay in the production schedule. An Official Films spokesman said the company "regrets having to take this step" but that, where Thetis had planned to deliver 26 half-hour programs of the series by March 1955, only 13 completed programs had been delivered by June 15.



OVER HALF THE RETAIL SALES MADE IN INDIANA

are made to the people served by WFBM-TV

NO OTHER INDIANA TV STATION DELIVERS SO MUCH

Retail sales state-wide:
$4,634,271,000
Retail sales WFBM-TV-wide:
$2,478,295,000

WFBM-TV INDIANAPOLIS

Represented Nationally by the Katz Agency

Affiliated with WFBM-Radio, WOOD AM & TV, Grand Rapids; WFDF, Flint; WTCN, WTCN-TV, Minneapolis-St. Paul.

BARDAHL BUYS VITAPIX-GUILD LINEUP

Film company sells 'Confidential File' series to Bardahl oil company on Vitapix Corp. station lineup, starting in fall.

FIRST national sale of a television series on the Vitapix Corp. station lineup was completed last week when Bardahl Mfg. Corp (oil), Seattle, and associated companies in St. Louis and Boston signed for Guild Films Co.'s *Confidential File* series on an alternate week basis, starting in the fall.

Bardahl and its associated companies will sponsor the series on alternate weeks for 52 weeks on the Vitapix stations, as well as other tv outlets. A Guild spokesman said it is expected that when the program goes on the air, it will be sponsored by Bardahl on a total of about 110 tv stations.

Guild Films reported it currently is negotiating for another alternate-week sponsor and that details would be announced shortly. The total cost involved to the two sponsors for time and programming was estimated at $2 million.

The transaction was completed by O. Bardahl, president of the parent company; Irwin E. Fuchs, Bardahl Oil Co., St. Louis; A. G. R. Warner, Bardahl lubricants, Boston; Gerald A. Hoeck, vice president of Miller, MacKay, Hoeck & Hartung, Seattle, the agency, and Merriman Holtz, Guild sales manager for the northwest area. The Vitapix Corp. was represented in the negotiations by Ed Hall, vice president and general manager.

Mr. Hall said the series' sponsors will have "full flexibility in obtaining desirable telecasting periods in each market, yet will receive a single billing through Vitapix Corp., saving the sponsors considerable paper work."

Kenyon Brown of KWFT-TV Wichita Falls, Tex., president of Vitapix, expressed "extreme gratification" at the sale by Guild Films, and added:

"When we made our agreement with Guild Films, the objective of the stations was to be in a position to obtain good programming with fine sponsorship. We had long admired Guild Films for its excellent products and marketing efficiency. We are happy at the working out of our agreement through this deal on *Confidential File* and look forward to placement of other Guild Films programs over our station group."

Under their agreement, Guild produces and markets television programs for telecasting over the Vitapix stations and the stations, in turn, undertake to provide choice time for them.

Nine British Films Bought by WCBS-TV

ACQUISITION by WCBS-TV New York of nine British-produced feature films was announced last week by William C. Lacey, manager of the WCBS-TV film department. Three films, produced this year, will have their world premiere on WCBS-TV this fall, according to Mr. Lacey.

Four of the films are Alexander Korda releases: "The Holly and Ivy" (1953), starring Ralph Richardson and Celia Johnson; "Fighting Pimpernell" (1954), starring David Niven and Jack Hawkins; "Mr. Denning Drives North" (1953), with John Mills, Sam Wanamaker and Phyllis Calvert, and "Home at Seven" (1953), with David Niven, Margaret Leighton and Jack Hawkins. The films that will have their first appearance on any medium, including the theatres, are "Where There's a Will," starring Kathleen Harrison, George Cole and Leslie Dwyer; "Windfall," starring Belinda Lee and Lionel Jeffries, and "Police Dog," with Joan Rice, Tim Turner and Sandra Dorne. The two other films in the package are "Undercover," with Michael Wilding and John Clements, and "Ships With Wings," with Michael Wilding, John Clements and Michael Denning.

Distributor for the Korda films is Clift Tv Films Inc. Sales of the other five features, all produced at Eros Studio, is American-British Tv Movies.

Advance Showing Held On 'We Believe' Series

ADVANCE showing of *We Believe*, a new series of 13 half-hour films on what Catholics believe, has been held in New York. The film series, produced by the National Council of Catholic Men and featuring the Rev. James J. McQuade, S. J., of John Carroll U., Cleveland, Ohio, will be made available to tv stations beginning Sept. 1. They will be available for private showing in the spring of 1956.

Father McQuade began experimenting in the use of unusual visual aids in his teaching in Cleveland, had his own local tv show there for two years and last year appeared on NCCM's summer series on CBS-TV. *We Believe* was filmed by the Jam Handy Organization.

Cummings in Two Actions Involving Tv Film Shows

HASSLE over partnership rights to the *My Hero* syndicated tv film series was the subject of Santa Monica Superior Court action taken June 20 by actor Robert Cummings. He made application to obtain depositions from NBC, Official Films and packager Don W. Sharpe in an attempt to determine whether he has been receiving his claimed 30% interest from exhibition of the video series. Mr. Cummings claims NBC, an original partner in the deal, sold its rights to Official for a reported $110,000 and charges that he was not informed of the transaction or that his participation in the profits had to wait until Official had made up its purchase price.

In another legal action involving Mr. Cummings, an accounting of earnings of his former client was asked by agent-packager Don W. Sharpe in Los Angeles Superior Court last Wednesday. Mr. Sharpe claims that under an oral agreement made Sept. 1, 1952, he was to receive 10% of the actor's earnings.

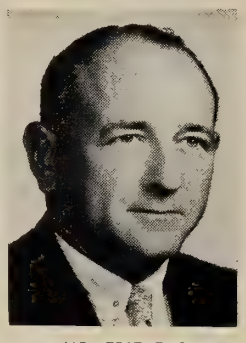
On last Aug. 11 the agent contends Mr. Cummings notified him the contract was no longer in effect. The preceding day, according to Mr. Sharpe, actor Cummings signed a contract which the agent claims to have negotiated with McCadden Corp. for production of the NBC-TV *Bob Cummings Show*.



A TWO-YEAR run of *The Cisco Kid* on WSYR-TV Syracuse, N. Y., is contracted for by station executives with representatives of Ziv Television, which owns the property now going into its sixth year of production. L to r: seated, William V. Rothrum, WSYR-TV vice president in charge of programming; E. R. Vadeboncoeur, station president; standing, William Hooper, Ziv sales representative, and Fred I. Geiger, Ziv tv sales manager.

TPA Appoints Frieberg As Eastern Division V.P.

HARDIE FRIEBERG, who has been with Television Programs of America since 1952, has been elected vice president in charge of TPA's eastern division, Milton A. Gordon, president of the film company, announced last week. The eastern division covers 18 states from Maine to Florida, plus the District of Columbia.



MR. FRIEBERG

Mr. Frieberg, who will report to Michael M. Sillerman, TPA executive vice president, was with Ziv Television as an account executive before joining TPA. Prior to that he produced programs and had his own publicity firm.

WNAC-TV in Two Film Pacts

TELEVISION Programs of America and WNAC-TV Boston have signed contracts, according to Michael M. Sillerman, executive vice president of TPA, which will total over $100,000 for a five-year span in which the station will lease the *Ellery Queen* film series on an exclusive basis in the Boston area. In addition WNAC-TV has also taken an option on TPA's newest program, *Count of Monte Cristo* which will either go into syndication or be reserved for network sale. If the program is syndicated WNAC-TV will have exclusive rights in the Boston area for four and a half years.

Ike Films on Record

ACTING upon the request of the Library of Congress, Transfilm Inc., New York, last week sent golden cans of President Eisenhower's 1952 campaign tv films to Werner W. Clapp, chief assistant librarian. The films will become part of the Library's collection of Americana. The films, consisting of 40 tv film "commercials," were presented as the *Eisenhower Answers America* series. William Miesegaes, Transfilm president, last week recalled the films were produced in a record-breaking eight hours and said that the President worked like "a veteran performer."



"biggest thing since beer in cans"

"How do I know?" asks Pat Mahoney, genial stirrer and shaker at Cincinnati's famous Gourmet Room. "I've got *ears*, haven't I? Why do you think all these guys keep saying it, if it isn't so? Why do they keep putting their clients' money on WABI and WABI-TV if *that* isn't the best mixed combination in the State of Maine?"

He's nobody's patsy, this fellow! Knows the score in a rough game where the final score is all that counts! And whether *your* game is the selling of suds (in flakes or bars — or by bottles or cans) . . or any of the countless other products a red-blooded American market area consumes . . this radio-TV key can unlock the multi-million dollar purse-strings of seven jumbo counties in the most important part of Maine.

Beer in cans was a vibrant discovery. But sales in mid-Maine is no less vital to a well-rounded pattern of progress. And you *can't* attain it . . you *can't* sell efficiently in this bellwether state . . without the help of its foremost media— WABI (via radio), WABI-TV (via television).

Like beer and pretzels, they click!

wabi AM TV

Represented by: George P. Hollingbery — Nationally
Kettell-Carter — New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

M-G-M TO MAKE PLUNGE INTO TV

Major picture producer will prepare half-hour series for ABC-TV this fall. American Tobacco reported interested in sponsorship. It's the third movie company for ABC-TV.

ENTRY of Metro-Goldwyn-Mayer pictures into the television field was announced last week with details released on *The M-G-M Parade,* a weekly half-hour tv series which will be carried on ABC-TV next fall. Although no sponsor information was disclosed, it was reported that American Tobacco Co. is negotiating with the network.

The agreement between ABC-TV and M-G-M calls for the latter company to produce a program consisting of a variety of material from old M-G-M short subjects, plus films of scenes from forthcoming Metro films. M-G-M is the last major Hollywood company to plunge into television, but while other companies have announced plans to produce shows specifically for tv, Metro intends also to use material it already has filmed. Included in M-G-M's backlog of short subjects are the Pete Smith cartoons, "Crime Does Not Pay" and the Fitzpatrick travelogues, among others.

With the signing of the contract with M-G-M, ABC-TV has agreements with three motion picture studios. The others are Walt Disney Productions, which produces the highly-rated *Disneyland* and also the upcoming *Mickey Mouse Club,* and Warner Bros., which will produce the full-hour *Warner Bros. Presents* series starting in the fall.

Financial aspects of the M-G-M transaction and the network time period of the new series were not revealed.

Statements issued by Leonard H. Goldenson, president of AB-PT, and Nicholas M. Schenck, president of Loew's Inc., parent company of M-G-M, called attention to the mutual benefit of the association. Mr. Goldenson said:

"M-G-M's decision to enter the television field represents a recognition of the present day joining-together of Hollywood and television into a powerful force for entertainment and for the pre-selling to the public of the new product of the studios for theatre release."

Mr. Schenck said M-G-M has made a study of television and "has in mind the point-of-view of the motion picture exhibitors." The upcoming tv program, he said, will be "good popular entertainment," but also will serve "the mutual interests of our customers and ourselves." He was referring to a portion of *M-G-M Parade,* which will be devoted to information about forthcoming motion pictures to be played in theatres.

FILM SALES

MCA-TV Film Syndication, N. Y., has sold 67 Roy Rogers and 56 Gene Autry feature films to WAAM (TV) Baltimore and WGN-TV Chicago.

Ziv Television Programs, N. Y., has sold *Science Fiction Theatre* to General Cigar Co. (White Owls), N. Y., through Young & Rubicam, N. Y., for showing in Chicago, S. F.; *Mr. District Attorney* to W. P. Fuller & Co. (paint), S. F., through Young & Rubicam, S. F., for L. A., Seattle, Salt Lake City; *D. A.* to Wish-Bone Salad Dressing Co., Kansas City, through Allmayer, Fox & Reshkin, Kansas City, for New Orleans; *D. A.* to Simoniz Co., Chicago, through Sullivan, Stauffer, Colwell & Bayles, N. Y., for Boston, Toledo; *D. A.* to National Premium Brewing, Detroit, through W. B. Doner Co., Detroit, for Detroit; for second year to Carter Products Inc. (toiletries, medicine), N. Y., *D. A.* in more than 40 markets, *I Led Three Lives* in Providence, R. I., and Pittsburgh, *The Eddie Cantor Comedy Theatre* in Charlotte, N. C.

Sterling Television Co., N. Y., announces sales of *Tales of Tomorrow* to KRON-TV San Francisco and KROC-TV Rochester, Minn.; *Sterling Cartoons* to KTIV (TV) Sioux City, Iowa, WNCT (TV) Greenville, N. C., and KTNT-TV Tacoma, Wash.; *Movie Museum* to Great Lakes Supply Co. of Bay City for WPBN-TV Traverse City, Mich., and *Beat the Expert* to West End Motors Corp. for WAAM (TV) Baltimore.

Van Coevering Productions, Chicago, has sold *Adventures Out of Doors* to KIMA-TV Yakima, Wash., and WNCT (TV) Greenville, N. C., through Sportsvision Inc., S. F., distributor.

CBS Newsfilm, N. Y., has announced two new subscribers, KRNT-TV Des Moines and WMAR-TV Baltimore, to its syndicated news service.

MCA-TV Ltd. Film Syndication Div., N. Y., has announced Bekins Van & Storage Co., L. A., renews *Where Were You,* half-hour tv film series, in L. A., S. F., San Diego, Sacramento, Fresno, Calif., Omaha, Dallas, Phoenix and Tucson, for 26 weeks starting on or before Oct. 15. Agency: Brooks Adv. Agency, Hollywood.

FILM PRODUCTION

Warner Bros. tv div., Burbank, Calif., has started shooting upcoming ABC-TV *Warner Bros. Presents* series for fall telecasting. First to start production is "Cheyenne" segment with Clint Walker, former Nevada deputy sheriff, in title role for director Richard Bare and producer Harve Foster. Scheduled to start shortly is the first hour-long film in "Kings Row" segment with Jack Kelly as "Parris," Nan Leslie as "Randy" and Robert Horton as "Drake." Former actor Paul Stewart is director and Roy Huggins, producer. Casting for "Casablanca" segment underway by director John Peyser and producer Jerome Robinson. Footage from "Giant," upcoming WB theatrical release, will be used for "behind the cameras" segment of series.

Harris-Tuchman Productions, Hollywood, has completed series of 17 live action-animation tv film commercials in English and Spanish for International Metal Products (Arctic Circle, Alpine air coolers), Phoenix, Ariz., through McCarty Co., L. A. Spot announcement campaigns being launched in seven states.



GEORGE LIBERACE (r), the piano player's brother, and Harry Sylk, president of the Sun Ray Drug Co., Philadelphia, discuss over a candelabra, the WPTZ (TV) Philadelphia *Liberace Show.* Sun Ray Drug is a major distributor of Serutan Co. products, sponsor of the weekly show on WPTZ.

Jack Denove Productions, Hollywood, signed by NBC-TV to film *The Dancers,* new tv series starring Bambi Linn and Rod Alexander. Series, scheduled for fall telecasting, is written by George Bradshaw and will be directed by Val Rosing.

Kling Film Productions, Chicago, announces tv spot commercials in production for following companies: Servel Inc., Evansville, Ind.; Sentinel Radio Corp., Evanston, Ill.; DeLiso Debs, St. Louis; First Federal Bank, Minneapolis; Myzon Poultry Builder, Chicago; Manitowoc refrigerator-freezer combinations, Manitowoc, Wis., and Standard Oil Co. of Indiana, Chicago.

RANDOM SHOTS

Milner Productions, Baltimore, has opened second and larger motion picture studio at 3800 Liberty Heights Ave.

TeleVision Snapshots Inc. (film production, distribution), N. Y., moves to 270 Park Ave.; telephone: Murray Hill 8-2077.

Ziv Television Programs, N. Y., has established public service department to handle requests for public appearances of Ziv stars from sponsors, agencies and civic groups. Unit is headed by Robert Friedheim in East and Herb Gordon on West Coast.

NBC Film Exchange has moved to new headquarters at Route 9W, Englewood Cliff, N. J. Building will consolidate all facets of shipping, receiving and booking of prints.

Kamar Productions, Hollywood, has acquired tv rights to "Bo," McNaught Syndicate dog comic strip created by Frank Best. Pilot film scheduled to be shot when dog for leading role has been selected.

General Motors Corp., Detroit, has announced distribution of GM Motion Picture Catalog for 1955-56, listing 61 16-mm sound films obtainable free by tv stations and other groups. Last year films had 750 tv showings, viewed by estimated audience of 13 million.

Olympus Film Productions Inc., Cincinnati, subsidiary of WLW Promotions Inc., has been sold to James B. Hill, OFP general manager.

National Telefilm Assoc., N. Y., has moved to 60 W. 55th St., New York 19; telephone: Plaza 7-2100.

MCA-TV Film Syndication Div., N. Y., has announced 26 half-hour films have been added to *Curtain Call* series, raising total number of episodes available to 39. Series will be sold in packages of 13, 26, or 39, with many of films sold as first run.

FILM PEOPLE

Jack L. Lemmon, formerly account executive, Transfilm Inc., N. Y., appointed vice president in charge of sales, ATV Film Productions Inc., same city.

Frank J. Shea, sales director, John Sutherland Productions, L. A., to Pelican Films, N. Y., as vice president in charge of sales.

William Hudson, animator, Famous Studios, N. Y., to tv commercial animation dept., Transfilm Inc., same city.

Douglas Kennedy, star of *Steve Donovan, Western Marshal,* NBC-TV Film Div. package, and actress Betty Lou Howell were married June 13.

Lee Torstrup, 33, assistant film editor, Walt Disney Studios, Burbank, Calif., died in an auto accident June 12.

NARTB ESTABLISHES COMMITTEE TO JOIN PAY VS. FREE TV BATTLE

The association's Tv Board, meeting at Hot Springs, Va., decides to appoint three-man unit to inform public and congress on pay tv issue. Heated comments expressed on "low-type" propaganda.

NARTB decided last week to join the free-swinging propaganda battle over pay vs. free television.

The association's Tv Board, meeting at The Homestead, Hot Springs, Va., took this stand Thursday afternoon after reviewing the state of the current outpourings from the publicity mills of pay-tv promoters.

NARTB's action was not unanimous. No announcement of the vote was made. Paul Raibourn, KTLA (TV) Los Angeles, a Tv Board member who sat in at the meeting, is chief executive officer of International Telemeter Corp., one of three subscription tv applicants before the FCC and a Paramount Pictures subsidiary.

First action taken Thursday morning by the Tv Board was to re-elect Clair R. McCollough, Steinman Stations, as chairman, and Campbell Arnoux, WTAR-TV Norfolk, vice chairman. The tv directors re-elected both by unanimous vote, paying tribute to their service in their official roles.



MR. McCOLLOUGH

In other actions the Tv Board:

• Decided the tv tariff (program transmission) problem was so important that the special Tariff Committee should be enlarged.

• Set up a committee to direct plans for a viewer reaction survey on behalf of the Tv Code Review Board (see story this page).

• Heard an "interim report" on the long-pending plan to set up a gigantic survey project to measure tv station circulation.

• Took the first association action over community tv by ordering creation of a committee to study broadcasters' legal rights in use of the programs by these non-regulated local wire feeders.

The association's campaign to defend the industry's interest in this basic media controversy will be directed by a committee of three Tv Board members to be appointed by President Harold E. Fellows.

The committee is charged with the job of telling congress and the public "pertinent facts and information . . . concerning pay television." A carefully worded resolution gave a mild version of the strong feelings of some of the tv directors. Corridor comments before and after the Thursday meeting were heated because of purported "how low can you get" propaganda.

Still standing on NARTB's records is a resolution adopted last April. An official position that stated it did not oppose fee-tv except where such proposed new services might usurp rights or facilities.

The board's Thursday resolution referred to informal FCC word that the date to file replies in the pay-tv proceedings would be postponed. Sept. 9 is the date usually mentioned.

Besides acquainting congress and the public with the industry's side of the pay-tv situation, the new three-man committee will counsel with NARTB management in preparing the association's reply.

Judging by the report on the big circulation measurement project, the preliminary problems are tough and won't be worked out in a hurry. It was noted after the meeting that brand new devices and research techniques must be developed because no such type of measurement has ever been attempted in the tv industry.

Richard M. Allerton, NARTB Research Dept. manager, is directing field studies being conducted by the Alfred Politz research organization. The special interview technique conceived for the project was developed for NARTB by Dr. Franklin Cawl, research consultant.

The problem of military and governmental discussions about possible use of part of the vhf spectrum was not considered by the Tv Board, being placed on the agenda of the Saturday meeting of the joint Radio and Tv boards. The Tv Board did not discuss the proposed new long-term presidential contract for Mr. Fellows. This has been in the negotiation stage for several months.

Thad Brown, NARTB tv vice president, submitted the report of the Television Transmission Tariffs Committee, of which Richard Salant, CBS, is chairman. This committee has discussed the problem of rate increases by AT&T for transmission of tv programs around the nation. The board felt this problem was of "transcending importance and the committee should be expanded to all-industry representation." Present members include W. D. Rogers Jr., KDUB-TV Lubbock, Tex., and Chris Witting, Westinghouse Broadcasting Co. Ex officio members are Joseph McDonald, NBC, and Mr. Brown.



MR. ARNOUX

In discussing plans for the eighth autumn regional meetings, replacing the 17 district meetings, Mr. Brown said the program for "Television Day," third day of each meeting, would include discussions and talks dealing with the Tv Code, publicizing of tv program and advertising comments and reactions, labor relations, tv advertising, news and engineering. A Television Bureau of Advertising spokesman will handle the advertising part of the program.

Joseph M. Sitrick, NARTB manager of publicity and information services, reported to the board on work of the Television Information Committee, which handles the job of telling the public about television service.

Three directors were absent from the tv meeting—Ted Bergmann, DuMont Tv Network; Ernest Lee Jahncke, ABC-TV, and Harold Hough, WBAP-TV Fort Worth. Charles T. Ayers, ABC's member on the NARTB Radio Board, sat in for Mr. Jahncke.

Representing NARTB headquarters staff besides President Fellows and Messrs. Brown, Allerton and Sitrick, were Howard Bell, assistant to the president; C. E. Arney Jr., secretary-treasurer; Edward H. Bronson, director of Tv Code affairs; Vincent Wasilewski, chief attorney; Florence Mitchell, secretary to President Fellows, and Ella Nelson, secretary to Mr. Arney.

Mail Problems Lessened

ADOPTION of an "operations desk" plan by some 311 tv stations to date has largely solved the problem of misdirected mail to tv outlets, it was announced last week by Lawrence Webb, managing director of Station Representatives Assn., New York, which conceived the plan. Each station has set up an operations desk to which all film, slides, copy instruction, artwork, props and other commercial materials are addressed, SRA said. The practice arose from a complaint from advertising agencies that it was impossible to keep up with personnel changes at stations. In sending material to a station employe who had perhaps retired or resigned, agencies found that such mail was often misdirected until stations launched the operations desk policy.

PUBLIC SENTIMENT ON TV CODE SOUGHT

NARTB Hot Springs, Va., session initiates steps to ascertain viewer reactions. Quaal heads committee that also includes Baudino, McCollough, Jones and Russell.

NARTB's Tv Board gave the go-ahead signal Thursday at Hot Springs, Va., to a plan designed to find out what the public thinks about tv programs, advertising and the industry's self-regulation code project (see main Tv Board story, this page).

A Tv Board committee headed by Ward Quaal, WLWT (TV) Cincinnati, was directed to "implement" the public reaction survey. Other members of the committee are Joseph Baudino, Westinghouse Broadcasting Co.; Clair R. McCollough, Steinman Stations; Merle S. Jones, CBS-TV, and Frank M. Russell, NBC.

The committee will work on such development problems as financing, type of questions to be asked in surveys and size of samples. Pilot work on the survey techniques has been done in the field.

G. Richard Shafto, WIS-TV Columbia, S. C., chairman of the Tv Code Board, reported that code activity is expanding. He described observance of the Code by the four networks and 257 stations subscribing to its provisions as "healthy."

A recent study of Code enforcement covered a sample of 26 stations considered typical of the industry, Mr. Shafto said. He cited monitoring reports devoted to reviewing of children's programs and material telecast during late afternoon and early evening hours.

Next step in monitoring will be to expand and review advertising practices. At present the Code staff, headed by Edward H. Bronson, director of Tv Code affairs, consists of four persons. While no action has been announced, the Code group's staff may be further enlarged.

Code-subscribing stations are stepping up their campaigns to tell the public about self-regulation, Mr. Shafto reported. He said the newly designed seal is being displayed oftener by stations, along with the special film clips and slides that carry Code information to viewers.

Mr. Shafto paid tribute to pioneering Code

NEW ENGLAND'S FIVE MOST POPULAR

. . . ALL ON WBZ+WBZA



Bob Rissling

Melody Manor

10:15 - 10:45 AM
Monday thru Friday

WBZ+WBZA



BOB & RAY

5:00-6:00 PM
Monday through Saturday

WBZ+WBZA

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
WBZ+WBZA—**BOSTON**	**BOSTON**—WBZ-TV
KYW—**PHILADELPHIA**	**PHILADELPHIA**—WPTZ
KDKA—**PITTSBURGH**	**PITTSBURGH**—KDKA-TV
WOWO—**FORT WAYNE**	**SAN FRANCISCO**—KPIX
KEX—**PORTLAND**	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS

RADIO PERSONALITIES

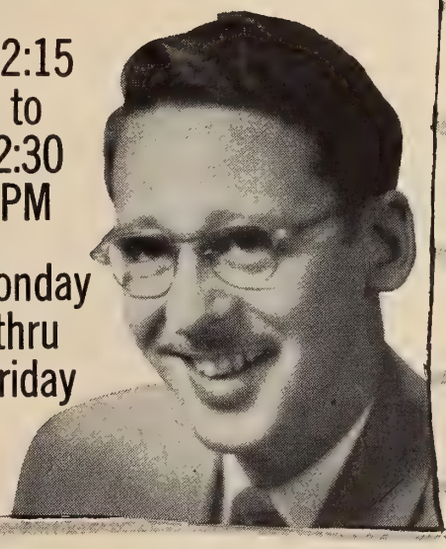


CARL de SUZE

6:30 - 9:30 AM
Monday thru Saturday

WBZ + WBZA

NELSON BRAGG
on
WBZ+WBZA



12:15
to
2:30
PM

Monday
thru
Friday



More New England homes listen to each of these WBZ+WBZA personalities than to any local or network radio program on any other Boston station.*

The imaginative showmanship and station promotion that won the 1955 Variety Showmanship Award for WBZ+WBZA resulted in more New England homes tuning to WBZ+WBZA programs and personalities between the hours of 6 A.M. and midnight than to any other Boston radio station.†

WBZ+WBZA is an undisputed FIRST in New England radio. FIRST in coverage, FIRST in total audience and FIRST in the popularity of its personalities.

Let WBZ+WBZA's popular personalities sell for you. Call Bill Williamson, WBZ+WBZA Sales Manager, ALgonquin 4-5670; or Eldon Campbell, WBC National Sales Manager, at MUrray Hill 7-0808, New York.

*Av. ¼ hour total cumulative audience April Nielsen Station Index †April Nielsen Station Index



TAKING PART in a "Civic Salute to Broadcasting" tendered June 15 by the Milwaukee Assn. of Commerce to the city's radio-tv stations were (l to r): Mark Kehoe, chairman, public relations committee, Milwaukee Assn. of Commerce; Larry Storch, CBS-TV comedian; Harold Fellows, NARTB president, who addressed the association and the city's broadcasters [B•T, June 20], and Hugh K. Boice, WEMP Milwaukee general manager and chairman of the arrangements committee.

work by John E. Fetzer, who retired during the spring as Code chairman and to J. Leonard Reinsch, ex-vice chairman, and Mrs. A. Scott Bullitt, KING-TV Seattle, who also retired from the Code Board.

Next Code Board meeting will be held in early September.

Illinois Broadcasters Fight New Libel Law

OPPOSITION was mounting on a number of fronts last week to a proposal in the Illinois legislature which, if passed, would render radio-tv stations in that state liable for defamatory statements uttered by political candidates.

The Illinois Broadcasters Assn., along with the Broadcast Advertising Club of Chicago, are out to thwart a measure authored by Sen. William (Botsy) Connors (Chicago). There were indications that other groups, including the Illinois News Broadcasters Assn. and individual stations, would fight it too, and that some IBA members would be reluctant to accept political talks in the future if the bill becomes law.

Bill Small, WLS Chicago news director and INBA president, has promised cooperation to IBA, he told B•T Friday. Earlier, on Wednesday, the House Judiciary Committee sidetracked the Connors bill by a 17-7 vote, but there was still a possibility the issue would come up on the House floor in the form of an amendment of some kind, possibly to other legislation.

The Connors bill (S 672) was introduced May 12, passed the Illinois Senate June 2 and was referred to the House Judiciary Committee June 10. Ostensibly designed to broaden the 1945 criminal libel law by including television as well as radio, it would deprive broadcasters of current libel protection and compromise the long-standing concept that "truth is a sufficient defense" against libel action in Illinois. "Truth" would be based on the reservation that a statement is uttered "with good motives and for justifiable ends."

Illinois station operators would be subject to a maximum $500 fine or a "jail term not to exceed one year."

On the motion of Sterling C. (Red) Quinlan, vice president in charge of WBKB (TV) Chicago, the Broadcast Advertising Club agreed to adopt a resolution opposing the bill in principle. He said WBKB will file a protest with Illinois Gov. William Stratton and legislators, too.

Sen. Connors introduced a similar bill to include tv in state laws two years ago. It was passed but vetoed by Gov. Stratton who questioned the constitutionality of a separate section devoted to tv libel and intended to absolve broadcasters from any liability.

While fighting the Connors measure, broadcasters are aligning in favor of a less controversial bill (S 205) authored by Sen. George Drach (Springfield). It would simply include television with radio in state libel laws and gives broadcasters additional protection against civil as well as criminal suits. The Drach measure, introduced March 2 and passed by the Senate June 9, is now before the House. Any legislation passed in Springfield after June 30 would not become effective until July 1, 1956.

All But One of U. S. Tvs Accept SRA Shared ID Plan

STATION Representatives Assn. is announcing today (Monday) that all but one of the more than 400 tv stations now on the air have registered acceptances of the shared ID standards promoted by SRA.

Lawrence Webb, director of SRA, called the acceptance of the standards by 423 tv stations "the highest unanimity so far achieved in the broadcasting industry." He added that advertising agencies planning tv spot campaigns, in which the 10-second shared ID is used, now may utilize commercial films either on the three-quarters screen standard or the full-screen 8-second video standard, with assurance of station acceptance.

"The original three-quarters screen shared ID was worked out by SRA to simplify commercial film art and reduce costs," Mr. Webb said. "The later full-screen standard came as the result of a growing use of the shared ID time segment. While it was difficult to work out technically, the tv stations cooperated in adjusting their projection practices, and the advertising agencies, through the AAAA, contributed the agency thinking on copy needs, and endorsed the resulting standard. SRA's work on the standards was headed by the tv sales committee under the direction of Jack Brooke of Free & Peters, chairman."

IKE URGES NATRFD INFORM FARM AREAS

FARM broadcasters can render an important public service by keeping rural audiences informed about world affairs, President Eisenhower said Tuesday in an informal talk with members of the National Assn. of Tv & Radio Farm Directors. He met with the delegates on the White House lawn.

The farmer must know about international events "so that he can fit into his concept of the whole his own particular problem, not merely viewing it in its isolated sense," the President said. He said farmers are caught between falling income and rising costs.

"Now I suddenly find that many people blame the flexible support law passed last year for this squeeze," he said. "Only people like you can inform the public that it has not yet come into effect; that the 1955 crops are not yet in. So I don't see how it could have much effect on the price situation as it exists up to this moment."

The three-day NATRFD meeting opened in Washington Monday with a breakfast sponsored by National Milk Producers Federation. Secretary of Agriculture Ezra Taft Benson greeted delegates, answering questions about farm problems. Other Dept. of Agriculture officials joined the conference.

Farm organization leaders held a panel at a Monday luncheon sponsored by American Plant Food Council. In the afternoon a group of Washington farm reporters took part in a panel that included Lyle Webster, Dept. of Agriculture information officer. A Monday reception was sponsored by American Feed Mfrs. Assn. and a dinner by National Agricultural Chemical Assn.

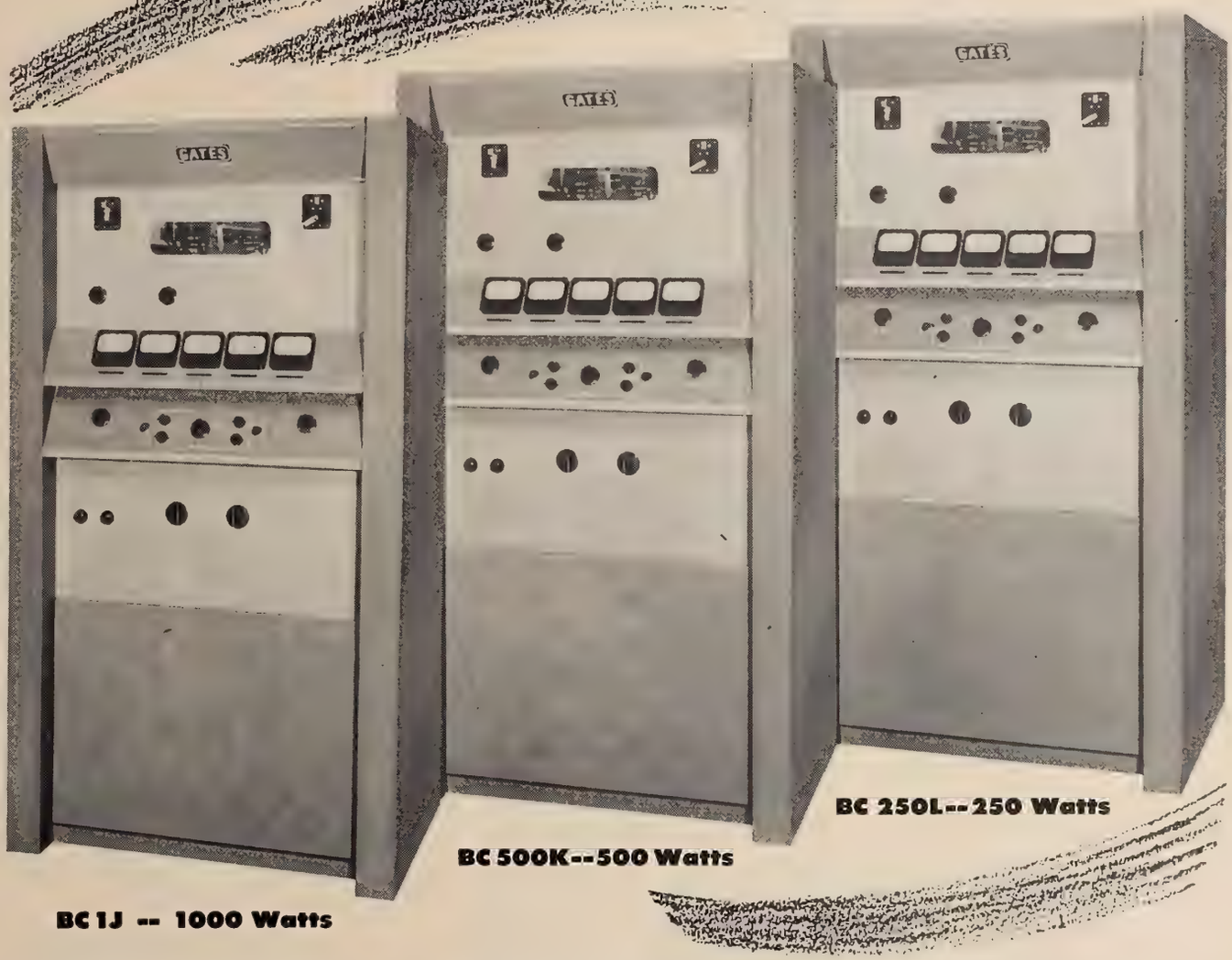
Tuesday's agenda included breakfast addresses by Hollis Seavey, director of Clear Channel Broadcasting Service, and Jim Beall, U. S. Weather Bureau. Conferences were held with senators and congressmen, followed by the White House visit and a Chesapeake Bay cruise.

Ad Council Aids Recruiting

THE ADVERTISING Council last week distributed special recruiting kits to radio and television stations for the Ground Observer Corps campaign of the U. S. Air Force. Ruthrauff & Ryan, New York, volunteer agency on the project, prepared both radio and television kits which contain announcements of various lengths, fact sheets, films, flip cards, balops and slides. More than 3,000 radio and 425 tv stations were circularized by the Advertising Council.

GATES
Hi-Watter SERIES
MORE WATTS PER DOLLAR INVESTMENT

3 TRANSMITTERS
MADE ON THE SAME PRODUCTION LINE TO SAVE YOU MONEY!



BC 250L--250 Watts
BC 500K--500 Watts
BC 1J -- 1000 Watts

You're all set for Conelrad with these Gates "Hi-Watters" because they tune the entire broadcast band. — Twin drive audio, center line metering, simplified adaption to remote control, cooler operation, low power consumption and the big transmitter design are your Gates "Hi-Watter" bonus features and at less cost than ever before. — You can step up too! Buy 250 or 500 watts now. Go to 1KW later without one penny premium. An attractive brochure is yours for the asking.

GATES
GATES RADIO COMPANY QUINCY, ILL., U. S. A.
Manufacturing Engineers Since 1922
Houston, 2700 Polk Avenue
New York, 51 East 42nd Street
Washington, D. C., Warner Bldg.
Los Angeles, 7501 Sunset Blvd.
New York, International Div., 13 East 40th St.
Atlanta, 13th & Spring Sts.
Montreal, Canadian Marconi Co.

Fla. Broadcasters Reminded Of Radio's Healthy Outlook

ANNUAL convention of the Florida Assn. of Broadcasters in Miami Beach was told last Friday that the coming weeks could bring radio one of its healthiest seasons, because of a renewed interest in the medium among major advertisers. This prediction was made by John Karol, vice president in charge of network sales for CBS Radio.

Mr. Karol told the Florida broadcasters that radio set production in 1955 is up 40% over last year and that the total number of working radio sets is now 117 million. He pointed out that daytime strips are "reaching substantially bigger in-home audiences this year than last, and in nighttime radio it is now possible to buy more listeners for less money than in 1948."

The importance of auto listening was also stressed by Mr. Karol. "The new national Nielsen measurement of auto listening adds as much as 47% to the in-home audience," he said.

At CBS, radio sales in recent weeks have amounted to over six hours of sponsored time. He noted that one hour each had been sold to F. W. Woolworth Co. and American Oil Co.; a half-hour weekly to Sleep-Eze; a quarter-hour each to McKesson & Robbins and S-7 (insecticide); 50 minutes to Hazel Bishop; 25 minutes to Chevrolet, increasing its schedule to 18 broadcasts a week; a five-a-week daytime purchase by Wm. Wrigley Jr. Co., and a 25-minute weekly schedule to Gulf Spray.

Mr. Karol said radio's strength as an advertising medium would be irrefutable by fall. He added that "even its greatest skeptics would see the light and would attest to radio's job as a salesman by new and increased purchase of time."

Meyer Elected President Of Colorado Broadcasters

ELWOOD MEYER, KYOU Greeley, was elected president of Colorado Broadcasters Assn. June 18, with record attendance at the Glenwood Springs session. Mel Cooper, KRRT Trinidad, was elected vice president, and Phil Hoffman, KLZ Denver, secretary.

CBA adopted a resolution urging FCC rule-making on community tv systems but did not act on fee tv. Prose Walker, NARTB Engineering Dept. manager, will study implications of rule-making on satellite and privately-owned microwave relays. Another resolution urged proper use of rating services as a useful tool but not for comparisons of electronic media with print media using gross circulation measurements.

Wisconsin AP Radio Assn. Elects Mig Figi as Chairman

ELECTION of Mig Figi, general manager of WAUX Waukesha, Wis., as chairman of the Wisconsin AP Radio Assn. was held in conjunction with the annual meeting of the group in Milwaukee a fortnight ago. Mr. Figi succeeds Earl Huth, general manager of WHBY Appleton.

Theme of the session was "Radio's New Place in the Sun." Discussions were led by Mr. Figi; John Walter, general manager of WJPG Green Bay, and George Grabin, resident partner of the Arthur Meyerhoff advertising agency.

Resolutions adopted by the association commended the AP for its efforts to establish an association of news editors and directors, comparable to the AP Managing Editors Assn., and Jack Krueger, news editor of WTMJ Milwaukee, for his work with the AP on this project.



OFFICIAL SEAL of the Advertising Club of Denver is presented by outgoing President Lee Fondren (l), radio sales manager of KLZ there, to Bill Prescott, a partner in Prescott & Pilz advertising agency and newly-elected chief executive of the club.

AP Broadcasters Form Mass.-R. I. Association

ORGANIZATION of the Massachusetts-Rhode Island Associated Press Broadcasters Assn. on June 18, has been announced by the Associated Press. Rod MacLeish, news director of WBZ Boston, was elected chairman of the new association and Henry M. Solomon, manager of WNBH New Bedford, Mass., was elected vice chairman. L. P. Yale, chief of the Boston AP Bureau, was elected secretary.

The one-day meeting featured an address by Harold Fair, radio-tv vice president of Bozell & Jacobs Inc., New York. The representatives of AP member stations discussed news gathering and dissemination problems and methods. It also was agreed to name an individual as each station's news representative for the AP. The association, which tentatively decided to hold another meeting in the fall, pledged full cooperation in mutual efforts to broaden the AP's news coverage in the two states.

RAB Promotes 3 Staffers In Administrative Shifts

RADIO Advertising Bureau has promoted three staff members, President Kevin Sweeney announced Wednesday. They are:

William L. Morison, office manager since 1951 and assistant secretary-treasurer since 1952, to director of administration.

Ann Hoffman, executive secretary since 1952, to administrative assistant to the president.

Lloyd Cole, with RAB since 1953 when he was mail room supervisor, to office and production manager, assuming many of Mr. Morison's former duties.

Also announced was the rejoining of Imelda Simon, formerly secretary to RAB's local promotion director, who becomes secretary to the president.

Color Pre-Test of Products Cuts Dollar Risk—Cornberg

COLOR TV can be used in testing consumer reaction to a newly-designed product, Sol Cornberg, NBC director of studio and plant planning, said last week in a report to the International Design Conference in Aspen, Colo.

Mr. Cornberg, designer of studios and sets for NBC-TV's *Home, Tonight* and *Today* programs, said automation could translate designs into products for study, redesign and pricing with the use of color tv presentation to millions of potential purchasers. This pre-testing could be made before a company risks "great capital investment," Mr. Cornberg said. More than 300 international experts in the design field met in Aspen to discuss the relationship of design to communications, education, light and structure, city and landscape and leisure.

RETMA Delegates Guess At Continued High Set Sales

HIGH SALES of both black-and-white tv sets and radios are expected to continue in 1955 and 1956, according to an unofficial poll of manufacturers and component suppliers at the Radio-Electronics-Tv Mfrs. Assn. convention [B•T, June 20].

The "guess-estimates," released by RETMA last week, indicate sales will be maintained, according to those polled, this way:

Black-and-white tv sets—7 to 7.3 million in 1955 and 6.5 to 7 million in 1956.

Radios—12.5 to 13 million, including 4.5 to 5 million auto sets, in 1955.

"Guess-estimates" on color tv set sales ranged widely and were conditional on the extent of color broadcasting. The prevailing view was that about 35,000 color tv receivers will be sold in 1955 and between 250,000 and 300,000 in 1956, RETMA pointed out.

Young Homemakers' Radio Habits Listed in Brochure

NEW BROCHURE, "The Radio Listening Habits of Young Homemakers," was released last week to advertisers and member stations of Radio Advertising Bureau, New York.

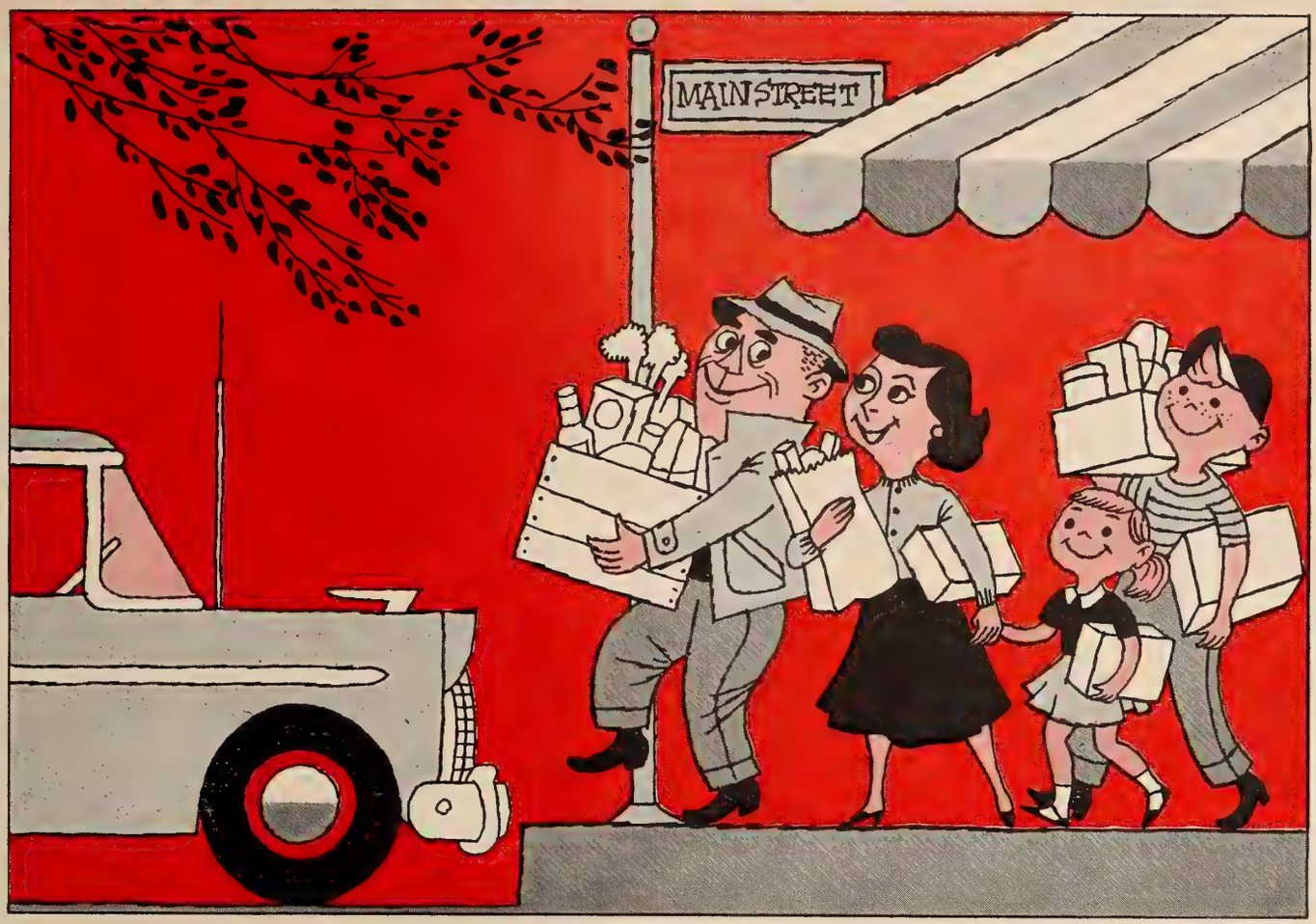
The brochure defines young homemakers as women between 25 and 35 years of age with two or more children less than 13 years old. The RAB report stresses that 95% of these young homemakers listen to radio during an average week, with close to half listening every day of the week.

RAB's findings show that the favorite listening spot for homemakers is the kitchen. The preferred program format is music with news, with daytime serials following closely. The presentation is based on a study conducted for RAB by Pulse Inc. during April in six cities where tv penetration is high.

Vet Radio Guild Officers

HUBERT WILKE II was re-elected president of the Veterans Hospital Radio Guild at the annual meeting in New York. Also re-elected: Douglass Parkhirst, first vice president; Michael T. Enserro, second vice president; Marianna Norris, secretary, and Roy L. Deets, treasurer. Also on the board are Jean Tighe, Gladys Thorton, Walter Bishop and Roger Forster.

Board of governors of the Guild include J. L. Van Volkenburg, CBS-TV president; Ernest L. Jahncke Jr., ABC vice president and assistant to the president; Sydney Eiges, NBC vice president; Stanley Adams, ASCAP president; Carl Haverlin, BMI president; Hal Davis, Kenyon & Eckhardt vice president. The Guild, endorsed by NARTB a year ago, by the Radio & Television Executives Society, ASCAP, AFTRA, BMI, and others in the radio-tv and associated fields, uses time and talent from the broadcast and allied industries to aid hospitalized veterans as part of the Veterans Administration rehabilitation program.



It Happens Every Day...Millions Of Times

Yep—the family goes to market in Hometown and Rural America and they really "live it up." Cleaning tissue, automobile wax, hamburger and tenderloin, toothpaste and toiletries. You name it . . . they've got it at home and they buy it in huge quantities. Here is a rich and responsive market better and more effectively covered by the Keystone Broadcasting network than by any other advertising medium. Here is a market that TV overlooks!

Nice thing about Keystone is that you don't buy speculatively. You can cut and try. You can pick a group of eighty or eight hundred markets and discover quickly whether 15 minutes across the board will do the job or whether spots will move the merchandise and at a greatly reduced cost. The KEYSTONE story is a juicy one. It's all meat and no bone, fat or gristle. Why not let us tell you how we can serve you?

●WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 West Washington St.
STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post Street
SUtter 1-7440

✓**TAKE YOUR CHOICE**

A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

✓**MORE FOR YOUR DOLLAR**

No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

✓**ONE ORDER DOES THE JOB**

All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

N E W S

KBS

Keystone®

BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

COMPARATIVE NETWORK AM SHOWSHEET

© 1955 by Broadcasting Publications Inc

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Monday Morning Headlines	Wm Wrigley Gene Autry (195) R	Public Prosecutor	Meet the Press
6:15	TBA			
6:30	The Evening Comes	Summer in St. Louis	Mutual Benefit On the Line with Bob Considine (546)	
6:45			All-Star Sports Time	
7:00	Show Time Review S	Juke Box Jury	Richard Hayes Show	
7:15	George Sokolsky			
7:30	Valentino		Studio Concerts	
7:45	Henry Mile Travel Talk S			
8:00	Co-op America's Town Meeting	Toni & Whitehall Cosponsored Our Miss Brooks (206)	U S Military Academy Band	Monitor
8:15				
8:30		Gary Crosby	Enchanted Hour	
8:45				
9:00	TBA	Kraft Foods Rudy Vallee (204)	Natl'l Labor Management Fulton Lewis	
9:15	Quincy Howe S		Success Story USA	
9:30	Sammy Kaye		Manion Forum Dean Clarence Manion	
9:45			Co-op Keep Healthy	
10:00	Bankers Life & Cas. Co. Paul Harvey	News	Billy Graham Evangelist Assn. Hour of Decision	Fibber McGee & Molly
10:15	Elmer Davis	Face the Nation		The Great Gildersleeve
10:30	The Assemblies of God "Revival Time"	John Derr Sports	Wings of Healing Global Frontiers	Meet the Press
10:45		U N Report	TBA	
11:00	Moods in Melody	News	Winnipeg Sunday Concert	Monitor
11:15 PM		Dance Orchestra		

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service
	TBA	No Service		
	Budweiser Bill Stern	Delco Batteries Lowell Thomas (199)		Sun Oil & Co-op 3-Star Extra (34)
	Vandercook CIO	Hamm Scoreboard	Co-op Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe	Tennessee Ernie S (121)	Dinner Date	No Network Service
	Strange		American Home Prod. Gabriel Heatter	Miles Labs News of World (166)
	Saga	Am Oil Ed. R. Murrow (89)	In the Mood	One Man's Family
	ABC News			Gen. Motors Henry J Taylor
	Just Easy Gregson	Mr. Keen	Top Secret Files *	
	News S	Amer Tob Edwards-News		Berkshire Festival
	Voice of Firestone	Lipton & CBS Col. (alt. wks.) Godfrey Talent Scouts (171) R	Co-op Broadway Cop	
	Music Tent	Rosemary Clooney (208)	Esso Reporter Footnotes to History	Bell Telephone Telephone Hour (185) R
	ABC Late News	Bing Crosby S	Brian Aherne's Spotlight Story	
	Freedom Sings Concert	Viceroy Gig. Amos 'n' Andy Music Hall (206)	Reporters' Roundup	Cities Service Band of America (113) N
	News	Robt.Trout, News Chevrolet (201)		
	AFL Edw. Morgan News	Hamm Scoreboard	Virgil Pinkley	Fibber McGee & Molly
	How To Fix It Co-op		Dance Orch.	The Great Gildersleeve
	News	Dance Orchestra		
	Martha Lou Harp		Distinguished Artists Series	TBA
	Songs by Dini	News	Mutual Reports The News	No Network Service
	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service
	Budweiser Bill Stern	No Service		
	TBA	Delco Batteries Lowell Thomas (199)		Sun Oil & Co-op 3-Star Extra (34)
	Vandercook CIO	Hamm Scoreboard	Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe	Tenn. Ernie (121)	Dinner Date	No Network Service
	Strange		Banker's Life alt. wks. Gabriel Heatter	Miles Labs. News of World (168)
	Saga	Am Oil Ed. R. Murrow (89)	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family
	ABC News			Toni alt with Paper Mate People Are Funny
	Jack Gregson	Suspense	Treasury Agent *	
	News S	News		
	Jack Gregson	Disk Derby	Co-op John Steele Adventurer	Liggett & Myers Dragnet (197)
	News S		Esso Reporter Footnotes to History	
	Sammy Kaye S	Bing Crosby S	Brian Aherne's Spotlight Story	Biographies in Sound
	Chr. Sci. Pub. Co. Edwin D. Canham			
	Platter Brains S	Amos 'n' Andy Music Hall	The Army Hour	
	News	Robt.Trout, News Chevrolet (201)		
	AFL Edw. Morgan News	Hamm Scoreboard	Virgil Pinkley	Fibber McGee & Molly
	How To Fix It Co-op		(Co-op) Men's Corner	The Great Gildersleeve
	News	Dance Orchestra		
	Take Thirty S		Dance Time	New England —A Regional Survey
	Singing with the Stars	News	Mutual Reports The News	No Network Service
	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

WE

	ABC	CBS
	Not in Service	Metro. Li Allan Ja (29)
	Budweiser Bill Stern	No Ser
	TBA	Delco Ba Lowell Th (199)
	Vandercook CIO	Hamr Scorebo
	Co-op Quincy Howe	Philip M Tenn. E (183)
	Strange	
	Saga	Am C Ed. R. M (89)
	ABC News	
	Jack Gregson	FBI in Pe War
	News S	Amer. To Edwards
	Jack Gregson	Disk Derby
	News S	
	Sammy Kaye	Bing Cro S
	News S	Viceroy Amos 'n' Music H (204)
	President's News Conference	Robt.Trout, Chevrolet
	News	Hamr Scorebo
	AFL Edw. Morgan News	
	Pabst Fights	Dance Orchest
	Singing with the Stars	News
	Sports Report S	Dance Orchest

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Great Moments of Great Composers	Music Room		Monitor
9:30	Prophecy, Inc. Voice of Prophecy (89)	E. Power Biggs	Christian Ref. Church Back to God (268)	
9:45		Bob Trout Chevrolet		Art of Living
10:00	Message of Israel S	Church of Air S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S		Voice of Prophecy (307)	
10:45				
11:00	Sunday Melodies	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest (362)	
11:15	Marines in Review		First Church How Christian Science Heals	
11:30	The Christian In Action S	News*	Northwestern U. Review S	
11:45		Invitation to Learning S		
12:00 N	No Net Service	The Leading Question	U. S. Marine Band	Monitor
12:15 PM				
12:30	The World Tomorrow Radio Church of God	Foreign Affairs	Bill Cunningham Co-op	The Eternal Light
12:45		Wash. Week	Co-op Merry Mailman	
1:00	Churches of Christ Herald of Truth (198)	1-2 p m Woolworth Hour (200)	Basil Heatter	Monitor
1:15			First Church How Christian Science Heals	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Breakfast Club 9-9:15 MWF S Tuesday Mutual of Omaha Thursday Realemon	Co-op News	Co-op Robt. Hurleigh	No Network Service
	9:15--9:45 M-F Swift	No Service	Easy Does It	
	9:45-10 MWF Chevrolet TuTh Quaker	Pet Milk Godfrey (199) R	Cook Chemical Cecil Brown Real News of the Morning Johnny Olsen Show	
	Sterling Drug Tu&Th (sust.) My True Story (212)	Campana Staley Godfrey (203) R	Co-op Cecil Brown	M.M.McBride
	Carnation Whispering Streets (224)	Frigidaire-Bristol Myers Arthur Godfrey (206) R	Faith In Our Time	Dr. N. V. Peale
	When A Girl Marries (165) S	Kellogg Minn. Mining (206) R	Kraft News	Joyce Jordan M.D.
	Companion S	Toni Lever Godfrey (205) R	10:35-11 Johnny Olsen Show	Doctor's Wife
	Paging The New S	Pillsbury & Toni alt Fri (205) Pillsbury M-Th	Florida Calling With Tom Moore	TBA Standard Brands TuTh News
	Albert L Warner News S	Contnl. Baking Make Up Your Mind (56)	Kraft News	C-P Strike It Rich (179)
	Your Neighbors Voice S	Second Husband S	Sleep-Eze Co Queen for a Day P. Lorillard (551)	C-P The Phrase that Pays (183)
	Valentino	GF on TuTh Wendy Warren (190)	Down at Holmesy's	Miles Fibber McGee & Molly
	Luncheon at Astor	Hilltop House	Kraft News	
	Sunshine Boys	Toni MWF Whitehall M-F Helen Trent (189)	Down at Holmesy's	
	How To Fix It	Whitehall-P&G Our Gal Sunday (183)	No Service	No Network Service
	No Network Service	P&G Ivory Road of Life (138)	Co-op Cedric Foster	
	Co-op Paul Harvey	P&G Oxydol Ma Perkins (189)	Mutual Music Box	
	Co-op Ted Malone			

SATURDAY

	ABC	CBS	MBS	NBC
	Co-op No School Today	Co-op News	No Network Service	8 a.m. Through Midnight Sunday Monitor
		Farm News		
	(10-10:30) Table Products, Inc.	St. Louis Melodies		
		Garden Gate		
		News		
	Ball Bros. Breakfast Club Review	Gen Fds (189) Galen Drake		
		Galen Drake S	American Travel Guide	
	ABC News*		Conference Call	
	Half Pint Panel S	News*		
		Miller (175)	Lucky Pierre Show	
	All-League Clubhouse S	Robt Q Lewis (185) S & Milner	Philco Corp Phonorama Time 11:55 Young Living	
	ABC News	News		
	How To Fix It		I Ask You	Allis-Chalmers National Farm & Home Hour (Eastern Stand Stations Only)
	101 Ranch Boys S	Romance S		
	American Farmer S	Liggett & Myers Gunsmoke (203)	Tex Fletcher's Wagon Train	Monitor
	ABC News			
	Navy Hour S	City Hospital	Fifth Army Band	Chalmers Home Hour (Central Sta's)

DA

	ABC
1:30 PM	Pilgrim
1:45	
2:00	Healing Inc. Dr. Oral R
2:15	
2:30	Dr. W Wings of
2:45	
3:00	Pan Am Union
3:15	
3:30	Dr. Billy Hour of (229
3:45	
4:00	
4:15	Gospel Be Old-Fast Revival H
4:30	
4:45	
5:00	Disas S
5:15	
5:30	Church Hom Fred Jo
5:45 PM	

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service
Budweiser Bill Stern	No Service		
TBA	Delco Batteries Lowell Thomas (199)		Sun Oil & Co-op 3-Star Extra (34)
Vandercook CIO	Hamm Scoreboard	Fulton Lewis jr.	Alex Drier Man on the Go Co-op
Co-op Quincy Howe	Campana Philip Morris Tenn. Ernie (184)	Dinner Date	No Network Service
Strange		Gabriel Heatter	Miles Labs News of World (168)
Saga	Am Oil Ed. R. Murrow (89)		One Man's Family
ABC News	The Whistler	Coca-Cola Co. Eddie Fisher Show	
Jack Gregson	Amer Tobacco Edwards News	Official Detective *	Dodge Bros. Roy Rogers Family Program (200)
News S	Disk Derby	(Co-op) I Am Brady Kaye	Dr. Six-Sun
Jack Gregson		Esso Reporter Footnotes to History	Brown & Wm'son News
News S	Bing Crosby S	Brian Aherne's Spotlight Story	X—Minus One
Sammy Kaye	Amos 'n' Andy Music Hall	State of the Nation	The Loser
News S	Robt. Trout, News Chevrolet (201)		News from NBC
Rhythm On Parade S	Hamm Scoreboard	Virgil Pinkley	Fibber McGee & Molly
ABC News	Dance Orchestra	The Book Hunter	The Great Gildersleeve
AFL Edw. Morgan News		Dance Orchestra	Jane Pickens Show
How To Fix It Co-op		Mutual Reports The News	No Network Service
ABC News		UN Radio Review	News of the World Morgan Beatty
Front & Center			
Singing with the Stars	News		
Sports Report S	Dance Orchestra		

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service
Budweiser Bill Stern	No Service		Richard Harkness Co-op
TBA	Delco Batteries Lowell Thomas (199)		No network Service
Vandercook CIO	Hamm Scoreboard	Fulton Lewis jr.	Sun Oil Co-op 3-Star Extra (34)
Co-op Quincy Howe	Philip Morris Campana Harrison Prods Tenn. Ernie (204)	Dinner Date	Alex Drier Man on the Go Co-op
Strange		Amer. Home Gabriel Heatter	No Network Service
Saga	Am Oil Ed. R. Murrow (89)		Miles Labs News of World (168)
ABC News	Bristol-Myers Godfrey Digest (200)	In the Mood	One Man's Family
Jack Gregson	Edwards News	Countersp y *	
News S	Disk Derby	Co-op City Editor	National Radio Fan Club
TBA		Esso Reporter Footnotes to History	
News S	Bing Crosby	Brian Aherne's Spotlight Story	
Sammy Kaye	Viceroy (202) Amos 'n' Andy Music Hall	Musical Caravan	
News S	Robt. Trout, News Chevrolet (201)		
Notes and Notations S	Hamm Scoreboard	Virgil Pinkley	
ABC News	Dance Orchestra	Forbes Reports	Gillette Fights
AFL Edw. Morgan News		London Studio Melodies	Sports Highlights
How To Fix It Co-op			NBC Trvl. Bureau
ABC News		Mutual Reports The News	No Network Service
Indoors Unlimited		UN Radio Review	News of the World Morgan Beatty
Songs By Dini	News		
Sports Report	Dance Orchestra		

SATURDAY

ABC	CBS	MBS	NBC
Pan American Union	Lou Cioffi News	John Flynn	
Co-op Bob Finnegan Sports	Sports Roundup	World Traveler	
Co-op Sports Afield With Bob Edge	Capitol Cloakroom	Report From Washington	
At Ease	Hamm Scoreboard	Basil Heatter	
Overseas Assignment	Gen. Mtrs., News	Pop The Question	
As We See It S	Make Way for Youth		
This Week In Washington S	Dance Orchestra	Wonderful City	Monitor
ABC News			
	21st Precinct (200)	TBA	
	Disk Derby	Quaker City Capers	
Dancing Party S	P. Lorillard Two For The Money (209)	Hawaii Calls	
	Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (93)
	Chevrolet News A. Jackson (188)		
Ozark Jubilee	Saturday Night Country Style	CBC Symphony Orchestra	
Lawrence Welk Army Show	Dance Orchestra		Monitor
Statler Orchestra	News	Basil Heatter Commentary	
	Dance Orchestra	Airmen of Note	

SUNDAY

CBS	MBS	NBC
Wolworth Hour	Lutheran Hour (479)	Monitor
News		
Kathy Godfrey Show	(approx 2-4:30)	The Catholic Hour
	Gillette Co Warmup	
World Music Festival	Gillette Safety Razor Co	
	Game of the Day	
	R J Reynolds Tobacco Co	
News*	Camel Scoreboard	
American Oil Co. Rhythm on the Road (200)		Monitor
News*	Nick Carter	
CBS Sunday Afternoon	Natl. Biscuit Adventures of Rin Tin Tin	
Bob Trout Newsreel (188)	The Masquerader	

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	Dr. Malone	Bruce Eliot Show	Co-op Pauline Frederic Reporting
	P&G Duz Guiding Light (128)		
No Network Service	Mrs. Burton	(approx 2-4:30)	No Network Service
	MWF P&G Tide TuTh Sust. P. Mason (163)		
	Toni & Bristol Myers Nora Drake (201)	Warmup S	
	P&G Ivory Fl. Brighter Day (166)		
	Lever, Kellogg Houseparty * (183) R	Jackson Brewing Co Game of the Day	
The Martin Block Show	Pillsbury MTh House Party Hawaiian Fri. (198) R*		
		R J Reynolds Tobacco Co Camel Scoreboard	
Manhattan Matinee	No Service		
		Bruce & Dan	
Treasury Bandstand		Tex Fletcher's Wagon Train	
	News		
Musical Express		Quaker Oats Co. Sgt. Preston of the Yukon	
Bobby Hammack & His What Four			
Gloria Parker	No Service	Bobby Benson	
Vincent Lopez		America's Bsness	
		General Tire Sports Time	

SATURDAY

ABC	CBS	MBS	NBC
Shake The Maracas	Stan Dougherty Presents	Ruby Mercer Show	
ABC News			
Festival S	String Serenade	(approx 2:00)	
	New Orleans Jazz	Warmup S	
News			
Festival S	Dance Music	Jackson Brewing Co	
		Game of the Day	
ABC News			Monitor 8 a m. Saturday through Sunday Midnight
Band Concert Promenade S	Treasury Bandstand	R J Reynolds Camel Scoreboard	
Co-op Feature Horse Races			
Band Concert Promenade S		Bandstand USA	
The World Tourist			
Dinner at the Green Room S	Adventures In Science	Teenagers USA	
	Richard Hayes		
	News		
	Saturday at the Chase	John Price, News	

June 27, 1955

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EDT.

ABC—
7:55-8 p.m., Les Griffith & The News. (332). Weekend news now sponsored by Texas Company. In each of four time zones, 13 times on Sat., 11 times on Sun.

CBS—
8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)
11:30-11:35 a.m. Sun. Lou Cioffi—News (S)
3:15-3:30 p.m. MWF Lever—Houseparty 180
3:15-3:30 p.m., Tu.-Th., Kellogg—& Houseparty 191
3:30-45 p.m., Dole—Houseparty 171
3:30-3:45 p.m. M-Th Pillsbury—Houseparty 191
Gen. Motors — Allen Jackson—Sat.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.
G. Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta.
Arthur Godfrey Time
10-10:15 a.m., Pet Milk Co.—M.-F. alt. days; Lewis Howe—alt. Tu., Wed. & ea. 4th Fri.; Mutual of Omaha—alt. Mon., Thur. & ea. 4th Fri.
10:15-30 a.m., Campana Sales Co.—M.-Thur. alt. days; Staley Mfg. Co.—M.-Thur. alt. days; Bristol-Myers—alt. Fri.; Glamorene—alt. Fri.
10:30-45 a.m., General Motors—Tu.-Th.; Minn. Mining—ea. Mon. & ea. 4th Fri.; Corn Products—ea. Wed. & ea. 4th Fri.; Staley Mfg.—alt. Fri.
10:45-11 a.m., Bristol-Myers—M., W. alt. F.; Kellogg—Tu.-Th.; Campana—alt. F.
11-11:15 a.m., Lever—M., W. alt. F.; Toni—Tu.-Th.; Kellogg—alt. F.
11:15-30 a.m., Pillsbury—M.-Th.; Toni—alt. Fri.; Gen. Motors—alt. Fri.
General Motors Corp. Chevrolet Div., Newscasts Robert Trout & the News, Sun 9:55-10 a.m.; Sun. 1:30-35 p.m.; Sun 5:55-6 p.m.; Mon.-Fri. 9:55. Allan Jackson News, Sat. 1:25-30 p.m.; Sat. 5:30-35 p.m.; Sat. 7-7:05 p.m.; Sat. 9:55-10 p.m.
Amos 'n' Andy Music Hall
Brown & Williamson, M. W., Ted Bates

MBS—
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—MWF: R. J. Reynolds Tob. Co.—M.-F.; Pearson Pharmacal—M.-F.; Sleep-Eze Co.—F.; Curtis Candy Co.—W.
Multi-Message

82 Tv Lighting Directors Form Society, Elect Officers

SOCIETY of Television Lighting Directors has been organized by a group of 82 network lighting directors from stations on the east and west coasts for the purpose of exchanging ideas, discussing new equipment and setting up standards with respect to lighting in live television production.

Organizational work on STLD began less than a year ago, and last month the society received its official charter. Officers are: Salvatore Bonsignore (CBS-TV), chairman; Leland Watson (freelance), secretary; Syd Samuels (ABC-TV), treasurer, and Robert Barry (CBS-TV), Imero Fiorentino (ABC-TV), Ian H. McKeon (NBC-TV) and Aaron Stephenson Jr. (NBC-TV), board members.

The society shortly will publish "Lighting the Artist," the first of a series of pamphlets. The first offering will cover five major lighting points: face and head, make-up, the whole figure, the wardrobe and background association. It is the belief of the society that tips incorporated in the pamphlet will help the tv actor and the director.

ANA Sets Two Meetings

ANNUAL meeting of the Assn. of National Advertisers will be held Oct. 31-Nov. 2 at Hotel Plaza in New York, ANA has announced. ANA's 1956 spring meeting will be held March 14-16 at The Homestead, Hot Springs, Va.

TRADE ASSOCIATION PEOPLE

Kenneth Striker, copy chief, McCann-Erickson Inc., L. A., elected president, Copy Club of L. A., with **Thomas C. Dillon,** vice president, BBDO, L. A., vice president, and **Charles E. Coleman,** vice president, Buchanan & Co., Hollywood, secretary-treasurer.

Mark Brooks, Emson-Freeman Co., L. A., elected president, L. A. Junior Adv. Club, with **Don Abajian,** *Los Angeles Herald-Express,* first vice president; **Tom Durkin,** Pacific Outdoor Adv., second vice president; **Bob Dellinger,** General Electric Co., treasurer; **Marge Beran,** Campbell-Ewald Co., corresponding secretary, and **Roz Cirlin,** Barth & Dreyfuss, recording secretary.

Mary E. Murphy, public relations dept., Borden Co., N. Y., elected president, Publicity Club of N. Y., succeeding **Donald C. Bolles,** public relations executive director, National Council of Churches of Christ in U. S. A. Other officers elected: **Ezra Dolan,** editorial service manager, Parade Publications, first vice president; **Ellen Lind,** partner, Lind-Gilbert Assoc., second vice president; **Tom Dundon,** president, Dundon Assoc., treasurer; **Mildred Plapinger,** publicity and fund raising specialist, secretary. Directors elected: **Joseph S. Rosapepe,** account executive, Dudley, Anderson & Yutzy; **E. B. Berlinrut; Amy Blaisdell,** public relations director, Helena Rubenstein; **Jan Lovett,** public relations and sales promotion director, Rose Marie Reid Swimsuits; **Lucille Shearwood,** women's news editor, D'Arcy Adv. Co.

Paul Gilmor, manager, WHBC Canton, Ohio, elected vice president, Canton Adv. Club.

Anne Hayes, women's activities director, KCMO-AM-TV Kansas City, named national chairman, public relations committee, American Women in Radio & Tv; **Mary McDonnell,** publicity director, WNYC New York, appointed chairman, AWRT national publicity committee.

George D. Matson, controller, NBC, elected to Controllers Institute of America.

THESAURUS SERIES MARKS GREAT DAYS

FIRST in a series of 10 patriotic radio shows, *Great Days We Honor,* marking the Fourth of July and featuring General of the Army Omar Bradley, has been distributed by RCA Thesaurus. Gen. Bradley also is featured in the nine other programs.

The program is the start of what will be a series presenting "the true and authentic meaning" of 40 patriotic and religious occasions, it was explained. The holiday series features Broadway stars Ray Middleton in the Protestant programs, Henry Hull in Jewish programs, and Father James Keller, director of the Christophers, narrates the Catholic programs.

The nine Protestant programs were produced with the aid of the Broadcasting Film Commission of the National Council of the Churches of Christ; the 10 Catholic programs were produced with the text by Monsignor Edward W. Broderick, and the 10 Jewish programs with the assistance of the School of Sacred Music, Hebrew Union College.

All of the series, produced and directed by Ben Selvin, RCA Thesaurus' manager of artists and repertoire, include various choirs or choruses, orchestras, organists and soloists, with music keyed to that traditionally associated with each holiday.

More Buy 'INS-Telenews'

INS Television Dept. last week announced the sale of the *Ins-Telenews Weekly News Review* in 18 additional markets, raising the total number of outlets to more than 30. New markets are: WSUN-TV St. Petersburg, KDKA-TV Pittsburg, WRGB (TV) Schenectady, KLAS-TV Las Vegas, WFBM-TV Indianapolis, KRBC-TV Abilene, KBET-TV Sacramento, WHO-TV Des Moines, KELO-TV Sioux Falls, S. D., plus Virgil Film Productions, San Juan, P. R.; KOMU-TV Columbia, Mo.; WOC-TV Davenport, Iowa; WROM-TV Rome, Ga.; KBES-TV Medford, Ore.; WDBO-TV Orlando, Fla.; KTVH (TV) Hutchinson, Kan., and KHJ-TV Los Angeles.

Fowler Heads Capitol Study

CAPITOL RECORDS Inc. has announced plans for an intensive study under the direction of William H. Fowler, New York vice president, which should lead to diversification for the company in the electronics field, according to President Glenn E. Wallichs. During the development stage Mr. Fowler will investigate the markets in this country for the wide range of electronic components, test equipment, industrial tv and associated apparatus which has been developed by Electric & Musical Industries Ltd. of England, the company which several months ago purchased a substantial controlling interest in Capitol.

Overnight Color

AUTHENTICOLOR Inc., New York, color laboratories, has established a new division to service independent tv commercial producers and program art directors and producers. Michael Lavelle, Authenticolor president, said the firm will offer overnight service for color film strips for storyboard or actual use as tv commercials, and for "colorstats," full-color photographic prints made from art or transparencies.

The AM-PAR Record Label

AB-PT Inc. has selected AM-PAR Record Corp. as the name of its newly-established phonograph record company [B•T, June 20]. Samuel H. Clark, president of the new AB-PT subsidiary, said AM-PAR also will be used as the label designation on the three speeds of records it plans to record, manufacture and distribute. Offices of AM-PAR Records will be on the 13th floor of the Paramount Bldg., 1501 Broadway, New York.

Community Tv Free of Blame For Tv Failures, Shapp Says

COMMUNITY tv systems cannot be blamed for the failure of tv stations—they only prove that people are willing to pay for a multiple choice of tv programs—Milton J. Shapp, president of Jerrold Electronics Corp., Philadelphia, major manufacturer of wired tv gear, maintains.

Mr. Shapp's position became known last week when he received permission to release a May 18 letter he wrote to NARTB President Harold Fellows. Mr. Shapp's letter was in response to Mr. Fellows' comments on community tv in his B•T interview [B•T, May 2].

Advertisers, Mr. Shapp said, will not pay for including smaller markets in their tv coverage. But people in smaller markets will pay (with better antenna installations or community tv connections) for the privilege of picking up these programs from stations in larger cities, Mr. Shapp averred.

Mr. Shapp questioned the economic feasibility of satellites or boosters for small communities. He also disclaimed that closed-circuit systems were responsible for any tv stations going off the air. He said that when ch. 35 WJPB-TV Fairmont, W. Va., ceased operating it blamed its plight on the existence of a community tv system in Fairmont. But that system has only 2,285 subscribers, Mr. Shapp said, and that number is too small to make a difference to the success or failure of a tv station.

Community systems, Mr. Shapp declared, were an aid to broadcasters—extending their coverage and filling in their "white" areas.

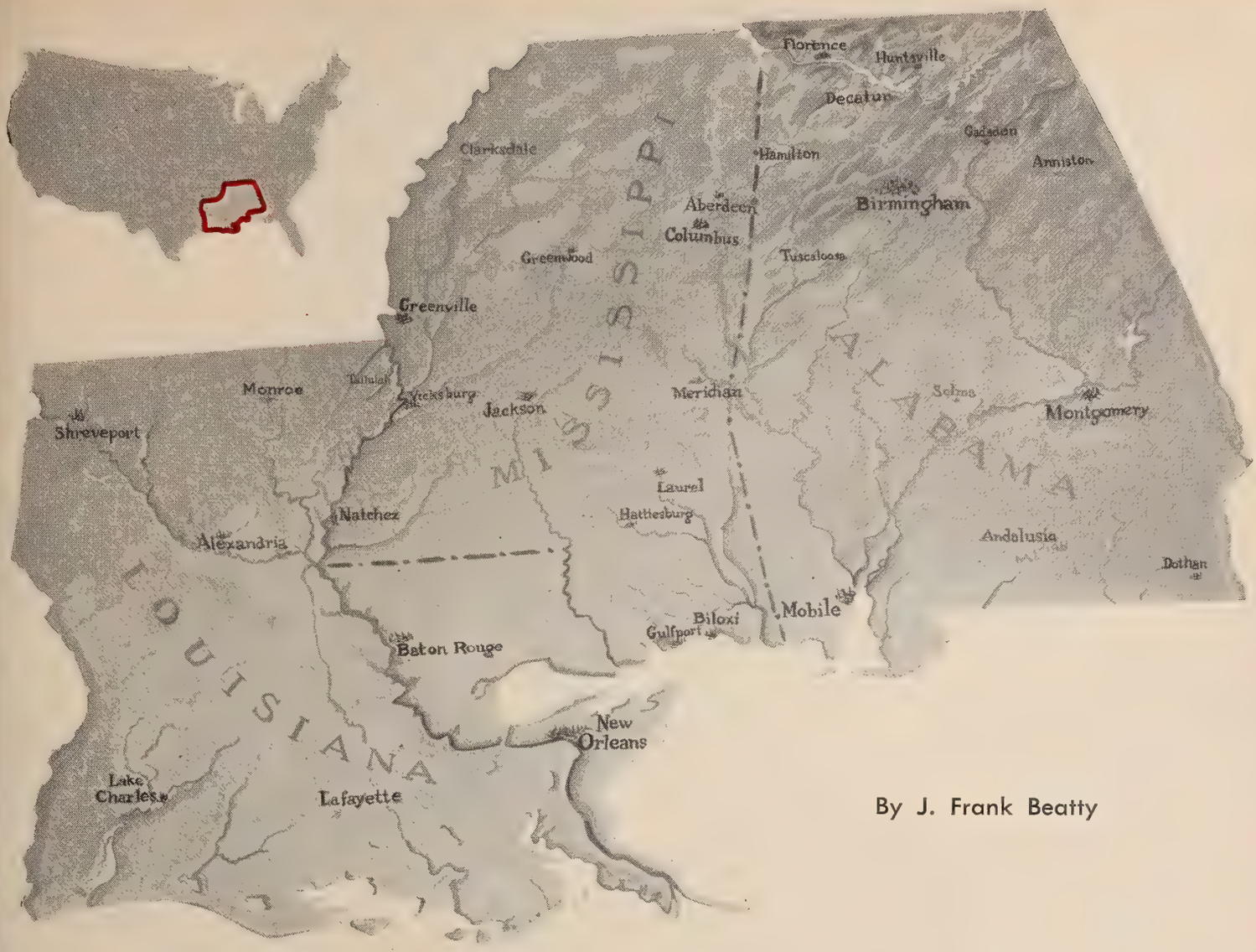
PROGRAM SERVICE SHORTS

Fremantle Overseas Radio & Tv Inc., N. Y., has obtained overseas radio-tv rights to Davis Cup Tennis matches. Competition this year will be carried live by NBC-TV in U. S. FORTv will handle delayed telecasts, by film, of matches, which will be played at Forest Hills, L. I., Aug. 26-27-28, over CBC, BBC and other overseas points. FORTv also will arrange direct radio broadcast of matches to Australia.

Frederic W. Ziv Co., Cincinnati, announced *The Eddie Cantor Show* sold in 13 additional markets, raising total markets to 263.

Gulf Brewing Co. (Grand Prize beer), Houston, Tex., through Foote, Cone & Belding, Houston, and **Crescent Mfg. Co.** (cake toppings), Seattle, through Honig-Cooper Co., Seattle, name Song Ads Co., Hollywood, to create radio-tv singing jingle spot announcements.

Sesac, N. Y., has released new catalog of over 8,500 bridges, moods and themes, encompassing over 1,400 categories, to all Sesac transcribed library subscribers. Catalog eliminates "spotting" by cueing all music for bridges, moods and themes from beginning of each cut and includes section of suggested themes for variety of programs. All music in catalog has been drawn from Sesac library.



By J. Frank Beatty

THE MID-GULF STATES

THE people of Guin, Ala.—population 1,600—are celebrating a birth.

There's a bright glow on Guin's civic cheeks this summer of 1955 as the town christens an industrial infant, a handsome air-conditioned factory named Minnesota Mining & Mfg. Co.

All Guin is proud of this addition to its economic family. It is proud, too, of the new vigor that is coming into the town's bloodstream from this $4 million plant, tooling up to supply 800 new jobs.

Like the rest of the 8,310,000 population in the Gulf Trio States of Alabama, Louisiana and Mississippi, the people of Guin are part of a lusty new farm and factory economy.

Fresh in the memory of Guin's 1,600, and the Gulf Trio's 8,310,000, are pre-war years when nearly everyone had to exist on the fruits of the soil—cotton, cypress and sugarcane.

Guin's story is new and thrilling to Guin and Marion County, Ala. This same story is being told day by day all over the Gulf Trio states . . . the story of new life and new money . . . of commercial creation.

To use an elastic statistic, Guin's story is applied to thousands of growing Gulf Trio communities this way: *Each new factory job means as many as six more jobs.*

The economic expansion of the South is told in that simple way. Interpreted with the same simplicity, it means that new jobs are lifting the loyal occupants of one of Nature's most favored areas from rural existence to farm-and-factory prosperity—lifting them faster than the nation as a whole.

Midsummer of 1955 finds the Gulf Trio abounding in factories, large and small, turning out metals, fabricated goods, semi-finished products, and many of the nation's chemical and mineral needs—plus cotton, cypress and sugarcane.

The economic artist who tries to paint the Gulf Trio States must wield a brush that reflects the night flame from Birmingham's furnaces and Baton Rouge's mazda-studded refineries.

And the glow on Guin's cheeks.

One new job equals six new jobs. Strange arithmetic but it's founded on careful study. The details deserve to be told, and are told, later in these columns (see page 54).

Jobs are born and better times quickly follow in Guin; in New Orleans; in Jackson, Miss. Birmingham is getting fabricating plants to process the iron and steel it used to ship out. Mobile keeps expanding its ports and lining its streams with huge new plants. Diesel-nudged barge fleets, heavy laden with raw and finished stuff, keep factory bins and store shelves filled. Montgomery sends Air Force eagles to distant but mythical targets. Lumberton, Miss., is getting a big oil refinery; well to the north Greenville watches a new Alexander Smith carpet plant treble its output. Shreveport's

EXPANDING MARKETS

THIS, the fourth in B•T's series telling the story of the nation's changing market economy, covers the growing states of Alabama, Louisiana and Mississippi. Previous articles have dealt with The South (Nov. 15, 1954), Georgia (Dec. 27, 1954), and The Carolinas (March 21, 1955).

industry blends the charm of the Deep South with the whoops of the Texas range.

The statistical story of what's happening in the Gulf Trio states is told in Guin's $2,500 family income level . . . it was one-fourth that shortly before the war. And it's told in the thick jargon of the economist.

But the only way to understand the Gulf Trio story—to feel the throbbing pulse of this new industrial frontier—is to see for yourself. It takes at least 2½ weeks and 2,500 miles of earnest motoring from Jackson to Mobile, and from Decatur to Shreveport, to appreciate what's taking place in the Gulf Trio.



IN THE FACE of industrial growth the South still retains its famed graciousness. Ante-bellum manor houses still stand as landmarks of that era. This home near Biloxi is one example.

Extensive waterways and convenient shore lines were donated by Mother Nature, bounding rich soils. Long growing seasons, ample rainfall, fast-replaceable forests and unmeasured mineral resources fill out the basic list of needed resources.

New industries beget new industries, and expanded plants. In the Gulf Trio, Alabama had a head start because an iron and steel industry grew up around the iron ore deposits. New Orleans inevitably was the river capital through which midwestern commerce flows. Mississippi had to depend on cotton and the coastal economy.

The type of recent progress that has come to the Gulf Trio states is important to all who have goods and services to sell.

One of the South's better-known economists—Wailes Thomas, of the nine-state Southern Bell Telephone & Telegraph Co.—supplied B•T with two mid-1955 symbols of growth. They are per capita income and number of telephones.

Here's a simple table that vividly tells the Gulf Trio story from a pre-war pay-envelope viewpoint:

PER CAPITA INCOME

	1939	1955 Est.	% Gain 1939-55
Ala.	$242	$1,066	340.5%
Miss.	201	812	304.0%
La.	354	1,322	273.4%

Take a look at the United States as a whole for the same period:

U. S.	$539	$1,709	217.9%

Skim lightly over those figures and two obvious thoughts stand out: (1) The pre-war Gulf Trio was far below the rest of the U. S. in money-making; (2) It's catching up fast.

Now try on a postwar statistical symbol for size:

BELL TELEPHONES

	1945	1955	% Gain 1945-55
Ala.	181,230	475,011	162.1%
Miss.	111,458	276,905	148.4%
La.	265,780	654,755	146.4%

The United States as a whole showed an increase of just 100.4% in the number of phones during this same postwar decade.

All economic symbols, along with income and telephones, are moving upward in the Gulf Trio, matching the expansion of the entire South — "The New South" they're calling it along Wall St. and Madison Ave.

This commercial revolution in the Confederacy is not an automatic process. Concededly, industrialists are finally appreciating the natural advantages of this former one-crop region. Their interest obviously is not a sentimental liking for cypress-draped bayous or honeyed drawls. Rather they are looking for good places to locate plants and a labor force eager to operate them.

The result is a two-way type of aggressive southern competition for new industries. Alabama has a right-to-work bill and a five-year tax exemption plus local concessions. Mississippi has a tax leniency and BAWI (Balance Agriculture With Industry) program offering bond issues to provide sites and buildings. Louisiana has a somewhat similar bond inducement plus a 10-year tax exemption.

All three states have ample labor supplies available in most communities and these communities are combing the factory-flooded North in an effort to attract industries. Thus they compete first with the North and second with each other.

In the American way, southern cities are building their own prosperity. Their sultry inducements are luring heavy industry, fabricating and finishing plants of every conceivable type to the Gulf area.

The story of the industrial marriage of Guin, Ala., and Minnesota Mining depicts the sort of commercial courtship that gave birth to the slogan, "The Future Belongs to the South" [B•T, Nov. 15, 1954].

GUIN GETS WHAT GUIN WANTS

OUT in the heart of the St. Paul (Minn.) industrial area a group of curious businessmen sat around a conference table in the Minnesota Mining & Mfg. Co. offices.

They were listening to a fast-drawling Southerner who showed more stickiness than MM&M had ever been able to put on the backside of its Scotch Tape.

For the third visit this eloquent Alabaman, packing enough vitamins per oratorical ounce to equip an army of salesmen, was declaiming the charms of Guin, Ala.—its pure streams, cheap electricity, tax inducements and especially its abundant supply of eager, cooperative labor.

For the third time this spirited salesman had crashed Scotch Tape headquarters, all because a friend had tipped him off that MM&M was going to open a new Scotchlite reflectorized tape plant. The Scotch Tape executives had scoured the South in a search for sites and had been brushing off all industry-seeking spokesmen for Confederate communities—all but Hugh J. Fite, industrial agent for the Marion County (Ala.) Industrial Board, broadcaster (WERH Hamilton), property owner and most of all a booster for Marion County, who simply wouldn't be brushed off.

"Our people really want to work," Mr. Fite was saying as he looked directly at C. P. Pesek, MM&M vice president.

The phone rang, long-distance. Mr. Fite took the chance to catch his breath and note encouraging nods from Gov. Jim Folsom and a dozen other Alabamans who had been shanghied by Marion County's relentless booster to join his safari to Minnesota.

Not eavesdropping or anything on a phone call, of course . . . they just happened to hear: "But Gov. Folsom's right here in the room with a delegation from Guin in your state. And anyhow, we've decided on a site."

At that point Guin had won itself a big new factory, though nobody knew it yet—not even Scotch Tape executives. The party on the other end of the conference-room phone was a spokesman for Birmingham's famed Committee of 100 who had impressively offered to bring up the Governor.

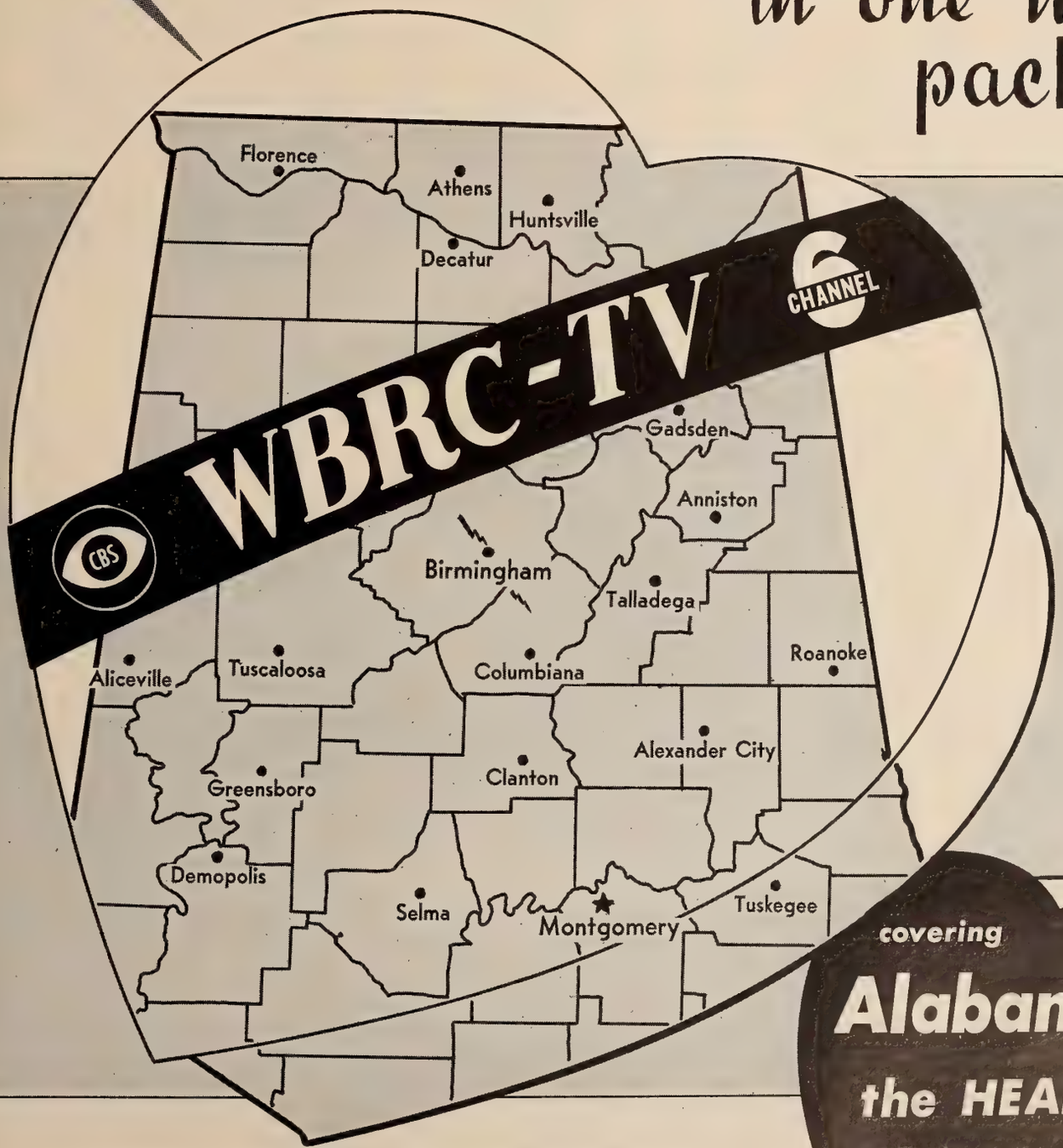
MM&M had already definitely decided to put its new Scotchlite plant in Commerce, Ga.—a decision that was reversed that sixth day of July 1954. It was reversed because a zealous Alabaman made the long trip to St. Paul three times despite three no-use-to-come warnings and because he told an impressive story.

Up to a year or so ago all of Marion County had only five mills employing over 100 and none over 500. In the new MM&M plant, Guin has an industry that is expected to reach the 800-employe mark.

As often happens, these new industries like the high production and willing spirit of their southern employes so well that they enlarge their plants. These workers turn their earnings into refrigerators, radios, tv sets and automobiles as living standards improve. Additionally, new industries attract other new industries that use the finished products or supply raw materials.

That's the story of tiny Guin, Ala., once a rural village but now a growing town with a needle plant, box mill and, of course, a new Scotchlite factory. As in Hamilton, the county seat, and other Marion County communities, labor is non-union. It's not cheap, though pay scales aren't up to some

All wrapped up in one neat package



covering **Alabama** the HEART of DIXIE

Wrapped neatly in this package are—Over two-thirds of the population of Alabama . . . A one-and-one-half billion dollar market . . . Maximum power delivering Alabama's greatest T.V. coverage . . . A C.B.S. Basic with top local shows . . . Consistent program preference. Your sales are all wrapped up when you buy WBRC-TV . . . Covering the Rich Heart of Dixie.

A STORER STATION

NATIONAL SALES REPRESENTATIVES; THE KATZ AGENCY, INC.

NATIONAL SALES HEADQUARTERS:

TOM HARKER, V. P., National Sales Director
118 E. 57th St., New York 22, ELdorado 5-7690 ● BOB WOOD, Midwest National Sales Mgr.
230 N. Michigan Ave., Chicago 1, Franklin 2-6498

of the North's highly-industrialized cities.

The Gulf States resent the "cheap labor" label. They contend that southerners are skilled with their hands, almost 100% native-born, proud to give the boss a good day's work and loathe to let outside organizers push them around. Towns like Guin have such anti-union devices as high license fees for labor organizers, fees for each worker who joins a union, plus state right-to-work laws.

Last spring's Louisville & Nashville railroad and Southern Bell strikes, with their sabotage, hurt the South's pride as well as its labor reputation.

Industry in the Gulf Trio states will ride out its labor problems and continue to grow faster than the nation as a whole, southern businessmen, farmers and public officials insist. Everything's in their favor, they add —topography, climate, resources and industrial potential.

In northern Alabama the Appalachian mountains start to fade out, with just a small chunk of real hill country in northeastern Mississippi. Louisiana rolls in the north but soon flattens out. Approaching the Gulf of Mexico, the climate of all three states becomes subtropical and there are few hills high enough to offer a view.

There's water everywhere, surface and underground, including 3,600 miles of navigable waterways (Alabama 730 miles, Mississippi 1,760 and Louisiana 1,130). In addition, Louisiana claims 6,000 miles of its bayous are navigable.

Inland waterways have always been the cheapest way of shipping bulk materials such as oil, gravel, coal, ore, chemicals and grain. The Gulf South has north-south and east-west waterways, including the intercoastal canal system.

These waterways are one of the South's secret weapons. Huge dieselized barge fleets are moving along the Warrior-Tombigbee and Tennessee river systems in Alabama, carrying everything from bauxite to automobiles. They're delivering 600 autos on a single barge cluster at half the cost of rail transport, according to American Waterways Operators. Barge tonnage in 1954 was 16% above 1953. New docks and warehouses are being built. Channels are being deepened. Tows are getting longer—up to a quarter-mile. And, of course, cities on barge lines have low rail rates.

All three of the Gulf Trio states have seaports, led by New Orleans and Mobile. Ocean-going ships bring in imports, feed them into water, rail, highway and air transport, and leave with products originating all over the Midcontinent area from Pittsburgh, Pa., to Butte, Mont.

Weather is mild in winter. That's fine for industry. In summer it's hot, ranging from humid to dry.

Rainfall ranges between 40 and 60 inches a year. Vegetation and trees grow up in a hurry in the mild climate. The flood problem is pretty well licked as a result of the dams and man-made lakes that take the load off levees. The water resources in the Tennessee Valley section have been harnessed, providing cheap power for industry and domestic use. Alabama coal helps fire steam plants that produce about half the power in water-harnessed areas.

Mineral resources include oil and gas. These form the foundation for one of the new boom-begetting industries—the petrochemical industry. Some 700-odd products are being made from oil and gas. Southern research is bringing in new ones as fast as laboratory workers can fill their test tubes. Development of oil and gas wells has moved eastward and southward from Shreveport, La., in the last several decades.

Now millions of dollars are being spent to exploit petroleum supplies underneath the Gulf of Mexico. Some of the geologists figure there is oil to last for generations.

Alabama's iron ore has been fed into its furnaces for well over a century, with coal and limestone nearby. The tristate area has clays, sand, bauxite and dozens of other minerals whose potential is alluring.

Timber stands are extensive in all the states. They include many hardwoods along with the pulp-yielding pine trees.

Agriculture is becoming modernized. The state universities match the best in the North. Mechanization is advancing. Introduction of crop diversification has solved the cotton-only problem that once plagued Alabama and Mississippi as droughts and southwestern competition left their impact. Louisiana has almost a monopoly on sugar cane plus its cotton and rice crops.

The word "sugar" sends tingles up and down the spines of chemists and industrialists as they contemplate what may become a brand new sugar-based industry—sucrochemistry. W. Howard Chase, vice president of McCann-Erickson, told about it last May 3 in an address to the U. S. Chamber of Commerce convention in Washington, summing up the subject this way:

"We are on the verge of a great new age of sucrochemistry, the chemistry of sugar, with benefits in livestock feeding, in human nutrition, in health, and in the development of new pharmaceutical products—even in the use of a certain kind of sugar solution which, when placed in oil wells, will enable us to recapture almost 60% of the oil that modern methods are not now able to extract from them."

"The age of sucrochemistry is only one of many miracles unfolding before us."

The Gulf South will get its share of new industries. Atomic energy potentials are too nebulous to predict at this time, but the area has electricity and water, atomic essentials. A recent newspaper item in Shreveport referred to a deposit some miles to the southward that gave a geiger counter a bad case of the shakes.

Oil, gas, salt domes, sulphur, coal, bauxite, iron ore, tidewater drilling—they're all around. Construction is at an alltime high. Huge chemical, metal and pulp industries are going up, especially around the rivers and Gulf. Small industries are going into small cities as well as metropolitan areas.

Last year wasn't as good as 1953 in many parts of the Gulf South economy, following the nationwide industrial pattern and the widespread droughts. Business and industry are looking better in 1955 and may equal or exceed the all-time 1953 highs.

Any roving Yankee who enters the Gulf States with a preconceived idea that they're full of "poh folks" will find his concepts undergoing a drastic overhaul before he has gone 50 miles on a toll-free superhighway.

WHEN INDUSTRY COMES

THE Gulf Trio States—Alabama, Mississippi, Louisiana—earned a modest sort of livelihood for centuries by the sweat of their brows, abetted by mule power and later tractors. For a few the living standard was high; for the rest it was low if not downright meager.

That was before industry came to the New South. As southern leaders observed how living levels were improving in the industrial North, they finally decided to go into action. They discovered that every new industrial job eventually brings as many as six new jobs. This led to adoption of state-operated programs designed to entice industries away from northern sites and to persuade new industries to set up shop in public-provided buildings on loaned or even donated sites. Various tax exemptions were offered.

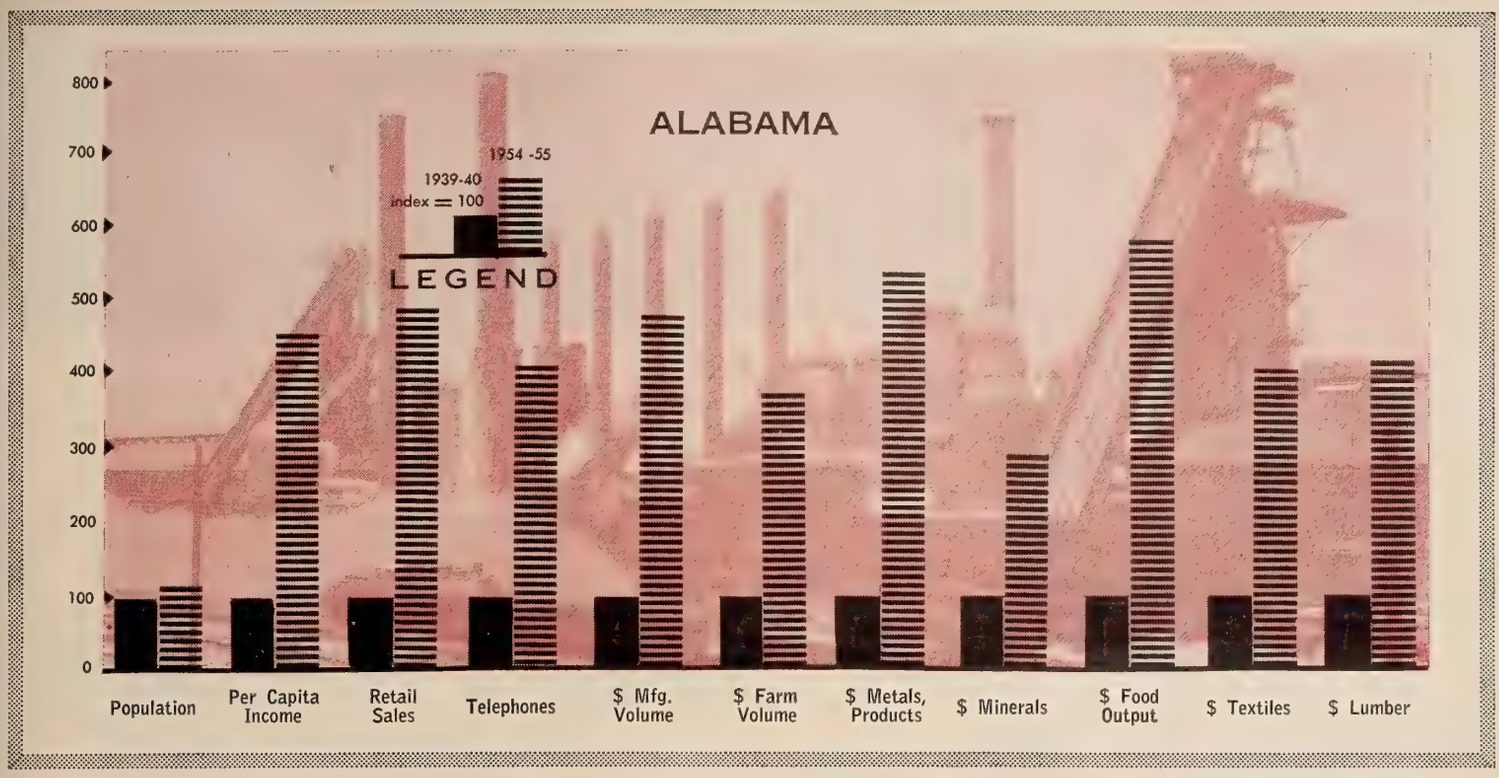
A scientific version of what happens when new industry arrives was described in May by Harry A. DeButts, president of Southern Railway System, at the 1955 convention of the U. S. Chamber of Commerce. First Mr. DeButts cited figures compiled in a recent survey by the Economic Research Dept. of the chamber. They show that each group of 100 new factory workers in a community brings these added economic blessings:

296 more people
112 more households
174 more workers
51 more school children
$590,000 more personal income per year
$270,000 more bank deposits
107 more passenger cars registered
4 more retail establishments
$360,000 more retail sales per year

The survey covered nine non-metropolitan counties, eight in the South.

Then Mr. DeButts added, "Increased per capita income resulting from industrialization also brings about expanding markets. This is an important and persuasive argument for attracting more new plants and more industrial facilities. . . . Since 1940, per capita income in the South—key to purchasing power and to markets—has more than tripled. As per capita income increased, an expanding market was created for products of all kinds, and industry now is growing more diversified. Everybody has benefited."

Southern Railway and electric and gas utilities have been leaders in exploiting the South's natural advantages and in bringing in all types of industries. The Southern set up an Industrial Development Dept. in 1894. Under present leadership of F. Clifton Toal, assistant vice president, the Southern has watched the Gulf Trio states grow, along with the rest of the New South.



ALABAMA

"ALABAMA," said several dozen of its better businessmen, "has everything."

From Huntsville, Decatur and Florence in the tumbled northern hills to Dothan and Mobile in the subtropical South, this state has shared well in nature's doling out of resources. Alabama has more kinds of more natural and man-made products than any other state, these business folks insist and they argue the point in this general fashion:

"Suppose some catastrophe—man-made or natural—cut off each of the 48 states from any neighboring state and from the rest of the country. Alabama would be the only state that could live all by itself as a self-sustaining and self-sufficient economic unit.

"Alabama has iron ore, coal and limestone in its hills—everything that's needed for the long-established furnaces and crucibles that pour out molten iron and steel. No other state can make that claim.

"In recent years the fabricating plants have been coming in, parking their presses and drills within reach of the iron and steel plants. So Alabama can make the machinery and products that an industrial area requires.

"Alabama has stone, clay for brick and tile, salt for chemical industries, and more recently oil wells to feed the young petrochemical industries that are developing across the Gulf States. It has extensive timber tracts that are the basis of the important lumber and pulp-newsprint industries that make up the third largest lumber-producing state in the nation.

"There is a complete agriculture ranging from cotton and peanuts to potatoes and fat livestock relaxing in deep year-round grasses; 97% of the 200,000 farms are electrified.

"Tennessee Valley Authority and Alabama Power Co. use dams and coal to turn out great quantities of cheap energy.

"Even if the railroads were destroyed, highways cut off and airports gutted, there are 2,000 miles of navigable rivers and lakes—enough to handle necessary transportation—plus Mobile Bay and the Gulf Coast.

"The rivers and lakes teem with fish and the Gulf has shrimp and oysters to spice a seafood diet.

"There's bauxite for the big aluminum plants, cellulose for synthetics, and cotton, too, for the looms. The rainfall is ample (53.3 inches) and the climate is mild.

"Anything else you want? We have that, too—gold and silver to make money."

The license plates of motoring Alabamans carry the familiar "Heart of Dixie" symbol. A trek up and down, and across, verifies a newer label, "Industrial Heart of Dixie." Visits to the steel areas of Birmingham, Bessemer, Gadsden and Anniston are impressive to the northern observer. Tours across the TVA lake country, with mile-long dams and their barge-laden locks will confirm the claims for the hill-country manufacturing and chemical industries.

Splitting north Alabama from the south is a 30-mile belt of mellow black soil that has interested stock growers from far off, including the King Ranch interests. All is relatively level or gently rolling south of Montgomery, the capital. Montgomery is next only to Birmingham and Mobile in population. The long drive from Montgomery to Mobile provides a good view of a growing land economy spurred by modest industries. Near Mobile an industrial structure of importance starts to unfold, principally along the rivers and bays. Birmingham and the other steel cities have long-established reputations as factory areas. Now Mobile is getting its share, and more, plus an expanding commerce.

Last year Alabama business fell off from the record 1953 levels, following the general industrial slack and the steel decline. Business and manufacturing began picking up in the last weeks of 1954, according to Earl L. Bailey, of the U. of Alabama Bureau of Business Research, and 1955 is looking better.

Consumer and industrial demand improved despite some stock market shakeouts. Needs of automobile, machinery, construction and other lines in the first half of 1955 indicated the year may wind up in a better position than 1954, unless steel or automotive labor troubles interfere. Textiles had slacked off but prospects were improving.

Severe drought hurt agriculture last year. The important corn crop was down over 40% but there were improved cotton and hay yields and cattle as well as sheep set new records.

The spread of industry and the development of new farm crops and food processing helped Alabama ride out with moderate strain the drought and the nationwide industrial dip that marked 1954. Birmingham has pulled out of a postwar standstill. Steel plants are increasing their capacity. The general tone of the populace is good and traditional Alabama hospitality abounds. Northerners are moving into Alabama, just as they are moving into other southern states. The population is 43% city, 57% farm; 68% white, 32% Negro. Population isn't increasing fast, except in some of the urban areas, but there are more jobs and the living standard has been rising rapidly.

Perhaps typifying the friendly aggressive spirit is the sign at a gasoline-eatery stand near Monroeville, "If you can't stop, wave."

BIRMINGHAM

MOST of the civic-minded businessmen of now-thriving Birmingham observed Christmas Day, 1949, in a mood of municipal mourning, half-way convinced they were living in the city that Santa Claus forgot.

Awaiting the turn of the half-century,



THE AIR UNIVERSITY—at Maxwell Air Force Base, is one of many great military installations in the service area of WSFA-TV. This Montgomery base alone, last year, provided a $52,000,000 boost to the economic growth of the New South.



STATE CAPITOL BUILDINGS—showing the new $3,000,000 state office building which flanks Alabama's historic State Capitol. Here the Confederate States of America was organized.



"The Old Order

(PICTURED BELOW) Largest indoor arena in the world, Alabama's Coliseum in Montgomery seats 13,000 with vision unblocked by supporting pillars because of its unique suspended concrete roof. Strikingly new in design, the Coliseum is proving a great aid in the expansion of agriculture and industry in the New South!





NORMANDALE—a $2,500,000 suburban shopping center—boasts 200,000 square feet of ultra-modern stores and parking for 5,000 cars. One of Montgomery's newest centers, Normandale includes a complete department store and medical building as well as the largest super market in Alabama.

Changeth...

giving way to the NEW"

The Old Order . . . the era of Crinoline skirts and Mimosa-fringed mansions . . . is now replaced by an industrial and agricultural growth remarkable in any section of the country. Vibrant growth, boundless energy, optimism and opportunity are the Order of the New.

WSFA-TV serves this area from the capitol city of Montgomery . . . serves a population of 1,118,643, producing retail sales in 1954 of $667,339,000.00. A keynote to the tremendous development of this area is the fact that Metropolitan Montgomery outranks in retail-sales-per-household such cities as Birmingham, Mobile, New Orleans, Baltimore and San Diego. The pattern of this area is tailor-made for television. And WSFA-TV's coverage is a new, un-duplicated audience receiving "Class A" television service for the first time.

An increasing list of advertisers are recognizing the "changing order" . . . and are now reaching and selling this new market on WSFA-TV in Montgomery, Alabama!



New, unduplicated, regional coverage with 316,000 watts, from a 1,040 foot antenna, 21 miles south of Montgomery. Favorable terrain, plus quality programming, puts WSFA-TV's picture in homes all the way to the Gulf Coast!

Channel 12 WSFA-TV

MONTGOMERY, ALABAMA

HOYT ANDRES, Station Mgr. • JOHN HUGHES, Sales Mgr.

NBC **TELEVISION**



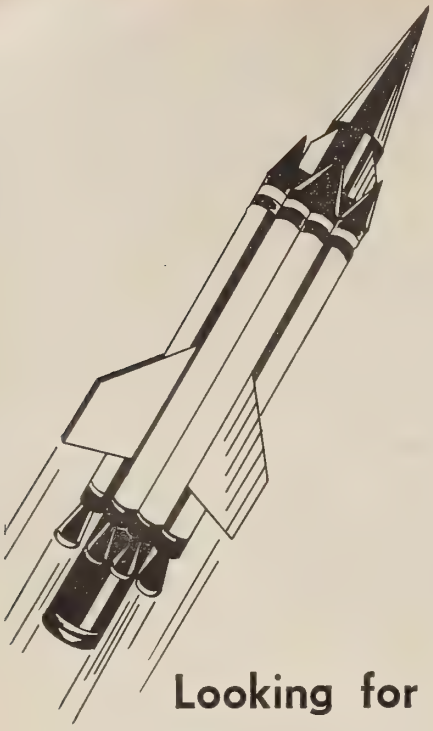
WSFA-TV MARKET DATA

Population	1,118,643
Total Retail Sales	$667,339,000.00
Consumer Spendable Income	$963,398,000.00

Note: In retail-sales-per-household, Montgomery Metropolitan area outranks Birmingham, Mobile, New Orleans, Baltimore, Cincinnati and San Diego.

Owned and operated by THE OKLAHOMA PUBLISHING CO. The Daily Oklahoman, Oklahoma City Times, The Farmer-Stockman, WKY, WKY-TV & WSFA

Represented by THE KATZ AGENCY, INC.



Looking for
Rocket
Sales?

Look to
WHBS
5000 Watts ABC
Huntsville, Ala.

Home of the
Guided Missile
(Redstone Arsenal)

Trading Area with
331,200 population

Buying Power proved
by Retail Sales of
$187,782,000

Represented by
GILL-PERNA

Southeast
Harry Cummings

ALABAMA SPOTLIGHT

AREA—51,078 sq. mi. (larger than Pennsylvania).

Population (mid-1955 estimate)—3,150,000.

Appalachian Mountains level off in northern Alabama, with the highest hill 2,407 ft. above sea level. Terrain slopes southward to the Gulf. Tennessee River Valley in the north is fertile, with man-made lakes. A black belt crosses the center of Alabama, consisting of rolling prairie, woods and rich pastures. Subtropical crops are found in the level southwestern corner. Florida's panhandlish coast area leaves Alabama barely 60 miles of coastline, split by Mobile Bay.

Hills of red iron ore, limestone and neighboring coal long ago spurred industrial development while other southern states stuck to cotton. Last year fell below 1953 in industrial output, following the national pattern. Steel's drop of 18% was compared with a U. S. drop of 21%; pig iron down 12% compared to 23% for the U. S.

An upward industrial trend around the nation in the last quarter of 1954 continued into and was felt in Alabama as the new year started. Construction activity may top the alltime record set last year. Actual demand, and prospective demand as well, promised to make 1955 a good industrial year.

Retail sales of $2.6 billion in 1954 were 2% below the alltime record set in 1953, according to U. of Alabama's Bureau of Business Research. December set an alltime high—125% of the 1948 average month. Bank deposits and debits, postal receipts, life insurance sales, state tax collections and livestock receipts were higher in 1954.

Main farm crops value of 1954 marketing from 200,000 farms of which 184,000 are electrified (1954 figures are preliminary):

Total farm income in 1954—$377.3 million; $422 million in 1953.

Cotton $16.6 million; $19 million in 1953.

Pecans $3.4 million; $4.6 million in 1953.

Sugarcane syrup $619,000; $698,000 in 1953.

Corn $47.5 million; $74.1 million in 1953.

Wheat $1.1 million; $919,000 in 1953.

Vegetables $4.8 million; $6.1 million in 1953.

Livestock receipts (Montgomery only) 270,000 cattle, 67,000 calves, 31,000 hogs in 1954; 237,000 cattle, 37,000 calves, 34,000 hogs in 1953.

Farmers suffered from hot dry summer with lower yields per acre. Corn acreage was up but yield was lowest since 1881. Record crop of oats but hay was poor. Livestock income increased from $159.7 million in 1953 to $165.5 million in 1954, record figure. Sheep highest in decade.

In the foreign trade category, imports increased slightly in 1954 but exports fell off a bit. Main exports—wheat (down in 1954), dried milk and solids (way up), soybeans (down over 50%). Main imports—aluminum ores, concentrates and scrap; refined copper in crude forms, iron ore and concentrates. Mobile Customs District (includes Mobile, Birmingham port and Mississippi Sound) reported 13% increase in tonnage.

Industrial production 1954 (estimated):

Primary metals $701 million; $890 million in 1953.

Fabricated metals $84 million; $89 million in 1953.

Textiles $474 million; $509 million in 1953.

Paper $102 million; $108 million in 1953.

Food $290 million; $302 million in 1953.

Apparel $90 million; $97 million in 1953.

Textile industry, with overcapacity, showing 1955 upturn over a long slump. Cotton consumption 13% above same 1954 period.

More miles of navigable rivers than any other state in U. S. (Tombigbee, Warrier, Tennessee, Mobile, Alabama, Coosa and Tallapoosa).

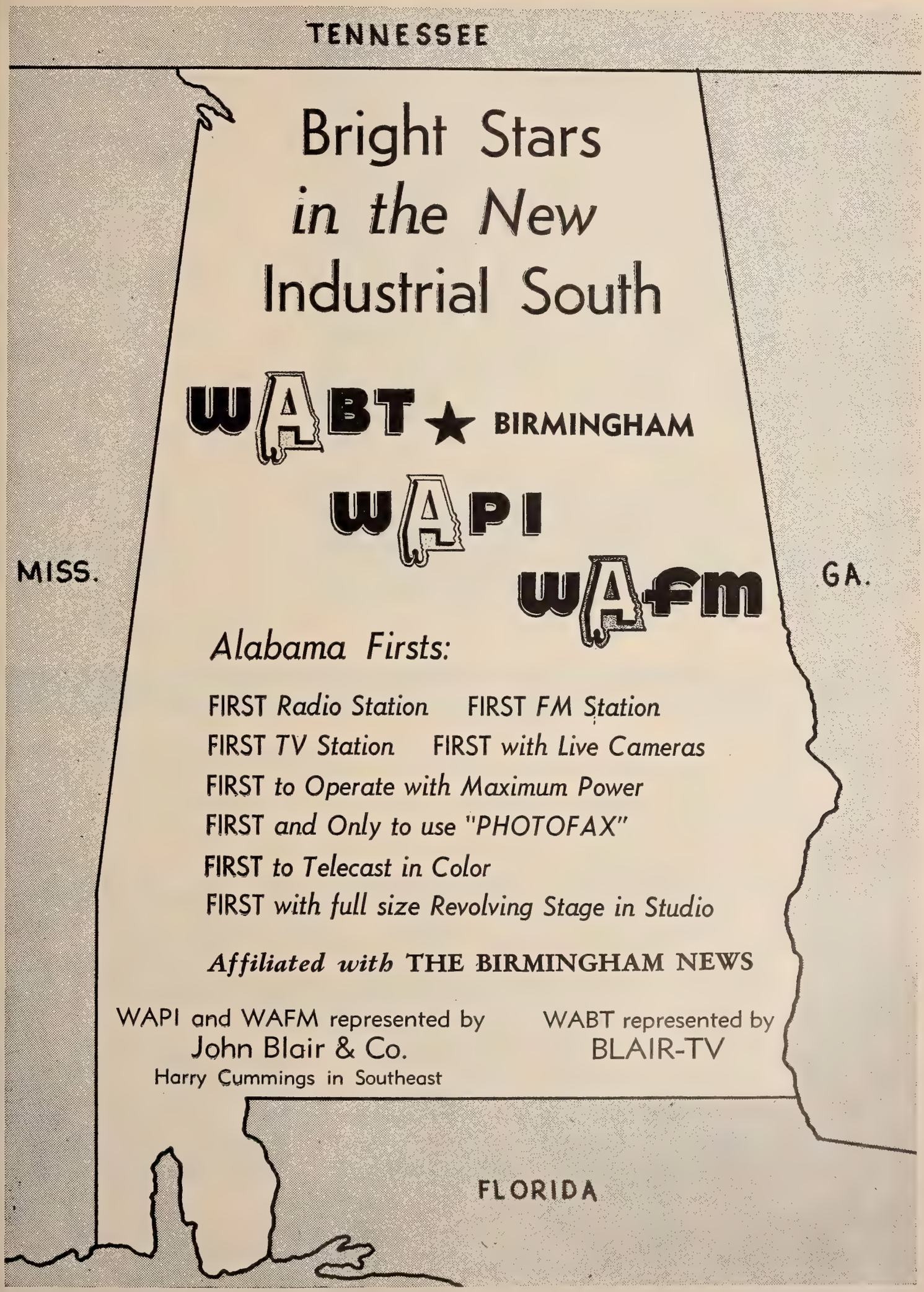
they reflected on a sad series of economic facts: The city was only 79 years old; its sensitive economy was easily upset by the economic cycles and strikes of iron and coal, the main income sources; in the 30's it had been one of the three areas hardest hit by the depression, and the memories were still fresh.

Blessed with the world's only mingling of the three basic components of iron and steel —iron ore, coal and limestone—Birmingham had goofed its big postwar chance and everybody knew it. All knew it because: *Not a single new industry had entered the city since 1947.*

A discouraging picture, yet a faint gleam of hope was apparent on the countenances of many businessmen. It was based on the fact that the city's leaders, facing a dismal future, had decided to hold an emergency meeting in the hope that someone might suggest something hopeful.

Shortly before New Year's Eve, 93 businessmen out of the 100 invited showed up for the meeting. They decided that (1) Birmingham needed new plants, which everybody knew anyhow, and that (2) the new plants should represent diversified industries so the community wouldn't have paralysis of the pocketbook every time a steel cycle dipped a bit or a union negotiator huffed and puffed over a conference table.

Having faced the facts, and having resolved to do something, Birmingham set out to perform a miracle that for some time escaped the observing eyes of economists. Birmingham gave itself a transfusion using


TENNESSEE
Bright Stars
in the New
Industrial South
WABT ★ BIRMINGHAM
WAPI
WAFM
MISS.
GA.
Alabama Firsts:
FIRST Radio Station FIRST FM Station
FIRST TV Station FIRST with Live Cameras
FIRST to Operate with Maximum Power
FIRST and Only to use "PHOTOFAX"
FIRST to Telecast in Color
FIRST with full size Revolving Stage in Studio
Affiliated with THE BIRMINGHAM NEWS
WAPI and WAFM represented by
John Blair & Co.
Harry Cummings in Southeast
WABT represented by
BLAIR-TV
FLORIDA



THE NIGHT SKY over Birmingham is scarlet—and steel works like this one are what make it that way. It is symbolic of the new industrial South.

its own blood. An industrial doctor was hired to perform the operation—Clarence Lloyd, equipped by experience to take on the case as head of a new Committee of 100.

First the Committee of 100 mailed out a pamphlet with a fishhook theme to 7,800 manufacturers, inviting them to nibble at the city's tempting supply of labor, resources and skills. Within 30 days two new industries had been signed—the first in three years. Over $650,000 was pledged locally to run the committee's campaign.

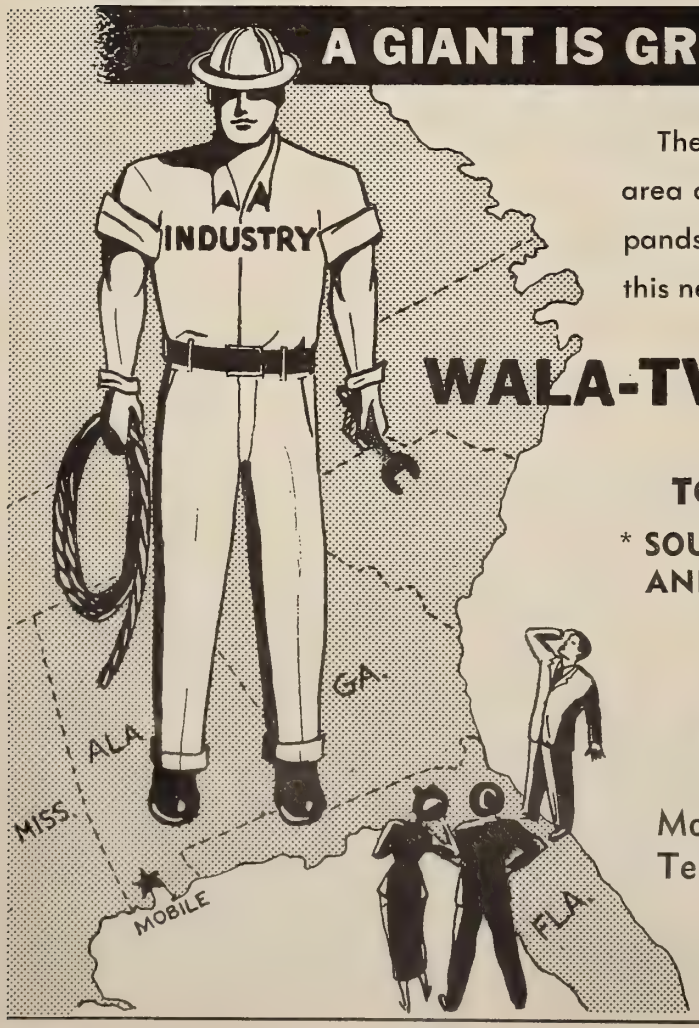
SCARLET SKY

Now, five years later, Birmingham looks at the scarlet sky of the night with pride and notes that 103 new plants have been brought in by the Committee of 100. These plants represent a $180 million investment, with 18,000 new jobs bringing in $51 million in payrolls. Catching the spirit, other plants have spent $206 million in modernizing and expanding.

Population in the metropolitan area has risen from 459,930 in 1940 to 610,000 in 1955, a 33% gain. Employment is up 50%; bank debits more than tripled; family income more than tripled, as well as long-term savings. Over 10,000 home building premits have been issued in two years.

Birmingham now has 702 manufacturers who make 3,250 products. Local fabricating plants are starting to use the iron and steel that once was loaded on a flat car or barge while still warm. Tubing, cans and other iron-steel products have been joined by

A GIANT IS GROWING IN THE DEEP SOUTH!



The population and buying power of the Mobile Gulf Coast area continues to grow and grow as established industry expands and major new industry moves in. You can best reach this new buying power through WALA-TV and WALA Radio.

WALA-TV HAS HIM* COVERED

WITH 316,000 WATTS AND TOP NETWORK AND LOCAL SHOWS

* SOUTHERN ALABAMA, NORTHERN FLORIDA AND EASTERN MISSISSIPPI

NBC AFFILIATE

Mobile's ONLY Television Station

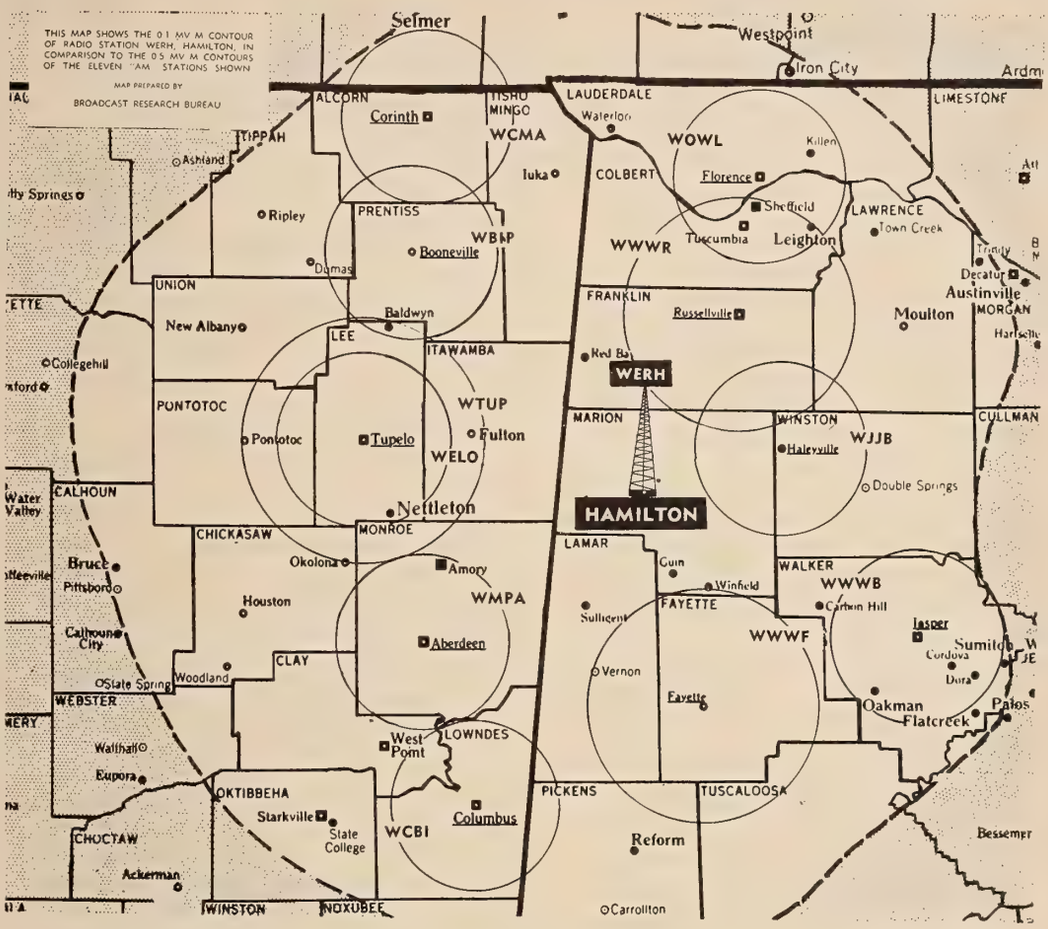
CHANNEL 10 WALA-TV

PAPE TELEVISION COMPANY, INC.
Affiliated with WALA Radio, Mobile, Ala.
Represented Nationally by Headley-Reed Company

Why Overspend for Mid-South Coverage?

WERH

REACHES MORE RADIO HOMES THAN 10 REGIONAL STATIONS IN THE SAME AREA COMBINED



General Summary CONLAN RADIO REPORT, March, 1955 of Listening Habits in Hamilton, Alabama Area including Winfield, Sulligent, Red Bay and Guin (Ala.) and Fulton, Amory, Mississippi. Area Radio Homes—49,160.		
SUNDAY THRU SATURDAY		
Hours	6 A.M. to 12 Noon	12 Noon to 6 P.M.
Radios in Use	22.3	23.0
Distribution of Listening Homes Among Stations		
WERH	76.6	78.3
Station "A"	6.3	7.3
Station "B"	5.6	4.3
Station "C"	3.4	2.7
Other	8.1	7.4

WERH is the most powerful selling influence in Northwest Alabama and Northeast Mississippi . . . a rich 33 county market where WERH's 5,000 Big Watts at 970 kc dominates nearly 200,000 radio homes. Annual Retail Sales average $497,000,000 . . . Drugs $12,-800,000 . . . Food $122,000,000 . . . Automotive Stores $88,818,000 . . . 1954 Consumer Spendable Income $917,342,000

THESE NATIONAL AND REGIONAL ADVERTISERS CONSTANTLY BUY WERH FOR BLANKET VOLUME SALES COVERAGE

WERH

SSS Tonic
Zero-Ten
Royal Crown Cola
Westinghouse Appliances
Red Diamond Coffee
Topps Snuff
Betsy Ross Bread
True Tag Paints
Armstrong Tires
Malone & Hyde Grocer Co.
Faultless Starch
Pepsi-Cola
Pan-Am Petroleum Co.
Sunshine Meal, Flour, Coffee
ABC Quality Chicks
Sunbeam Bread
Red Hat Feeds
Sherwin Williams Paints
Sherman Stores, Inc. (7)
Plymouth-Dodge
Loveman's Dept. Store, Birmingham
Coca-Cola
Gulf Refining Co.
Frigidaire Appliances
Kelly's Canned Meats
Big Smith Overalls
General Electric
Chrysler-DeSoto
Gates Tire & Rubber Co.
Ford Motor Co.
Chevrolet-Oldsmobile

HAMILTON ALABAMA

5000 WATTS AT 970 KC

DAYTIME

HUGH J. FITE
President

HIL F. BEST COMPANY
National Representatives

chemical, plastic, paper, textile, rubber and newsprint plants. Food consumption is said to be well above average. Divided highways speed the flow of traffic.

Birmingham is at last starting to count its natural blessings, and to utilize them, said Henry P. Johnston, president-managing director of WAPI-WABT (TV). Standing at the entrance to an abandoned iron pit beside the stations' tower atop Red Mountain, Mr. Johnston looked through industrial haze to the factory-dotted horizon and said, "Birmingham is now diversified. People are moving in from the country." Pointing up to the city's renowned Vulcan, adjoining the stations, a rugged but highly symbolic statue, he added, "This city was founded on iron and coal. Now it is acquiring culture."

J. Robert Kerns, vice president-managing director of WBRC-TV, Storer station, offered the viewpoint of a recent arrival, "Birmingham isn't a typical southern city, but it combines southern grace and hospitality with industry. You get a feel of business the minute you come into the city. And it's still young." James Bailey, general manager of WBRC, the Storer radio outlet, said Birmingham's economy is now thoroughly sound. With the practiced ease of an experienced radio broadcaster, he offered this aside, "Local retailers are using a lot of radio. It's the best dollar buy in the area."

Bascom H. Hopson, president-general manager of WSGN, calls the growth factor "terrific." Now that fabricators are coming in to use the raw iron and steel, he said, a trend has been established and industrial expansion will go ahead rapidly.

Thad Holt, who has watched Birmingham's downs and ups as a broadcaster, financier and now as a consultant, said Alabama is developing major aluminum, pulp and kraft, livestock, chemical and paper enterprises, with Birmingham the money and transportation capital of the new empire.

With all this growth, the iron mountain, affectionately known as Big Red, remains the heart of Birmingham's progress though steel mills are sweetening their local ore with rich imported ore from Venezuela. The 55-foot iron Vulcan, atop a stone mound, is dwarfed by the high towers of a newer industry—broadcasting, aural and visual. Vulcan stands at the edge of a radio and tv antenna farm that symbolizes Birmingham's adoption of all that is modern and important in the Mid-20th Century era.

With over 35% Negro population, the city's income level is rising and all races are sharing the trend (see Negro story page 80). New factories include such plants as Allied Chemical (Barrett roofing), $4½ million plant, 500 employes; Butler Mfg. Co., steel buildings, $2 million, 500 employes; Hayes Aircraft Corp., using $17 million wartime plant and $42 million worth of machinery, 7,000 employes; Crown Cork & Seal, Colonial Oil, Gates and Goodyear, Westinghouse, GE, plus 150 warehouses—the list is long and reassuring to those who just a few years ago had wondered if famed old Davy Crockett had been a better marksman than prophet when he looked over Jones Valley and urged his friends to settle there.

Birmingham has one of the world's finest art museums located in a beautiful debt-free City Hall; about half of an eight-block medical center designed to be one of the largest in the nation; a symphony orchestra; Southern Research Institute. It has all this new culture, and more especially a nine-foot barge channel leading to Mobile, 427 river miles and five days away, an important transportation facility.

It's all right around the city if you refer to Pittsburgh as "The Birmingham of the North." Just don't reverse it. Birmingham prefers to maintain separate identity as "The Magic City."

MONTGOMERY

THE No. 1 topic of conversation in the capital of Alabama is the city's No. 1 industry — aviation. A natural topic, this most modern of industries, since the Brothers Wright, Orville and Wilbur, started the first flying school for civilian pilots in the United States at a site that now is Maxwell Field, Air University.

With its mild, almost frost-free climate, Montgomery is a good example of the economic role that military bases play in the life of a city.

Luncheon-table conversation buzzed wildly one day in 1940 when word got around



that the Army's flying and medical generals were casting favorable glances at the level fields and balmy atmosphere of this typical Deep South city. Alert to the money that Maxwell Field air base had brought in, the city's alert citizenry showed proper interest in the project and leased spreading Gunter Field to the generals for $1 a year.

Today Montgomery gets its annual $1 rent from Uncle Sam, right on time. It gets, in addition to $1, the following annual (1954) benefits from Gunter and adjacent Maxwell Field:

$35,355,000 military payroll
$6,200,000 civilian payroll
$6,210,798 supplies, equipment
$215,000 contractual services
$750,000 other income

That, plus other funds, added up to $50 million last year, in itself enough income to support a good-sized community. "Nearly all these dollars are original dollars that come from outside the city" according to Thomas E. Martin, president-general manager of WAPX.

The two bases spend $67,000 a year for water as well as $193,000 for electricity and $172,000 for gas. Many of the 11,000 people connected with the bases will become permanent residents of the city.

New building projects totaling $8,499,513 are in progress at the bases and will be completed this year, with another $3 million in projects on the planning boards but not authorized by Congress (as of May 1955).

Under the local-purchasing policy of the military, the bases last year bought such typical items as these in 1954: bread, $77,-972; milk, cheese, $100,490; ice cream, $33,-044; meats, $185,060; packaged foods, $104,796, etc., adding up to a tidy sum.

The fields draw an average of 2,000 transient visitors a month. Three thousand families living off the base pay an average of $100 a month rent. Air Force military and civilian personnel operate 9,000 gas-eating and service-needing autos, a fourth of all the community's cars.

This is the story of just one segment of the Montgomery economy. The city's non-military growth is keeping pace with the South's postwar progress. Since 1940, when the population was 78,084, the city has acquired 15,000 new dwelling units—2,536 of them in 1954. This pace is surpassed only by cities in the midst of spectacular booms. Metropolitan area population now is 145,-000. The growth, outside the military, has mostly come from within under the stimulus of local endeavor. State-federal offices employ 5,000 persons. The Capitol, where Jefferson Davis took his presidential oath, is one of the finest examples of Georgian achitecture.

In the downtown area, Montgomery has traffic problems as motorists move along Perry St., in and out of the older business area with its angled streets. Right now the city's outskirts are spreading rapidly and divided roads, plus a by-pass, are speeding up car movement. Montgomery has illustrious precedents in traffic movement, having built the world's first all-electric trolley system back in 1886. The present airport isn't top-flight, but new and longer runways are being built and a new terminal building will be erected.

The new state coliseum on the outskirts is described as the finest in the world, with the vast stadium area hanging from a modern version of the old flying buttress. Set up for basketball, the arena seats 11,000. It is 130x 250 feet. Facilities include dormitories for 300 persons and vast barns for livestock shows. The cattle market ($30 million a year) is called the largest east of Fort Worth and south of the Ohio River. Cotton is a major farm crop.

Located in an arc of the Alabama River, Montgomery sits on the edge of Alabama's 30-mile-wide east-west black loam belt, though most of the city's dirt is of a reddish hue. To the southward are vast pastures, heavily populated with beef and dairy cattle.

Hoyt Andres, general manager of WSFA-AM-TV, who learned his cattle economics in Oklahoma while assistant manager of WKY-AM-TV Oklahoma City, also an Oklahoma Publishing Co. enterprise, gazed out into the country and commented, "A cow can lie down on an acre and get fat in this rich grass." He said King Ranch had bought 8,000 acres nearby.

"You can't understand Montgomery with a 10-year-old market book," he observed. To which Thomas Sewell, WMGY general manager, added, "I hardly recognize the

WVOK-WBAM ANNOUNCER NO. 1 FORD SALESMAN



DAN BRENNAN, announcer for WVOK, Birmingham and WBAM, Montgomery, is shown being presented a trophy by officials of O. Z. Hall Motor Company. The trophy was presented Dan for making O. Z. Hall the leading dealer in new Ford sales in the Southeast in March and April of this year.

Brennan has a tremendous following on his "Breakfast Jamboree" and "Hayloft Harmonies" shows over WVOK and his "All Time Favorites" show on WBAM.

The trophy, a mounted gold replica of a microphone, was presented Dan by the sales force of O. Z. Hall Motor Company during a recent broadcast of "Dixie Jamboree," a full hour program broadcast direct from the O. Z. Hall Motor Company each Saturday from 12:00 to 1:00 pm. Engraved on the trophy: "Dan Brennan—The #1 Ford Radio Salesman In The Nation—in appreciation—O. Z. Hall's Sales Force.

your dollars produce more sales on WSGN

IN BIRMINGHAM, ALABAMA'S 600,000 PLUS MARKET!

WSGN
610

BIRMINGHAM, ALABAMA.
National Representative
AVERY-KNODEL, Inc.

For The TOP RATING in MOBILE . . .

Check WABB's
√ NEWS*
√ MUSIC*
√ SPORTS*

* NEWS—all, the news, local, national and world, up to the minute; MUSIC—the best in pops, concert and classical . . . no "leer-ics", no race, no hillbilly; SPORTS—up to the minute throughout the day, local and national, plus network features.

It's an ordinary formula put together in an extraordinary way . . . resulting in the

TOP RATING BY HOOPER

For further details, contact
D. H. Long, Gen'l Manager, or
YOUR BRANHAM CO. REPRESENTATIVE

WABB 5kw 1480kc
Mobile, Alabama

place when I recall the business available when we started WMGY in 1946."

Montgomery has many new, small industries. It is looking forward to expansion of barge traffic to Mobile along the historic route used by plantation owners. Its 1954 business was 8% ahead of 1953, and business is still good in mid-1955.

Civic-minded sports fans support one of the finest baseball plants outside the major leagues and stage the annual Blue-Gray football game.

MOBILE

TWENTY-SEVEN years after Columbus discovered America, the Spanish explorer, Adm. Alvarez de Pineda, sailed up Mobile Bay. Had a tape recorder picked up his observations, men of Mobile commerce believe, the Admiral's comment probably would have run like this, as he entered Mobile River, "What a spot for a harbor!"

It took Western Hemisphere pioneers another two centuries to pick up where Adm. de Pineda left off, erecting Fort Louis de la Mobile near the present site of this Gulf city. These energetic settlers, or their immediate offspring, started a community that served for well over two centuries as a tourist attraction for lovers of dripping oaks, house-size azaleas and a host of other natural and man-made artistic delicacies.

Mobile lived contentedly, if modestly, on its romantic charms well into the 20th Century. Came World War II, and Mobile suddenly started spouting brand new ships into Mobile Bay at an alarming rate—alarming to the Axis powers. Having built the first submarine ever used in war (Civil) four-score-plus years before, Mobile mustered its ample seafaring talents and produced 196 new ships plus repairing an uncounted number of older craft.

The stranger who bursts out of Bankhead tube under Mobile River into the western sun and drives down miles-long Government St., will pass a half-dozen business blocks that include an 18-story business palace (Waterman Bldg.) and soon enter another tunnel—a tunnel of moss-drooling oaks flanked by flora-trimmed mansions of a past era. If he continues westward toward New Orleans, he will have overlooked two of the interesting economic symbols of the New South—a modern harbor and far-flung industrial areas.

Commercial Mobile now loves its statistics as much as its botany and architecture. For example:

Population—City zone, up from 78,720 in 1940 to 175,000 in 1955; county, 141,974 to 270,000.

Bank clearings—up 350%.

Industry—well, every time a Mobile motorist goes for a 20-mile drive in mid-1955 he runs into a multi-million plant or project he hadn't seen a year or two ago (Mathiesen Chemical, $10 million plant; Courtaulds Inc., expanded to $100 million; Aluminum Co. of America, $12 million expansion last year; Scott Paper, International Paper, National Gypsum, Geigy Chemical, Stauffer Chemical, Frionor Kitchens; new $30 million Alabama Power Co. plant to serve new industries. International Paper is adding a $20 million newsprint and bag mill at its Platean plant.

In the works are a channel deepening project (to 40 feet) and a $27 million ammunition depot.

Mobile broadcasters reflect the exciting pace that has struck the place. "We're the sleeping giant who has wakened," said Lee Smallwood, commercial manager of WALA-AM-TV, while pointing out the different flags on ships in Mobile's harbor. After a half-dozen years in the city, Dewey H. Long, general manager of WABB, said "In 10 years Mobile will be one of the largest cities in the Southeast."

Kenneth R. Giddens, theatre operator, builder, executive partner in WKRG and a tv grantee, pointed out the fantastic Cortaulds plant, noting it produces a fourth of all the nation's rayon. A new textile industry is getting started, he added, and the city will be one of the three great expansion areas of the next decade."

Mobile never really got down to serious foreign trading until 1919 when a lone ship was acquired by a local group that became Waterman Steamship Co. In 3½ decades Waterman has become one of the world's largest shipping firms and Mobile has become one of the first 10 U. S. ports. A river city, it enjoys low rail rates.

Now the big McLean truck interests of Winston-Salem, N. C., have acquired Waterman. McLean believes the present shipping of cargo-laden truck trailers by water to Houston can be developed into a major new type of transportation and has plans to run fleets of trailer-laden ships as far as New England.

While Mobile's geography is flat and semi-tropical, it has adjacent hills to the north—only they're underground hills and consist of pure, precious salt. Shipping, availability of water and huge salt resources have been factors in attracting chemical, pulp and paper industries. Fisheries and other food industries are developing. The city has three cross-country gas pipe lines and nearby oil; a new $3.5 million grain elevator in the harbor just a few blocks off Government St. in the heart of the city. Half surrounded by water, Mobile still has plenty of room for the expansion that is taking place. The port is 20 miles from the Gulf proper, compared to 80-plus winding river miles for New Orleans, the Chamber of Commerce likes to point out.

Brookley Air Force base contributes $7 million payroll a month. The port handles 14 million tons of waterborne commerce a year. U. S. Steel has a new terminal, sending Venezuelan ore by barge to Birmingham, 427 miles away.

A sizable chunk of lone land—Dauphin Island—at the entrance to Mobile Bay is being developed into a $15 million Gulf project that is billed as the future "Miami Beach of the Gulf," complete with clubs, casinos, beaches and 2,000 already-sold residential lots.

Mobile has its Mardi Gras (older than New Orleans', they say); Azalea Trails and Bellingrath Gardens, drawing up to 15,000 persons in a day; roses, camellias and oaks. But in Mobile they're more excited about the fact that employment in this frost-free area (spring of 1955 excepted) has risen from 38,000 to 80,000 in 15 years.

MUSCLE SHOALS AREA

ACROSS the northern strip of Alabama, once a desolate valley plagued by floods and inhabited by natives who tilled a meager living out of the soil, a roving reporter runs into one of the South's more interesting and prosperous economies with population of close to a half-million.

Thriving farms are interrupted by stirring industrial cities all the way from the Tri-City group (Florence, Sheffield and Tuscumbia) in the west to Scottsboro in the east. Some of the nation's major industries have settled here, drawn by vast lakes backed up behind Tennessee Valley Authority dams and enormous supplies of cheap power.

Worldwide attention has been drawn to the Tennessee River watershed and TVA's harnessing of roaring rapids. When Wilson Dam (still third largest in the world) was completed three decades ago at a cost of around $50 million, its hydroelectric resources were lost in the stock market shuffle of that era. In the little town of Muscle Shoals, a sort of Tri-City suburb, Henry Ford projected a new industrial community but the idea atrophied and the magnificent dam was more of a lure to local anglers than to outside industry.

In the early 30s, the city of Decatur was on the rocks—both Tennessee River and financial. Other cities such as Huntsville and Guntersville were in a similar plight. Then came TVA and more dams started to join the Tri-City's pioneer project.

A new economy began to grow out of this semi-hillbilly region. Floods were halted. Power became plentiful. Farms were electrified. And finally, industry started moving into virgin territory. Florence is now a city of 30,000, double the 1940 population; Sheffield, at the other end of the bridge, has 16,000. Dovetailed into Sheffield is Tuscumbia with 10,000. The town of Muscle Shoals has 2,500.

Around the Tri-City area are TVA-operated plants that produced 60% of the critical phosphorus used in World War II. TVA employs 3,500 around the Tri-Cities. Reynolds Metals employs 4,000 in one of the world's largest aluminum plants.

Robbins Tire, Flagg-Utica Knitting, Diamond Alkali, Stylon Southern and Union Carbide are major plants. Union Aluminum distributes aluminum sashes all over the nation through Valco and Southern Sash, subsidiaries. The nerve gas ingredient is turned out near Wilson Dam and stored in the Colorado mountains.

River traffic is important to the entire valley. Enormous locks mark the nine-foot channel with navigation all the way from Knoxville to Paducah. Wilson Dam backs up a lake 16 miles long. Above it is Wheeler Dam, backing up another lake 74 miles to Guntersville Dam which in turn impounds an 82-mile lake. Resort business is increasing.

"I believe the Tri-Cities will be the third market in Alabama," said Richard B. Biddle, president of WOWL Florence. Steam plants now provide 51% of the power, assuring industry all the low-cost electricity it needs. Tri-Cities plants are expecting a new neighbor soon—an auto assembly plant (they're guessing Chrysler).

"Decatur has grown from 12,000 to 25,000 since I moved to the city 10 years ago, and there are 35,000 in the built-up area," declared Frank Whisenant, president-general manager of WMSL-AM-TV. Major industries include Worthington Corp., air conditioning; Chemstrand, synthetic fibres; Goodyear Mills, cord for tires; Alabama Flour Mills, and Calumet & Hecla copper tube plant. The city is built along the southern shore of Wheeler Reservoir.

The state's first railroad ran from Decatur to Tuscumbia; it's now part of the Southern Railway system. Decatur has a hundred industries and its residents still recall the dark days of the early 30's when the Louisville & Nashville Railroad moved out its shops and put 2,000 people out of work.

Huntsville is famed for its unexpected Monte Sano mountain, shooting up 1,000 feet, and for Redstone Arsenal, which turns out missiles likely to shoot 1,000 miles and more if a target appears. It was the first incorporated city in Alabama. Besides rockets, it produces textiles and has cotton-handling facilities as well as the largest watercress plant in the world. Population: 20,000.

Guntersville has over 5,000 population and a river-lake port. Scottsboro's population is about the same; it's an agricultural center, like most of the TVA cities, and produces textiles.

AROUND ALABAMA

LARGEST of the industrial cities north of Birmingham is Gadsden with a population of 62,500 and 18,000 industrial employes. Located in the Appalachian foothills, it is the third largest industrial center in the state and fourth largest in population. Main industries are Republic Steel Co. (pig iron, ingots, plates, fence, pipe), 5,000 employes; Goodyear Tire & Rubber Co., 3,600; Cone Mills (heavy textiles), 2,750; Attalla Pipe & Foundry Co., 1,000; Alabama Pipe Co., 800. The city is in the Coosa River valley. Population is up 60% since 1940; retail sales up 267%; wholesaling 352%. Poultry production is moving quickly.

Tuscaloosa has a population of around 53,000. It is the home of Alabama U. Income is based on cotton, coal, iron ore, limestone, clay, paper and lumber mills, and assorted farm products. Industrial names in Tuscaloosa include Goodrich Tire & Rubber Co., Central Pipe & Foundry Co. and Gulf States Paper Corp. The city is called "The Capital of Western Alabama."

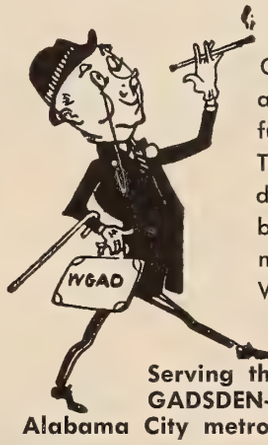
Anniston, 35,000, is the world's largest producer of cast iron soil pipe. Other products are textiles, chemicals, brass fittings and farm machinery. Industries include General Electric Co.; Flagg-Utica and Monsanto Chemical Co.; the large Anniston Ordnance Depot and Fort McClellan contribute to the economy. It is located east of Birmingham. A large channel to Mobile is projected.

Dothan and Selma each have around 25,000 population. Dothan is down in the southeastern corner of Alabama, 20 miles north of Florida and 20 miles west of Georgia. Burlington Mills hosiery plant is second largest in that top-ranked textile empire. Hedstrom Union Co. makes toys, furniture and baby carriages. Selma is situated in the mid-state black-soil belt. Dairying, livestock, hay and grain are important along with lumber and Craig Air Force Base.

One Buy
DELIVERS
Alabama's Rich
4th and 5th MARKETS

WGAD Gadsden's Big Station

5000 WATTS ABC



Gadsden's oldest and most powerful and *only* FULL TIME station 10% discount when bought in combination with WOWL

Serving the industrial GADSDEN-ATTALLA Alabama City metropolitan area

ALABAMA'S 4th MARKET

Jim Garrett—President

(Merchandising service in both markets "Radio-Active Extras" and "Bonus Blitz")

WOWL The Tri-Cities Biggest Radio Operation

250 WATTS ABC

Carrying over 60% of all national spot in the market



10% discount when bought in combination with WGAD

Serving the rich Industrial and Farming hub of North Alabama, FLORENCE-SHEFFIELD TUSCUMBIA-MUSCLE SHOALS Multiple Market (all contiguous)

ALABAMA'S 5th MARKET

(No other major market for over 100 miles)

DICK BIDDLE—PRESIDENT

See RAMBEAU or Dora-Clayton Agency

WOWL-WGAD

KWKH—
FIRST BY FAR in Shreveport!

FIRST in Share of Audience

January-February, 1955 Hoopers

SHARE OF AUDIENCE IN %							
TIME	KWKH	Sta. B	Sta. C	Sta. D	Sta. E	Sta. F	Sta. G
8:00 A.M. — 12:00 Noon Mon. through Fri.	**29.6**	17.2	14.1	12.7	9.4	9.1	7.4
12:00 Noon — 6:00 P.M. Mon. through Fri.	**32.0**	18.4	13.3	17.8	6.2	5.2	7.0
6:00 P.M. — 10:30 P.M. Sun. through Sat.	**51.2**	*	*	26.1	*	7.0	12.6

*Do not broadcast after sundown

FIRST in Time Period Leadership

Morning (8:00 AM—12:00 Noon; Monday through Friday)



KWKH *FIRST* in 11 quarter hours

All Others 5

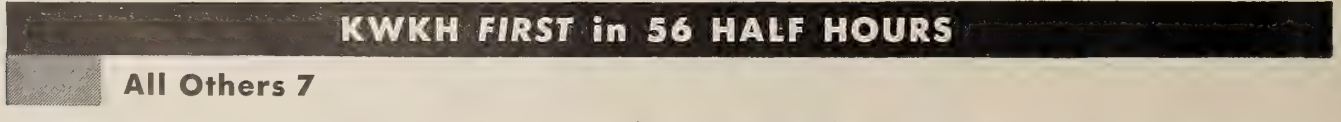
Afternoon (12:00 Noon—6:00 PM; Monday through Friday)



KWKH *FIRST* in 17 quarter hours

All Others 7

Night (6:00 PM—10:30 PM; Sunday through Saturday)



All Others 7

Any way you look at it, KWKH is the unquestioned favorite in Metropolitan Shreveport. *And* — 50,000-watt KWKH gives you a whole lot *more* . . .

Nearly 85% of our coverage is in the tremendous North Louisiana-South Arkansas-East Texas area . . . with a population of nearly 2 million people.

If you want the top station in Shreveport, the dominant station in this whole *area* — then you want KWKH. Listened-to by more than a million people every week. Get all the facts from The Branham Company.

KWKH

A Shreveport Times Station

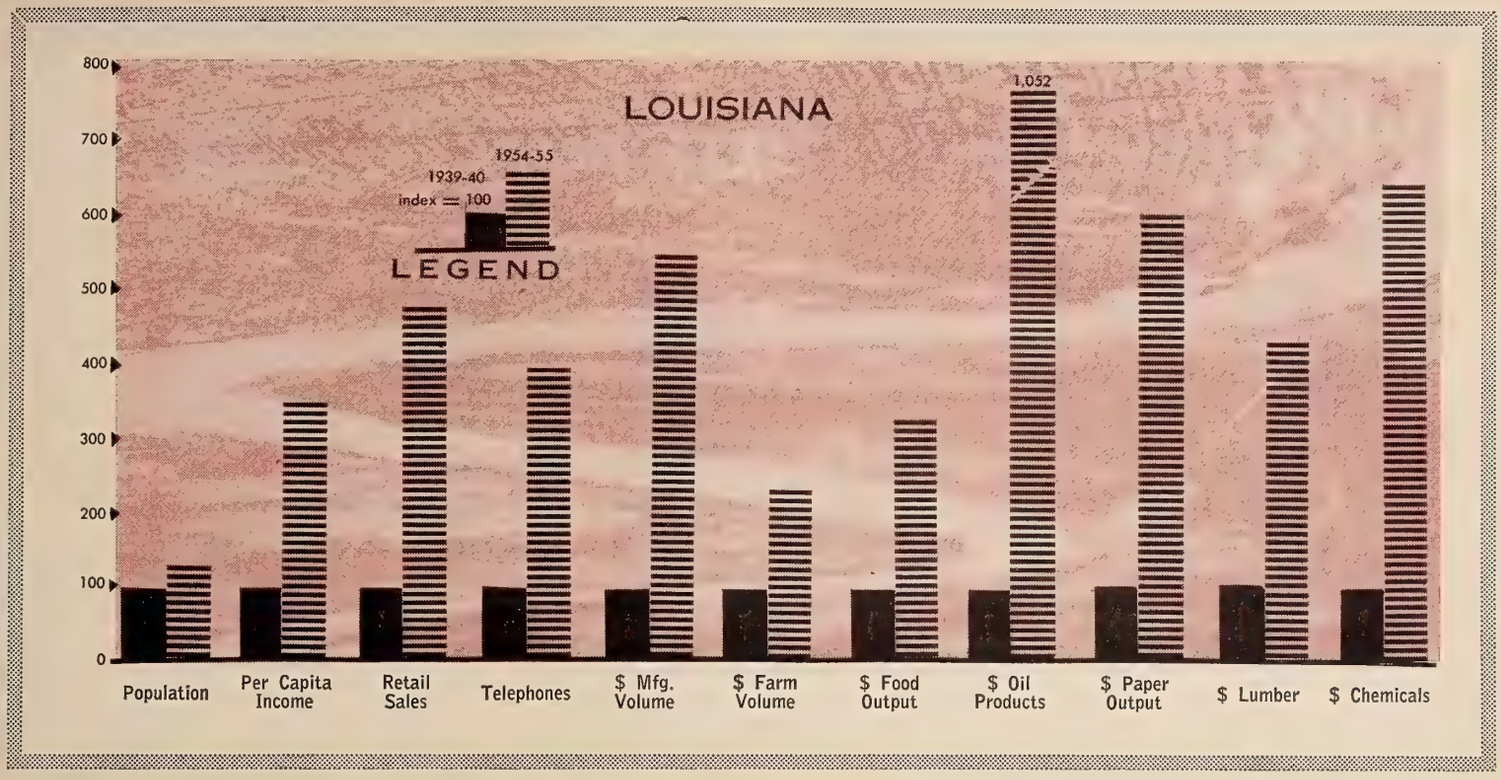
TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager



LOUISIANA

OVER a century-and-a-half ago Napoleon Bonaparte, one of the world's best generals, turned out to be one of its worst real estate peddlers. His famed crack from the bathtub—"Sell the whole thing to them for $15 million"—conversely vested Thomas Jefferson with a reputation as the man who made the best real estate deal in recent history when he acquired Louisiana Territory.

Napoleon unloaded a half billion distant acres at a figure that averaged out to 4 cents an acre. Today 1/18th of that original territory, the State of Louisiana, has an assessed valuation of over $2½ billion, and that's only a fraction of the wealth lying on and under the surface.

Even if the actual value of the state could be measured, the figure would be out-of-date before it could be mimeographed. The value a decade or two from now promises to challenge even the eagle-eyed crews who go around assessing properties.

Louisiana today has oil, gas, metal, food processing, lumber, shipping and other industries of major size; busy river routes and bayous along which important commerce moves; new construction in all sections; the nation's longest toll-free dual highway; important farm crops; mineral, water and timber resources that have few equals in the nation.

It stands to get more than its share of the petrochemical industry, already producing 1,000 or more products and still in its infancy, and it smugly contemplates the first symbolic gestures of an industry just emerging from the laboratory womb—sucrochemistry, the use of sugar for industrial purposes such as oil, newsprint and synthetic resin.

Thus Louisiana doesn't mind reviewing its tumultous and often pauperish past under many flags in view of the obvious prospects for the future.

In the process of carving up Louisiana Territory, a sort of boot-shaped area with a skinny big toe sticking out where the Mississippi meets the Gulf was dubbed Orleans Territory. This was roughly the present State of Louisiana. Its subdivisions were titled "parishes" and still retain the name. These units originally followed the jurisdictions of the Roman Catholic Church.

Whoever carved out the Louisiana boundaries had little eye for territorial esthetics but managed to include such desirable facilities as 1,500 miles of Gulf shore, several hundred miles of Mississippi River (the nation's biggest water source) plus the business end of this mammoth stream and the basic necessities for a combined farm and industrial-commercial economy. A bonus has appeared in recent years—the tidelands oil reserves.

Louisiana has one metropolis—New Orleans—plus two medium-sized cities—Shreveport and Baton Rouge. It has two or three dozen cities under 100,000, and most of them are growing fast. Deep-sea commerce moves up the Mississippi River to Baton Rouge. Smaller waterways serve as feeders, and the intercoastal system as well as bayous provide protected routes to Texas and Florida.

The woods and bayous are breeding grounds for small animals and the annual crop of fur pelts is far beyond anything any Canadian province can boast. New animal breeds are providing improved pelts.

Louisiana's timber resources were once being cut down faster than nature could provide new growth. Twenty years ago a reforestation program was started and tree-farming now covers 2 million acres.

Bigtime industry came to Louisiana in World War II and it stayed there after the shooting stopped. Since the war it has grown tremendously. The native minerals and chemicals are being processed right in their home area. An untapped resource is the big accumulated deposits of seashells left by Mother Nature for future use. Industry is thinking up ways to use these deposits.

Commerce from the entire midwestern basin flows in large measure into and out of the Mississippi River, with New Orleans one of the world's great ports and an industrial center. Improved river transport is appearing, with bigger barges and even glass-lined barges that carry hot, molten sulphur fed directly from underground.

Louisiana is a state of many traits. It is subtropical in the southern part, with wide low-lying areas along the last miles of the Mississippi. To the west is the Acadian country, with little cities starting to become big ones. Some of the expansion is dramatic, Lake Charles for instance.

There isn't much to be seen for miles in the flats of south Louisiana, but north of Baton Rouge the land starts to roll. Shreveport, in the northwestern area, shows the effect of long-producing oil and gas industries and it's quite obvious to a visitor that Texas is less than 30 miles away.

Business activity in this many-faceted state is much better than a year ago, according to Louisiana State's College of Commerce.

Department store sales have been as much as 13% above last year. Building materials, media space and time sales and manufacturing income are doing better.

The area was explored by De Soto back in 1541. Its history teems with tales of pirates and politicians, and the romantic exploits of the French and Spanish settlers. The State Capitol at Baton Rouge is unorthodox, modern and beautiful. Its narrow horizontal dimensions aren't overly practical but the magnificent structure is a monument to Louisiana's progress as well as to its tempestuous sponsor, the late Gov. Huey Long.

Some of Louisiana's crops are peculiar to the state, or almost so. These include sugar, perique (an aromatic tobacco raised only in a tiny area), rice (but not as much as Texas grows) and the largest yield of sweet potatoes in the nation.

Family and per capita income continue to climb. Agriculture is mechanized in many cases. Resort business keeps mounting. Auto ownership is keeping pace with the national trend. The metal products industry is growing up in a hurry.

Louisiana still has its problems, but they're mostly growing pains.

LOUISIANA SPOTLIGHT

AREA: 48,500 sq. mi. (water, 3,300 sq. mi.). Many bayous are navigable and provide recreational facilities.

Population: 2,960,000 (mid-1955 estimate).

Southern half of Louisiana is level, with easy roll in northern terrain. Rice and sugar cane are among important products peculiar to the region.

Mississippi River is commercial heart of the state, with inland waterways and the Gulf combining to make Louisiana one of the most important of all states from a shipping standpoint. The bulk of commerce moves through New Orleans.

Louisiana's economy is centered around commerce; agriculture (cotton, rice, sugar cane, sweet potatoes, livestock); petroleum, natural gas, sulphur, and an expanding industrial structure (oil products, chemicals, timber). Ranks third among Southern States in mineral output.

Business activity in 1954 fell below 1953, a record year, but has been going up in the first half of 1955 and the year may exceed 1953 totals. Manufacturing sales are running 30% over 1954. Only four of 30 measured lines of business didn't gain in the first quarter of 1955, according to *Louisiana Business Review* of Louisiana State U.

Rice income was ahead of 1953 due to record crops. Sweet potatoes were down; sugar cane also. In last nine years, Louisiana's percentage increase in crop receipts has been more than double the southern average increase and almost triple the national average.

Total 1954 farm income $365 million; $395 million in 1953.

Cotton lint, cotton seed $111.6 million; $150.9 in 1953. A poor cotton year.

Rice $64.5 million; $63.5 million in 1953; state second only to Texas in rice production.

Sugar cane $37 million; $43.7 million in 1953; price was down last year; state produces 90% of U. S. sugar cane.

Sugar cane syrup $2.4 million; $2.1 million in 1953.

Pecans $3 million; $3.7 million in 1953.

Corn $20 million; $17 million in 1953.

Sweet potatoes $14 million; $16.8 million in 1953; state leads all U. S. in sweet potatoes.

Cattle $48.7 million; $43.2 million in 1953.

Hogs $17.7 million; $17.2 million in 1953.

Hay $8.1 million; $10.2 million in 1953.

Strawberries $7 million; same in 1953.

More fur pelts are produced than in any other state or Canadian province. Commercial fishing is a $35 million industry (shrimp $20 million, oysters $5 million).

Petroleum and natural gas comprise a billion-dollar-plus industry employing one out of every six persons working in the state and paying them a quarter-billion dollars a year. With vast reserves, Louisiana's share of U. S. oil and natural gas production is increasing faster than the national average. Then there's tidelands oil.

Manufacturing sales in March 1955 were one-third above 1954. Over 700 products are made from oil and natural gas. Total factory output is $3 billion, a little under 1953, but 1955 may set new records.

Estimated industrial production included these additional items:

Paper-pulp $300 million in 1954; $290 million in 1953.

Chemicals $350 million in 1954; $360 million in 1953.

Lumber $178 million in 1954; $190 million in 1953.

Food processing $695 million in 1954; $675 million in 1953.

State's industry includes carbon black plants; mining and shipping of sulphur and salt for chemical, oil, paper and other industries. There are vast untapped resources of shell deposits which will supply raw material for plastics and fertilizers. Bagasse waste from sugar mills is used for newsprint and synthetic resin.

NEW ORLEANS

NEW ORLEANS is a two-faced city with a puckish grin on one cheek and a dollar mark on the other.

To the vacation tourist, it is a city of curious, narrow streets with old houses bravely supporting the iron grillwork that drips off cornices and porch roofs. It is romantic, exotic, lusty and rather expensive, as seen from the perspective of a sightseeing bus and/or a club hopping trek along lusty-busty Bourbon St.

To the businessman, domestic or foreign, New Orleans is a city with 12 miles of wharves that channel the billion-dollar-plus commerce of 31 states and two-score foreign nations. Romantic, of course! But the tinkle of tourist dollars in the old French Quarter is lost in the booming whistles of untidy but prosperity-laden freighters.

For some reason—maybe it's the local diet as exploited by famed eateries or maybe it's the beverages—those who describe New Orleans on printed sheet generally feel an obligation to render literary miracles on behalf of the museum aspect of this riverside industrial community.

The local folks have a more practical sense of values. They'll show anyone who is interested in making—as against spending—dollars, exactly what makes this city of 625,000 tick. This informative rubber-necking tour is free. A palatial yacht *The Good Neighbor,* once the doll of the Fisher motor family and later in World War II service, makes frequent trips up and down the Mississippi harbor. As guest of the port authority the visitor crosses flowery lawns and moves along unending warehouses exuding aromatic and pungent odors from fruits, vegetables and assorted chemicals before boarding the *The Good Neighbor.*

The trappings of a 12-mile harbor are more commercial than aesthetic but they quickly tell why New Orleans in a short decade-and-a-half has pulled out of economic stagnation into No. 2 rank among the nation's ports. While Gray Line bus passengers hear about glorious decades of romantic elegance, *The Good Neighbor* guests gaze at a grain elevator that holds 5.1 million bushels and can move 25,000 of them in an hour or load a big ship in 1 1/3 days. They see a foreign trade zone where foreign goods can be stored and processed, and then reshipped. They see sprawling plants that substitute 200-foot signs for grillwork—signs exploiting such dollar-supplying enterprises as Shell and Celotex, to name only two of several hundred. They see ships unloading bananas, coffee, jute, bauxite, rubber and other imports. They see an industrial canal that offers acres for new industries.

The Mighty Mississippi wiggles its way through New Orleans carrying 300 billion gallons of precious water every 24 hours to the Gulf, 110 miles away. That's almost twice as much water as the whole United States can drink in a day—and the fierce thirst of America's water-consuming industry is included in this comparison. The river is 150 feet deep in the middle and is linked to big Lake Ponchartrain.

Commerce flows into New Orleans from the whole Mid-Continent area and the Mississippi River network of 31 states, an area ranging from the Alleghenies to the Rockies. Barge, rail, highway and air carriers feed products of industry and agriculture into New Orleans and take imported goods and raw materials on the return trip. Barge traffic is heavy—2,464 fleets in 1954 compared to 2,167 in 1953. These slow-moving water clusters are cheaper than any other form of bulk transport and give New Orleans an advantage over all other American cities except New York in handling foreign trade, plus lower rail freight rates as a result of the water competition.

Last year's foreign trade went up $100 million, totaling $1.49 billion as compared to $1.39 billion in 1953. Around New Orleans they're quite aware that the port is responsible for 70% of the city's business.

Local broadcasters are sharing the progress that has come to New Orleans since the pre-World War II slack. In a colorful structure on Royal Street, right in the heart of the French quarter, Edgar B. Stern Jr. and Robert D. Swezey combine old and new eras at WDSU-AM-TV. With offices surrounding a courtyard of subtropical vegetation, they have one of the South's major plants, including what is called "the only station studio and control room built exclusively for color television."

W. Howard Summerville, general manager of WWL, argues the Gulf South "has just scratched the surface. Every inch of the Mississippi River from New Orleans to Baton Rouge will be lined with industries within 30 or 40 years." H. F. Wehrmann, general manager of WTPS, added, "This old Southland moves a bit slowly sometimes. They can be just dying in New York or the Midwest with a depression and we hardly know it. Remember, traditions are still important in New Orleans."

George A. Mayoral, executive vice president of WJMR-AM-TV, said, "The next

There's a BIG new Picture in prosperous Louisiana

WBRZ Channel 2

BATON ROUGE, LOUISIANA

The only TV station completely covering the rich heartland of Louisiana



MARKET DATA PREDICTED SERVICE
Area* WBRZ, Channel 2

Population	860,000
†TV sets in area	164,650
Effective Buying Power	$899,481,000
Retail Sales	$580,937,000
Food Sales	$129,460,000
Automotive Sales	$122,571,000
Drug Sales	$ 16,371,000

SOURCE: Sales Management's Survey of Buying power, 1954

*Class "B" †Television Magazine

NBC–ABC

POWER:
100,000 watts

MORE TOWER:
1001 ft. 6 inches

Largest TV Antenna in the United States
12 Bays—Channel 2

$899,481,000.00 Effective Buying Power!

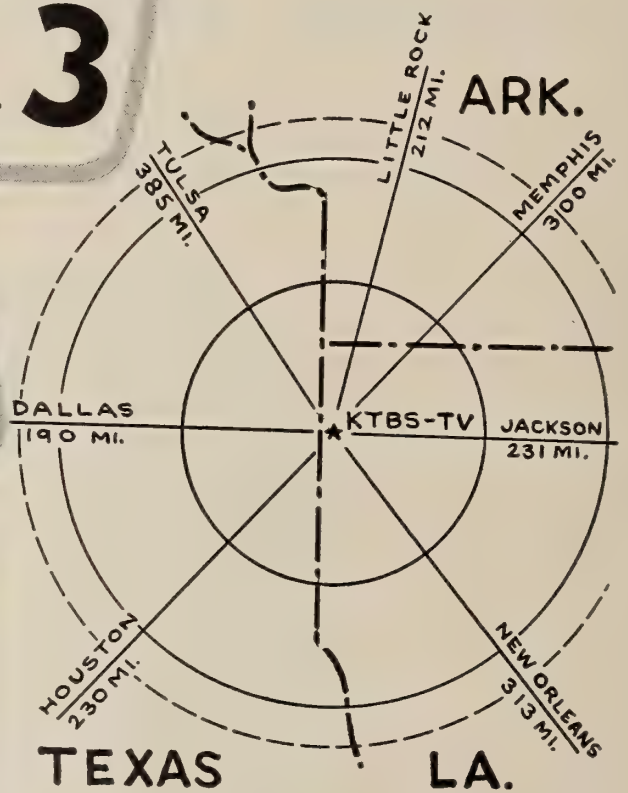
Win With . . . 3



Going on the air
SEPTEMBER
3RD

KTBS-TV
CHANNEL 3
Shreveport, La.

Will Cover Heart of the
ARK-LA-TEX
where **3** states join!



THE 3-R MARKET

RICH—Spendable income—over one billion dollars*

READY—TV Set count—100,000 plus†

RESPONSIVE—Retail sales 857,709,000*

* SRDS † NBC

KTBS—TV Statistics:
VIDEO—100,000 watts
AUDIO—69,800 watts
TOWER—1151 ft. above ground

KTBS-TV
CHANNEL **3**
SHREVEPORT, LA.

Represented by
PETRY
NBC

decade will tell a story of growth more dramatic than the postwar years." Stephen C. French, general manager of WNOE (remember the time WNOE played the piece "Shtiggy Boom" three days in a row?), is new in New Orleans, coming from Dallas. He described the expansion as "steady though not booming like Dallas." Stanley W. Ray Jr., vice president of WBOK, said the industrial growth has greatly increased spendable income. Fred Berthelson, general manager of WTIX, said the city government is aggressive, constantly bringing in new industry. He figures New Orleans "will keep right on growing."

They're still looking somewhat reverently, and profitably, at the well-preserved symbols of past centuries but New Orleans civic leaders spice their conversation with forecasts about the new petrochemical industries and the development of South America. They view their diversified manufacturing economy with confidence, noting such new giants as a $200 million Kaiser aluminum plant, one of the $700 million list of postwar industries. They watch the constant efforts to keep port facilities adequate and efficient, and survey new skyscrapers and the three-story Motel de Ville (next to the Pelicans ball park), a portent of the hotel future in one of the heaviest travel centers of travel-minded America.

New Orleans is tooling up for the future with new expressways and many of its other facilities are being overhauled. Its commerce has quintupled since before the war. Fifteen of the 26 business indices increased in 1954 and retail sales have almost quadrupled since before World War II. The city has $4.3 billion spendable income in its major trading area. Even old Basin St. has given way to a wide boulevard that will feed into a new river bridge.

The new New Orleans is storekeeper for an area comprising more than half the people of the United States, handling 45% of the minerals, 63% of farm products (value) and almost half of the retail trade. It's a quaint community and much that is historic will survive the bulldozer. But the story of New Orleans, 1965 version, will be a practical story of oil and chemicals and commerce —just plain dollars and high living standards. In the national race for industrial development, New Orleans has a water advantage that will be hard to overcome.

SHREVEPORT

NOT a single star of the 48 in Uncle Sam's spangled banner represents the economic State of Ark-La-Tex. This geographical hybrid pays political allegiance and taxes to the Capitol at Baton Rouge, five fast highway hours to the southeast, but it sits at the center of a separate commercial empire (population 1,900,000).

Shreveport, capital of Ark-La-Tex and its 67 counties, is surrounded by fertile Red River farm land, spread-out lakes and heavily wooded areas in East Texas, Southwest Arkansas and Northwest Louisiana. Of even greater significance, it sits atop some of the most valuable oil and gas reserves in the nation.

If any building in metropolitan Shreveport (250,000 people in mid-1955) can properly be called the Capitol of Ark-La-Tex, it's the brand new Henry C. Beck Bldg., scheduled for formal opening by yearend. This $5 million structure will have its corridors lined with the offices of oil and gas interests. It's exterior is lined with blue aluminum. No other building can make that claim, and Shreveport is right proud of this gleaming 20-story structure with its four-story penthouse as well as the city's ranking as second largest metropolitan area in Louisiana.

Shreveport lives, and its outlying areas occasionally breathe, gas and oil. Within the mythical borders of Ark-La-Tex are some of the most valuable fields in the nation, such as East Texas, Caddo, Rodessa, Magnolia, Carthage and other significant fields whose names mean money, and lots of it, to the oil and gas trades.

As far as a half-tank of gasoline will take an auto, there is liquid money flowing out of the ground. The dollars that circulate throughout this Ark-La-Tex market eventually find their way to Shreveport, and then back again. This has been going on for over a century. The processes got a shot in the arm in 1905 when hole-diggers first sank their drills into the profitable reservoirs deep below the surface.

The largest gas company in the world—United Gas—is headquartered in Shreveport. Texas Eastern Transmission Co. (Big Inch and Little Inch) and Arkansas-Louisiana Gas Co. are other members of a billion-dollar triumvirate that draws dollars from a thousand and more miles away, in many directions.

With all this oil and gas around, plus timber, livestock and crops, Shreveport inevitably is dotted with industries. A lot of them are plants related to oil and gas—J. P. Beaird (compressors, tanks, fittings, etc.), the city's largest industry with 1,000 employes and Libby-Owens-Ford which uses gas to fire the window-glass machines. In all, there are 250 industries making some 700-odd products including some of the interesting new petrochemicals, symbols of a new chemical era.

There's little of Dixie around Shreveport, aside from traditional Southern hospitality and the progressive spirit of the New South. The city impresses an observant visitor as Texas-like in economy and attitude. "The growth has been healthy, and mostly from within," said Henry B. Clay, executive vice president-general manager of KWKH. "Local industries have expanded. It is metropolitan but intimate, and a perfect place to live and work."

Graydon F. Smart, editor-manager of *Shreveport* magazine, said that while the city is the largest gas center in the world and United has the largest gas plant, "Shreveport is not interested in just big figures. As heart of Ark-La-Tex, it is a distribution center with a balanced economy."

Winston B. Linam, who has been running KSLA (TV), the only three-way wedding of competing applicants, calls it "a dynamic market." He has served this year as assistant to the president of the ch. 12 tv outlet, with the group he represents having been given the FCC's nod in May. This winds up the tripartite operation and KSLA is ready to lead a normal corporate life.

"The people are fresh, vigorous and



...75 words from

WTIX

Since last you looked, New Orleans radio has changed. The station with the smallest audience two years ago is the station with the biggest audience today. (18.2% a.m. . . . 16.4% afternoon . . . 17.2% all-day average.*) Second station all-day: 15.7%

Going into 11-station New Orleans? Get a map. The guides to see are **Adam J. Young, Jr.**, national rep., or WTIX General Manager **Fred Berthelson.**

* Hooper Mon.-Fri., 6 a.m. to 6 p.m., May, 1955

the new WTIX

New Orleans 16, La.

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

proud," he said. "It's an aggressive market."

E. Newton Wray, president-general manager of KTBS-AM-TV (the tv operation starts in September), has his eyes on the future. "The population has doubled in 25 years and will double again in the next 10 years," he said. "There are natural gas and oil reserves for at least a half-century."

Shreveport has many wide downtown streets, one of which (Texas) yields to the monumental First Methodist Church and jogs around it to continue westward toward the State Fair Grounds. Traffic gets thickish off the Red River bridge at Texas St., but a handsome new span is well along and will ease the crush. The metropolitan area's retail sales may pass $250 million this year.

About 120 years ago, Capt. Henry Miller Shreve defied all scoffers and set out to turn the Red River from a log-strewn jungle into a waterway. It took time, but the job was done and a town was started. Up to a half-century ago the river was an important traffic lane. Silt, railroads and highways halted the water hauls. Now Shreveport is on the municipal prod, trying to rouse the whole area into building a canal paralleling the river. The project has federal approval, with local obligations. It will take $85 million in digging and facilities but Shreveport will then be able to join the business-boosting cities having nine-foot barge lines to the sea and to the Mississippi and related valleys.

Adjacent Bossier Parish is heavily settled and its Barksdale Air Force Base, a $100 million project, feeds $3.5 million monthly into the Shreveport market.

BATON ROUGE

SHORTLY AFTER SUNSET an unsuspecting tourist who drives around behind the towering Louisiana State Capitol ("tallest building in the South") will wonder if he is on a Jersey City ferry crossing the Hudson River. The thousands and thousands of mazdas that outline the pipes and spigots and cat-crackers of the Esso plant, soon to be the world's largest, offer a gorgeous skyfull of industrial brilliance.

Folks in the capital city of Louisiana claim it is growing so fast the Chamber of Commerce simply can't print a pamphlet that tells the up-to-date story; the paragraphs and tables are ancient history by the time the ink is dry.

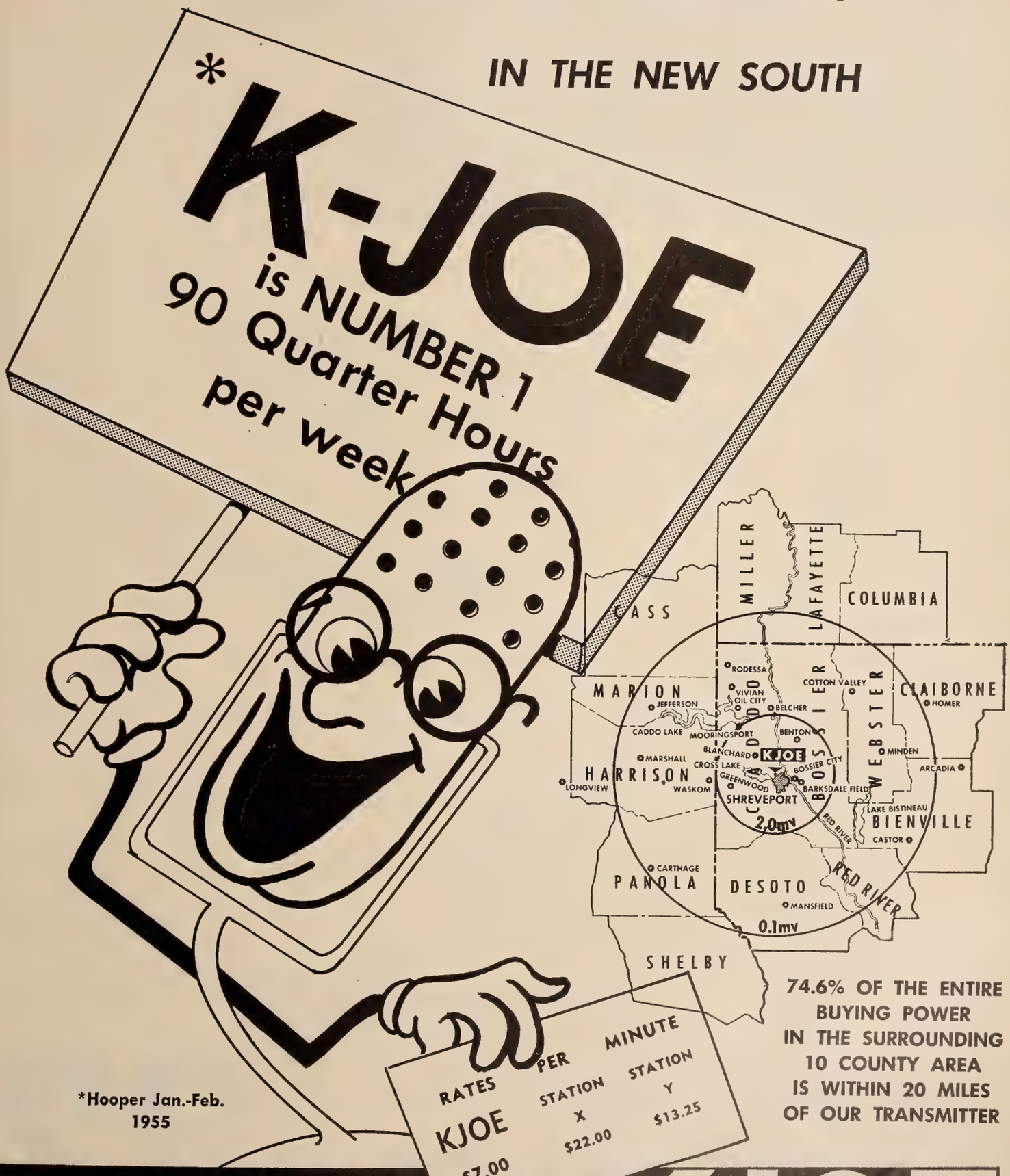
"It's the fastest growing city in the United States," according to Tom E. Gibbens, vice president-general manager of WAFB-AM-TV. "Population increased 247% from 1940-50 and now it's going up 7% a year."

Kelly Maddox, WJBO general manager who spent many of his radio years in Texas, said, "It's like Dallas in the 40s. Industry is bringing in new blood and the natives welcome it." J. Roy Dabadie, of WJBO's affiliated WBRZ (TV), pointed northward to the miles-long Esso-Ethyl-Solvay-Kaiser cluster, bordering the Mississippi and just below the only bridge between New Orleans-Natchez, and called Baton Rouge "the center of the South's chemical industry."

In Baton Rouge they're taking the spurting municipal statistics seriously. "Don't tell anybody," a civic booster told B•T's fact-hunter, "but we're going to be the second

A LEADING INDEPENDENT

IN THE NEW SOUTH



*Hooper Jan.-Feb. 1955

74.6% OF THE ENTIRE BUYING POWER IN THE SURROUNDING 10 COUNTY AREA IS WITHIN 20 MILES OF OUR TRANSMITTER

1000 WATTS DAY

JOE MONROE Pres. & Gen. Mgr.

507 Spring Street, Shreveport, La.

See FORJOE *for* K-JOE

K-JOE



BATON ROUGE: Industry is booming in Louisiana's state capital. This is Esso's petrochemical plant, due to be expanded into the world's largest (for $25 million).

city in Louisiana, instead of the third, when the new *Sales Management* survey for 1955 comes out." The *SM* survey has since come out. It's city-county table shows that Baton Rouge, in E. Baton Rouge Parish, has 151,500 city population compared to 150,900 for Shreveport, in Caddo Parish. E. Baton Rouge Parish has 210,000 population, according to *SM*, compared to 196,300 for Caddo Parish, with another 44,900 in Bossier Parish across the Red River from Shreveport (19,700 in Bossier City, part of the built-up urban area). But Baton Rouge looks across the Mississippi to West Baton Rouge Parish where there are 3,183 people, mostly in Port Allen, directly opposite.

This unveiling of statistics in the raw could go on and on—and certainly will, but not in these columns except for one final observation: *SM's* metropolitan county area table shows 210,000 for Baton Rouge and 241,200 for Shreveport.

So much for people! Baton Rouge has enough industry to satisfy its most ardent promoters. For example, the current expansion project that is to make Esso's big plant the biggest in the world, is officially billed as a $25 million item. Most any local businessman will insist that it's really $90 million, hinting darkly at figure-shrinking officials who prefer the $25 million version.

Two months ago Esso and Copolymer took back their synthetic rubber plants ($16 and $10 million, respectively) from the government. They had operated them for Uncle Sam since pre-World War II days when synthetic rubber became a secret weapon of inestimable strategic value.

Esso turns out more chemicals—hundreds more—than any three of its officials can remember at a single sitting. This is part of the new petrochemical development that is one of the New South's most promising potentials. Ethyl Corp. produces tetraethyl lead that adds pennies and a knockless punch to a gallon of gasoline. These two industries, extensive and efficient, are just south of the big Kaiser alumina (not quite aluminum) plant spread around the eastern approach to the Mississippi Bridge.

Convenient to Baton Rouge are salt, sulphur, natural gas, limestone, oil, water transport and many of the other products and services cherished by modern industry.

There are such farm products as cotton, sugar cane, corn, livestock, small grain and truck crops. The low-land soil is fertile. Baton Rouge is the "farthest inland deep-water port on the Mississippi." Ocean-going ships come up the 35-foot channel, with connections to the intercoastal waterway. New port facilities are being built at Port Allen and they're talking up a shortcut to Grand Isle, on the Gulf, via Bayou Lafourche ("longest street in the United States").

A gallon-gasoline drive north of New Orleans' outskirts on the dual ribbon to Baton Rouge is a sign, "Dam Yankee Coffee 1½ miles." The sign offers chicory-free beverage, but there's nothing Yankeeish about Baton Rouge except a lot of the new population—and many of these folks have kids waving Confederate flags.

Baton Rouge's city facilities are being de-

It's TRUE *what they say about Dixie!*

It's today's "Boom Town, USA." And, an important part of it is the area surrounding Shreveport, Louisiana. Here, oil, natural gas, steel, agriculture, cattle, timber and other thriving industries make Shreveport and vicinity a market not to be overlooked.

NOT TO BE OVERLOOKED EITHER IS THE FACT THAT KSLA IS THE FIRST AND ONLY TELEVISION STATION IN SHREVEPORT

- ☆ The ONLY TV STATION with Grade A coverage in Metropolitan Shreveport
- ☆ On the air 18 months with Shreveport's only EXPERIENCED TV staff
- ☆ Proven TV audience domination—88% daytime, 87% nighttime*
- ☆ Over 85,000 sets now in use
- ☆ Affiliated with CBS and ABC

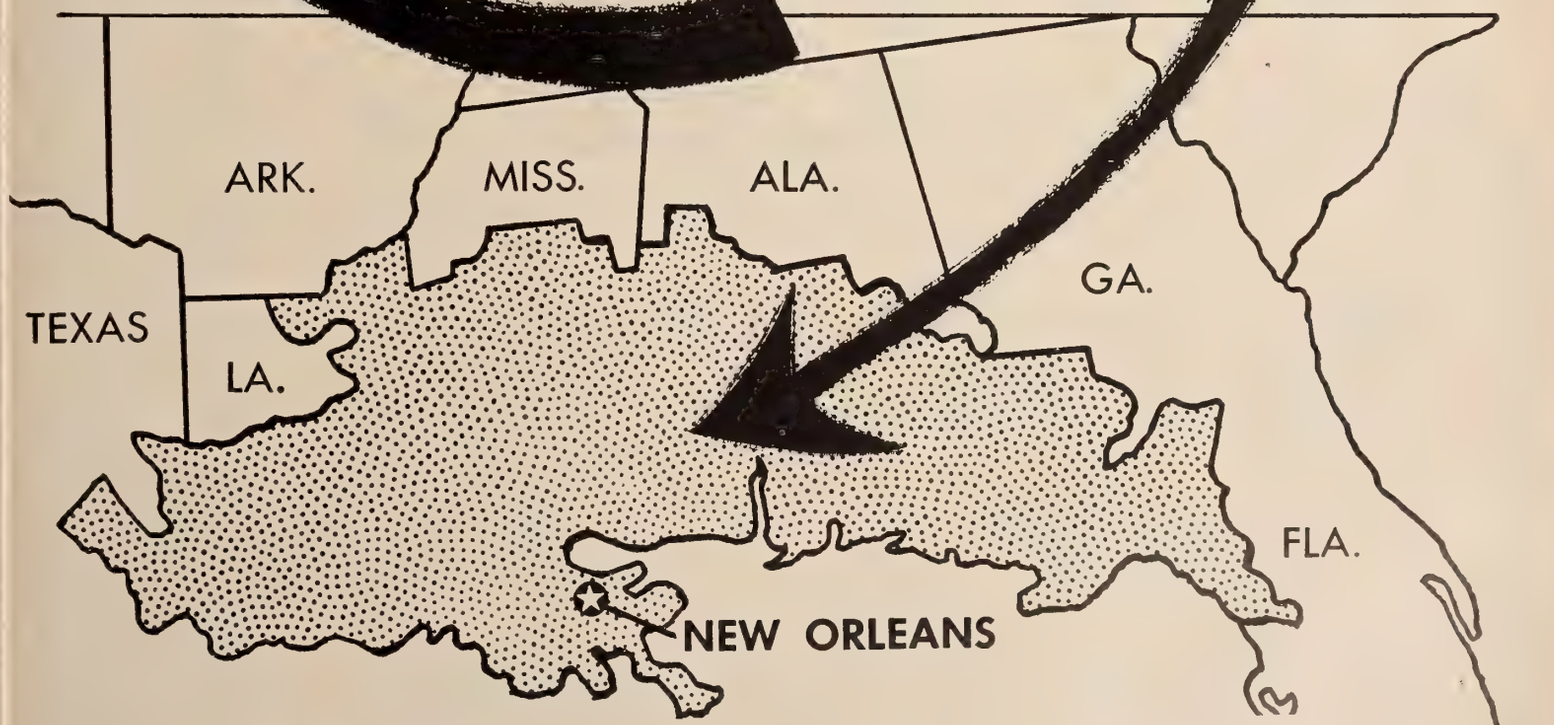
AND . . . COMING THIS FALL
316,000 watts 1,200 ft. Tower
Telecasting to 1,178,450 people with a spendable income of $1,275,069,000. Your Raymer Man has full details.

KSLA CHANNEL 12
SHREVEPORT, LOUISIANA

*Shreveport Telepulse, Jan. 23-29, 1955

PAUL H. RAYMER CO., INC. — National Representatives

DAY or NIGHT
Throughout this AREA
Folks Turn First To . . .
. . . WWL
NEW ORLEANS



. . . and **WWL** never stops building listenership

50,000 Watts
Clear Channel
CBS Affiliate

The Greatest SELLING Power in the South's Greatest City

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

Don't Miss

1/3*

***Negro population—181,725**

Your campaign should include New Orleans' only exclusive Negro Market Station.

Each program tailormade to reach that important 1/3 of all grocery, beer, wine and drug customers.

Number 1 Rated Station In Negro Homes—SEE PULSE

600 KC "THE SEPIA STATION"
WMRY
NEW ORLEANS, LA.

Gill-Perna, Inc.—Nat'l Rep.
Mort Silverman, Gen'l Mgr.

veloped, but in spots they naturally haven't caught up with the increase in people and industries. The State Capitol is worth a long drive and it provides a lot of payroll dollars, too; the Louisiana States U. campus is a surprise to those who cling to Northern educational traditions. Like many other southern cities, Baton Rouge has the "biggest darn coliseum anywhere" plus the largest horse show in the nation and a famed livestock exhibition.

"Le Baton Rouge" (The Red Stick) was named for a bark-stripped cypress tree that once stood on the site of the old Capitol. The Red Stick has become a Big Stick in Louisiana's economy. "Look out, Shreveport," they're saying along Florida and Government Streets.

AROUND LOUISIANA

ALEXANDRIA—Including Pineville, the urban population is estimated at 50,000 in mid-1955. Center of a $40 million agricultural production in Central Louisiana, Alexandria's economy is built around lumber, cotton, livestock, poultry, natural gas, naval stores, sugar cane, clay and rice. One of the nation's largest timber areas provides material for 15 industrial plants, plus another 50 plants within 50 miles. There are 70 manufacturing plants, five major railroads, an Air Force wing and Louisiana College. The city is located on the Red River. It was settled in 1785. It is trade center for a number of parishes and is the main city between Shreveport and Baton Rouge.

BOGALUSA—A kraft paper and wood products producer, Bogalusa has a population of 20,000. The state and federal governments operate forestry experimental stations, with 6,000 acres of the Goodyear Plantation, 15 miles to the southward, devoted to tung trees. Mammoth Gaylord Container Corp. has 3,000 on the payroll.

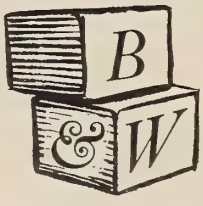
LAFAYETTE—This trade area in South Louisiana is in the heart of Louisiana's Deep South region. Located on the Vermillion River in Acadian country, it has 40,000 population. Some of the folks talk French, others a distinctive French dialect. Every home has azaleas. Industries are built around rice, sugar cane, cotton (19 gins in the parish), sweet potatoes, oil and salt. Southwest Louisiana Institute, co-ed college, has 3,500 students.

LAKE CHARLES—The city has 60,000 population but Calcasieu Parish has 115,000. This area is becoming one of the South's larger industrial developments, with $400 million in plants covering a wide range of production. A 35-foot ship channel runs beeline from Lake Charles to the Gulf, 33 miles away. Industries include Cities Service Refining Corp., $80 million plant employing 1,925; Mathieson Chemical, 825 employes; Cit-Con Oil Corp., 760; Firestone Tire, 530; Columbia-Southern Chemical Corp., 475; Continental Refinery, 350; Davison Chemical Corp., 165; Swift Packing plant, 175. Three rice mills turn out 600,000 barrels; La. State Rice Milling Co. is the nation's largest. Resources include lumber, Gulf Coast oil, clam shell deposits, salt domes, second-growth yellow pine, seafood products. Five barge lines are located on the Intercoastal canal. Three mainline railroads serve the city. A new $10 million Calcasieu-Lake Charles bridge eases the traffic problem around the numerous water areas.

MONROE-WEST MONROE—The twin cities have a metropolitan county population of 84,000, with 55,000 in the urbanized area. Once the nation's biggest natural gas producer, the cities now draw on Texas and elsewhere in Louisiana for some of their supply. They are a crossroads for gas pipelines and there are 1,650 oil wells in that part of the state. Northeast Louisiana State College is located in the cities. Barge service moves along the Ouachita River to New Orleans on the south and Camden, Ark., on the north. Traffic runs around 150,000 tons a year. Business is good in this lumber and farming area. Allied Chemical is a big employer, along with other mills producing paper, many wood products and bedding. Bank debits in the early spring were nearly 10% above a year ago.

LOUISIANA'S DEEP SOUTH—Between New Orleans and Lake Charles is a 10-parish subtropical paradise with a population of 450,000. It abounds with bayous and subtropical vegetation and offers year-round sports and outdoor activity. Most any week there'll be at least one festival in this festival-loving area. Lafayette is the largest city. Others are Opelousas (yams), Eunice, Crowley (rice), Abbeville, St. Martinville, Jeanerette, Franklin, Morgan City, Houma (oyster center), Thibodaux, New Iberia (sugar cane) and Raceland. The Acadian flavor prevails.

The Deep South is frontier for the frantic tidelands oil drilling, with millions being spent on million-dollar mechanical islands that quickly give birth to derricks and pipelines.



is for "Brains"

is for "Work"

That's what counts most at "B & W" . . . and nothing does more to bring about a most successful client-agency union.

"Brains" and "Work" . . . and "Experience." We have that, too. Each of us has had more than 30 years in agency work, and in related advertising and selling. Yet our greatest successes have been in the newest advertising medium . . . Television.

We'd like to tell you more about our experience . . . and how we have helped advertisers solve special problems "down South," as well as elsewhere. May we?

Brinckerhoff & Williams Agency
928 Gov. Nicholls St.,
New Orleans 16, La.
Phone CAnal 6219



E. V. BRINCKERHOFF

AUBREY WILLIAMS

NOW AGAINST ALL ODDS
EMERGES A NEW POWER

WJMR-TV

channel 20

A GENERAL ELECTRIC
FULLY EQUIPPED STATION

*the World's Most Powerful Television Station**

in New Orleans
the South's Greatest Market

CBS ABC

NOW equipped and staffed for ***Service***
efficiency born from *Experience*
results created by ***Salesmanship***

SEVEN OUT OF TEN TOP-RATED SHOWS

**One million watts (effective radiated power) plus low channel 20 gives WJMR-TV the highest output in the country. Application for 5 million watts on file*

GEO. A. MAYORAL
VP & Gen. Mgr.

ROBERT E. JEFFERS
Sec'y-Treas.

AUBREY MOORE
Prg. Dir.

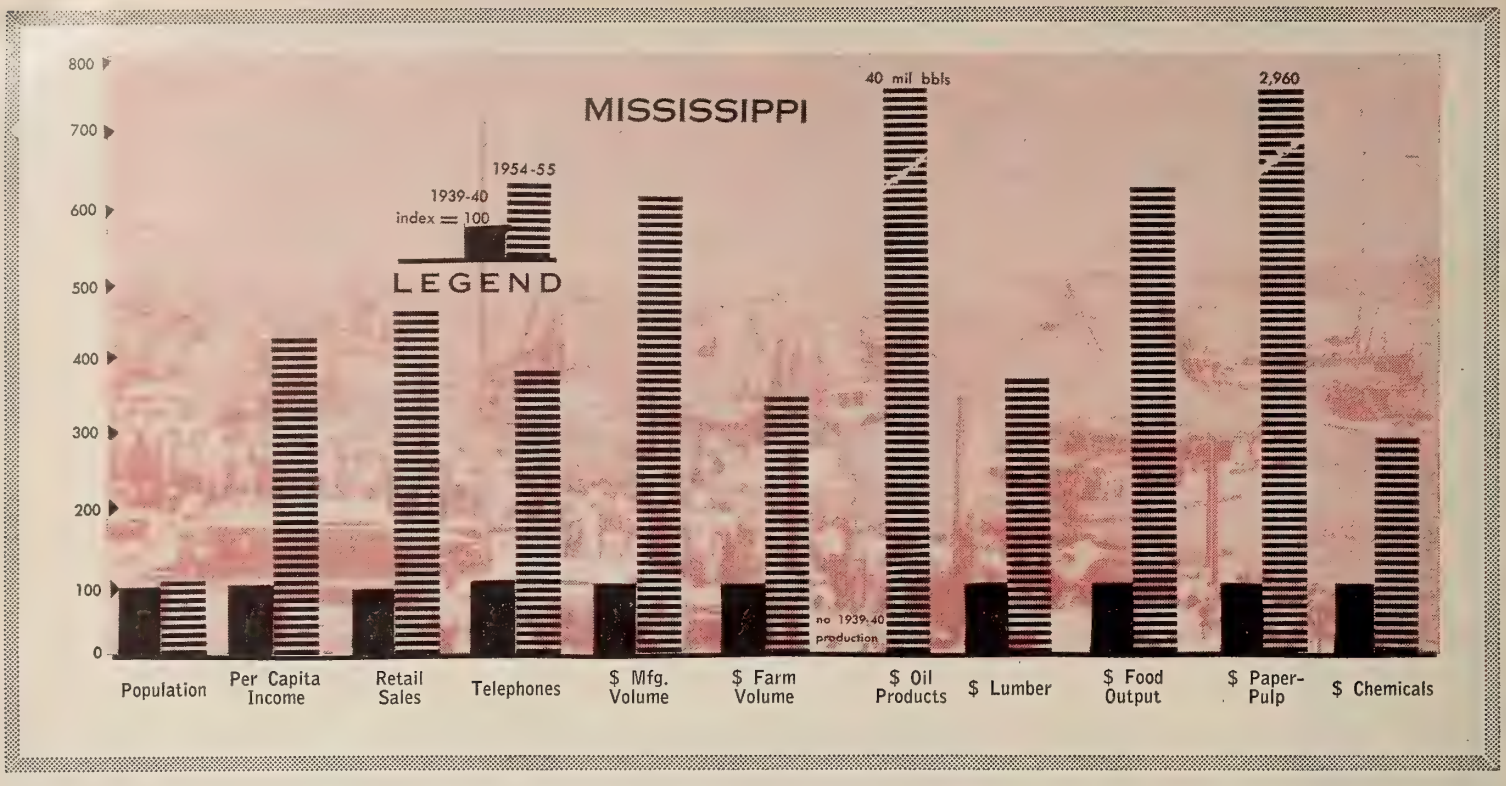
CHESTER F. OWENS
President

National Sales Representatives
THE BOLLING COMPANY
New York Chicago Los Angeles

TOM ABBOTT
Comm. Mgr.

PAUL BEVILLE
Comm. Mgr.

JACK PETRIK
Chief Engineer



MISSISSIPPI

ONE WARMISH DAY in August 1950 the city of Greenville was lip-flapping headquarters for the entire South.

Led by Mayor George F. Archer, this Delta city of 34,000 was trying to solve a mystery. Its businessmen whispered furtively, trying to answer the question of the year: "Who are those Yankees snooping around in search of a factory site?"

Greenville already had two factories—U. S. Gypsum and Chicago Mill—but sure could use another one. So excitement mounted as the day moved along. The northern visitors flatly refused to identify themselves. This went on and on, into the afternoon.

Finally an alert Greenville businessman spotted some tiny words on a tie-clasp. After a few awkward maneuvers, he was within bifocal range. The printing on the tie-clasp included this familiar corporate name—Alexander Smith Inc.

One of the first five in the carpet industry had its eyes on Greenville. The interest was mutual and an industrial romance blossomed. In 1951 the citizens of Greenville went to the polls and overwhelmingly approved a BAWI bond issue to supply a site and big plant for a new Alexander Smith subsidiary, Greenville Mills Inc.

BAWI?

The initials stand for Balance Agriculture With Industry, a prosperity device conceived in 1936 by Gov. Hugh White, who again is occupying the Governor's mansion in Jackson. BAWI allows cities to finance sites and plants. It has led to $29 million in local bond issues, bringing in 100 industries with an investment of $106 million and employing 28,000 workers around Mississippi.

Greenville, a typical Delta city, had depended mostly on cotton for its livelihood. The gypsum plant and mill had been a big help, but Greenville felt its ample supply of soft water and handy outlet for raw effluent (Ole Man River) should be utilized by other industries. Worthy of mention was a lure that has influenced the move of hundreds of mills into the South—an ample supply of labor anxious to do a good day's work.

"We liked the people in Greenville and they liked us," said William F. C. Ewing, chairman of the board of Alexander Smith.

A training crew was sent to Greenville in 1952 from Alexander Smith's Yonkers plant in New York and foremen were trained—with surprising speed. First Axminster carpeting came off the looms of the new mill in March 1953. Last autumn the plant employed 350 people. Now velvet carpets, too, are being made at Greenville and 900 people are employed.

Then a familiar industrial bonus came to Delta Land—Ludlow Mfg. & Sales Corp. was awarded a $1,295,000 BAWI loan in Indianola, 40 miles east of Greenville. This plant is turning out twine for the bottom side of Alexander Smith's carpets, using jute and cotton.

Familiar bonus No. 2—Alexander Smith, having closed its strike-crippled Yonkers plant, liked Greenville so well it moved the entire headquarters from 295 Fifth Ave., New York, to this river city, leaving only sales and advertising in Gotham. It will feed $2.5 million into the city this year.

This is one of 100 BAWI stories. It shows why Mississippi now has 100,000 factory workers compared to 46,000 shortly before World War II.

Mississippi—1935 version—was a farm state that boasted "the world's richest land" in the northwestern Delta section; "the world's finest long-staple cotton," grown in that mellow soil; another extensive area of "Loess" soil, blown in from the west by kindly winds and deposited between Vicksburg and Natchez; two earnest little seaports, Gulfport and Pascagoula; endless timber stands, including fine hardwoods; a snow-free, mild climate and the mighty Mississippi; and, unfortunately, a vague sort of torn-pants reputation based partly on the fiery oratory of some of its roving politicians.

BAWI came out of Gov. White's understanding mind in 1936 and an economic revolution was underway. By World War II Mississippi was doing its share at the industrial front. Since the war, according to William E. Barksdale, who has resigned as executive director of the Mississippi Agricultural & Industrial Board to become Alexander Smith's public relations director, these things have happened: factory wages doubled; effective buying income up at least 75%; cash farm income up 135%; livestock production up 170%; tourist business almost doubled; per capita income doubled.

Mississippi—1955 version—is starting to process its raw materials within its borders. Furniture plants are using the fine hardwoods. Oil was discovered in Yazoo County in 1939. Now there are 2,000 producing wells in nearly 100 fields, adding $50 million a year to the economy. Recently the $10 million Pontiac Eastern Corp. was launched at Lumberton to supply Gulf Refining Co.

Population is 2,200,000, a figure that hasn't changed much in a decade-and-a-half. Technical and business specialists are moving in from the North as new industries develop but there is out-migration of Negroes with mechanization of cotton.

In the Northeast, Tennessee Valley Authority has left its industrial impact, and cheap electricity joins oil and gas as sources of moderately priced energy.

Mississippi is getting the famed industrial giants familiar to Americans. Westinghouse, Johns-Manville, General Electric, International Paper, Flintkote and Ingalls Shipbuilding and Kroehler Furniture are typical. Last year 36 new industrial plants were built or started, plus 39 expansions. They represent a $27.3 million investment, 6,600 new jobs and $14.7 million in payrolls.

Tourist business is terrific, especially in the "Seven Cities by the Sea" along the Gulf Coast. There's a Gulf Coast parkway, a projected 12-mile causeway 12 miles into the

Gulf where historic Ship Island may be developed into a Riviera.

Mississippi was lagging behind a generation ago. Today's Mississippi shows progress. It's a long way between major markets, but the signs of industry and commerce are appearing in every section of the state. Jackson is the capital and main industrial center —a transportation and communication crossroads. It is pulling in business that once went to Memphis and New Orleans.

The farm country still reflects some of the traditions of the plantation era, with farmhouses farther apart than is the case in Georgia or the Carolinas. The soil and climate are ideal for timber and many crops. The story of the expanding livestock industry follows the progressive pattern of other southern states.

There's prohibition in Mississippi, but not enough to interfere seriously with thirst quenching or discourage the tourist business. Biloxi, Vicksburg and many other places have open package stores. The Gulf Coast gambling was rather modest in the late spring weeks—possibly a political wrinkle.

Mississippi discovered industry a score of years ago. It took a little time, but industry now has discovered Mississippi. A drive up and down and across the state will change a lot of Northerners' notions. They'll discover there's more to the state than Biloxi's shrimp.

JACKSON

SEVERAL years ago a tall, genial gentleman from the Deep South was telling a group of his fellow National Assn. of Broadcasters board members, meeting in Washington, about the modern miracles that were happening in mid-Mississippi. "Come down to Jackson and see for yourself," Wylie P. Harris, WJDX (and now WLBT video), finally said, winding up what some his northern confreres agreed was a pretty good though obviously exaggerated Confederate pitch.

Wylie Harris has since retired from the industry association's board and his role at the stations is that of active consultant and advisor. He hasn't lost any enthusiasm, however, while gaining some deserved time for occasional office-hour fishing forays. His advice to "see for yourself," if taken, yields interesting lessons in economics to those who talk to the natives, to the newly arrived and to those who control the wheels of industry and operations of offices.

The basic lesson deals with people. Metropolitan Jackson (Hinds County) has 160,000 (maybe a thousand or two more) people. In the city proper over 118,000, with 35,000 families who spend $200 million a year in 1,500 stores. A half-million people live within a 50-mile radius including 16 counties.

That, suh, is big business in any state, northern or southern. Jackson's population has grown six-fold since 1925. The city is "The Center of the State," and Jacksonians tend to up it a little to "The Center of the Entire South." It's truly a cross-roads. Everything modern crosses at Jackson—north-south and east-west railroads (Illinois Central goes seven directions), telephone (tv) lines, highways and air transport. It is a natural wholesale area—$165 million wholesale business from 270 outlets—and the retail center for a wide area. Next major community is along the Gulf Coast—Biloxi-Gulfport.

The statistical story of Jackson's growth in the 10-year postwar period can be told quickly with these indices (1945 and 1954): Electric customers, 16,598 to 31,035; gas customers, 16,529 to 30,596; telephones, 19,365 to 46,086; autos, 17,119 to 49,711; city population, 72,000 to 118,000; building permits, $4.2 million to $23.4 million; bank clearings, $233 million to $541 million; post office receipts, $1.0 million to $2.3 million.

Jackson has industry everywhere. Some of the newer plants (with number of workers) are: Armstrong Cork, 145; Allstate Insurance Co. regional office, 150; W. G. Avery Body Co. (expansion), 325; Century Mfg. Co. (Presto appliances), ultimately 800; General Electric (expansion), 315; Knox Glass Bottle Co. (second plant), 675; Mississippi Products (furniture, wood products for Sears, RCA), 1,500; N & W Industries, garments, 500 (expansion); Swift & Co., poultry and packing plants, about 300; M-R-S Mfg. Co., Flora dirt movers, 200.

In all, about 50 new industries have started since the war. Many have defense contracts. Jackson's per capita buying power is above the national average. It's no "cheap labor" city—$1.26 per hour average. As state capital, the city draws 150 conventions a year plus 800 people a day who do business with state and federal agencies. The state office building is one of the finest structures in the South; 5,400 state, federal county and city employes have a $21.6 annual payroll.

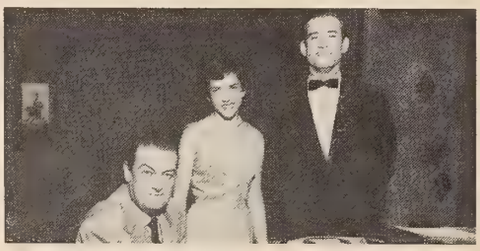
Jackson's municipal breeches are tearing a little at the seams because of the exceptional growth. A Rehabilitation Advisory Board of



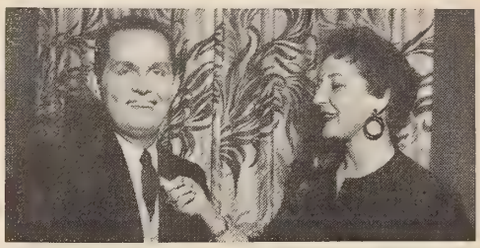
JACKSON, MISS.: Its 118,000 people spend $200 million a year in the about 1,500 stores. The state capitol is at upper center in the picture.

PARTICIPATE for PROFIT on W L B T . . .

There's a show tailored to sell your product in Mississippi



"Musical Notebook" . . . Vern Freeman hosts, Harriet sings, Frank plays . . . M-F at 11 am



"The June King Show" uses Alon Bee, WiLBerT the puppet and June's easy manner . . . M-F at 11:30 am



Howard Langfitt and "RFD Televisit" is top farm show with weather, markets, demonstrations . . . M-F at 12:25 pm



"Kitchen Magic" with Jo Holland and Alon Bee publishes recipe book . . . M-F at 2 pm

Daily Tele-salesmanship

NBC MAXIMUM POWER ON CHANNEL 3

WLBT Jackson Mississippi

Represented nationally by the

GEORGE P. HOLLINGBERY CO.

THE NEGRO MARKET

IN THE Deep South the Negro market is a growing market. Negro buying power is increasing fast—faster than that of the market as a whole, and the market as a whole is growing faster than almost any other region of the nation.

The selling profession paid little attention to the Negro buyer until recent years, but it's making up for lost time, judging by the way modern campaigns are planned in the Gulf Trio States of Alabama, Mississippi and Louisiana.

This specialized market is misunderstood by many businessmen. Its chief trait is an increasing similarity to the market as a whole. Until those who sell goods and services make this simple discovery, they're likely to waste a lot of money on advertising campaigns that "talk down" to the Negro or push low-priced merchandise.

The Negro market in Birmingham, for example, cannot be studied on the basis of six- or seven-year-old statistics. The *Birmingham News-Post-Herald's* (WAPI, WABT [TV]) studies—and they're thorough ones—show that three times as many Negroes (nearly 90%) own mechanical refrigerators as was the case in 1948; four times as many have washing machines; nine times as many have electric ranges; four times as many have gas-oil home heating units.

In New Orleans, where nearly a third of Negro workers belong to unions, wages are going up and the Negro buying power is estimated at $2.5 million a week —a lot of buying power in any area.

Fitzgerald Adv. Agency, New Orleans, one of the first to realize the importance of the Negro market, has retained Dr. Ernest Dichter, noted market analyst, to conduct motivation research into the factors that induce the Negro to buy.

The Negro is important in the advertising of such products as beer, syrup and rice. His family will respond to advertising on behalf of housing developments and burial society insurance, for example. There is more impulse buying, and more installment spending. The Negro is anxious to catch up to the living standards of white people. He and his family are drawing wages that help bring about this equalizing process.

Negroes like higher-priced products. Many of them buy butter instead of margarine. In Birmingham 67% of Negro tv sets are consoles or console-combinations compared to 59% for white people. Nearly three of five Negroes own tv sets in that area compared to four of five white families. They are buying more homes in the $10,000-$15,000 category and one of every three autos, often a big one, is Negro-owned compared to one of seven only six years ago.

"Birmingham has the highest Negro family income in the Southeast," according to Bernard D. Feld Jr., *News Post-Herald* promotion-research manager. He cited these 1950 U. S. Census figures—Birmingham $1,849; New Orleans $1,695; Atlanta $1,681; Memphis $1,617. They're up as much as 50% in mid-1955. Over half the Birmingham families own their own homes.

H. E. McDonald, research director of the Fitzgerald agency in New Orleans, said three of four families in the parish have tv, with a ratio of over three of five Negro families owning sets. Negro ownership is increasing faster than the area as a whole.

Vernon Winslow, who broadcasts on WWEZ New Orleans and other stations under the name "Daddy-O," is a former assistant professor of fine arts at Dillard U., one of the two Negro universities in New Orleans, where he taught 14 years. Mr. Winslow said World War II brought New Orleans Negroes "from overalls to such housing projects as Pontchartrain subdivision (1,000 houses, $9,800 to $30,000) and spreading Bunche Village ($6,000-$9,000)."

"Any average advertising campaign sells many Negroes," he said. "The Negro is getting better jobs and there is less anti-Negro sentiment. Schools and housing are better. The integration problem is gradually solving itself."

He added this significant market item: "More Negroes than whites bought and built homes in metropolitan New Orleans in 1954."

Mr. Winslow said the mistaken jive approach to the Negro radio-tv audience is disappearing. In New Orleans, he said, there is a 29% "discernible Negro" population, citing the melting-pot aspect of the city with its mixtures of White, Negro, Spanish, Portuguese and French as well as West Indies French blood.

Throughout the Deep South the ratio of Negroes in cities runs from one-third to as much as a half. Up to a few years ago this large segment of the population was regarded as almost a total loss. Thomas Spangler, radio-tv director of Dixie Adv. Agency, in Jackson, Miss., noting how advertising people are studying the Negro market, said, "Negro income is steadily increasing and the Negro tv saturation is becoming more important every week." He recalled that a local utility company recently held a cooking school for Negroes, an event which could never have been thought of a few years ago.

Negroes are quick to detect a sympathetic attitude toward the race, according to Aubrey Williams, formerly radio-tv director of Fitzgerald agency and now a partner in Brinkerhoff & Williams. He added these observations: "I'm convinced there is no such thing as programming to a class. You program to a taste. The same percentages of Negroes and white people like soap operas. In general it's wise to program in long segments, not using fringe time."

50 citizens is sparking a slum eradication drive. One gravel-paved clump pushes right up to the state office building. Negro population runs from 30% to 50%, depending on who's interviewed; a good guess is 40-45%, and nearly all of them are working. Three of seven local colleges are Negro.

L. M. Sepaugh, general manager of WSLI-AM-TV, which merged with the former ch. 25 WJTV (TV), said taxable sales in the county are up 524% since 1938. He recalls when he could hire a Negro yard boy for $1 a day. "He wants $7.50 now, if you can find one," he said. Mendell M. Davis, Chamber of Commerce general manager, observed that the Negro makes as much as the white workman in major industries.

Fred L. Beard, WJDX-WLBT (TV) general manager, summed up the city this way, "Jackson has literally grown like wildfire. It's not a boom but a steady, fast growth that includes every type of industry." Reflecting the continued agricultural growth in the gentle mid-Mississippi hills, the two stations are unusually active in farm programming as well as local productions.

This year a half-dozen Jackson businessmen have attained top leadership in industrial associations. Boyd Campbell, president of the U. S. Chamber of Commerce, cited the report of a planning consultant who spent 18 months studying Jackson, and observed, "Jackson will be a city of 200,000 by 1970. The city was carefully laid out and planned in 1821 to meet future needs. Planning again is being emphasized. Watch 'The Crossroads of the South.' "

MISSISSIPPI GULF COAST

OVER 165,000 people live permanently in the three-county coastal area that includes "The Seven Cities by the Sea"—Pascagoula, Ocean Springs, Biloxi, Gulfport, Long Beach, Pass Christian (pronounce it Christi-ANNE) and Bay St. Louis. Well over 10 times that many strangers live in the balmy resort spots for a day up to several months. They will contribute possibly $300 million to the native economy in 1955, attending 30 or 40 festivals of various sorts, taking part in conventions and generally lolling about this "Poor Man's Riviera," according to the local statisticians.

The area is building furiously for the future. Finishing touches are being put on the waterfront at Biloxi, with a 33-mile 300-foot man-made beach now running from eastern Biloxi to Pass Christian. Paralleling it is a four-lane divided parkway.

Historic Biloxi is Mississippi's No. 2 city, with 65,000 population. Gulfport, a few minutes westward, has 26,600 plus an ocean-going harbor. Both have extensive fishing fleets. The metropolitan county population of Biloxi-Gulfport (Harrison County) is 115,700.

According to Ray Butterfield, general manager of WLOX, Biloxi has 900 fishing boats and the famed shrimp-oyster industry employs 5,000. Keesler Field, termed the world's largest air base, brings in $50 million payroll and represents a half-billion dollar, or more, investment. A Veterans Adm. center has 1,200 beds, employs 400.

Gulfport has a 30-foot channel and 1,800 feet of berth space for ships. Whereas Biloxi is the "second oldest American city" and once was capital of the Louisiana Purchase

Territory (Alleghenies to Yellowstone Park), Gulfport is only 57 years old. It has a Phillips Milk of Magnesia-mineral oil plant; Mac Smith Garment Co. (30 million shirts a year), and Mississippi Aluminum Corp. (piggots), among many industries (glass, creosote, fertilizer, naval stores, seafood packing plants). Its growth matches that of Biloxi and the rest of the state's coastline.

Pascagoula is a seaport as well as shipbuilding and resort town, with 18,000 population. Ingalls Shipbuilding Corp. is said to employ up to 5,000. Pass Christian, at the western end of the coastline, has about 4,000 population, a profitable oyster reef, recreational facilities and many historic homes. Bay St. Louis is about 5,000 population, with harbor, fishing and recreational facilities.

Those who haven't been to the Mississippi Gulf Coast for two or three years should see what's happening. Gambling isn't as wide open, but they'll still let you take a chance or two.

AROUND MISSISSIPPI

MERIDIAN—Population 45,000; third largest city in Mississippi. Many important industries—Flintkote Co., building materials, 500 employes; Burnley Shirt Corp., 450; Alden Mills, 425, General Box and others including hosiery, packing plants, lumber and wood products. There are railway shops and brick-concrete plants. Located near the Alabama line, it is a highway center. Livestock is important in the economy.

VICKSBURG—One of several important river cities, it has a 32,000 population. Vicksburg is famed historically as the site of one of the major Civil War battles, and a large national park symbolizes the event. The Yazoo Canal and Mississippi do a big waterway business. The first Mississippi River bridge south of Memphis was completed in 1930 (toll charged). Plants include LeToureau Co., 400; Anderson Tully, 900; Westinghouse, 330. Lumber products, food and auto trailers are among industries.

NATCHEZ—Like Vicksburg, it has many well-preserved mansions from the plantation era when fortunes were made in cotton. It has, as well, 32 nearby oil wells. International Paper Co. employs 1,500, Armstrong Tire 1,000 and Johns-Manville 500. Population is 26,000. The river bridge is free.

GREENVILLE—Also has a free bridge across the Mississippi River. Population is 34,000 (nearly 75,000 in Washington County). Technically Greenville is on Lake Ferguson adjoining the river. The lake has a deep-water harbor. In the Delta area, Greenville has agricultural resources plus Alexander Smith carpet mill, Chicago Mill & Lumber Co., U. S. Gypsum and an Air Force base.

HATTIESBURG—In the southeastern corner of the state, Hattiesburg has a population of 33,000. Its 85 industries employ 5,000 persons. Largest is Reliance Mfg. Co., apparel, 1,100; Hercules Powder, 1,000; Dixie Pine Products, 300. Telephones have tripled since 1940. Lumber and paper mills are important. Mississippi Southern College and William Carey College are located in Hattiesburg.

LAUREL—Pine forests and oil are spurring the city's growth. Population is 27,000. Masonite Corp. makes pressed board and other wood products; it's called the world's largest plant of the type. Textiles and electronics are among industries.

COLUMBUS—A trading center with many industries. Low-cost TVA power and natural gas are advantages. An Air Force base and Mississippi State College for Women are located in this city of 20,000. Plants include Seminole Mfg. Co., garments, 675; Columbus & Greenville Railway, 280; Johnston Furniture, 225; wooden poles, creosoting and cut stone. Located on the edge of Fall Line Hills near Tombigbee River.

GREENWOOD—Largest cotton market in the state is located in this city of 19,000. There are oil mills and other industries. A number of lakes are nearby.

CLARKSDALE—Industries include cotton gins, auto trailers, fertilizers, oil products and auto tubes. Population is 19,500. Busy farm trading area in northwestern corner of the state.

TUPELO—Dairy livestock and cotton center in the northeastern corner of Mississippi; weekly cattle market one of nation's largest. A community development foundation has made the city of 12,000 nationally famed. Tupelo is called "The First TVA City." Industries include Day-Brite lighting fixtures.

ABERDEEN—Northeastern county-seat town of about 7,000, surrounded by raw materials and served by two railroads; voted $200,000 BAWI bond issue for industrial sites and buildings.

MISSISSIPPI SPOTLIGHT

AREA: 47,700 sq. mi. Principal river is the Mississippi itself. Gulfport and Pascagoula are seaports.

Population: 2,200,000 (mid-1955 estimate).

Agriculture is dominant source of livelihood but industrial growth is rapid.

Ranks second to Texas in cotton production.

Freezes cut important tung nut crop to one-fourth normal so Mississippi yielded first place to Florida last year; it hopes to recover in 1955.

Poultry is a growing industry, with production estimated at 30 million fowl per year.

New packing plants, freezing, condenseries, milk, ice cream and cheese processing industries are developing.

State ranks second in U. S. in number of "tree farms," privately owned tax-paying forests dedicated to commercial forest crops.

Over 1,500,000 persons live on 251,383 farms totaling 19.6 million acres.

Mississippi leads the nation in hardwood lumber. The Delta area is called "The richest farm land on earth." Cotton production averages 413 pounds per acre, almost a bale, described as "amazing."

Oil output is 10th in the U. S., running 40 million barrels in year; state ranks seventh in natural gas (225 billion cu. ft. output).

Illinois Central runs 94 trains a day in state, second to its Illinois traffic.

State is world's largest wallboard producer.

Total crop income estimated around half-billion dollars in 1954 compared to $527 million in 1953.

Main 1954 farm products (preliminary figures):

Cotton $274 million; $360 million in 1953.

Cottonseed $39.7 million; $47.1 million in 1953.

Rice $9.2 million; $6.4 million in 1953.

Oats $13.5 million; $9.9 million in 1953.

Pecans $1.4 million; $2.6 million in 1953.

Tung nuts $928,000; $4.6 million in 1953.

Corn $43.6 million; $51.3 million in 1953.

Wheat $1.6 million; $2.3 million in 1953.

Hay $16.4 million; $19.1 million in 1953.

Sugarcane syrup $418,000; $840,000 in 1953.

Vegetables $3.4 million; $3.3 in 1953.

Sweet potatoes $3.5 million; $4.3 million in 1953.

Soy beans $12.3 million; $7.8 million in 1953.

Peaches $828,000; $1.7 million in 1953.

Income from cattle and calves $51.8 million; $37.2 million in 1953.

Hogs $61.4 million; $58.7 million in 1953.

Main industries (estimated output 1954):

Paper-pulp $150 million; $148 million in 1953.

Chemical $96 million; $100 million in 1953.

Petroleum $16 million; same in 1953.

Rubber products $15 million; $17 million in 1953.

Lumber $177 million; $188 million in 1953.

Food manufacturing $215 million; $210 million in 1953.

Textiles $48 million; $55 million in 1953.

Apparel $133 million; same in 1953.

Furniture $32 million; $36 million in 1953.

Stone-clay-glass $24 million; same in 1953.

Metals $10 million; $14 million in 1953.

Transportation equipment $87 million; $95 million in 1953.

Tourist business — $286 million in 1954; $112 million in 1939-40. Looks like over $300 million in 1955. Along the Gulf shore line between Pascagoula and on through Biloxi-Gulfport to Bay St. Louis a beautiful parkway is being completed.

Right From WKBN-TV's Station Log...

9,493 HOURS ON-AIR*



RCA-6181—
the power tetrode
that put commercial
UHF-TV on the air.

...and still going strong!

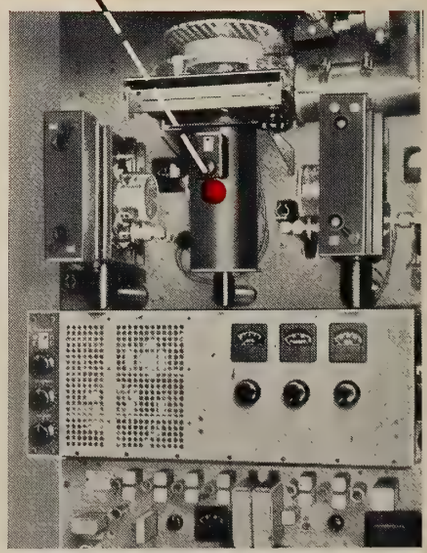
* Reported December 27, 1954

... says B. T. Wilkins, Chief Engineer at WKBN-TV

"After 9,493 hours' service in the aural section of our 12½-KW UHF, this air-cooled RCA-6181 power tetrode is still delivering peak performance! In fact, the performance of this tube compares very favorably with routine proof-of-performance measurements taken on a brand new tube!" So states B. T. Wilkins, Chief Engineer at UHF station WKBN-TV, CBS affiliate in Youngstown, Ohio.

Performance records such as this are no accident! RCA power tubes are engineered for top performance. They're conservatively rated and have great reserve of filament emission. RCA power tubes enjoy the reputation of paying off in lower capital investment per hour of tube performance—lower operating cost—minimum down time.

Ask your local RCA Tube Distributor about the complete line of RCA power tubes he carries for Radio and TV broadcast operations.



RCA-6181 tube and cavity in the driver stage of the aural section of WKBN-TV's 12½-KW UHF transmitter.

RCA®

RADIO CORPORATION of AMERICA

ELECTRON TUBES — HARRISON, N.J.

TV NETWORK AFFILIATIONS LIMITED TO PRIMARY CITY BY NEW FCC RULE

Effective Aug. 1, stations in neighboring cities, although with overlapping signals, are free to negotiate for network programming.

IN AN EFFORT to help new tv stations, especially uhf, acquire the network programming necessary for financial and competitive stability, FCC last week made final its proposal forbidding stations in one city from entering into network affiliation pacts which prevent stations in nearby cities from carrying the same programs. The change is effective Aug. 1.

Heretofore, the rule has allowed an affiliate to have "first call" on network shows within its service area, with other stations in "substantially" the same area prevented from acquiring them even though both network and sponsor desired the extra outlet. The new rule confines the "first call" privilege to the community in which the particular affiliate is licensed.

FCC emphasized the rule applies to all tv stations, including those owned by the networks.

Describing the change to its chain broadcasting rules as "relatively minor," FCC pointed out that "at this stage in the development of the television industry, network programming is essential to the profitable operation of most stations and, in many instances, its availability may be determinative of a station's ability to survive and furnish a needed television service to the public."

The Commission wrote that "the obtaining of network programs is such a vital and valuable asset to stations that we believe maximum opportunity should be given to all stations to compete for network programming and that any of our rules which might operate to restrain competition among stations for network programming should be kept to the minimum required to protect the public interest and to insure good program service to the public.

Present Restrictions Confining

"We are of the view that the present restriction in our rules which operates to preclude stations in other communities from contracting with networks for particular network programs when a station with overlapping coverage in another community has contracted for 'first call' on the same network program is unduly restrictive on competition for network programming and is not conducive to the rapid and effective development of television service to the public."

FCC said it realized the amendment "is no cure-all for the economic and other problems" facing many tv stations today. The revised rule does not assure any station of network programing, the Commission asserted, explaining, "all that the amendment does is to give stations greater freedom on an overall basis in negotiating and contracting with networks and advertisers for their programs."

Hope was expressed that the change "may enable some stations which heretofore have been precluded from obtaining network programming because of the 'first call' rights of stations in other communities to obtain such programs. But we do not believe that the fears expressed by the parties in their oppositions that adoption of the amendment would lead to excessive duplication of programming in the same area, the demise of the smaller networks and financial hardships to all stations are substantial, for the important part that economics plays in network-station contractual relationships will continue to function."

Such duplication as may occur, FCC speculated, "will result because additional factors present in the particular cases will convince those responsible for such duplication that it is desirable."

Concerning suggestions that more substantial changes in the chain broadcasting rules be made with respect to option time, minimum signal strength and elimination of all program exclusivity, FCC said rule-making proposals such as these "involve major changes" in the rules. Such modification proposals "can be considered more adequately after we have completed the study of station-network practices and policies which we hope to undertake in the near future."

As for allegations that the rule does not define "first call" or indicate the duration of "first call" rights of stations on network programs, the Commission said it saw no need in holding a hearing to clarify the matter since the amendment makes no change over the existing rule. FCC explained "the duration of such rights is determined by the contractual arrangements made by stations with the networks."

The rule change was supported by ch. 5 WFRV-TV Green Bay, Wis.; ch. 39 KNUZ-TV Houston, Tex.; ch. 15 WLBR-TV Lebanon, Pa.; ch. 49 WAKR-TV Akron, Ohio; ch. 11 KQXI (TV) San Jose, Calif., and ch. 43 WICC-TV Bridgeport, Conn. Comments in opposition were filed by NBC, CBS, DuMont, ch. 6 WTVR (TV) Richmond, Va., and ch. 6 WNHC-TV New Haven, Conn. Hearing was asked in joint comments by Meredith Pub. Co. stations ch. 5 KCMO-TV Kansas City, ch. 8 WHEN-TV Syracuse and ch. 6 WOW-TV Omaha.

Sec. 3.658 (b), Revised

HERE is the text of FCC's amendment to its network territorial exclusivity rule, Sec. 3.658(b), which becomes effective Aug. 1:

Territorial Exclusivity. No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another broadcast station located in the same community from broadcasting the network's programs not taken by the former station, or which prevents or hinders another broadcast station located in a different community from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its community upon the program of the network organization. As employed in this paragraph, the term "community" is defined as the community specified in the instrument of authorization as the location of the station.

WGR ASKS HEARING ON NBC UHF BUYS AND NBC-WESTINGHOUSE STATION SWAP

Buffalo stations say NBC forced Westinghouse to exchange its Philadelphia properties for NBC's Cleveland stations, wants consolidated FCC hearing on all NBC deals.

NBC's proposed purchases of uhf stations in Buffalo and New Britain, Conn., and exchange of Cleveland and Philadelphia properties with Westinghouse came under attack last week from WGR-AM-TV Buffalo.

WGR Corp., licensee of the protesting stations, petitioned the FCC to set a consolidated hearing on all the NBC deals. Pending before the Commission are the NBC purchases of WBUF-TV Buffalo, ch. 17 [B•T, March 14] and WKNB-TV, ch. 30, New Britain, Conn. [B•T, Jan. 10] and the NBC-Westinghouse Broadcasting Co. exchange of WPTZ (TV) and KYW Philadelphia and WNBK (TV) and WTAM Cleveland [B•T, June 20].

WGR-AM-TV are affiliated with NBC. The corporation feels that if the WBUF-TV assignment is made to NBC, WGR-TV will lose its network affiliation and that it will then not be able to survive from an economic standpoint. WBEN-TV has the CBS affiliation in Buffalo.

The petitioner ridiculed NBC's stated claim that it is seeking owned stations in Philadelphia so as to be better able to finance uhf operations in other cities, questioned NBC's motives in seeking the Buffalo station and cited pending anti-trust suits against RCA and anti-monopoly investigations about to get underway in Congress as other reasons why these FCC actions should be stayed.

In outlining some of its arguments the WGR Corp. said:

"An examination of the pending applications for approval of the assignments of WPTZ (TV) and KYW to NBC in exchange for WNBK (TV) and WTAM indicate that Westinghouse is not a voluntary agent but is in fact under duress in the maintenance of its NBC affiliation agreements. . . . This exhibit clearly indicates that the applications should be classified as applications for *involuntary assignment* of licenses of WPTZ (TV) and KYW. Can there remain any reasonable doubt of the undue concentration of power in NBC when that organization can force Westinghouse to agree to an exchange of facilities under threat of losing its affiliation agreement? If Westinghouse feels compelled to accede to the demands of NBC, it is self-evident that no other broadcaster in a competitive market can withstand the demands and dictates of this organization. Ironically, NBC offers as one of the reasons for its action in Philadelphia the future cost of developing and operating uhf stations in New Britain and Buffalo. It would thus appear that additional concentration of power serves only to justify still greater concentration."

Dependency on Networks

The petition also said, ". . . [if NBC is granted WBUF-TV] the only contribution that will be made thereby is to confirm what is already an accepted fact, namely, that a uhf station can compete with vhf stations if it is assured ade-



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10:00 a.m. Saturday, June 18 — *MONITOR takes you to Moscow* for the first direct broadcast from the Russian capital by a network reporter in seven years. Exclusive news beat by NBC's Jack Begon.

4:30 p.m. Saturday — *MONITOR goes to Molotov.* At San Francisco for the first radio interview with the Russian Foreign Minister on his present visit to America, Pauline Frederick brings MONITOR's microphone right into Molotov's car.

5:00 p.m. Saturday — *MONITOR scoops a Spectacular.* MONITOR's listeners enjoy Groucho Marx, Ethel Barrymore and a host of other great stars in a rehearsal of the glittering NBC-TV "Summer Special" REMEMBER? 1938, presented a day later on television.

4:00 p.m. Sunday, June 19 — *MONITOR is first out of Argentina.* NBC reporter Robert Lindley, in the first direct broadcast from Buenos Aires since the revolt began, is first to disclose that Peron might soon be forced from power.

9:00 p.m. Sunday — *MONITOR covers a great moment in golf history* . . . exclusively! The intense excitement of the only on-the-scene broadcast from the U. S. Open Golf Tourna-

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WEEKEND !

ment play-off, as mighty champion Ben Hogan is defeated by young, unknown Jack Fleck.

And for advertisers, this weekend was the first demonstration of the power and scope of MONITOR . . . an exciting and profitable programming idea that delivers a huge cumulative audience at a welcome low price. Alert advertisers invested more than $1,500,000 in MONITOR even before its premiere performance, and availabilities are going fast. Advertisers and audience alike are enthusiastic over what they heard on the first full weekend of MONITOR — 40 hours of comedy, music, news exclusives, special events, surprises.



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NBC *radio*
a service of RCA

quate network support from either CBS or NBC. . . . It will also serve to confirm the fact that unless NBC does own the station, it will not affiliate with a uhf station where a free choice between uhf and vhf exists."

Commenting on the general proposition of major broadcasters moving into the presently unsure uhf market, WGR stated, "While the multiple-station proponents (including NBC) represented to the Commission that the Sept. 17, 1954, amendment of Sec. 3.636 of the rules would permit the entry of well financed multiple-station operators' 'know-how' into 'markets where high vhf-only set saturation obtains.' All moves by these vigorous pioneers have been in markets where a relatively heavy uhf set saturation exists and where all that is necessary to insure success is a guarantee that either CBS or NBC network programs will be available. It is to be further noted that while [Buffalo] uhf ch. 59 remains unused, NBC prefers to purchase a 'low' uhf channel rather than 'pioneer' a channel for which RCA has failed to develop equally satisfactory equipment."

Subject to FCC approval, NBC paid $606,994 for WKNB-AM-TV and $312,000 for WBUF-TV. The Cleveland-Philadelphia swap also involves a $3 million payment by NBC to Westinghouse. The New Britain deal was also contingent upon FCC approval of a transfer of the WKNB-TV transmitter closer to Hartford.

Educational Group Opposes Des Moines Ch. 11 Switch

PROSPECTIVE educational applicant for reserved ch. 11 at Des Moines last week filed with FCC its opposition to the Commission's notice of proposed rule-making to convert the channel to a commercial facility. The switch was asked by suspended ch. 17 KGTV (TV) there [B•T, June 6].

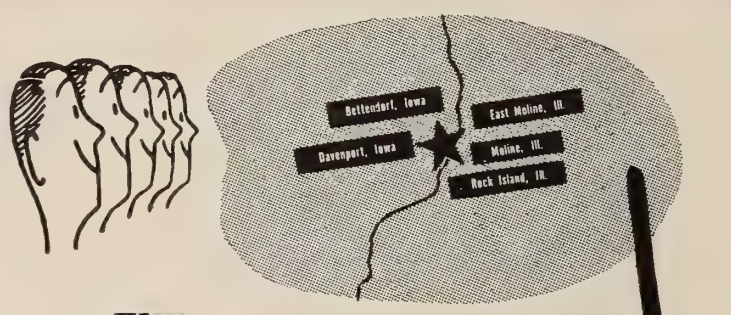
The Des Moines Educational Television Council, through Chairman Owen Cunningham, told the Commission, "We have worked for a long time to get the organization in a position where we can take advantage of ch. 11 and we feel certain that Des Moines will take advantage of the channel, but the time has not yet arrived for the application to be made." Other local educational interests also have protested the Commission proposal.

Mr. Cunningham told FCC his group is composed of prominent citizens and representatives of educational, business and professional organizations. Problems of finance, programming and membership "have been assigned to committees" he reported, "and each phase of the activity is in capable hands." Articles of incorporation have been prepared.

Des Moines public school system, in protesting the ch. 11 proposal, cited the success of in-school and adult educational programming on its noncommercial KDPS (FM) there. Programs also have been scheduled on WOI-TV Ames, Iowa State College station, but these will not meet all needs in Des Moines, it was noted.

Part 4 Rules Recapitulated

RECAPITULATION of Part 4 of FCC's rules and regulations governing the experimental and auxiliary broadcast services was published in last Saturday's *Federal Register*, incorporating all changes through June 1. Printed copies will be available later from Superintendent of Documents, Government Printing Office. FCC does not distribute copies, but makes public announcements of each amendment from time to time.

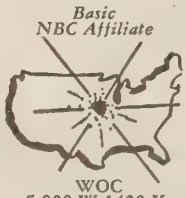


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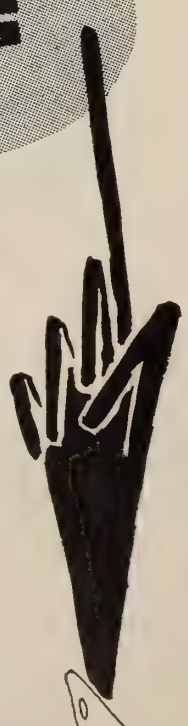


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Three New Ams Granted; Eight Permits Modified

CONSTRUCTION PERMITS for new standard broadcast stations in Rupert, Idaho; Houston, Miss., and Goldsboro, N. C., were granted last week by the FCC along with eight grants for modifications of permits.

Inland Broadcasting Co., the Rupert station permittee, will operate on 970 kc with 1 kw daytime. Inland operates KWEI Weiser, Idaho.

WCPC Broadcasting Co., Houston, is permitted to operate on 1320 kc, 1 kw daytime. Principals include Robin H. Mathis, general manager, and James H. Atkinson, telephone company owner.

Wayne Broadcasting Co., whose principal stockholder is Secretary-Treasurer Lawrence B. Carr, was given a permit to broadcast on 1300 kc, 1 kw daytime.

WJBK Detroit was granted a modification of its permit to change power from 10 kw daytime and 5 kw night to 10 kw day and 1 kw night, on 1500 kc with directional antenna day and night. Dissenting Comr. Webster said, "This proposal . . . does not put a minimum signal of 5 mv/m over the entire city for nighttime operation nor does it put the required 25 mv/m signal over the business area. There being five other existing stations in Detroit, there is no dearth of broadcast service to indicate a need for deviating from the rules."

WRAD Radford, Va., was granted a permit to change facilities from 1340 kc, 250 w unlimited, to 1460 kc, 5 kw, daytime.

WTBO Cumberland, Md., was granted a change in am operation from 1450 kc, 250 w, unlimited, to 950 kc, 1 kw day, 500 w night with a directional antenna day and night.

WBKH Hattiesburg, Miss., was permitted a power increase from 1 kw daytime to 5 kw day on 950 kc.

WMRP Flint, Mich., was given permission to change facilities from 1510 kc, 250 w daytime to 1570 kc, 500 w daytime.

KULE Ephrata, Wash., was allowed a power increase from 250 w to 1 kw operating daytime only on 730 kc.

WEKZ Monroe, Wis., operating daytime only on 1260 kc was granted an increase in power from 500 w to 1 kw.

KGLN Glenwood Springs, Colo., was granted a change from 1340 kc, 250 w unlimited to 980 kc, 1 kw daytime.

Communications Act Changes Heard by Pastore Committee

THE SENATE Communications Subcommittee headed by Sen. John O. Pastore (D-R. I.) last week held its first hearings of the 84th Congress on two bills to amend the Communications Act. Next on the subcommittee list and expected to be heard within a few days is the Senate version of a measure (HR 1648) to amend Sec. 309 (c) "protest" provisions of the Act (also see story opposite page).

Testimony was heard Tuesday on S 1456, to amend certain FCC administrative procedures relating to common carriers, and S 1549, which would authorize the FCC to impose administrative forfeitures of up to $100 on non-broadcast station operators who violate FCC regulations.

Testifying last week were FCC Comr. Edward M. Webster; Harold G. Cowgill of the FCC's Common Carrier Bureau; Donald Beelar, attorney representing Aeronautical Radio Inc.; Charles Cutler, representing Alaskan Aeronautical Radio Inc.; Jeremiah Courtney, attorney representing several users of non-broadcast radio services, and Bradford Ross, attorney representing the U. S. Independent Telephone Assn.

HARM FROM ECONOMIC PROTESTS CITED IN HEARING ON SEC. 309(C) REVISION

McConnaughey and Doerfer among group of witnesses before Senate committee. FCC chairman cites use of section as an instrument of delay by parties not concerned with public interest. Doerfer advocates outright repeal.

ALL-OUT plea was made by FCC Chairman George C. McConnaughey last week for Congress to remove provisions of Sec. 309(c) of the Communications Act which requires the Commission to hold hearings on economic protests to new radio-tv grants and to stay the new authorizations pending conclusion of such hearings. He would allow FCC to use its discretion instead.

Comr. John C. Doerfer called for outright repeal of Sec. 309(c), described by both FCC officials as responsible for abusive delay tactics by those seeking to prevent business competition under the guise of protecting the public interest. He said 70 cases are now pending.

A mounting flood of new protests and further delays in both new station grants and administrative procedures—plus greater expenses to government and industry—were foreseen by Comr. Doerfer as a result of recent court decisions rebuffing FCC's interpretation of Sec. 309(c). Most recent cited was the Court of Appeals ruling that the Commission failed to afford full hearing to a newspaper in Clarksburg, W. Va., in its economic protest of a tv grant on ch. 12 there to WBLK in 1954 [B•T, June 13].

The views of Chairman McConnaughey and Comr. Doerfer were aired Friday morning in testimony on HR 5614, a bill sponsored by FCC and introduced in the House in April by Rep. J. Percy Priest (D-Tenn.). They appeared before the Transportation & Communications Subcommittee of the House Interstate & Foreign Commerce Committee. Rep. Oren Harris (D-Ark.) is chairman of the subcommittee and Rep. Priest is committee chairman.

Cited Urgency

"We think action on this matter is urgent," Chairman McConnaughey said, remarking that the Priest bill "represents probably the number one item on the Commission's legislative program for this year."

Hearings on the bill were held Wednesday and Friday, with industry representatives also testifying in support of, or in opposition to, the proposed legislation. In essence, the bill would allow FCC to determine if a hearing were merited on a protest, give greater freedom to the Commission in modifying or adding issues for hearing and permit FCC to determine whether or not the protested grant should be stayed pending the hearing's conclusion.

The present Sec. 309(c) requires FCC to determine if the protestant is a "party in interest" and if so, is obliged to grant a hearing. In the case of new grants protested, the law now automatically stays such grants pending hearing on issues raised by the protestant.

Sec. 309(c) was part of the 1952 McFarland amendments to the Communications Act. Prior to enactment of Sec. 309(c), Chairman McConnnaughey noted, the Commission "expressed a strong opposition to the protest procedure. We have now lived with the protest provision for approximately three years and this experience has confirmed the opinion of the majority of the Commission that this section is both undesirable and unnecessary."

Chairman McConnaughey said that Sec. 405 of the Act, which provides for rehearing or reconsideration petitions, "affords adequate opportunity for those with a legitimate interest to call to the Commission's attention any reasons or grounds why a grant made without hearing should be set aside.

"However, while the majority of the Commission is not opposed to Comr. Doerfer's view that the protest procedure should be abolished, we believe that Sec. 309(c) can be revised in such a way as to retain the basic objectives of the protest procedure and, at the same time, eliminate what we consider to be the objectionable features of the present law."

The FCC Chairman said Sec. 309(c) "has opened the door to those who are primarily concerned not with the public interest but with their own private competitive interests. It has been used as an instrument of delay—a very effective instrument of delay—by those who wish to protect their private interests by delaying the establishment of new radio and tv services which would be in competition with them. The result has been that in many communities the public has been deprived for a considerable length of time of important new sources of radio and television service."

He also felt some of the protest hearings "have accomplished no useful purpose and the public interest would be better served by having our staff devote its time to the multitude of other important proceedings pending before the Commission."

Even though the courts have extended the definition of "party in interest" to include those not identified with radio or tv, the Commission's proposed revision of the law does not attempt to limit "party in interest," Chairman McConnaughey said, because the crucial disabling factor is the provisions of the section "which afford too great power to a party in interest to hold up *bona fide* grants."

Under FCC's proposal, Chairman McConnaughey said, a "party in interest would still be able to protect. But, even if the protestant were found to be a party in interest and specified with particularity the matters relied upon, the Commission would not have to grant the protest if it found that the facts alleged, even if proven, would not be grounds for setting aside the grant." As the law now reads, he noted, a full hearing still is required in such a case.

Concerning hearing issues, Chairman McConnaughey asked for leeway for FCC to modify them and not be forced to use the protestant's precise issues since he may go beyond the bound of the protest and engage in a "fishing" expedition.

Respecting the present automatic stay of new grants once a protest is acknowledged, the FCC chairman said the Commission should have discretion to permit the authorization to remain in effect where the public interest requires.

Comr. Doerfer, who has been warning broadcasters that their clamor for economic protection may lead to utility-type regulation [B•T, June 20, 13], charged that Sec. 309(c) presents "a fundamental conflict" with the basic philosophy of the Act. Contrary to the law's original intent, he said, both broadcasters and non-broadcasters are afforded economic protection and "party in interest" with right to protest now ranges through all media, including publishers of newspapers, magazines, trade journals, shopping lists, movie exhibitors and others.

One of the fundamental purposes of the Act, he explained, in addition to keeping broadcasters "out of each other's 'hair in the air' so to speak, was to permit broadcasting to develop within the framework of the American concept of competition." He cited the 1940 Supreme Court ruling in the *Sanders* case which held that the Act provides that broadcasting is not a common carrier but rather is a field of free competition, the purpose of the Act to protect the public and not to protect a licensee against competition.

Claims Contradictions

Comr. Doerfer noted the practical effect of the contradictions is that the protestant has acquired a remedy even though he has no right.

"In urging Congress to repeal Sec. 309 (c)," Comr. Doerfer said, "I am in effect asking for specific and clear directions as to whether or not the competitive theory is to prevail or whether any person can secure economic protection under the guise of asserting that a grant made is contrary to the public interest. . . . Very few, if any, private individuals in proceedings before the FCC seek to protect the public interest without ulterior and selfish motives."

Calling for discretionary hearings, Comr. Doerfer said, "It is unthinkable that the Commission would deny an evidentiary hearing to any party making a serious allegation of a grave mistake detrimental to the public interest or a serious allegation of electrical interference. It must be remembered that although grants are made without a hearing, none is made without a preliminary investigation."

Comr. Doerfer alleged that the "compulsory aspects of Sec. 309 (c) opens a door for harassment by the powerful and the wealthy or even extortion by the unscrupulous. I do not contend that any of the 70 protests presently pending before the Commission are in furtherance of a scheme to extort. The real purposes, however, of harassment and extortion are hard to disclose. Neither the blackmailer nor the blackmailed would reveal the true facts regarding the harassment or extortion."

During a recent two-week period, Comr. Doerfer said, he took account of the time the seven commissioners spent in conference on protest matters. Of a total 23.3 hours in meeting, they spent 6.6 hours or 28% of their time on protests. "The man-hours spent by the staff through April totaled 2,404 hours and cost approximately $49,000. This does not include the time spent by the personal staff of individual commissioners, nor the commissioners' time, nor the typing and general work connected with processing protest cases." He estimated the total figure would be over 15,000

Mrs. Natvig Gets Jail

TURNABOUT witness Mrs. Marie Natvig last Monday was sentenced to eight months to two years in prison for perjury in connection with her appearance in the FCC's license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa. D. C. District Court Judge Alexander Holtzoff described the penalty as "moderate." He acknowledged she faced "grueling and intensive" cross examination in the FCC hearing, which would not have been allowed in court, but said she displayed "little regard for the truth." He indicated such a witness undermines justice. The FCC case pends filing of proposed findings after which the examiner will issue an initial decision.

man hours and a cost of about $75,000.

Of the 70 protests, he said, 18 were in am and involving engineering complaints, most of which were ironed out in conference without hearings. Of 31 protests filed against tv grants, all but one were based on allegations of economic injury. Hearing examiners have spent 209 working days since Sept. 1, 1952, on protest cases, Comr. Doerfer said.

Sixteen of the protest cases have been appealed to the courts, he noted, with most of these disposed of by oral argument before the Commission without evidentiary hearing. In view of the Clarksburg ruling, he said, many of these also will be remanded to FCC and consume additional time.

Testifying at the Wednesday session, at which Rep. John Bell Williams (D-Miss.) acted as chairman, were Ervin F. Lyke, president-general manager of WVET-AM-TV Rochester, N. Y.; Henry G. Fischer, of the Washington law firm of Fischer, Willis & Panzer, representing the Federal Communications Bar Assn.'s executive committee, and Benedict P. Cottone of Cottone & Scheiner, Washington law firm representing the Ultra High Freqency Industry Coordinating Committee.

Mr. Lyke, who favors the proposed amendmend, said WVET-TV and WHEC-TV Rochester (which shares time with WVET-TV on ch. 10) are faced with the prospect of having to go silent if the U. S. Court of Appeals for D. C. construes a protest filed against the ch. 10 stations to entitle Gordon Brown's WSAY Rochester, the protestant, to an evidentiary hearing. The FCC denied WSAY's protest and WSAY took the case to the appeals court last February.

The WVET-TV president said the appeals court's recent interpretation of Sec. 309 (c) raises "serious doubt" as to whether the FCC may disallow or refuse to hold an evidentiary hearing on "any protest" that might be filed against a non-hearing action by the FCC, "no matter how filmsy or insubstantial the reasons might be for the protest having been filed." The proposed amendment would allow the FCC, at its own discretion, to determine whether service should be continued under these circumstances when such service is "in the public interest," Mr. Lyke said.

He cited delays caused to other stations under Sec. 309(c): KPLN Camden, Ark. (radio), and WPRO-TV Providence (tv). He said Mr. Brown's protest was made on grounds of "economic injury" to WSAY. It was indicated in later testimony that Mr. Brown had intended to file for ch. 10 but had not settled on a site at the time the grant was made to WVET-TV and WHEC-TV.

FCBA Would Modify

Mr. Fischer, who said he spoke on behalf of a "simple majority" of FCBA's executive committee of 10 members, said FCBA favors the proposed amendment with three modifications. These are:

1. The bill would allow the FCC, in making a decision setting a hearing on a protest, to cancel issues in the protest, which, even if true, provide no grounds for setting aside the grant. FCBA would insert language offering the protestant opportunity for oral argument on these issues before the hearing is set.

2. The bill would allow the FCC to specify any additional issues it feels are pertinent as well as to adopt any of the issues presented by the protestant. FCBA would permit the FCC to redraft issues presented by the protestant "in accordance with the facts or substantive matters alleged in the protest." FCBA also asked that the bill's provision, placing the burden of introduction and proof on the protestant on issues not adopted by the Commission, be made more clear.

3. The bill would allow the FCC to authorize a grantee, pending hearing and determination of protest cases, to go on the air when such is in the public interest. FCBA would postpone the effective date of any such FCC action in "services other than broadcasting" where the protestant has placed in issue the (1) "question of the adequacy of existing facilities to provide the service proposed by the grantee" or the (2) "question of the adverse effect of the proposed service upon such existing facilities and where either of such questions should be considered by the Commission in determining whether the public interest, convenience and necessity would be served by the proposed grant."

Rep. Isadore Dollinger (D-N. Y.) questioned whether compensation should not be made to a grantee allowed to go on the air and subsequently to have his permit taken away through no fault of his own.

Mr. Cottone said the protest rule has been used by several uhf stations to prevent "further encroachment by large stations." He said the existing uhf stations he represents "have not shared the FCC's view" that Sec. 309(c) is "as demanding and as curtailing as the FCC thinks."

Answering a question from Rep. James I. Dolliver (R-Iowa), Mr. Cottone said that an economic injury protest may be sufficient to secure a hearing, but that a grantee cannot be kept off the air unless it is proved the grant is "not in the public interest."

Describes Events

Mr. Cottone, former general counsel at the FCC, described briefly, as he remembered it, the facts leading to the ch. 10 grant in Rochester. He said as he remembered, Mr. Brown had been intending to file for ch. 10 at Rochester while WVET-TV and WHEC-TV were competing with each other for the facility. When the two made their share-time agreement, the FCC made a hurried "overnight" non-hearing grant, he said, throwing a wrench in Mr. Brown's plans. He said the FCC vote for the grant was 3-2, with one commissioner abstaining from a vote because "she" had not had time to study all the facts of the case. This meant there actually were three commissioners against the grant, Mr. Cottone added.

Rep. Williams asked how a protestant could be damaged when a station is allowed to go on the air, since the grantee, not the protestant, is taking the financial risks of building the station and operating it. Mr. Cottone replied that once a grantee has built his station and started operating it, even if the protestant is denied a hearing and the court on appeal remands the case to the FCC for decision again, there is a "psychological obstacle" to the protestant in that the FCC may tend to favor the original grantee because the latter will have spent money putting his station into operation and will have gained other advantages in actual operation.

He said "frivolous protests" should not be allowed to keep a station from serving a community. He proposed that the bill—which would permit the FCC to let a station go on the air when, in the FCC's discretion, "the public interest requires" such service—be changed to apply in this respect only when "the public interest *imperatively* requires" the service.

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Association of American Railroads
WASHINGTON, D. C.

PAY-TV PARTIES SEEK REPLY DEADLINE CONTINUANCE TO ALLOW TIME FOR STUDY

Joint Committee on Toll Tv petition to FCC favored by both pro and con groups. Sought is switch in date from July 11 to Sept. 9.

VIRTUAL certainty that the FCC will postpone the deadline for reply comments on pay television from July 11 to Sept. 9 became obvious at week's end when all parties assented to the petition of the Joint Committee on Toll Tv asking for a continuance past the summer months.

The Joint Committee urged the continuance on the ground that the three weeks between the June 9 deadline for comments and the July 11 date for replies were too short to properly digest the mass of documents that flooded the FCC at deadline. It also pointed out that the FCC was planning to hold up on major decisions during the month of August in order to permit vacations.

Both proponents and opponents of pay-as-you-see tv agreed with the Joint Committee's request.

Meanwhile, subscription tv evoked activity on Capitol Hill.

• A bill to prohibit pay tv on broadcast frequencies (HR 6899) was introduced by Rep. Emanuel Celler (D-N. Y.).

• A bill to prohibit the FCC from making a decision on the matter which would be contrary to the "expressed will and desire" of the people of the U. S. (HR 6913) was introduced last week by Rep. Frank L. Chelf (D-Ky.)

• Rep. Ross Bass (D-Tenn.) said he was "unalterably opposed" to any system of pay tv.

• Sen. Herman Welker (R-Idaho) inserted in the *Congressional Record* an Idaho newspaper editorial which vigorously opposed toll tv.

On other pay tv fronts last week.

• Zenith concluded three weeks of demonstration in Washington of its method of subscription tv.

• Jerrold Electronics Corp., Philadelphia, announced it will file details of its unscrambler device [B•T, June 13] when it files its reply comments. It will also report then on its plan for a public demonstration of wired pay tv.

• RCA called attention to the NARTB comments filed at deadline which quoted Brig. Gen. David Sarnoff in opposition to toll radio in 1924.

No Pay for Tv

Rep. Celler's bill [B•T, June 20] would amend Sec. 303 of the Communications Act to prohibit the Commisson from authorizing any tv station "to impose a toll, fee, subscription, or other charge, directly or indirectly, on the general public for the privilege of viewing television programs received over television sets located in the home."

It would also add a new Sec. 508 to the Communcations Act making it unlawful for any tv station to impose a fee for programs transmitted for reception in the home. It also would make it unlawful for any tv station to transmit programs in such manner as to "limit or restrict the viewing thereof on television sets located in the home for which a charge of any kind is made by either a television set manufacturer, or any one else."

Rep. Celler's bill includes a penalty provision of a fine not to exceed $10,000 or imprisonment for not more than five years, or both.

Rep. Chelf's bill would make it unlawful for the FCC to render any decision "that shall in effect tend to ignore, countermand, override, overrule, overthrow, set aside or offset the expressed will and desire of the people of the United States of America, most especially after said Federal Communications Commission has requested, solicited, and as a result thereof, has received advice, counsel, suggestions, and/or ideas expressing the will and desire of the great American public via letter, cards, telegrams and other forms of communications upon the question of 'pay-tv' that is now pending before said Federal Communications Commission for decision or adjudication."

The Kentuckian's bill went on:

"It is the sense of this legislation that the great American public, the people themselves, shall have a voice as to whether or not they want to endorse or reject the question of 'pay-tv' now before the Federal Communications Commission for decision, since such decision would directly affect the people's daily lives, their very freedom and their happiness."

Removal for Violation

Any member of the FCC who violated this Act, the bill said, shall be "forthwith" removed from office by the President.

Rep. Celler claimed that pay tv would black out free tv, siphon off good programs and divide Americans into those who can pay for tv programs and those who cannot. He foresaw advertising with pay tv, notwithstanding the claims of proponents that subscription tv would eliminate commercials.

"Tv is still in its infancy," the New Yorker said, "and already it has brought into the American home great box office attractions including opera, ballet, concerts, the legitimate theatre, omnibus shows, sports events, children's programs, educational programs, current and patriotic events. All it needs is time to grow. Let us not be impatient."

In a letter to the *New York Herald Tribune* earlier in the week, Mr. Celler estimated the potential "take" from pay tv as "staggering." This would affect free tv, Mr. Celler said. He also said he was dismayed at the probable effects of fee tv on taxes, employment, those in low-income brackets, transportation and other industries.

"Will our movie houses, theatres, sports arenas, etc., be thrown into the discard. What happens to the tremendous investment in such real estate?" the New York congressman asked.

"Free broadcasting and free television have been undisputed boons to the industry of this country," Mr. Celler said. "I shouldn't think the sponsors would be happy at the prospect of killing the goose that laid their golden eggs, but they are strangely reticent at this time on this subject."

Public Ought to Decide

Mr. Chelf's remarks emphasized his belief that the public ought to decide whether it wants pay tv or not. Stating that he believed "some form" of pay-as-you-see tv was inevitable, Mr. Chelf asked: "Could it be that those who oppose pay tv are afraid of a verdict at the hands of the people?"

He continued:

"I feel that the American public should not be denied . . . any form of free television such as they now can secure by listening to the advertisements of the various and sundry products. However, I am of the opinion that the American people ought to have the additional opportunity to make a choice as between the free tv and the ads of the sponsors on the one hand and a wholly new kind of television for a relatively small fee that would bring to their living room the latest movie such as the 'Silver Chalice'; Clark Gable in 'Soldier of Fortune'; the world's heavyweight championship boxing bout, or 'live' opera. . . ."

Mr. Chelf referred to some old free tv film playbacks as "cruel and inhumane treatment."

In discussing pay tv, Rep. Bass said that pay tv would "channel the better shows into the homes of families of the higher income brackets."

Sen. Welker's move was to insert in the *Record* an article by James P. Gossett from the *Gooding* (Idaho) *Leader*. The article was entitled "Search for Reality" and made the point that lower income tv viewers cannot afford to pay for watching tv. Mr. Gossett warned that if pay tv was authorized, pay radio was just around the corner.

"Once the toll tv systems have a death grip on telecasting for pay, the staggering sums they will be milking out of American homes will make the richest of the Texas oil barons look like panhandlers," Mr. Gossett said. This, he believes, will eventually give as big an impetus to socialism "as anything that has ever happened."

Teetotalers for Pay

Pay tv advocates won an adherent last week on the ground that subscription tv would permit viewers to enjoy programs "free from beer, wine and other types of advertising, to which many people object to having their children subjected." The comment was made by Clayton M. Wallace, executive director, National Temperance League, in comments on Rep. Celler's bill.

Mr. Wallace objected to the Celler bill on the ground that it would be declared that as a matter of law "if you have tv in your home you cannot permit your children to enjoy it except as you allow advertisers including advertisers of beer, wine, cigarettes and other harmful products to come into the home with the sales talk and their propaganda that 'beer belongs,' that cigarette smoking is 'pure pleasure.' . . .

"There may be difficulties in any attempt to conduct tv on a part free and part pay basis, but surely the FCC and tv industry should be allowed to experiment to determine whether present day television programs may not be improved."

A Zenith spokesman termed the three weeks of demonstrations of pay tv in Washington as "the best thing we've ever done." He indicated that the demonstrations—including off-the-air pickups from scrambled signals by WMAL-TV Washington—had eliminated a "great deal" of confusion in the minds of many people. "They

No Danger

A MIDWESTERN broadcaster reports that after a trip to New York he no longer has any fears about subscription or toll tv. His report: "My favorite waiter at the Gotham Hotel bar, Peter, says 'I think it would be a good thing. I and my friends would be glad to go to a theatre and put 50 cents or a buck in the slot to see a live tv show on those big screens.' "

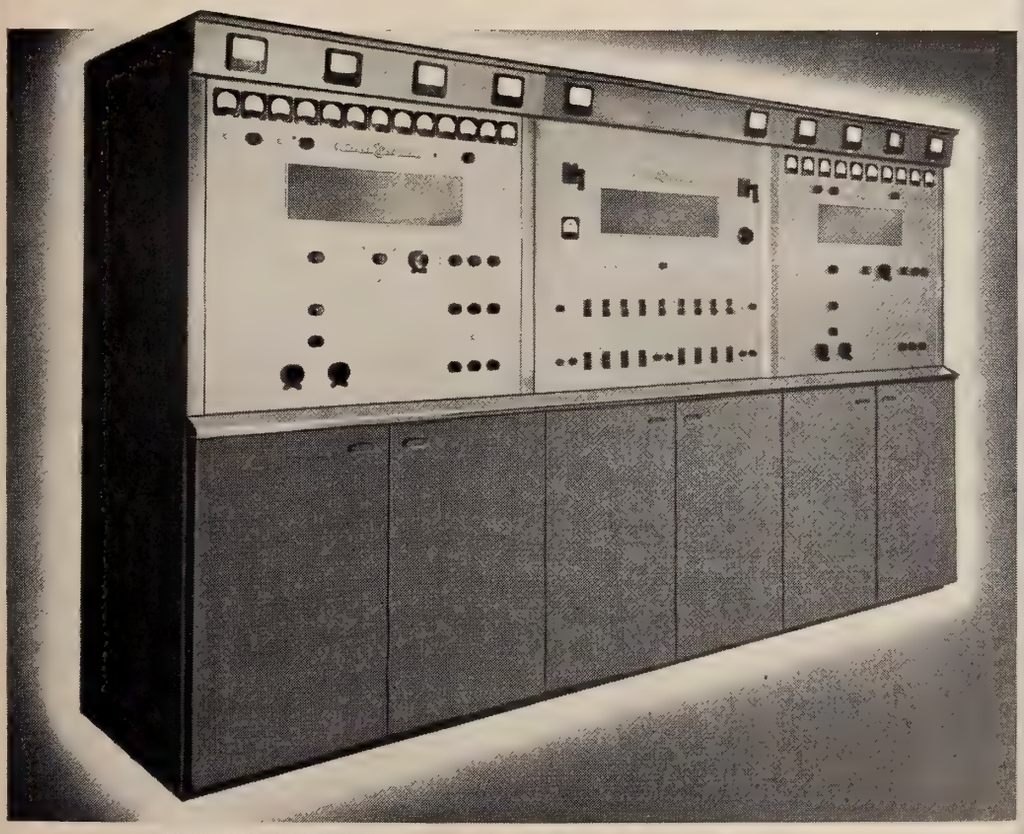
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YOU can put G.E.'s years of television experience to work for your station. The finest technical assistance...the latest equipment developments in color—*both* are General Electric's regular stock in trade.

The new color equipment shown here is but a small part of the G-E Color Equipment Line...a sample of G-E progress in new station facilities for color telecasting.

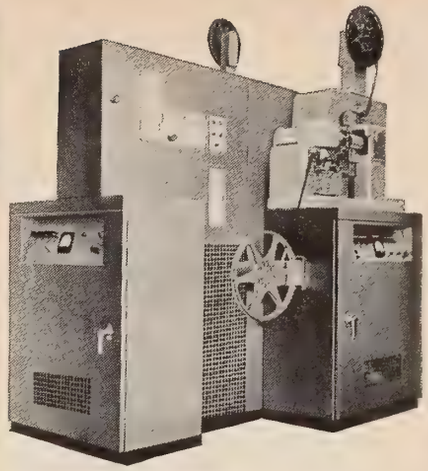
For the answers to your station's color problems—whether for new equipment or a modification of your present monochrome operation—call in your local G-E representative. Or, write to: *General Electric Company, Section X265-27, Broadcast Equipment, Electronics Park, Syracuse, New York.* In Canada write: *C.G.E. Electronics, 830 Lansdowne Ave., Toronto.*



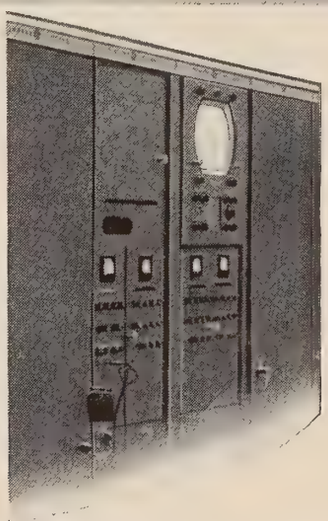
G-E 10 KW VHF TRANSMITTER for color or monochrome. A high-channel VHF unit with a conservative driver especially for high-power RF Amplifier. Block-build it for maximum ERP. Used with accessory terminal equipment for color, it meets all NTSC color transmitting standards.

Progress Is Our Most Important Product

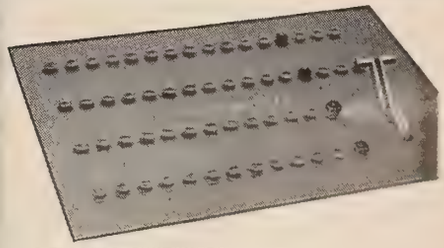
GENERAL ELECTRIC



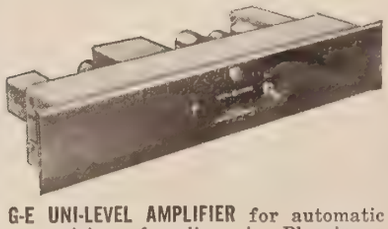
G-E COLOR FILM CENTER for rock-steady pictures from film or slides, color or monochrome. Dual 2" x 2" slide system, 2 continuous motion 16 mm film scanners feed into scanner channel pick up. Block-build...install the slide scanner now, add the projectors later.



G-E CHROMACODER for economical live color. One piece of equipment remote from camera locations handles output from all live color cameras.



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G-E UNI-LEVEL AMPLIFIER for automatic supervision of audio gain. Plug-in or rack mounted with built-in AC power supply. Improves broadcasting quality by controlling levels between program sources. Boosts coverage—gives higher average transmitter output.

Gifts for the Givers

SURPRISE twist to the FCC staff party Thursday afternoon for Comr. Frieda B. Hennock was raffle of 35 various gifts by Miss Hennock to fellow workers who were gathered to present her with silver cigarette box, ash trays and lighter in recognition of her seven years of service. Miss Hennock's term expires this Thursday. President Eisenhower has named Florida's Richard A. Mack to succeed her. Miss Hennock's gifts to the staff included a gold wrist watch, luggage, earrings, etc. On Friday, Miss Hennock entertained wives of other commissioners at lunch at the Colony Restaurant.

are now better informed," he said. He also said the tests put the equipment through the most rigorous workout they had ever had, and that no trouble showed up.

He estimated that the Zenith showing had been seen by from 1,600 to 1,700 people. The last demonstration was on Thursday, when FCC commissioners were guests.

Scott Radio Labs Seeks Color Standards Review

A PETITION will be filed with the FCC in the next fortnight by Scott Radio Labs Inc., Chicago, seeking a "whole review" of color television transmission standards authorized by FCC a year and a half ago, B•T learned.

John Meck, president of Scott, confirmed a report Thursday he will file a plea asking the Commission to "hold hearings with competent engineers" on color standards to determine whether its report and order of December 1953 approving compatible television has proved sound in the 18-month "interim."

Mr. Meck charged that color tv is not "economical" now and that "nobody has built a set yet that you can sell." He asserted that color was compromised by strong sentiment for compatibility in 1953. He laid the trouble particularly to the use of the shadow-mask tube and inadequacies in lighting, saturation and other features of transmission.

Mr. Meck feels hearings should be held by the FCC with engineering personnel "before millions of dollars are invested by the public and the thing gets out of hand altogether." He also claimed that FCC authorization of compatible color visited a "dilemma upon the industry" involving RCA's patent structure.

Sales Approved in Amarillo, Lubbock, Colorado Springs

THREE MAJOR ownership changes were granted by the FCC Thursday.

KGNC-AM-TV Amarillo, Tex, and KFYO Lubbock, Tex., were granted transfer of control from the Globe-News Publishing Co. and the Plains Radio Broadcasting Co., to Ray A. Snead Jr., J. F. Thurman and Virginia R. Early, trustees of the Ed Fagg trusts, and to the Panhandle Publishing Co. (Roy R. Whittenburg and family) for $3.9 million.

The Commission also allowed transfer of control and assignment of license of KVOR Colorado Springs, Colo., from Voice of the Rockies Inc. to Riggs & Greene Inc. for $111,000 plus.

Consideration of $116,000 was involved in the FCC's grant of WEOA Evansville, Ind., license to Ohio Valley Television Co. (WEHT [TV] Henderson, Ky.) from the Consolidated Television & Radio Broadcasters Inc.

BILLS BAR NEWSPAPER DISCRIMINATION

Two House measures and another expected in Senate would prevent Commission from strictly following diversification policy in examining radio-tv applicants.

A CONCERTED effort to prohibit the FCC from "discriminating" against newspaper ownership of tv and radio stations has begun on Capitol Hill.

Last week two bills (HR 6968 and 6977) were introduced in the House of Representatives by Reps. John V. Beamer (R-Ind.) and Oren Harris (D-Ark.), respectively. Each would forbid the FCC from "discriminating" against a newspaper applicant.

Expected Friday was a similar Senate bill to be jointly presented by Sens. Homer E. Capehart (R-Ind.) and Carl Hayden (D-Ariz.).

The key paragraph of the House bills, which were referred to the House Interstate & Foreign Commerce Committee, would amend Sec. 308 of the Communications Act by adding the following subsection:

"(d) The Commission shall not make or promulgate any rule or regulation, of substance or procedure, the purpose or result of which is to effect a discrimination between persons based upon interest in, association with, or ownership of any medium primarily engaged in the gathering and dissemination of information and no application for a construction permit or station license, or for the renewal, modification, or transfer of such a permit or license, shall be denied by the Commission solely because of any such interest, association, or ownership."

This is the same language proposed in the 82d Congress by the House version of the McFarland amendments to the Communications Act. This was deleted in conference, when the Senate-House conferees declared that the FCC could not under the law promulgate such a rule and could not arbitrarily deny an application solely because of an interest in a newspaper.

'Freedom of Expression'

Rep. Beamer told B•T that his interest in the newspaper situation stemmed from his interest in "freedom of expression." He said he was a member of the House Commerce Committee when it reviewed the FCC's attitude toward newspapers in the 82d Congress. At that time he said, the House went along with the conference report because there were then insufficient cases to indicate that the FCC was discriminating against newspaper applicants.

But since then, he pointed out, there have been 10 cases which indicate the FCC is distinguishing between applicants who are associated with newspapers and those who are not. He cited the Fort Wayne case.

In this case the Commission granted ch. 69 there to WANE Fort Wayne, and denied Anthony Wayne Broadcasting Co., because, among other things, principals James V. Fleming and the late Paul V. McNutt were controlling trustees of one of the Fort Wayne newspapers which had joint advertising rates with the other Fort Wayne newspaper. This case is in litigation, the U. S. Court of Appeals two weeks ago having remanded the case to the FCC to determine what effect the death of Mr. McNutt might have on its decision [B•T, Jan. 20].

The Fort Wayne case is one of about a half dozen involving the FCC's policy on diversification which have been appealed to the courts.

There has been no precise decision recently on this particular issue. Back in 1951, the U. S. Court of Appeals in Washington upheld the Commission's right to consider newspaper ownership as one element in its consideration of a competitive hearing. This was the Scripps-Howard case, which the Supreme Court refused to accept.

In a recent appellate court decision involving a protest by the *Clarksburg* (W. Va.) *Exponent* and *Telegram* against the grant of ch. 12 there to WBLK Clarksburg, the court virtually told the Commission that there was merit to the newspaper's charge that the grant violated the Commission's policy on diversification [B•T, June 13]. In that case, which dealt with procedural matters in connection with the handling of a protest case, the court reversed the FCC and told it to hold a full "evidentiary" hearing on the protest.

Awaiting court rulings are cases involving the FCC's diversification policy (which also encompasses other radio and tv properties as well as newspaper ownership in the following cases:

Portland, Ore., ch. 12; Beaumont, Tex., ch. 6; Tampa ch. 13; Sacramento ch. 10, and Shreveport ch. 3.

The FCC's diversification policy stems from an FCC investigation into newspaper ownership in 1941. The FCC was then headed by James Lawrence Fly. The objective of the study was to determine whether the FCC should prohibit newspapers from owning radio stations.

In 1944, the Commission issued an order halting the investigation but declaring that it would weigh newspaper ownership among other factors in trying to prevent monopoly in radio broadcasting.

Since then, and particularly in the post-war tv hearings, the Commission has considered newspaper ownership—as well as interests in radio and other tv licenses—as a factor in comparative hearing cases.

The FCC has maintained that it does not discriminate against newspapers. It has held that it only considers this fact in relation to other criteria in determining which of two or more applicants should be preferred.

From time to time, some members of the Commission have held that preference should be given the non-newspaper, non-multiple owner in the absence of over-riding considerations in favor of granting a facility to such a "marked" applicant. This was most strongly expressed by then FCC Chairman Wayne Coy in his dissent in the 1951 Hearst case when its WBAL Baltimore license came up for renewal and was opposed by a new application for the same facilities filed by newspaper columnist Drew Pearson and others.

Storer Opposes FCC Bid For Ownership Ruling Review

OPPOSITION to the FCC's request that the U. S. Supreme Court accept a review of a U. S. Circuit Court decision overturning the Commission's multiple ownership rules [B•T, Feb. 28] was filed last week by Storer Broadcasting Co.

Storer held that the decision by the appellate court was correct and did not conflict with any decision of any other court. Storer also claimed that the lower court's decision raises no important questions of federal law.

Last month, the FCC asked the Supreme Court to review the case on the ground that the Circuit Court's decision "imposes a drastic limitation upon the exercise of the Commission's rule-making powers." It also said that the ruling prevents the Commission from adopting general standards "for the disposition of applications for radio and tv licenses except in

Food and Nutrition Board reports on Artificial Sweeteners



Recommends more safeguards on distribution of foods and beverages that contain them

More evidence that most people would be better off by reaching for sugar instead of a substitute has now come from still another scientific source.

After nearly a year of study, the Food and Nutrition Board of The National Research Council, in its report to the Federal Food and Drug Administration, concluded:

"*There is no clear evidence that the availability to and consumption by the general public of artificially sweetened foods would be effective for purposes of body weight reduction and control.*"

The Board noted that "Indiscriminate use" of artificial sweeteners, "on the assumption that less attention need be paid to the calorie intake, is wrong."

Since the harmlessness of some of the newer and more highly promoted artificial sweeteners "has not been assured," it was recommended that the distribution and sale of all artificially sweetened foods and beverages "be more carefully regulated".

The "primary probable hazard", the report stated, appears to derive from the use of these non-caloric sweeteners "in soft drinks available for general public consumption."

This authoritative report, in supporting the use of sugar in familiar processed foods, also emphasized as "*especially pertinent,*" "the desirability of meeting nutritional needs of the people by the use of natural foods."

Sugar, nature's own pure-food sweetener, makes an important contribution to these nutritional needs.

NEW FINDINGS SHOW VALUE OF SUGAR IN WEIGHT CONTROL

- Recent research at Harvard University on the causes of overeating and overweight has shown the important relationship between *blood sugar levels* and appetite.
- Healthy people get hungry when their blood sugar level is *low*. When it's elevated they are satisfied with less food.
- Since sugar raises the blood sugar level faster than any other food it can be of special value to the dieter in managing an oversize appetite.
- A level teaspoonful of sugar contains only 18 calories (far fewer than most people guess). The use of sugar in "scientific nibbles" to satisfy hunger can actually help dieters *reduce* their total caloric intake.

Writers may obtain more information on the subjects discussed in this advertisement by directing requests to:

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New York 5, New York

severely limited situations." The Commission said that the appellate court's decision "strikes at the heart of this authority to effectuate the efficient administration of the Act through the use of general rules."

The U. S. Court of Appeals in Washington ruled that the Commission could not adopt numerical standards in limiting ownership of tv stations because that conflicted with the requirement that the FCC could not deny an application without a hearing. The case was brought by Storer after the FCC refused to accept its application for ch. 10 in Miami on the ground that Storer already had the limit of five tv stations. This was since raised to seven, of which not more than five may be in the vhf band.

Meanwhile, Storer bought what is now ch. 23 WGBS-TV Miami. Following the circuit court's ruling, it refiled its application for Miami's ch. 10, but the Commission returned it on the ground that it was filed too late. An initial decision already had been issued for Miami ch. 10.

Bar Assn. Protests Commission Procedure

OBJECTION to the FCC's move permitting its Office of Opinions & Reviews to comment on pending cases was voiced last week by the Committee on Communications, Administrative Law Section, American Bar Assn.

In its 1955 report, the legal committee found that this move may exceed the Communications Act, which limits the functions of the Opinions & Reviews office to summaries of evidence at hearings, in preparing a compilation of facts regarding exceptions and replies, and in preparing decisions of the Commission under its direction. This provision, added to the Communications Act by the 1952 McFarland amendments, specifies that these functions shall be performed without recommendations by the review staff.

The Commission, the ABA committee found, instructed the review staff to also include review, analysis and comment on factual, legal and technical matters involved in exceptions and replies to the initial decision (before oral argument). The staff also was authorized to provide review, analysis and comment on interlocutory pleadings in adjudicatory matters.

Not only is this contrary to the law, the committee said, but "parties' rights to oral argument upon exceptions and replies to initial decision can effectively be frustrated by *ex parte* memoranda from the Office of Opinions & Review available only to the Commission. . . ."

"It was precisely to avoid counsels' argument without knowledge of the staff's position and *in vacuo* therewith that the duties of this office was so limited by Sec. 5(c)," the committee declared.

If such documents were made available to counsel for purposes of argument this would "go far" in avoiding this difficulty, the committee recommended.

The committee also questioned the effectiveness of the Commission's present pre-hearing conference system. It said:

"Unresolved then is whether these procedures have achieved *overall* the hoped-for 'economies of time and effort in the disposition of hearing cases' and the question of net gain or loss in so shifting the burdens of the hearing process from the Commission's examiners to the parties, and particularly to their counsel."

The committee held that the new procedures —whereby counsel meet with the examiner and thrash out matters of testimony, cross-examination, exhibits, etc.—contain "certain other disadvantages." It mentioned "canning" of written testimony, and loss of the creditability factor.

The committee also urged the greater use of the Commission's authority to issue cease and desist orders.

The Committee on Communications is headed by Washington attorney Arthur W. Scharfield.

Shreveport Tv Losers Appeal Opponents' Grants

THE FCC's decisions in the Shreveport chs. 3 and 12 cases were put into question last week when unsuccessful applicants filed appeals with the U. S. Court of Appeals in Washington.

KWKH Shreveport filed its notice of appeal in attempting to overturn the Commission's grant of ch. 3 there earlier this year to KTBS Shreveport [B•T, Feb. 21].

KRMD Shreveport filed its appeal against the FCC's grant of ch. 12 there to Shreveport Television Co. [B•T, May 23].

Both stations claimed the FCC erred in finding that they were not superior.

The Commission found KTBS superior to KWKH in local ownership, integration of ownership and management and more extensive participation of KTBS owners in community affairs. It found KWKH deficient under the diversification policy. KWKH is owned by the *Shreveport Times*, which also owns the *Monroe* (La.) *World* and *News-Star*. The same principals also own KTHS Little Rock, Ark., and a minority of ch. 11 KTVH (TV) Little Rock. On this basis the FCC granted Shreveport ch. 3 to KTBS.

In the Shreveport ch. 12 case, the FCC found Shreveport Television Co. superior to competitors KRMD and Southland Television Co. on the basis of assurance that program proposals would be carried out and the diversification issue. KRMD owner T. B. Lanford has interests in KPLC-AM-TV Lake Charles, La.; KALB-AM-TV Alexandria; WSLI Jackson, Miss., and KRRV Sherman, Tex. Southland principals own KCIJ Shreveport and WMRY and WCKG (TV) New Orleans. Shreveport Television is owned by local theatreman Don George and associates.

While KRMD was seeking judicial relief, Southland asked the FCC for a rehearing and reconsideration of the Shreveport ch. 12 case.

Carlsbad, N. M., Gets Vhf; KONA (TV) Allowed Shift

CARLSBAD (N. M.) Broadcasting Corp. was granted a construction permit for a new vhf station and KONA (TV) Honolulu was allowed to modify its permit to specify ch. 2 instead of ch. 11, in FCC actions last week.

The Carlsbad station will operate on ch. 6 with an effective radiated power of 1.41 kw visual and .852 kw aural; antenna height above average terrain is 380 ft. The condition was made that no construction commence until antenna site and structure are approved with respect to air navigation safety.

KONA (TV) was authorized 55 kw visual and 33.1 kw aural; antenna minus 160 ft.

Spartanburg Hearing July 11

HEARING on the Spartanburg, S. C., case—involving the move of the ch. 7 transmitter of WSPA-TV Spartanburg from Hogback Mt. to Paris Mt., near Greensville, S. C.—will be reopened July 11, it was announced last week. The date was set following a petition by uhf protestants WGVL (TV) Greenville and WAIM-TV Anderson that they had not had enough time to finish their cross examination of Walter J. Brown, WSPA-TV president.

FCC Alleges Easley Used Alias in Filing

FCC last week in an alleged alias case ordered Wade R. King and D. W. Schieber doing business as Grande Broadcasting Co., Albuquerque, N. M., to show cause why an order should not be issued revoking a construction permit for a new am station granted March 2, 1955 [B•T, March 14], by the Commission since, the FCC said:

"It appearing, that the Commission subsequently obtained information tending to indicate that Wade R. King is, in fact, Robert Lex Easley, whose application for renewal of radiotelephone first class operator license was dismissed with prejudice by the Commission on May 13, 1954, [B•T, May 17, 1954] and it further appearing that pursant to Sec. 308b of the Communications Act, the grantee was requested by letter dated May 11, 1955, to submit a statement under oath by both parties as to whether Wade R. King or John L. Porter have ever been known as Robert Lex Easley; if not, the relationship, business or otherwise, of said parties; information regarding the consulting firm of 'King & Porter'; and the present location of Wade R. King and John L. Porter."

Letters Unanswered

The Commission said it sent registered letters to four addresses listed in the application and to forwarding addresses requesting replies by May 23. Two were returned unclaimed; another dated May 13 was signed for by D. W. Schieber and another was signed for by an Alton P. Hayes. No replies were received by the Commission.

In its application for the facility on 1430 kc, 500 w daytime, Grande Broadcasting Co. listed in equal partnership D. W. Schieber, employe for manufacturer of house trailers, and W. R. King, farm director-announcer KYMA Yuma, Ariz. The 1955 B•T radio yearbook lists a Ray King as chief engineer and farm director. He is not named in the 1954 issue.

Mr. Easley was cited by a federal grand jury in the District of Columbia in January 1952 on four counts of mail fraud. The indictment charged that he had falsely represented himself as a legally registered radio consulting engineer who allegedly received money from station applicants to help them in their applications before the FCC. An FCC order in March 1954 [B•T, March 22, 1954] said in part ". . . The applicant did not intend to file and did not in fact file such applications."

The FCC notice further alleged, "There is evidence that Robert Lex Easley, while employed by the State Highway Dept. of South Carolina as a radio engineer prior to Oct. 18, 1947, without authority from the State of South Carolina, converted state material to his own use and the use of other persons in the construction of a privately-owned radio station, and wilfully damaged or altered or permitted radio equipment to be damaged or altered."

The federal indictment was subsequently dropped at the request of the government because its chief witness could not come to Washington to testify due to physical disability [B•T, July 14, 1952].

Mr. Easley has been named or involved in law suits filed by WHAR Clarksburg, W. Va.; WLIL Lenoir City, Tenn.; WRNO Orangeburg, S. C., and WNOK Columbia, S. C. [B•T, Nov. 27, 6, 1951; July 17, 1952; May 1, 1950].

In his consulting engineering activities Mr. Easley traded under his own name and as Consulting Radio Engineers and/or Mason & Dixon Engineers, in Washington.

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RCA's answer to the need for a new turntable designed specifically for 3-speed operation at moderate cost, with highest performance characteristics. Features include:

- **Smoother, simpler speed changing, with snap-up spindle hub to provide improved 45 RPM operation.**
- **Smooth, half-turn starting at all speeds for easy cueing. Simple, sure-fire, self-compensating rim drive mechanism.**
- **Modern, practical 2-tone grey cabinet of ample functionalized proportions. Accommodates booster amplifiers inside, tone arms and other accessories on top of cabinet.**

Now ready for immediate delivery. The BQ-2A mechanism is also available separately as MI-11830. Call your Broadcast Sales Representative for further details.

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION, CAMDEN, N. J.

In Canada: RCA VICTOR Company Limited, Montreal

KRNT-TV, WNDU-TV ON TEST PATTERNS

Des Moines and South Bend permittees plan July starts. Target dates also announced for KTRE-TV (Aug. 31) and KLEW-TV (Nov. 1).

CONSTRUCTION progress of four new tv stations—three planning to start operations this summer and the other in the fall—were reported last week.

KRNT-TV Des Moines put a test pattern on the air last Monday in preparation for a July 31 debut. The ch. 8 station, the second tv outlet there, will be affiliated with CBS and will telecast test patterns two hours each evening until the starting date. Response from viewers on pattern reception has been pouring in from a wide area, Robert Dillon general manager of KRNT and vice president Cowles Broadcasting Co., has reported.

KRNT-TV plans to operate at full 316 kw when it begins programming. Initial tests were transmitted with 40 kw. Installation of the new General Electric transmitting equipment is proceeding under the supervision of Charles Quentin, chief engineer. The east wing of the KRNT theatre building is being reconstructed for the tv operation.

July 15 Start Slated

Initial test pattern, looking toward start of commercial operation about July 15, was aired without advance notice by WNDU-TV South Bend last Monday evening. The test pattern, described as part of "equipment tests," brought in over 80 calls from surprised viewers to ch. 46 in the South Bend-Elkhart area, the station reported. The picture was described as "clear and sharp." An RCA 12½ kw transmitter is being used.

An Aug. 31 commencement date has been set by KTRE-TV Lufkin, Tex., Richman Lewin, vice president and general manager, has announced. The ch. 9 station is a satellite of KPRC-TV Houston and will rebroadcast the programming of that station, an NBC affiliate. KTRE-TV will operate with 25.1 kw from a 540-ft. tower, to be erected beginning July 2. The station will be represented nationally by Venard, Rintoul & McConnell Inc. and regionally, in the Southwest, by Clyde Melville Co.

KLEW-TV Lewiston, Idaho, started construction last Monday and is aiming for a Nov. 1 commencement. A General Electric 5 kw transmitter and three bay antenna will be used. Representation and networks have not yet been announced. KLEW-TV is owned by Cascade Broadcasting Co. (KIMA-TV Yakima, Wash.), which operates satellite KEPR-TV Pasco, Wash. Thomas C. Bostic is Cascade vice president and general manager. KLEW-TV operates on ch. 3.

WBIG Greensboro Starts New Studio-Office Building

GROUND was broken last Thursday for the new studio and office building of WBIG Greensboro, N. C., it has been announced by Allen Wannamaker, vice president and general manager of licensee North Carolina Broadcasting Co.

The new structure will be located on Battleground Road, present site of WBIG's transmitter building, and will combine the latter into a single-unit housing the station's entire operations.

Exterior of the building will be Norman brick and the interior will feature exposed brick and plaster. Acoustical tile will be employed for soundproofing and air conditioning will be used throughout.

Formal opening of the facilities is set for early 1956 when the public will be invited to join the station in celebrating its 30th anniversary.



PRESENT as WBIG Greensboro, N. C., broke turf for its new studio and office building last Thursday were (l to r): Michaux Crocker, president and treasurer; Charles Rives, secretary; Julius C. Smith Sr., director and general counsel of licensee North Carolina Broadcasting Co.; Leon McMinn, McMinn, Norfleet & Wicker architects; Allen Wannamaker, WBIG vice president and general manager; J. A. Timberlake, George W. Kane Co. contractors, and Howard Holderness, president, Jefferson Standard Life Insurance.

WBKB (TV) Sales 'Ideals'

NATIONAL Sales Executives of New York have been invited by WBKB (TV) Chicago to take part in a program designed to "further the ideals of American salesmanship." Offer was contained in a wire from Sterling C. Quinlan, vice president of WBKB, with the notation that Polk Bros., of Chicago, would be willing to purchase a full hour each week for such a program. Mr. Quinlan believes that a "successful format" could be "the prototype of many such programs that can be presented on other television stations throughout the country."

David Taft Adds Duties Of WKRC-TV General Mgr.

DAVID G. TAFT, executive vice president of Radio Cincinnati Inc., last week assumed additional duties of general manager of WKRC-TV Cincinnati, succeeding U. A. (Jake) Latham, who has retired. Mr. Taft also is vice president of WTVN - AM - TV Columbus and director of WBIR - TV Knoxville.



MR. TAFT

Mr. Taft joined Radio Cincinnati in 1940 as a member of the promotion department, and left in 1941 for U. S. Army service. After his release as a captain in 1946, he re-joined the organization and was appointed general manager of WKRC-FM Cincinnati in 1947. He was elevated in 1951 to managing director of WKRC and in 1952 was appointed executive vice president of Radio Cincinnati.

'Post' Stations Employes Cut In on Stock Sharing

AN EMPLOYE stock sharing plan was announced last week by Eugene Meyer, chairman of the Washington Post Co., and his wife, Agnes E., affecting about 65 employes of WTOP-AM-FM Washington and 25 WMBR-AM-TV Jacksonville, Fla., both owned by the newspaper firm.

Total value of the gift stock, turned over to 711 Post employes, amounted to about a half-million dollars. Each share carries a book value of approximately $60, with the Washington Post Co. having the option to purchase the shares at any time within 20 years at a price to be determined annually, according to book worth and profits of the company.

The new stockholders are those with five years or more continuous service with the company. Amounts of stock received ranged from 4 to 20 shares, depending on length of service and responsibilities.

Mr. Meyer made the announcement June 19 at a luncheon session at the Statler Hotel in Washington. About 700 employes attended. A closed circuit carried the address to Jacksonville to the home of Glenn Marshall Jr., president of WMBR-AM-TV, where those stations' employes were gathered.

The Washington Post Co. acquired 55% of WTOP in 1949 and bought the remaining 45% from CBS in 1954. The firm purchased WMBR in 1953.

Suit Filed to Compel Sale of WKBZ Muskegon

SUIT was filed Wednesday in a Michigan District Court at Grand Rapids against Arch Shawd, president and general manager of WKBZ Muskegon, Mich., asking that he be compelled to comply with an alleged agreement to sell his majority interest in Ashbacker Radio Corp. (WKBZ).

In Muskegon, Mr. Shawd told B•T he had not seen the particulars of the suit and had not been served with any notice as yet. He said there had been a "memorandum" understanding with Don Mann, Chicago station salesman, on whose behalf the suit was filed but Mr. Shawd denied there had been any agreement. He declined further comment until seeing the text of the suit.

The action was filed in U. S. District Court for the Western District of Michigan (Southern Div.) by Mr. Mann's attorneys, listing 5,000 shares of stock in the station for reported sale price of $187,000 less certain obligations. The suit, filed by the law firm of Balgooyen, Parmenter & Forsythe, of Muskegon, was described as one "in equity for specific performance."

CBS' WXIX (TV) Projects $2 Million Take for 1955

SALES of CBS-TV owned WXIX (TV) Milwaukee, the network's first venture into uhf television, are expected to reach $2 million in the first year of operation.

This estimate is based on first quarter billings of $502,000, announced last week by Ed Bunker, general manager, and include expected revenue from network operations, national spot sales and local programming.

Mr. Bunker, attesting to the station's advertiser acceptance, said that coupled with the sales figures are ratings for the three-month period that show WXIX has gained "16.1% in average ratings."

He cited two factors of WXIX' improved position: additional uhf conversion in Milwaukee and increased popularity of programs, both network and local.

The higher average ratings and stepped-up conversion have resulted in a drop in cost per thousand—only 52 cents in May, Mr. Bunker declared.

Kerr Rejoins WCOP Sales

GORDON R. (DON) KERR rejoins WCOP Boston as general sales executive, according to Roy V. Whisnand, WCOP general manager. Mr. Kerr formerly was sales manager of General Teleradio's WGTH-AM-TV Hartford and also sales manager of WMAS Springfield, Mass. Before that, he was an account executive with WCOP after serving in that capacity at WFAA-TV Dallas. At one time, Mr. Kerr was announcer and master of ceremonies on radio and tv programs in the New York metropolitan area.



MR. KERR

Six-Hour Children's Show Planned by WABD (TV)

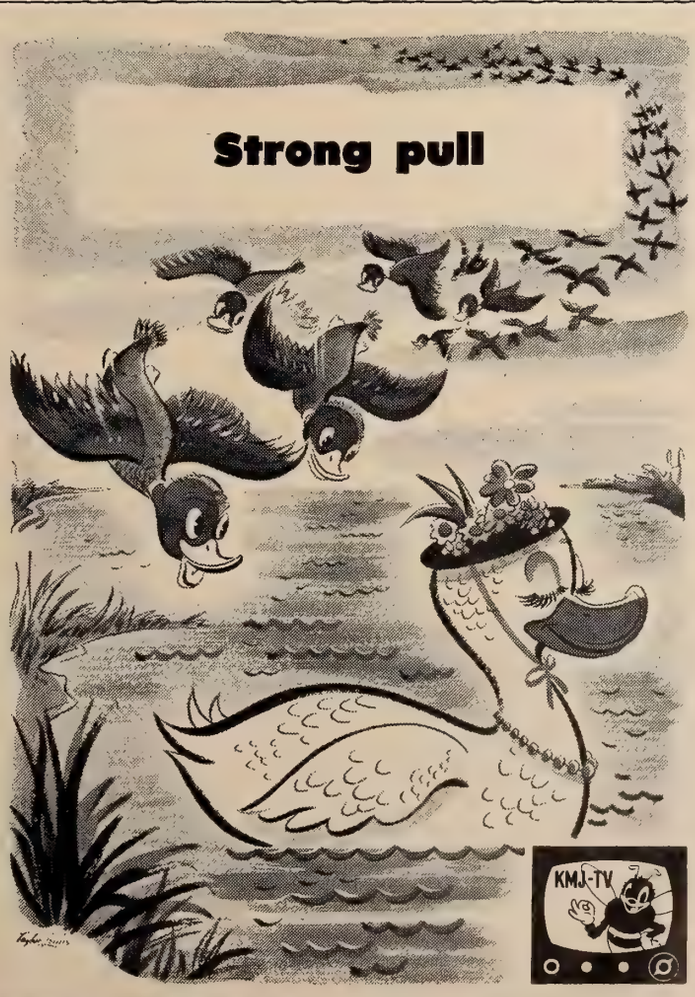
SIX-HOUR tv show for children, entitled *Wonderama,* has been scheduled for a September debut Sunday afternoons on WABD (TV) New York. The new program will include live presentations, remotes and film features, according to Ted Cott, general manager of DuMont's o & o stations.

Mr. Cott said the *Wonderama* format includes a cavalcade of clowns, puppets, stories, animals and "materials that satisfy children's curiosities and enrich their creative abilities."

The program, according to Mr. Cott, is not designed for continuous viewing. Hours will be scheduled to accommodate various age groups. Prizes will be offered on each show for creative work of the young viewers, with the awards not for themselves but for their parents. Contests for father's prizes will run during one period and mother's awards during another.

Fitzgerald to WRCA

PEGEEN FITZGERALD has been appointed WRCA-AM-TV New York manager of retail merchandising, effective Aug. 1, reporting to Max E. Buck, director of advertising, promotion and merchandising. She will handle point-of-sale merchandising at the retail level. Her services also will be used as a performer in radio and tv, according to Hamilton Shea, NBC vice president and general manager of the stations. Meanwhile, spokesman for WABC New York said the Fitzgeralds (Pegeen and her husband, Ed) also are continuing to broadcast on that station.



. . . keeps viewers tuned to

KMJ·TV

FRESNO, CALIFORNIA • CHANNEL 24
NBC and CBS affiliate

the San Joaquin Valley's FIRST TV station in . . .

POWER now 447,000 watts.

RECEPTION Pacific Coast Measurement Bureau Survey (Oct. '54) shows KMJ-TV reception "most satisfactory" in area.

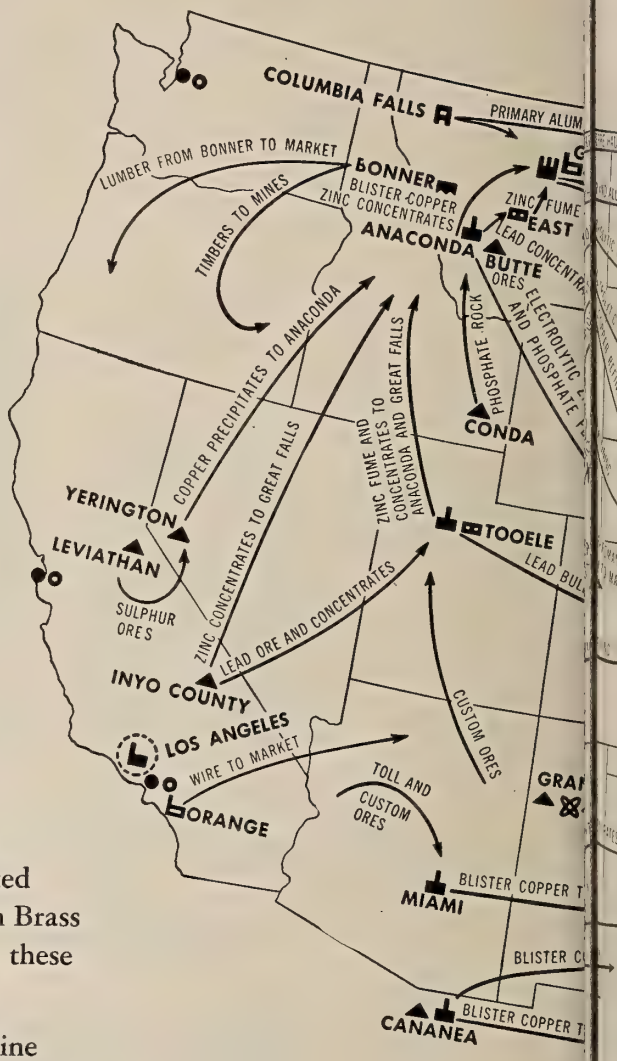
RATINGS KMJ-TV carries 20 out of the 25 top-rated nighttime programs in the Fresno area (ARB report, Oct. '54).

COLOR KMJ-TV was the first local station equipped to transmit network color shows and has presented them on a regularly scheduled basis.

Paul H. Raymer, National Representative

AnacondA

Why ANACONDA is dropping "COPPER MINING" from its famous name!



For more than 60 years, the name "Anaconda" has been symbolic of copper. It still is. And it *will* continue to be—for a long, long time to come.

But the skills that made "Anaconda" a great name in copper have carried into many other fields. For years it has been an important producer of zinc, lead, silver, gold, and manganese. Recently uranium was added, and Anaconda operations in this vital field are now substantial and growing. This year primary aluminum will be produced.

Anaconda operations have not been limited to "mining" either. Smelting was a 19th century activity, and soon refining was to be undertaken. For many years a wide range of fabricated mill products have come from two subsidiaries, The American Brass Company and Anaconda Wire & Cable Company. Both of these subsidiaries will be fabricating more and more aluminum.

Before long, in fact, Anaconda will have the most complete line of products—copper, brass, aluminum, and many others—in the entire non-ferrous metal industry.

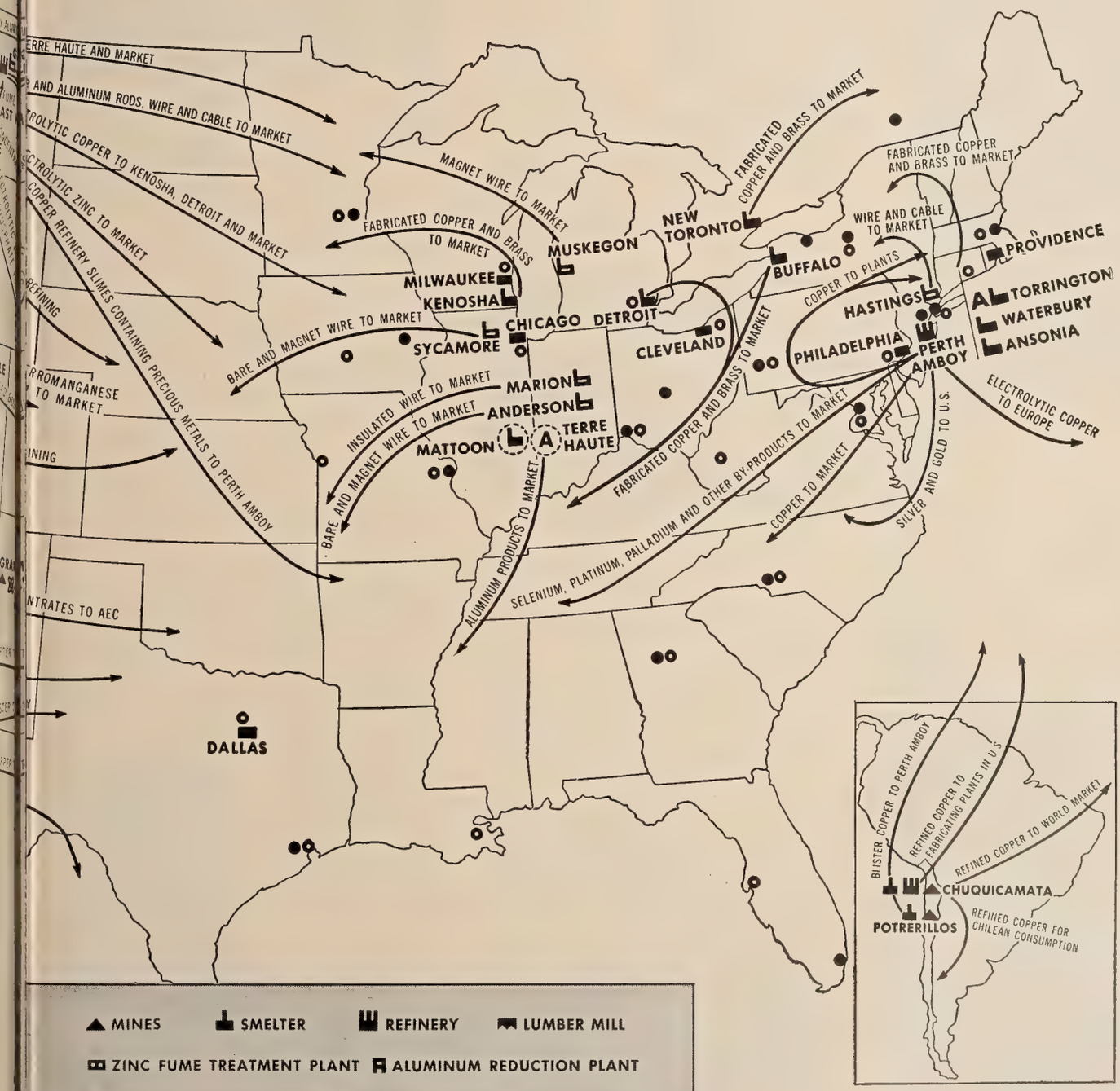
The old name just didn't cover this wide range of operations. Yet "Anaconda Copper Mining" had a solid ring to it, and the name was proudly carried. But so shall be the new name, THE ANACONDA COMPANY, whose more than 38,000 employees intend to carry on the same tradition of service that "Anaconda" has always stood for.

55238A

The ANACONDA Company

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

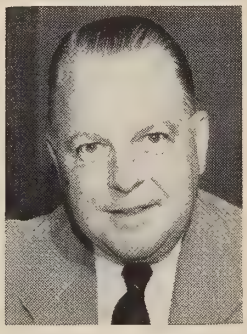
changes its name



Reserve
Your TV Space today
in the
1955–56
TELECASTING
YEARBOOK & MARKETBOOK
Deadline: July 15
Publication Date:
Mid-August

Free & Peters Names Scovern Business Mgr.

APPOINTMENT of Jones Scovern as business manager of Free & Peters Inc. was announced last week by H. Preston Peters, president of the station representative firm. Mr. Scovern succeeds J. Webster Goodhue, who has resigned to return to management consultant work.



MR. SCOVERN

Mr. Scovern joined Free & Peters in 1943 and has served since that time as vice president and eastern sales manager. Previously he had been with the *St. Louis Post-Dispatch* and KSD St. Louis. His successor as eastern sales manager has not been announced.

NBC Owned Stations Report Spot and Local Gains for May

NBC owned-and-operated stations division scored increases in national spot and local billings for both radio and tv during May over May 1954, according to station reports submitted last week to Charles R. Denny, vice president in charge of NBC owned stations and NBC Spot Sales.

WRC-TV Washington showed an increase in national spot sales of more than 50% over the Mav 1954 period and WRC Washington a jump in national spot sales of more than 41% over last year. WTAM Cleveland, Mr. Denny said, had the largest single increase in local radio sales—60%.

National spot sales for the division were up more than 12% over May 1954. Local tv sales rose more than 13% for the same period, according to Mr. Denny, and local radio sales for all stations in the division gained 7%.

Storer Appoints R. C. Wood As National Sales Manager

ROBERT C. WOOD, midwest national sales manager of Storer Broadcasting Co. for the past four years, has been appointed national sales manager with headquarters in New York.



MR. WOOD

The announcement was made by G. W. (Tom) Harker, vice president and national sales director, who stated the Chicago sales office will continue under Mr. Wood's direction.

Mr. Wood, well known in the agency-advertiser field, is a 20-year broadcasting veteran. He formerly was commercial program sales director of WOR New York and before World War II was manager of WOR's Chicago sales office.

During the war he was with the 80th Div. infantry and was awarded the Purple Heart and Bronze Star for service in the Alsace-Lorraine sector.



MEYER BERGSMANN (r) of WBRE Wilkes-Barre, Pa., presents a certificate of honor to Dick (l) and Frank Bonner of the Bonner Chevrolet Co., enrolling the company as a charter member in the NBC-WBRE 'Monitor' program. Mr. Bergsmann also signed as charter members Wyoming Valley Motor Club, First Federal Savings & Loan Assn. and H. J. Elick Moving Co., to enlist seven of the twelve available memberships before 'Monitor' made its debut. In nearby Scranton, David M. Baltimore, president of WBRE's sister station WSCR, awarded the Canada Dry Bottling Co. of Scranton a certificate of honor in recognition of the company's becoming a charter member in the NBC-WSCR 'Monitor' program.

KFXM Names Hasbrook President-General Manager

WILLARD HASBROOK, who joined KFSD San Diego last November to head radio operations, will leave the station early in July to become president and general manager of KFXM San Bernardino, Calif. Mr. Hasbrook is a member of a syndicate of San Bernardino businessmen which recently purchased KFXM from Gene W. Lee and Mrs. J. Clifford Lee, widow of one of California's radio pioneers.



MR. HASBROOK

Mr. Hasbrook was manager of KFXM before joining KFSD and operates Bill Hasbrook & Assoc., a San Bernardino advertising firm. Mr. Hasbrook joined KFXM in 1952 as account executive.

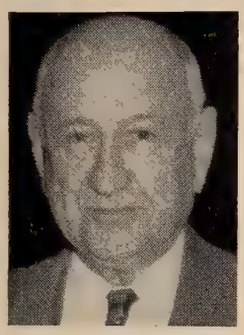
Ex-Sen. Worth Clark Dies

FORMER Sen. D. Worth Clark (D-Idaho) died June 19 in his home in Los Angeles. He was 53. He was an Idaho representative in Congress from 1934 to 1938 and served in the Senate from that state from 1938 to 1944.

Mr. Clark was associated with William B. Dolph and others in the ownership of KJBS San Francisco, KGIL San Fernando, both California, and KULA-AM-TV Honolulu.

Amon G. Carter Dies; Pioneer Broadcaster

AMON G. CARTER, chairman of Carter Publications Inc. (WBAP-AM-FM-TV Fort Worth and the *Fort Worth Star-Telegram*), died last Thursday at the age of 75.



MR. CARTER

One of the greatest civic boosters of all time, Mr. Carter made his city and himself world famous. He was a broadcaster, newspaperman, oil millionaire and philanthropist. He pioneered in both radio and television: WBAP was founded in 1922 and WBAP-TV in 1948.

Born in Crafton, Tex., Mr. Carter quit school at 11 years of age. At the age of 25, after youthful experience in selling and advertising, he became advertising manager of the *Fort Worth Star*. Three years later he helped negotiate the merger of the *Star* and the *Telegram* and became president and publisher of the combined paper in 1923.

Mr. Carter had a heart ailment, but he attended the annual meeting of the American Newspaper Publishers Assn. in New York last April. Since then he had been confined to his Fort Worth home.

WBAI (FM) New York Debuts

WBAI (FM) New York, new outlet with studios located in the Pierre Hotel, is scheduled to begin operation tomorrow (Tuesday), it was announced last week by Theodore L. Deglin, president of Broadcast Assoc. Inc., New York, licensee of the station. Broadcast Assoc. has headquarters at 145 E. 50th St. Mr. Deglin is also president of Ted Deglin & Assoc., public relations firm.

Brett Quits Sales Field

RETIREMENT of George W. Brett, vice president and director of The Katz Agency, New York, from the sales field, effective July 1, was announced last week by Eugene Katz, president of the representation firm. Mr. Brett will continue his work with Katz on industry affairs at least until Dec. 31 and will complete his term as a member of the board of directors of Television Bureau of Advertising, Mr. Katz said.

KCRG-TV Readied for 316 Kw

KCRG-TV Cedar Rapids, Iowa, was planning to increase its power to full 316 kw over this past weekend with completion of work on its new 1,085-ft. tower and test patterns utilizing 50 kw power. Station, on ch. 9, had been operating with 33 kw signal until it started tests early last week. Transmitter was moved from site at Bertram Rd. to Highway 150 north and connected with a new DuMont amplifier and the tower.

KCRA-TV Names Devaney

APPOINTMENT of Frank M. Devaney as manager of KCRA-TV Sacramento was announced last week by Ewing C. Kelly, president and general manager of KCRA Inc. The station is scheduled to begin operation in September on ch. 3 and is basic NBC.

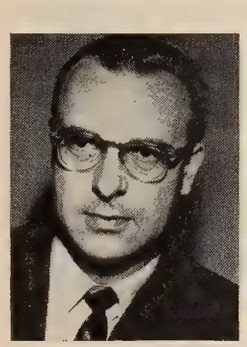
Mr. Devaney is former executive vice president of WMIN-AM-TV St. Paul, Minn.

Boyle, Brussel Promoted In WJR Sales Expansion

TWO sales representatives of WJR Detroit—Francis L. Boyle Jr. and Jack C. Brussel—have been promoted to executive posts to meet expanding station sales activity, Elmer O. Wayne, general sales manager, announced last week.

Mr. Boyle, who joined WJR in February 1953, has been named local sales manager, a newly-created post. He came to the station from General Electric Supply Co., Detroit. He is credited with "exceptional success" in developing new local and regional accounts in the little more than two years he was a member of the sales staff.

Mr. Brussel, with WJR since April 1952, has been appointed advertising and sales promotion manager. While a member of the sales staff Mr. Brussel aided in the development of WJR promotion material. Before joining the station he was with Curtis Publishing Co.



MR. BRUSSEL



MR. BOYLE

REPRESENTATIVE PEOPLE

James R. Bonfils, sales manager, KTVI (TV) St. Louis, resigns to form Midwest Radio & Television Representatives, 706 Chestnut St., St. Louis 1.

Jack Keiner, assistant radio-tv director, Allen & Reynolds, Omaha, to Edward Petry & Co., N. Y., as assistant radio promotion and sales development manager.

Betty J. Coleman, formerly with research dept., ABC, appointed assistant to research director, Blair-Tv, N. Y.

STATION PEOPLE

Glenn A. Weber, former news editor and chief announcer, WCEH Hawkinsville, Ga., appointed station manager, WRPB Warner Robins, Ga.

I. E. (Chick) Showerman, general manager, Hearst Corp.-owned WISN-AM-TV Milwaukee, named Hearst resident vice president [AT DEADLINE, June 20].



MR. SHOWERMAN

Russ Truesdell, program and film director, KCSJ-TV Pueblo, Colo., appointed KCSJ-TV station manager; **Cliff Hendrix,** KCSJ station manager, additionally appointed KCSJ-AM-TV production director.



Have You Been In The Upper Ohio Valley Recently?

You wouldn't know the Wheeling Area anymore. New plants, new homes, new stores and buildings—in fact—the Upper Ohio Valley has become a beehive of activity—truly the Ruhr Valley of America. Once you check the facts you will learn that the best medium to reach this fast growing market at the lowest cost per thousand is WTRF-TV. Within its coverage area there are 397,000 families, consisting of 1,399,800 people, owning 304,778 television sets. The combined annual spendable income is $1,980,105,000 or an average of $5,631 per household, $357 more than the national average.

WTRF-TV, operating on channel 7 with 316,000 watts, transmitting NBC programs, supplemented by ABC and local originations, is by every accepted standard of measurement the dominant station in this area. Telepulse, Hooper and ARB indicate its widespread popularity—way ahead of any *second* station. We would like you to see these figures and suggest you call any Hollingbery office, or Bob Ferguson, VP and General Manager, Wheeling 1177.

Remember—things are happening in the Upper Ohio Valley, and things will happen for you when you use . . .

WTRF-TV

Channel 7 316,000 Watts

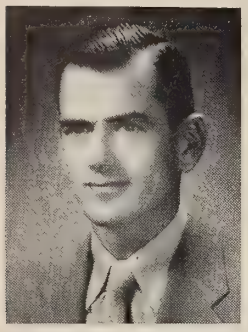
WHEELING, W. VA.

Equipped for network color

W. S. (Bill) Morgan appointed sales manager, KLIF Dallas, Tex.

Harold B. Arkoff, regional sales manager, KMA Shenandoah, Iowa, named sales manager.

George H. Morris, formerly account executive, KMBC Kansas City, appointed general sales manager, WGTH - AM - TV Hartford, Conn.



MR. MORRIS

Don Brice, program director, WKBN-TV Youngstown, Ohio, resigns to enter own business; **Paul Turner,** Mr. Brice's assistant for radio, succeeds him; **John Moses,** formerly program director, WHKC Columbus, Ohio, named WKBN program and production director.

Woodrow E. Cox appointed chief engineer, KCEN-TV Temple, Tex.

Stephen F. Booth, formerly feature editor *Pontiac* (Mich.) *Press,* to WWJ-AM-FM-TV Detroit as publicity manager.

Patricia McCann, assistant traffic manager, WGLV (TV) Easton, Pa., promoted to traffic manager, succeeding **Jay Fox,** resigned; **Bunni Bogert** to WGLV succeeding Miss McCann.

Carl P. Bergquist, production manager, WFLA-TV Tampa, Fla., named program manager; **Edward C. Walker,** WFLA announcer and musical director, promoted to WFLA program manager; **L. George Geiger,** WFLA-TV senior director, succeeds Mr. Bergquist.



MR. BERGQUIST



MR. WALKER

James G. Wharton and **C. R. (Chuck) Maillet** are new promotion manager and account executive, respectively, at WLAC-TV Nashville, Tenn. [B•T, June 20]. In last issue captions under photos of Messrs. Wharton and Maillet were transposed.



MR. MAILLET



MR. WHARTON

ACL® MASTER MONITOR permits critical supervision of video signals

The new ACL Master Monitor — of proven design — based on exhaustive operational field tests over the past year, provides quality picture and waveform presentation with excellent viewing in high ambient light.

Check these features of the ACL Master Monitor!

- 1. Stabilized pulse cross presentation providing expanded and reversed polarity display.
- 2. Interchangeable CRO calibration scales featuring edge-lighting and zero parallax
- 3. 2% CRO calibration accuracy
- 4. Maximum amplitude distortion of 2% for full 2½" CRO display
- 5. Separate picture and CRO inputs
- 6. 5 MC waveform response or IRE roll-off
- 7. Designed for counterbalanced mounting in console housing (ACL Type CH-3A optional)
- 8. Designed to operate with conventional, regulated power supply (ACL type PS-12 optional)
- 9. Type M-16 Master Monitor, $2150.00 net



This versatile unit is now available for prompt delivery. For the best value in performance and serviceability check with ACL *first.*

ACL PRODUCTS, INC.

TV Station Equipment Subsidiary of ADLER COMMUNICATIONS LABORATORIES
One LeFevre Lane, New Rochelle, N. Y. New Rochelle 6-1620

WMBR-TV Pledges Equipment To Educational Tv Applicant

WMBR-TV Jacksonville, Fla., has pledged to Educational Television Inc. a complete 5-kw transmitter valued at $69,000, according to the station. Educational Television Inc. represents cultural and educational organizations in Jacksonville and is applicant for a construction permit to operate on ch. 7 there.

Previously, WMBR-TV had pledged to the prospective educational station use of a $60,000 mobile tv unit including a two-camera chain for live telecasting, a microwave transmitter and truck.

Other assets pledged to date include the use of a $75,000, 500-ft. tv tower owned by the City of Jacksonville, the renewal by the city commission to lease ETI sufficient land at the base of the tower for the construction of a transmitter building and studios at the Jacksonville Technical School.

Dr. Heywood A. Dowling, president of Educational Tv Inc., praised commercial radio-tv outlets for their interest and support in efforts to bring educational tv to Jacksonville.

Educational Tv Keys College Public Relations Assn. Meet

EDUCATIONAL tv will be the major theme at a 43-panel convention of the American College Public Relations Assn. to be held in Chicago's Drake Hotel June 29-July 2, with speakers slated to address delegates on such subjects as program techniques, audience reaction, program costs and utilization of tv for instruction purposes.

Over 800 administrators from leading universities and colleges are expected to attend the four-day meeting, with Donley Fedderson, head of Northwestern U.'s Radio-Tv Dept., scheduled to talk at the closing luncheon.

Among other speakers will be Norbert J. Hruby, tv supervisor, U. of Chicago; Maurice B. Mitchell, president of Encyclopedia Britannica Films Inc., and Lyle M. Nelson, assistant to the president, Educational Television & Radio Center, Ann Arbor, Mich., which supplies films to non-commercial, educational tv outlets.

U. of Mo. Sets Farm Tv Clinic

A NATIONAL Agricultural Television Clinic will be held Sept. 2-4 at the U. of Missouri, Columbia, with producers of agricultural tv shows and leaders from agriculture and tv to be represented. The clinic is designed to help build creative agricultural tv programming and improve the quality of farm and home tv shows. The clinic is sponsored by the Agricultural Relations Council, American Assn. of Agricultural College Editors, Assn. of Land-Grant Colleges & Universities, National Assn. of Tv & Radio Farm Directors and the U. S. Dept. of Agriculture, in cooperation with the National Project in Agricultural Communications.

EDUCATION SHORTS

Roberta Grodberg and **James Aiken,** Malden and Medford (Mass.) high school students, respectively, presented annual $250 scholarships from WHIL Medford.

John J. Moffitt, WEWS (TV) Cleveland, winner of 1955-56 WAAM (TV) Baltimore tv fellowship to Johns Hopkins U., Baltimore.

U. of Miami, Coral Gables, Fla., is conducting summer tv institute July 11-31 with personnel from university, WTVJ (TV) Miami and WTVJ subsidiary, Reela Films, instructing.

MUTUAL FIXES SINGLE RATE FOR DAY, EVENING, PLUS SINGLE DISCOUNT TABLE

New rate card (No. 18), effective July 1, sets gross rate for all time periods at 50% of the present evening gross rate. The new discount structure is somewhat lower than the one now in use.

A SINGLE daytime and evening rate and a single discount table, providing for reductions averaging up to approximately 25% in net costs of Mutual network evening time, were approved by the MBS board of directors last Tuesday [CLOSED CIRCUIT, June 20], effective July 1.

Under the new plan, network authorities said, actual costs to the daytime advertiser on Mutual will remain virtually unchanged, although the new structure results in a slight increase in the cost of afternoon periods "in some areas." The drop in cost of evening time, while averaging up to around 25%, will vary from advertiser to advertiser according to the amount of time used, officials reported.

The rate-and-discount simplification coincides with other plans already announced by Mutual to inject greater flexibility into network selling —including the offering of six-second quickie commercials within the network identification cue [B•T, May 30]—and imminent launching of its new "companionate radio" concept of programming (see story, page 104).

The new rate card (No. 18) and discount table, which officials said involve no change in station benefits and accordingly do not require approval by affiliates, were cleared at a board session at which Roy Danish was elevated to vice president in charge of station programs, Treasurer George Ruppel was named vice president and treasurer-controller, and Harry Trenner, new sales vice president [B•T, June 20], was added to the Mutual board succeeding Adolf N. Hult, whom he also succeeded in the sales post. Other officers and directors, headed by Thomas F. O'Neil as board chairman and president and with John B. Poor as executive vice president, were re-elected.

50% of Evening Rate

The new rate card puts the gross rate for all time periods, day and night, at 50% of the present evening gross rate. This is slightly less than the old rate for morning (6 a.m. to 1 p.m.) time, which has been 52½% of the evening rate, and the same as the afternoon (1-6 p.m.) and late night (10:30 p.m. to midnight) rates.

The new discount table, also applicable to both day and evening time purchases, runs somewhat lower than the one now in use. For instance, the maximum discount which has been available for time between 6 a.m. and 1 p.m. is 50%; under the new plan the maximum drops to 47½%. The annual rebate also has been reduced—from 12½% to 7½%, with the 5% differential going into the dollar volume discount. In nighttime, where the maximum discounts have been 50½% plus the annual rebate of 12½% for a total of 63%, the new maximum consists of 40% plus the 7½% annual rebate for a total of 47½%.

In instances where the new card will result in raises in net time costs, authorities said, current advertisers will be protected at current rates for one year from July 1—twice as long as the customary six months' protection, it was pointed out. Advertisers entitled to reductions will get the benefit as of July 1.

Officials expressed confidence the new rate and discount structure, which they said will be the simplest in network radio, would attract new advertisers to the Mutual network, both by its simplicity and by the savings it offers in nighttime costs. Currently the network is carrying approximately 27¼ hours of sponsored time a week, of which 5 hours and 40 minutes are in the nighttime schedule.

Similarly the new sales plans and the "companionate radio" programming approach are calculated to draw additional sponsors. As described to affiliates at a meeting in Washington preceding the NARTB convention last month, the new sales devices include—in addition to the six-second commercial within the network identification cue—the following:

- Making available commercials of varying length (instead of keeping them uniformly one-minute long) in programs which Mutual has a right to sell on a participating basis.
- Offering of additional programs of five-minute length for network sale.

Mutual officers named at the board meeting, in addition to President and Board Chairman O'Neil and vice presidents Danish and Ruppel, included Elbert M. Antrim, WGN Chicago, vice chairman; E. M. Johnson, vice president in charge of engineering, station relations and production; Robert A. Schmid, vice president in charge of advertising and promotion; James E. Wallen, vice president in charge of finance and secretary; Harry Trenner, vice president in

CBS Radio May Follow

WHILE MUTUAL announced adoption of a single rate for day and evening time (see story this page), negotiations between CBS Radio and its affiliates looking toward the same objective were expected to be resumed shortly. The negotiations were launched a month ago between officials of CBS Radio and members of the board of directors of the CBS Radio Affiliates Assn., but became snagged—not on the single-rate plan, which was generally agreeable to all, but on a related proposal by CBS Radio to reduce affiliates' compensation by 25% [B•T, May 30]. Although no further meeting had been definitely scheduled, officials said late last week that one was expected "very soon." ABC Radio went to a single day-night rate, with lowered discounts, last Oct. 1.

Advertisement

WCAO's sports director, Roger Griswold, is considered one of the top sportscasters in the east. His Monday thru Friday "Headlines in Sports" (5:45-6 p.m.) answers Sportsminded Baltimoreans every question, be it on the "bang-tails, lacrosse, Leo Durocher, or why Jim Tatum's Maryland football team is going to rank 1-2-3 this fall". Ask any Raymer man about WCAO's sports schedule, or call Bob Richmond at WCAO . . . CBS for **Baltimore.** 5 kw on 600 kc.



ROGER GRISWOLD



FAIRBANKS HITS 48% SHARE-OF-AUDIENCE IN NEW YORK

Throughout last year, "Douglas Fairbanks Jr. Presents" topped all syndicated shows in the nation's top market: New York. Its average rating was 18.5, share-of-audience over 40%. This year, it's doing even better. In January, almost every other viewing home in New York was watching this show! (ARB)

"DOUGLAS FAIRBANKS JR. PRESENTS"

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.

CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

IN DETROIT
You Sell More on CHANNEL 4
WWJ-TV
NBC Television Network
DETROIT
Associate AM-FM Station WWJ
Owned and Operated by THE DETROIT NEWS
National Representative
THE GEORGE P. HOLLINGBERY CO.

Wherever you go . . there's WGR Radio
and in Buffalo Radio means
WGR
Buffalo's FIRST RADIO Station
Hotel Lafayette
Buffalo, N. Y.
NBC Basic Affiliate
Representatives: FREE and PETERS

charge of sales; Robert A. Monroe, vice president in charge of programs; Vice Presidents Bertram J. Hauser, J. Glen Taylor, Herbert Rice, Carroll Marts and Sidney P. Allen, and Elisha Goldfarb and William Regan, assistant secretaries.

MBS directors, in addition to Messrs. O'Neil, Antrim, Johnson, Schmid, Poor, Taylor, Wallen and Trenner, are: Gordon Gray, General Teleradio Inc. (WOR-AM-TV New York); Ward Ingrim, Don Lee Network, Hollywood; Frank P. Schreiber, WGN Chicago, and Sterling Graham, WHK Cleveland.

MBS TO REVISE PROGRAM CONCEPT

New 'Companionate Radio' plan to start July 4 on 'Mutual Morning' show, and later will be extended to afternoon and evening periods.

MBS will launch its concept of "Companionate Radio" on July 4 with *Mutual Morning* at 11-11:25 a.m. EDT each weekday, and plans to extend this programming approach to other periods of the day.

Included in the format for *Mutual Morning*, according to MBS Program Vice President Robert Monroe, will be vital statistics, interviews, short stories, preview of the day's sports, simulated broadcasts of events of the past, baby and child care tips, among other features [B•T, May 30].

Mr. Monroe plans to expand the amount of time devoted to "Companionate Radio" during the morning as the summer progresses, and subsequently extend this concept to the afternoon and evening periods. He observed that the afternoon extension will have to be delayed until completion of the cycle on *Game of the Day* baseball series in the fall.

As now contemplated, Mr. Monroe will designate the afternoon period as *Mutual Matinee* and the evening time as *Mutual Evening*. Some of the programming ideas he is developing in line with "Companionate Radio" are an "Americana" segment, giving interesting information from different parts of the country; "Play Mutual," enabling listeners to participate in contests and win prizes; "Mutual's We the People," a "Super-Gallup" poll of listener's opinion on vital topics, and "Fame and Fortune," a large-scale talent hunt.

Advertisers Interested

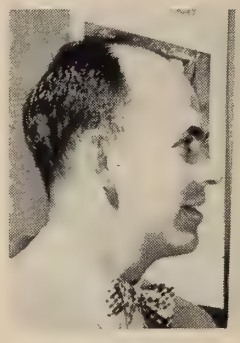
It is envisaged that advertisers will purchase participations in the segments from as little as six seconds to 60 seconds and more. A Mutual spokesman said advertiser interest is "good," and several purchases are expected to be made before *Mutual Morning* is inaugurated.

Another idea conceived by Mr. Monroe is to build a Mutual "Family of Friends," the voices of persons who will become identified with the Mutual network. These individuals will read the news reports, give commercials and read stories. Mr. Monroe added that they will be "friends, who will provide information, enjoyment and entertainment." The first of Mutual's voice personalities named by Mr. Monroe is Mort Lawrence, radio-tv actor and announcer, who will be used on *Mutual Morning*.

The *Mutual Morning* series will be presented on weekdays only, but also under consideration is a move to introduce "Companionate Radio" on the weekend schedule, on a limited basis, sometime in the fall.

NBC-TV PROMOTES LANIGAN, DODGE

APPOINTMENTS of John B. Lanigan to the new post of daytime sales manager of NBC-TV and of John Dodge to succeed him as eastern sales manager were announced last week by Matthew J. Culligan, national sales manager of NBC-TV.


MR. LANIGAN

In his new post, Mr. Lanigan will be in charge of sales activities for children's programming, daytime television, and sports and special events. Before joining NBC-TV as eastern sales manager in 1952, Mr. Lanigan was vice president in charge of sales for ABC.

Mr. Dodge, administrative sales manager of NBC-TV since last March, had served as an account executive for NBC-TV for five years before assuming the post of eastern administrative sales manager.

Mr. Culligan said that NBC-TV's nighttime television is "a near sell-out" and that "additional emphasis will be placed on the sales of special types of programming, mainly that for unusually responsive, selective audiences in other than class A time."

NBC Names Henderson Field Exploitation Mgr.

APPOINTMENTS of Charles (Chuck) Henderson, formerly director of publicity at NBC Film Div., to manager of field exploitation for the network, and Frederick Jacobi to succeed Mr. Henderson as manager of publicity at the film division, were announced last Monday.


MR. HENDERSON

Mr. Henderson, whose appointment was announced by Al Rylander, director of exploitation for NBC, joined the network in 1952. Mr. Jacobi joined NBC in 1950. His appointment was announced by Ted Sisson, director of the division.

NBC Buys 'Meet the Press'; Spivak Gets Long Contract

PURCHASE of *Meet the Press*, weekly NBC-TV series, by NBC was announced last week by Joseph V. Heffernan, network's financial vice president, and Lawrence E. Spivak, previous owner. Mr. Spivak has signed a long-term contract with NBC to continue to produce the program and appear on it as a panelist.

The series, known internationally as *Press Conference of the Air*, has been aired for approximately 10 years.

Sponsors of *Meet the Press* are Johns-Manville Corp. and Pan American Airways, both through J. Walter Thompson Co. The show is simulcast Sundays, 6-6:30 p.m. EDT. The radio segment has become a part of *Monitor*.

Molotov on 'Monitor'

ANOTHER "first" was claimed for Pauline Frederick, NBC news commentator, when she aired the "first American radio broadcast" with Soviet Foreign Minister V. M. Molotov when he arrived June 19 in San Francisco for the United Nations' 10th anniversary conference. Mr. Molotov was about to leave the train terminal when Miss Frederick tapped on the window of his car and recorded—for use on NBC's *Monitor* show about an hour later—a brief interview in which he expressed his thanks for the welcome extended to the Soviet Union delegates. Meanwhile, Mr. Molotov was slated to appear yesterday (Sun.) as guest on *Face the Nation* on CBS Radio and CBS-TV [B•T, June 20].

Record Gross Scored For 3 NBC-TV Shows

A SINGLE WEEK's sales representing some $2 million gross billings for NBC-TV's *Today*, *Home* and *Tonight* programs were reported Thursday by Roy Porteous, sales manager of participating programs at NBC.

Mr. Porteous said the sales, made in the second week in June, amounted to a record breaker, an all-time high for the three shows.

A total of 331 participations were purchased that week by a group of advertisers which bought heavily.

California Packing Co. (Del Monte) alone, in one of the largest orders ever booked by the participating programs department, purchased 93 participations, through McCann-Erickson. NBC said that for the first time in 31 years Del Monte will drop magazines in presenting its annual "Western Roundup" food promotion this fall, using *Today, Home* and *Tonight* instead.

The Roto Broil Corp. of America, on behalf of Roto Broil "400," through Product Services Inc., bought 52 participations on the three programs. NBC said this was believed to be the largest buy to date on the programs by a single appliance dealer.

The Glidden Co. (Paint division), through Meldrum & Fewsmith, also purchased 52 participations—on *Today* and *Home*—while General Time Corp. (Westclox), through BBDO, renewed a 26 announcement schedule on *Tonight*.

Other heavy advertisers of the group included George Washington Coffee, Gruen Watch Co. and Calgon (water conditioner). In use during the record sales week was the "Summer Incentive Plan" under which advertisers are offered savings up to 34.6% by purchasing any combination of the three shows, NBC pointed out. Both GW Coffee and Roto Broil, NBC said, purchased schedules under the plan.

DuMont Names Lambert, Korn

BURT LAMBERT has been appointed supervisor of DuMont Television Network's o&o stations and Bennet Korn has been named general sales executive, Ted Cott, stations' general manager, announced last week.

Mr. Lambert resigned as New York sales manager of Ziv Tv Programs Inc. to accept the DuMont post. Mr. Korn was formerly executive vice president of Remington Records. DuMont o&o stations are WABD (TV) New York and WTTG (TV) Washington.

Tall Corn Network Names George Volger as President

GEORGE VOLGER, general manager of KWPC Muscatine, Iowa, was elected president of the 16-station Tall Corn Network of Iowa at a three-day meeting at Lake Okoboji the past fortnight.



MR. VOLGER

At the meeting, held June 15-17, the following other officers were named: Earl Williams, general manager, KFNF Shenandoah, and Eugene Claussen, general manager of KXIC Iowa City, as vice presidents; Edward F. Breen, president and general manager, KVFD Fort Dodge, secretary, and Mrs. Gregory Reeser, KICD Spencer, treasurer.

New board members of the regional Iowa network are Kenneth S. Gordon, general manager of KDTH Dubuque; Walter Teich, general manager, KOEL Oelwein, and Gregory Rouleau, president and general manager, KXGI Fort Madison. Other station members of TCN are KFJB Marshalltown, KCIM Carroll, KSIB Creston, KBOE Oskaloosa, KROS Clinton, KPIG Cedar Rapids, KMNS Sioux City and KRIB Mason City.

NBC Shuffles Assignments For U. S., Foreign Newsmen

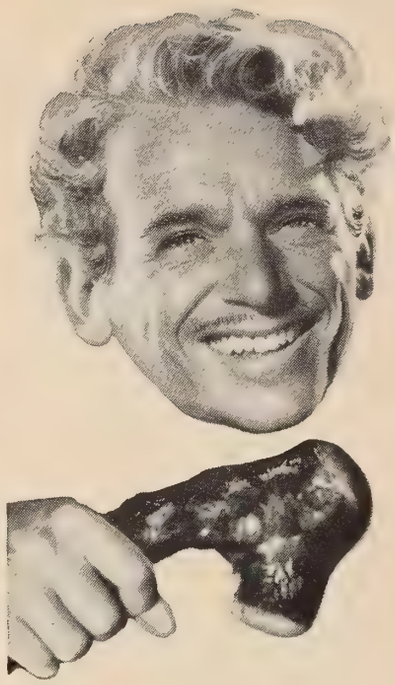
A SERIES of moves involving five NBC foreign correspondents and a number of newsmen stationed in the U. S. was announced last week by William R. McAndrew, NBC director of news, who said the transfers were being made to strengthen the network's world coverage.

NBC said the moves are in line with a policy adopted by Mr. McAndrew and by Davidson Taylor, NBC vice president in charge of public affairs, to rotate foreign correspondents for experience in more than one capital.

In the overseas changes, Leif Eid moves from Washington, D. C., where he has been covering for NBC since 1941, to Paris. Frank Bourgholtzer, another veteran of NBC news' Washington bureau, transfers from Paris to Bonn. Robert McCormick, who covered Paris before moving to Bonn, will move to Washington. Film correspondents Robert Hecox and Henry Toluzzi swap posts, Mr. Hecox shifting from the Far East (Hong Kong) to the Mediterranean (Rome) and Mr. Toluzzi moving from Rome to Hong Kong.

In the U. S., John Rich, former NBC correspondent in Tokyo and Korea and recently on leave of absence as recipient of the 1954 Council on Foreign Relations Fellowship, is to be stationed in New York.

Other domestic shifts, already announced, included: John H. Thompson, former program director of NBC's KNBC San Francisco, appointed manager of news and special events, Pacific division; Chester E. Hagan promoted from assistant manager, central news desk in New York, to manager, news and special events, Chicago; Rex Goad elevated from network news editor, Washington, to night news room supervisor, New York; Henry Cassidy, former Moscow and Paris correspondent, to head *World News Roundup;* Bill Henry, Los Angeles *Times* columnist and official historian for Olympic Games, added to NBC news staff, and Chet Huntley, news commentator who worked in Europe, Mexico, Canada and Indonesia, named West Coast staff commentator.



RHEINGOLD SPONSORS "FAIRBANKS" AGAIN . . . 3rd YEAR IN A ROW!

In January, almost every other viewing home in New York was watching "Douglas Fairbanks Jr. Presents", (ARB, January '55)! Rheingold Beer is so impressed, they're sponsoring Fairbanks regionally for the 3rd consecutive year. Many markets available for first run. 'Nuff said!

"DOUGLAS FAIRBANKS JR. PRESENTS"

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

ABC-TV DETAILS 10 SUMMER CO-OP SHOWS

All programs, except 'Kukla, Fran & Ollie,' sell for 30% of the station's sales price.

SCHEDULE and conditions upon which are based this summer's offering of some 10 programs available for local "co-op" sale were announced last week by ABC-TV. Shows and effective dates:

The programs include: *Soupy Sales,* July 4 through Aug. 26; *John Daly and the News,* July 4; *Super Circus,* July 3; *Stork Club,* July 3; *Pee Wee King, Talent Roundup* and the *Dotty Mack Show,* June 28 through Sept. 6; *Henry & Rocky,* June 1; *Ozark Jubilee,* July 2, and *Kukla, Fran & Ollie,* upon return from hiatus Aug. 29.

All programs, except *Kukla,* sell for 30% of the station's sale price which includes time and talent after agency commission and applicable to package sale or spot announcements. The *Kukla* program can be carried either sustaining or commercial for 30% of the station's national spot one-time Class A hour rate. All of the programs, except three—*Pee Wee, Talent* and *Dotty Mack*—have sponsor and territory restrictions, since some are sponsored in some markets by one or more advertisers and labeled unsuitable or competitive for certain product advertising.

Among the restrictions—for *Kukla,* no tobacco, beer, patent medicines and no bakery accounts in Gordon Co.'s distribution area; *Soupy,* same as *Kukla; Daly* show, no accounts competitive to Miles Labs' Alka-Seltzer and One-a-Day vitamins, or to Tidewater Associated Oil Co.'s products; *Super,* no accounts competitive to Kellogg Cereals and Dixie Cup paper products or ice cream companies not using them; *Stork,* no alcoholic beverages, medicines, deodorants, insecticides, laxatives, and personal hygienic products; *Henry & Rocky,* no accounts competitive to Pabst beer and beverages, or to products of the Mennen Co.; *Ozark,* no beer or wine accounts.

All programs, except *Kukla* for which the station pays so long as it carries the show, require station payment only if sold.

Availabilities include opening 60-second commercial and closing 90-second commercial on *Kukla* and *Soupy;* 10-second opening and closing billboard and three one-minute commercials on *Stork* and *Dotty Mack;* generally, 10-second opening and closing billboard and three one-minute spots during each co-op half hour portion on *Pee Wee, Talent* and *Ozark.* Opening and closing billboards and two 1-minute commercials are available on *Daly;* 10-second opening and closing billboards, one 2-minute commercial and two 1-minute commercials on *Super* and 10-second opening and closing billboard plus a varying spot schedule depending on starting time of *Henry & Rocky,* available only to stations carrying Pabst & Mennen fights.

No Spectaculars on ABC-TV

ASIDE from what he terms "several one-shots," like the 90-minute ABC-TV *Disneyland* telecast July 17, ABC has no plans for spectacular tv programming, Robert E. Kintner, network president, stated in Hollywood during west coast conferences with M-G-M and Warner Bros. studios last week.



That All May Understand

MORE than 100 scripts of "Johnny Belinda," scheduled for presentation Wednesday on *Front Row Center,* CBS-TV, are being distributed by the network to deaf mute organizations throughout the country to help their members follow the play, in which the central character is a deaf mute. Much of the conversation between the lead and other actors is in international sign language. Katherine Bard, in the role of Belinda, and Eddie Albert, who plays opposite her, are being coached in the language by Mrs. Tom Elliot, wife of the president of the American Athletic Assn. for the Deaf.

CBS-TV Hollywood Realigns Prior to Scalpone Arrival

MAJOR reassignments of duties at CBS-TV Hollywood were announced last week by William Dozier, director of network programs there, prior to the arrival of Al Scalpone, new vice president in charge of network programs [B•T, June 6].

Ben Feiner Jr., executive producer of many CBS-TV Hollywood programs, including *Front Row Center* and *You Are There,* has been named general program executive, reporting directly to Mr. Scalpone.

Charles Holden, network program department manager there, is assigned as liaison executive between the Hollywood program and operations departments. Allen Parr, Hollywood business manager, will report to Mr. Holden in the administration of program budgets.

NBC-TV Sets Color Opener

NBC-TV has announced the presentation of "Skin of Our Teeth," starring Helen Hayes and Mary Martin, will open the 1955-56 series of *Color Spread* spectaculars on Sept. 11 (either 7-9 or 7:30-9:30 p.m. EDT). Under the *Color Spread* plan sponsorship is available on a participating basis.

NETWORK PEOPLE

Don Ross, former manager, radio-tv dept., Frank J. Miller Adv., L. A., to NBC Radio Hollywood as assistant producer, *Your Nutrilite Radio Theatre.*

Don Moore, CBS-TV story editor, named story and script dept. manager in N. Y., succeeding **Edgar Peterson,** who has become associate *Climax* producer.

Mitch Miller, director, popular record div., Columbia Records, Bridgeport, Conn., replaces **Rudy Vallee** on *Kraft Music Hall* on CBS Radio, effective yesterday (Sun.).

Judith Waller, NBC Chicago director of public affairs and education, presented honorary degree of Doctor of Humane Letters from Northwestern U., Evanston, Ill.

Jim Victory, CBS Tv Films Sales, N. Y., winner of trophy for low gross score in CBS Inc. Annual Golf Tournament; **Ted O'Connell,** CBS-Tv Spot Sales, N. Y., winner of trophy for low net score.

Steve Allen, NBC-TV star, named chairman, $275,000 drive of Sunair Foundation at Tujunga, Calif., for underprivileged asthmatic children.

Harry Ommerle, New York program director, CBS-TV, appointed chairman, Radio-Tv Div., 1955 Greater New York Fund.

NEW ELECTRONIC WARES SHOWN IN CHICAGO

Home Furnishings Show brings out the latest in tv (black-and-white and color) and radio. There's less excitement about color this year.

PRINTED circuitry or automatic assembly techniques and other electronic improvements were clearly in evidence in the various lines of new tv and radio models unveiled by leading manufacturers at Chicago's summer International Home Furnishings Show last week.

At the same time manufacturing representatives sounded a fresh note of optimism for business prospects through the rest of 1955.

Keynote was an all-industry radio-tv, appliance and furniture panel session Tuesday at the Merchandise Mart. Edward R. Taylor, vice president-marketing, Motorola Inc., predicted monochrome tv set sales of 7.5 million for 1955 compared to 7.3 million last year and radio sales of over 12 million as against 10.5 million in 1954.

Other estimates, by Dan Halpin, general sales manager of Westinghouse Electric Corp., were slightly more conservative on monchrome and more in line with RETMA "guestimates" [AT DEADLINE, June 20]. Mr. Halpin gave his views unofficially and not during the special news conference at which Mr. Taylor spoke.

The Hallicrafters Co., whose board chairman, William J. Halligan, foresees relatively inexpensive color units "soon," took the occasion to unveil its heralded 21-inch color set ("255 square inches") which it plans to market in mass production immediately [B•T, May 9]. It uses the RCA-type tube and a combination RCA-Hallicrafters circuitry, including 26 tubes in all. The firm ran color slides at times during the furnishings show.

Others at Show

Other manufacturing representatives said their firms (among them Motorola Inc. and Capehart-Farnsworth) were delaying announcement of their fall or summer color plans until key regional or distributor meetings. Color receivers on display—at least any new models—were conspicuously scarce.

RCA Victor Corp. showed two new color units (console and consolette), but its emphasis seemed to be mostly on three new black-and-white lines in the 17-, 21- and 24-inch categories. Included was a 17-inch portable with handle.

General Electric, which showed a 14-inch portable weighing only 32 pounds, stressed a new line of 27 table and clock radio models, 12 of which use a vertical printed circuit chassis. The firm claims an average reduction in cost to consumers of 15% from last year. Reliability and longer radio life are promised with use of the circuits.

CBS-Columbia introduced the "world's smallest personal portable radio" with four-inch speaker and an automatic clock unit. It also displayed its current line of tv receivers, with accent on sharper pictures, improved sound, functional cabinet designs and improved chassis.

A new tv line incorporating control dials on a sloping panel above the screen and horizontally mounted printed circuit boards was unveiled by Westinghouse Electric Corp., whose fall color tv plans are still uncertain. The models included table and console units.

Westinghouse's Mr. Halpin reported an electronic development in circuit chassis, which he described as a "major advancement" in industry. Two panels, containing over 70% of all tubes and components, are mounted on the chassis under the front of the picture tube. Printed circuitry also is employed in the company's table, clock and portable sets.

Raytheon Mfg. Co. showed its new 21-inch tv console (black-and-white) geared along horizontal lines, while Motorola displayed its complete line of home, portable and auto radios as well as tv receivers and two-way communications products.

Zenith displayed its full line of consumer merchandise and reported it has stepped up production schedules on tv sets to meet summer delivery demands. Highlights of its preview was the flash-matic gun-receiver combination, which utilizes the photo-electric cell principle and permits the viewer to tune or turn the set on or off, and to silence sound.

Bendix Aviation Corp. showed 10 new models using 21-inch screens, six of them tabbed as "promotional sets." Bendix has no immediate color plans but did show models incorporating new automation techniques it recently announced in Baltimore after getting equipment from General Mills Electronics Div.

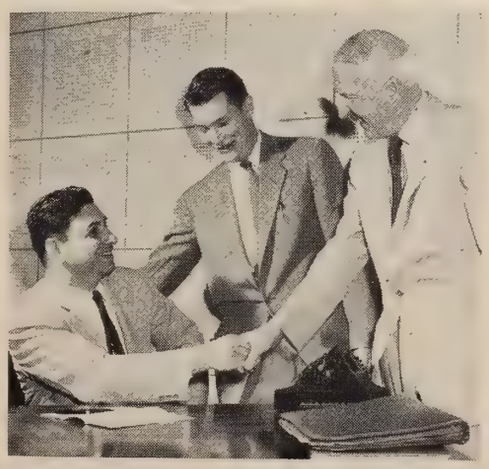
Trav-ler Radio Corp.'s new line is highlighted with a 17-inch table model.

Neither Motorola or Admiral Corp., which also is waiting on color mass production and which introduced a full complement of new radio-tv receivers, were able to predict how many color sets they will turn out this year. Admiral already has indicated color tv will not figure prominently in its plans in 1955.

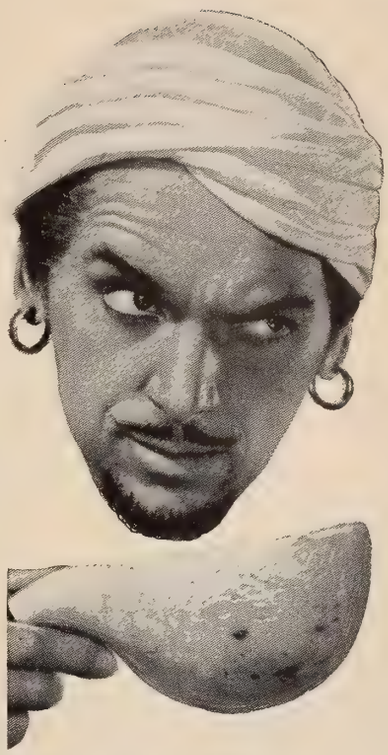
Haffa Buys $1-1.5 Million In Webster-Chicago Stock

PURCHASE of a "substantial block" of stock in Webster-Chicago Corp. by Chicago industrialist Titus Haffa was confirmed Tuesday by the manufacturer of phonographs, record-changers and tape recorders.

Mr. Haffa reportedly bought over 100,000 shares from R. F. Blash, board chairman and founder of Webster-Chicago, for between $1-$1.5 million and is expected to act as "ex-officio chairman." He becomes the largest individual stockholder in the firm, with 125,000 of the 519,750 shares outstanding.



CY N. BAHAKEL (l), radio station owner, is congratulated by John F. Stanberry, Collins Radio Co. sales engineer, after purchase of a Collins 21E 5 kw transmitter for WKOZ Kosciusko, Miss., the third one bought by Mr. Bahakel for his stations. Lending his counsel to the confab is Roy E. Giles Jr., Bahakel technical director.



YOUR STAR...
YOUR HOST...
YOUR
SALESMAN:
DOUGLAS
FAIRBANKS JR.

To all moviegoers in the country (and that's just about everybody) "Fairbanks" is a magic name. It promises action... danger... excitement. And "Fairbanks" lives up to that promise as producer-host of every show, star of one out of four in the sponsor-proven TV film series:

"DOUGLAS FAIRBANKS JR. PRESENTS"

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.

CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

New Eastman Projector Cited as Color Film Aid

AID to color tv film programs is claimed by Eastman Kodak Co. with the announcement it has available a new 16mm projector that provides a continuous, uniformly-illuminated image.

Designated the Eastman 16mm Continuous Projector, model 300, the machine is entirely new in design except for the sound head which is similar to the one used on the Eastman model 25 projector. Special features include an f/1.6 optical system and automatic compensation for film shrinkage through use of a special sprocket.

The projector is equipped to accommodate 3,000-ft. reels.

Further information may be obtained from the Motion Picture Sales Dept., Eastman Kodak Co., Rochester 4, N. Y., or from suppliers of tv station equipment.

New Reorganization Plan Asked for Bankrupt Muntz Tv

CREDITORS will be asked to approve a new reorganization plan for Muntz Tv Inc., set manufacturer, by Oct. 18, it was reported last Monday.

Notice of a hearing on that date was set by U. S. District Court Judge Win G. Knoch after he approved a new plan in line with recommendations by the Securities & Exchange Commission. Under the new one, stockholders would receive 25% of their claims in stock and the rest in promissory notes within eight years. Originally SEC advised that a payment plan for creditors over a five-year period would not sufficiently protect stockholders.

Muntz Tv Inc. and its two subsidiaries were forced into involuntary bankruptcy in March 1954. Creditor claims have been reduced from $13 million to $5.65 million over the past year.



SINCLAIR WEEKS (l), U. S. Secretary of Commerce, is given a demonstration by Gray Mfg. Co. representatives on how tv stations use the Gray Telojector to telecast photos, texts and images without interruption. Col. William F. Heimlich (c), of Gray's Washington office, and Charles Donahue, of Gray's Hartford office, explain the device at the Patent Office Exhibit which Sec. Weeks opened June 7 in Washington, D. C.

1955 Tv Set Shipments Stand 13% Over Last Year

THE NUMBER of tv sets shipped to dealers during the first four months of 1955 was 13% higher than the same period in 1954 Radio-Electronics-Tv Mfrs. Assn. reported last week. The January through April total for this year was 2,329,449 sets compared with 2,065,871 sets for the 1954 period.

Shipments by states for the first quarter:

State	Total	State	Total
Ala.	40,685	N. H.	8,303
Ariz.	14,195	N. J.	71,315
Ark.	28,184	N. M.	7,880
Calif.	191,435	N. Y.	221,182
Colo.	17,946	N. C.	60,775
Conn.	31,598	N. D.	8,417
Dela.	4,783	Ohio	117,068
D. C.	23,523	Okla.	34,862
Fla.	74,802	Ore.	31,194
Ga.	48,988	Pa.	146,844
Idaho	10,265	R. I.	11,388
Ill.	124,071	S. C.	34,237
Ind.	60,696	S. D.	7,281
Iowa	35,322	Tenn.	51,676
Kan.	32,589	Texas	138,379
Ky.	41,648	Utah	9,322
La.	48,983	Vt.	8,337
Maine	18,107	Va.	43,293
Md.	30,960	Wash.	42,286
Mass.	63,695	W. Va.	25,582
Mich.	90,551	Wis.	49,527
Minn.	39,986	Wyo.	2,130
Miss.	22,378		
Mo.	63,309	U. S. Total	2,320,925
Mont.	7,511	Alaska	3,622
Neb.	20,281	Hawaii	4,902
Nev.	3,156		
		Grand Total	2,329,449

Quinn Forms Sales Firm

JAY H. QUINN, manager of sales and advertising, Fairchild Recording Equipment Co., Whitestone, N. Y., resigned last week to establish a sales company catering to radio and tv stations and recording studios. Mr. Quinn was manager of Gray Research & Development Corp. and assisted in founding the Fairchild Co. in 1948.

MANUFACTURING SHORTS

Presto Recording Corp., Paramus, N. J., is placing on market next month new three-speed, hi-fi turntable, Presto Pirouette. Unit has 12-in. diameter cast-aluminum turntable which carries 45 rpm adapter disc permanently attached to turntable spindle which retracts under surface of turntable when not in use. Drive system utilizes three rubber interchangeable idler wheels, one for each turntable speed. Single control lever, operating in horizontal plane, selects speed or shuts off mechanism. Control locks positively in each speed position and in off position retracts idler from drive shaft to prevent flats from developing on rubber surface. Unit is equipped with either standard four-pole shaded induction motor or with hysteresis-wound, synchronous motor.

Ampex Corp. (magnetic tape recording equipment), Redwood City, Calif., announces formation of new division, Ampex International, to conduct business outside U. S. T. Kevin Mallen, vice chairman of Ampex board, is managing director of division, with Harrison Johnston assisting him.

S.O.S. Cinema Supply Corp., N. Y., has announced Tel-Animastand and Tel-Animaprint for picture title and other camera work. Full descriptive literature available from firm at 602 W. 52d St., N. Y. 19.

Admiral Corp., Chicago, has announced small increase in 82-channel uhf-vhf receivers to "stimulate tv sales in ailing uhf areas throughout the country." Suggested list prices on all-channel sets in uhf-vhf territories are about $25 higher than standard vhf models.

Magnetic Tv Sound Co., Green Bay, Wis., has available new Telesync Automatic Timer for film use in tv stations. Unit enables film editor to screen and time film in one operation and eliminates chance for human error, according to company. Timing is faster than usual methods, firm says, and unit cuts costs by reducing number of operations necessary to get film ready for air. Timer may be connected to any preview projector. Size of timer face is 4 in. by 7½ in. and weighs 2¾ lbs. Complete information available from firm at 854 Shawano Ave., Green Bay.

International Telephone & Telegraph, N. Y., and subsidiaries report consolidated net income for three months ended March 31 at $5,253,846, or $.73 per share, compared with $4,855,103, or $.68 per share, for corresponding period of 1954. For first time since March 31, 1939, accounts of German subsidiary were included in consolidated income statement. Report also said IT&T's Capehart-Farnsworth Div. will exhibit new line, including new Capehart color tv set with 21-inch screen, at distributor-dealer meetings in New York, Chicago, and Los Angeles next month.

New low monthly payments
purchase your own
Transcription Library

more than 5,000 most desired music selections plus approximately 400 sparkling jingles and commercial aids. All new high quality lateral pressings

TV Stations:
ask about STANDARD'S New TV Library-Package . . . including mood music, production aids and sound effects.

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET
NEW YORK 22, N. Y.
EL 5-0405
All Inquiries Confidential

Fairchild Recording Equipment Co., Whitestone, N. Y., is placing on market redesigned version of Fairchild Model 260 50 w power amplifier.

MANUFACTURING PEOPLE

Dr. Harris M. Sullivan, dielectric materials unit supervisor, General Electric Co., Schenectady, N. Y., named electronics lab manager, Syracuse, N. Y.

William Brown, acoustic and electronic engineer, Webster-Chicago Corp. (recording equipment), Chicago, named to newly-created position, consumer products engineering director.

Joe K. Boone, appointed regional sales manager, Admiral Corp., Chicago, covering Indianapolis, Ft. Wayne, Evansville, Ind., Benton Harbor, Mich., Louisville and Nashville; **C. F. Weeks,** field merchandiser, appointed regional sales manager covering L. A., S. F., San Diego, Sacramento, Fresno, Calif., and Phoenix; **L. L. Malin,** Pittsburgh branch manger, named regional sales manager covering Phila., N. Y., Newark, N. J., and Altoona, Pa.; **W. F. Hand,** Denver branch manager, named regional sales manager covering Denver, El Paso, Salt Lake City and Albuquerque.

A. Holland Phillips appointed eastern region district commercial engineer, equipment sales organization, tube dept., General Electric Co., headquartering in Clifton, N. J.

Herbert Kushner appointed assistant technical services manager, mobile communications dept., Allen B. DuMont Labs, Clifton, N. J., as head of mobile parts service and customer contact for sales representatives; **Thomas R. Kennedy Jr.,** radio-tv news and editorial staff, *New York Times,* appointed to DuMont Labs public relations staff.

Dr. Allen B. DuMont, Allen B. DuMont Labs, Clifton, N. J., given honorary Doctor of Science degree at 123d annual commencement of New York U.

Dr. W. R. G. Baker, vice president, General Electric Co., Schenectady, N. Y., and general manager, electronics div., Syracuse, N. Y., received honorary degree of Doctor of Engineering from Polytechnic Institute of Brooklyn.

Robert C. Tait, president, Stromberg-Carlson Co., Rochester, N. Y., elected to board of directors, Lincoln Rochester Trust Co.; **George A. Peck,** production manager, S-C radio-tv div., appointed alumni trustee, Clarkson College of Technology for five-year term.

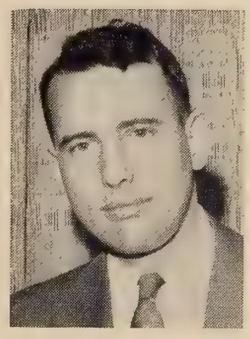


"Maybe KRIZ Phoenix shouldn't have advertised pianos."

— PROFESSIONAL SERVICES —

Kidder, Peabody & Co. Enters Radio-Tv Field

KIDDER, PEABODY & CO., nationally-known brokers and underwriters, last week announced it is entering the radio and television field and had named Robert E. Grant as manager of these operations.



MR. GRANT

The new department, the company said, would "negotiate the purchase, sale and financing of radio and television properties" under the direction of Mr. Grant. The company is headquartered in Chicago and has branches in New York, Philadelphia, San Francisco and Boston, with offices and correspondents in 30 other principal cities.

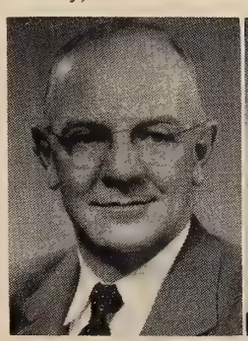
Mr. Grant, it was announced, has spent the past year in exploring the radio and television field. He is a graduate of Brown U. and of Harvard Graduate School of Business Administration. He served as a Navy pilot during the war and has worked in investment banking.

Kidder, Peabody, established in 1865, is described as one of the largest investment banking houses in the country. The firm claims to have negotiated more private financings than any other company in the country and to have underwritten a greater amount of publicly offered securities than any other member of the New York Stock Exchange.

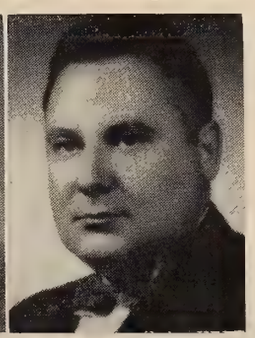
Blakely, Silver Organize L&M Assoc., Engineering Firm

TWO executives of Tel-Instrument Co., Carlstadt, N. J., have resigned to form a sales and engineering firm to be known as L&M Assoc.

Partners in the organization are Leonard P. Blakely, Tel-Instrument sales manager since



MR. BLAKELY



MR. SILVER

1951, and Martin Silver, who joined Tel-Instrument in 1954 as manager of its Broadcast Div. Mr. Silver in 1953 was vice president and managing director of WTVU (TV) Scranton, Pa.

Among the companies L&M will represent are: Adler Communications Labs, New Rochelle, N. Y.; McColpin-Christie Corp., Los Angeles; New London Instrument Co., New London, Conn.; Radio Frequency Labs Inc., Boonton, N. J., and Tel-Instrument.

PROFESSIONAL SERVICE PEOPLE

Fred F. Montiegel, publicity-promotion director, Don McNeill Enterprises, Chicago, to Maurice E. Collins (publicity), Chicago, as radio-tv activities coordinator.

Judith Cortada, associate editor, *Advertising Age* magazine, to John J. O'Leary & Co. (public relations), N. Y.

Quad-City EMPLOYMENT is Up and Steady!

Employment at the large farm implement plants and at some 300 other factories is keeping pace with increased production schedules. Forecasts of a busy prosperous 1955 in the Quad-Cities have materialized into an active buying market of ¼ million people.

•

The Quad-Cities offer you a good marketing opportunity. WHBF is "The Quad-Cities' Favorite".

•

CBS FOR THE



Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

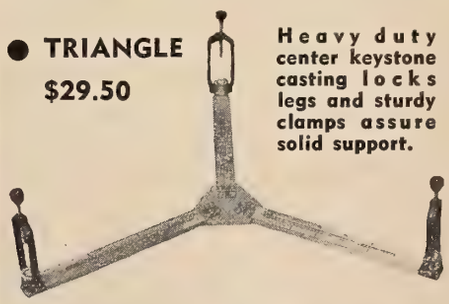
Represented by Avery-Knodel, Inc.

CAMART

TV TRIPOD SUPPORTS

● TRIANGLE $29.50

Heavy duty center keystone casting locks legs and sturdy clamps assure solid support.



● CAR-TOP CLAMPS

Insure a steady tripod support for your newsreel camera when atop a station wagon or car platform. Heavy bronze construction. Weatherproof.

Set of three: $28.00



THE CAMERA • MART INC.

1845 Broadway, near 60th Street

New York 23, N. Y. • Circle 6-0930

Cable Address - CAMERAMART

Canada Favors One Tv Station Per City

Parliamentary Broadcasting Committee also sees no necessity for independent regulatory body for broadcasting.

NO CHANGES in the single tv station policy of the Canadian government and no necessity for an independent regulatory body for Canadian broadcasting marked the recommendations of the Parliamentary Broadcasting Committee announced at Ottawa June 17. Members of the opposition Conservatives and Social Credit parties submitted a minority report and planned to bring the matter up for debate in the Canadian Parliament.

Statements of Revenue Minister J. J. McCann, to whose department the Canadian Broadcasting Corp. reports, and statements of Prime Minister Louis St. Laurent, prior to and during the sessions of the Parliamentary Committee, had intimated there would be no change in the government policy, despite demands from the Liberal party organizations and increasing public pressure for more choice of tv programs.

The Parliamentary Committee, while recommending that the present one tv station to one city policy of the government has proven to be a desirable one, nevertheless intimated that a Royal Commission be set up to look into tv in all its aspects as recommended by the Massey Royal Commission report of 1951.

The demands for a separate regulatory body to regulate both private stations and the CBC were turned down by the committee. In its report the committee agreed with CBC Chairman A. D. Dunton that it would be impossible for a private group to operate a nationwide radio and tv service entirely on commercial revenue. Continued use of commercially sponsored programs by CBC was felt essential to supplement government grants and tax revenue now received by the CBC. The CBC was commended for its development of Canadian talent on radio and tv, but was advised to use a larger variety of personalities on its panel and commentary progams to reflect a wider range of opinion.

Two More Packagers Signed For British Commercial Tv

INDEPENDENT Television Authority has signed two more contracts with British companies that will provide tv programs for ITA's commercial stations. They are Associated Rediffusion Ltd. and Granada Tv Network Ltd. The first contract, with Associated Broadcasting Co. Ltd., was signed a few weeks ago. There is one remaining ITA contract yet to be signed. None of the contracts will expire before 1964.

Construction of the Lancashire ITA commercial transmitter has now been permitted by local authorities—a 450-ft. steel tower situated 1,450 ft. above sea level. The transmitter is expected to be on the air early next year. Another ITA transmitter is being planned for Yorkshire. Both of them will operate in Band III and will cover an area with an 11 million population.

Western Broadcasters Meet At Jasper, Alta., Today

BUSINESS SESSIONS, radio-tv forums and a discussion on radio's future by Hugh Feltis of Seattle, Wash., will feature the annual meeting of the Western Assn. of Broadcasters at Jasper Park Lodge, Jasper, Alta., starting today (Monday). Convention chairman is Sid Boyling, CHAB Moose Jaw and WAB president. Registration will occupy most of the first day's program.

Mr. Feltis is scheduled to speak Tuesday morning on selling radio. The afternoon is scheduled for the annual WAB golf tournament. Wednesday morning is devoted to association business and reports on Canadian radio-television problems by Jack Davidson, president, and Jim Allard, executive vice president, Canadian Assn. of Radio & Television Broadcasters. There will also be a morning meeting of subscribers of Broadcast News Ltd., subsidiary of Canadian Press. Wednesday afternoon will have separate forums for radio and tv station personnel with Hal Crittenden, CKCK-TV Regina, Sask., as chairman of the tv meeting.

European Tvs May Use Uhf for Color Tv Only

EUROPEAN television stations are now discussing plans to move coming European color television to uhf bands and to retain all of the vhf bands for black-and-white television.

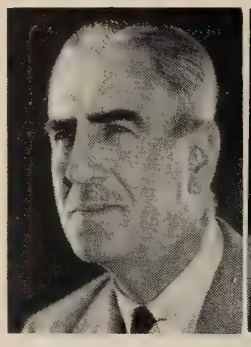
Delegates from different European countries during a recent convention in Brussels, Belgium, agreed that uhf bands would provide the most excellent transmission medium for color tv in Europe. Opinion was mostly endorsed by French delegates as France's 819-line tv system demands extremely large band widths. As one consequence countries were advised not to use uhf bands IV and V for black-and-white stations before 1957 and keep them free for color stations.

In West Germany some opposition against this is being noted as West German tv systems have been planning to use uhf to include the remaining 15% of the country's area into black-and-white coverage after all of the available vhf bands allocated to the area at the Stockholm Frequency Conference are now occupied.

Meanwhile the German manufacturers have expressed considerable opposition against any quick introduction of color television. German tv stations (all of them now producing one joint schedule with only few locally originated programs) have indicated they will rather concentrate on more local black-and-white programs than on color tv which, they feel, at the present time and in Europe, is beyond their financial resources.

Tv Film Production Firm Formed by Williams, Hill

A NEW CANADIAN tv slide and film production company has been formed from the television division of Dominion Broadcasting Co. Ltd., Toronto. The new firm is Williams & Hill Ltd., sharing quarters with Dominion Broadcasting at 4 Albert St., Toronto. Hal Williams, principal owner of Dominion Broadcasting, is president, and Richard H. Hill is vice president-general manager. Before joining Williams, Mr. Hill was with S. W. Caldwell Ltd., Toronto. The new firm has set up a complete slide and film production organization which handles tv commercials from the idea stage through art work, filming and photographing, to the finished slide or "pictafilm." Slides are printed on sensitized glass and mounted between two glass frames. Specially constructed extreme and mean densitometers are used to ensure that each slide is of perfect matching quality. The company has done work as the tv division of Dominion Broadcasting Co. for Canadian sponsors whose commercials have appeared on eastern United States stations.



MR. WILLIAMS

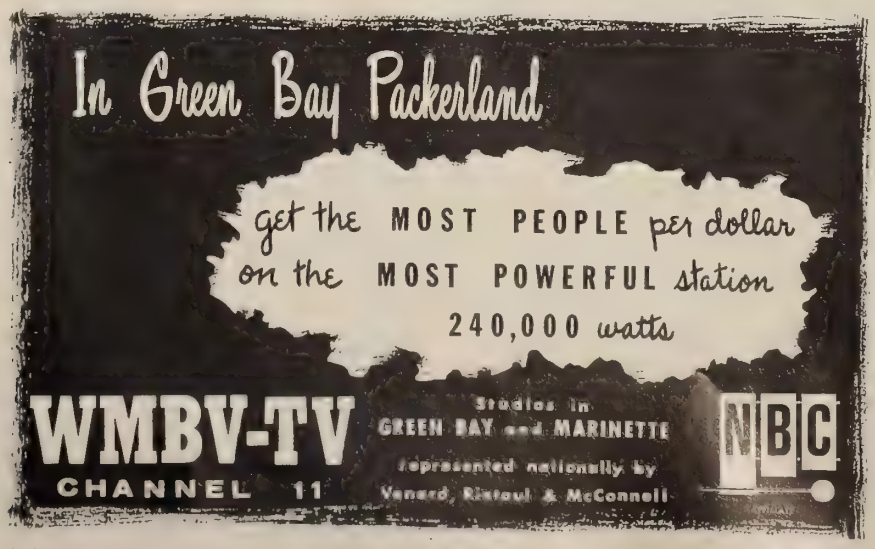


MR. HILL

U. S. Network Tv Shows Most Popular in Canada

U. S. NETWORK tv shows continue to be the most popular with Canadian audiences, according to the national Telerating report for June released by Elliott-Haynes Ltd., Toronto. The national report covers Toronto, Winnipeg, Vancouver and the Montreal English-language audience.

Top 10 tv shows in June, out of 31 listed, were *Toast of the Town* 62.1, *Jackie Gleason* 60.9, *Milton Berle* 50.4, *Studio One* 44.3, *Four Star Playhouse* 42.8, *Dear Phoebe* 41.8, *On Camera* (Canadian) 39, *Showtime* (Canadian) 37.4, *Holiday Ranch* (Canadian) 37.2, and



Pick the Stars (Canadian) 35.7.

The report gives detailed rating reports for the Montreal French-language audience, Quebec, Hamilton and London (Ont.) audiences, in addition to above cities.

The June report also shows that summer viewing for the four cities in the national report is 75.4% of peak winter viewing, with greatest decrease appearing during the early evening hours from 5-8 p.m. and a lesser drop from 8-10:30 p.m.

NEW TV STATION STARTS IN OTTAWA

OTTAWA, Canada's capital city, on June 24 became the second Canadian city to have two television stations. CBOFT (TV), ch. 9, went into operation on that date to carry French-language programs to the large French-Canadian population across the Ottawa River from Ottawa. CBOT (TV), ch. 4, with only English-language programs, was simultaneously increased in power.

Only other Canadian city with two tv stations is Montreal, where CBFT (TV) carries French programs, CBMT (TV) English programs. All four stations are owned by the Canadian Broadcasting Corp.

CBOT and CBOFT are housed in a new two-story modernistic building in suburban Westboro. The building was not completed when CBOFT went on the air. Both stations carried an inaugural program from the Ottawa area, then switched to individual language transmissions, CBOT carrying network shows by microwave from Toronto, and CBOFT using network shows from Montreal.

A new tower built by Canadian Bridge Co., Toronto, holds both antennas. The tower is 488 ft. above ground level, has a 12-bay Canadian Marconi super-gain antenna for CBOT, and on top of this is a 4-slot, 18-foot RCA-Victor Wavestack antenna for CBOFT. Tower also carries microwave network antenna for transmission and reception in both easterly (toward Montreal) and westerly (toward Toronto) directions.

The two stations share a mobile unit designed by the CBC staff. The CBOT 5 kw video transmitter was built in England for the Canadian Marconi Co. which received the order, and the CBOFT 10 kw video transmitter was made by RCA-Victor at Montreal.

Two Nations Limit Tv Imports

THE BELGIAN government has decided to restrict import of television sets. It is expected the measure will be terminated at the end of this year. Other restrictions are reported from Italy, where the government placed import restrictions on tv sets from the U. S. and limited imports to 6,000 sets annually.

INTERNATIONAL PEOPLE

Einar V. Rechnitzer elected president, MacLaren Adv. Co. Ltd., Toronto, succeeding **James A. MacLaren,** deceased [B•T, June 20]; **James Ferres** elected senior vice president and managing director.

T. W. Kober, market research director, Vickers & Benson Ltd. (adv.), Toronto, appointed director of agency.

Jerry Hausner, radio producer, director and writer, has been appointed deputy program director, Radio Free Europe's Czechoslovak Desk.

Alex Bedard, formerly general manager, Radio Representatives Ltd., Toronto, to Paul Mulvihill & Co. (station representative), same city.

Brand Names Foundation Launches Awards Competition

COMPETITION for the 1955 Brand Name Retailer-of-the-Year awards to be given by Brand Names Foundation Inc. has been opened officially with a series of luncheon meetings in 50 cities, Henry E. Abt, foundation president, has announced. Merchants in 24 categories of retailing will be honored at the annual Brand Names Day dinner to be held next April 18. The awards will be for outstanding presentation of manufacturers' advertised brands to the public throughout 1955. A plaque and four certificates will be awarded in each of the categories.

Nominations, made by entrants themselves, or by manufacturers, media organizations, advertising agencies, ad clubs and chambers of commerce, will be screened by a foundation committee. Finalists will be invited to submit detailed presentations illustrating promotional activities for the year.

Adams of Campbell-Ewald Named 'Young Adman' of Year

THOMAS BROOKS ADAMS, assistant to the president of Campbell-Ewald Co., Detroit, was honored with the "Outstanding Young Advertising Man of the Year" award of the Assn. of Advertising Men & Women at ceremonies in New York last week (see ON ALL ACCOUNTS, page 24). Joseph H. Neeby, vice president and a director of C-E, accepted the award for Mr. Adams, who was not able to attend. Don Reed, advertising manager of Sheaffer Pen Co., received the honorable mention award through Robert Sullivan, Sheaffer's eastern manager, who represented him at the meeting.

Student Research Awards

WINNERS of the Second National Student Awards in Marketing Research, sponsored by the Market Research Council of New York, were announced last week by Dr. D. B. Lucas of New York U., chairman of the awards committee. Top winner, who received a $100 cash award and a free trip to a council meeting in New York last week, was Richard Kirwan Ferguson of State U. of Iowa.

In addition to Chairman Lucas, A. B. Blankenship, Young & Rubicam, and A. R. Graustein, Lever Bros., also served on the awards committee. Judges were: Dr. George Gallup, president of Gallup & Robinson; Edward Battey, vice president, Compton Adv.; Dr. Lyndon O. Brown, vice president in charge of media, research and merchandising, Dancer-Fitzgerald-Sample, and Dr. Wallace H. Wulfeck, chairman of the executive committee, William Esty Co.

Sarnoff to Get Gold Medal

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA and NBC, last week was designated by The Hundred Year Assn. of New York Inc. to receive its gold medal for "his contribution to the community life of New York." The presentation will be at the association's annual dinner in New York on Sept. 29.

AWARD SHORTS

Ziv Television Programs Inc. series, *I Led Three Lives,* presented citation from D. Brandon Bernstein, national judge advocate of Military Order of Purple Heart, for being "great patriotic document for Americanism."

NBC-TV's *Medic* cited by American Medical Assn. for service to public interest and welfare.

WSPD-AM-FM-TV Toledo, Ohio, presented "Token of Appreciation" award from Toledo Council of Parent Teachers Assn. "in recognition of the very commendable public service rendered to all parents, teachers and pupils. . . ."

Paul Dixon and **Sis Camp,** personalities, WLWT (TV) Cincinnati, and **Jim Runyon,** WLWD (TV) Dayton, Ohio, named "Mr. Pickle Puss," "The Pick of the Pack" and "Mr. Pickle Chips," respectively, by National Pickle Packers Assn. in celebration of National Pickle Week.

Underwood Jewelers, Pepsi Cola Bottling Co. and **Barnett National Bank,** all Jacksonville, Fla., winners of recognition awards for meritorious advertising from Jacksonville Adv. Club. All three are sponsors on WMBR-TV there.

John Facenda, news commentator, WCAU-TV Philadelphia, presented annual award of West Philadelphia Chamber of Commerce for "distinguished service to industry and commerce and to the people of Philadelphia . . . "

Joseph Katz Co., Baltimore, presented two awards for art work as "best in their classification" from Baltimore Art Directors' Show.

L.B. Wilson INCORPORATED WCKY CINCINNATI O.

You Get All This EXTRA when You Buy WCKY

*Average Share of Out-Of-Home Audience

6 a.m.-6 p.m.; Mon. thru Sun.
Summer '54; Winter '55

WCKY	28%
Net Sta. A	20%
Net Sta. B	14%
Net Sta. C	7%
Net Sta. D	12%

*Pulse

Buy ALL The Market—Buy WCKY

FIVE-HOUR REMOTE

FIVE-HOUR remote telecast of the Georgia Div. of Lockheed Aircraft Corp.-Dobbins Air Force Base-Atlanta Naval Station Open House on May 21, Armed Forces Day, was staged by WLWA (TV) Atlanta, Ga., despite "heavy rains, a hundred thousand people and jet planes diving" at its rooftop camera vantage point. The program was fed to WROM-TV Rome and WOKA-TV Macon, Ga. Technical, programming and other details were three days in preparation. The remote started on schedule despite rain and progressed more smoothly as the weather cleared, according to the station.

KFAB CHANGES PARTNERS

TO INFORM clients, agencies and listeners that it was switching affiliation from CBS to NBC, KFAB Omaha conducted an air and mail campaign announcing it was "changing partners." Spots using music and a square dance call saying "change your partner" were transcribed and used to lead in and out of station breaks. The spots were aired from six to 12 times per day for three weeks prior to the change. A series of mailings employing the same theme and picturing KFAB's trademark, "Big Mike," calling the "changing partners" lines was sent to advertisers and agencies. Completing the mailing was a letter from Harry Burke, general manager, explaining the "advantages of the change."

'THE MAN FROM MARS'

A PROGRAM spotlighting the central Ohio area as seen through the eyes of "The Man From Mars" was staged by WBNS-TV Columbus, Ohio. The program was prepared as an objective view of the engineering feats peculiar to that area, covering the fields of electrical, chemical, ceramic, agricultural, civil and aeronautical engineering. Believing it often takes a stranger to really see a community, WBNS-TV took a student from Ohio State U. to portray "The Man From Mars," a man who sees the community for the first time. The hour production, a combination of live studio presentation and film sequences taken by the station's motion picture department, was produced in cooperation with the Columbus Technical Council as part of the National Advertising Council's "America Needs Engineers" drive. WBNS-TV reports an enthusiastic response by listeners to the program.

Musical Reminder

A RECORDING of an original ballad, "The Ballad of MS," was released Friday to disc jockeys throughout the country in an attempt, via modern advertising methods, to alert the public to the tragedy of Multiple Sclerosis. The ballad was written by David Kelmenson, brother of Leo Kelmenson, Lennen & Newell account executive. L & N, volunteer agency for the Multiple Sclerosis Foundation, released the recording, sung by Jean Richie and made at cost by Audio-Video Studios. The recording also includes a three-minute "story" about MS and a one-minute appeal for contributions. L & N timebuyers are contacting station representatives and sending letters to station managers to push the recording.

WCCO-TV BEAUTY CONTEST

IN CONNECTION with the appearance of CBS-TV's *The Big Payoff* program in Minneapolis-St. Paul July 18-22, WCCO-TV there is conducting a beauty contest to find five "Payoff Princesses." The winners will serve as a model for one day on the program and will be paid the customary fee for network tv models (approximately $75). The contest is open to married or unmarried girls 18 or over. Preliminary judging will be done from photographs and the top 50 girls will participate in a WCCO-TV televised contest. The "Payoff Princesses" also will be interviewed by a talent scout of a New York agency for advice on furthering a tv or modeling career.

WDSU-TV COLOR CLINICS

WDSU-TV New Orleans is scheduling a series of weekly color tv clinics for local agencies and clients, set to start July 7 and continue every Thursday afternoon thereafter. Emanating from the station's new color studios, the two to three hour sessions will normally be conducted for the exclusive use of one advertiser and its agency with demonstrations of color film, color slides and live color commercials of the client's products. WDSU-TV has been telecasting network color since last July and its own color studio, entailing more than 12,000 sq. ft., was completed last April. Its first local color program was presented April 23.

CAMPAIGN KITS

COMMUNITY CHESTS and Councils of America Inc., New York, have mailed promotion kits to 1,900 Community Chests, Red Feather campaigns and United Funds throughout the country in preparation for its annual drive for funds in September, October and November. Radio material available includes *Encore*, a series of eight programs on transcription; *Family of Stars* recorded show; four USO dramatic shows, plus spot announcements by well-known entertainment personalities and dignitaries, and various dramatic skits. Television material will consist of film spot announcements, the *Fanfare* half-hour variety program, black-and-white and color slides and tv trailers. Special tv film and radio kits also are available.

HOTPOINT SALES HELPS

HOTPOINT Co., Chicago, currently is supplying dealers with a combination ad mat-radio commercial booklet designed to help them achieve coordinated advertising on all models of automatic washers and dryers. The radio commercials include 60- and 30-second spots keyed to the washer and dryer ads, which were pre-tested in various cities. The theme of one of the ads is an offer of a 50-piece tool set valued at $51.95 free with the purchase of an automatic pushbutton clothes washer.

CISCO GOES TO CISCO

A PARADE, rodeo and number of local features will be held in Cisco, Tex., July 4 as a tribute to Ziv Television Programs' *Cisco Kid*, film series which the town credits with giving national prominence to Cisco. Leo Carrillo and Duncan Renaldo, stars of the series, will lead the parade and rodeo. Gov. Allen Shivers, along with other civic and state officials, will attend the celebration.

WIBW FLY SWATTER

WIBW-AM-TV Topeka, Kan., has distributed a fly swatter in two installments as a promotion piece. The stations first sent a yellow plastic handle with their inscribed calls. An accompanying tag said, "Here's part of a useful gift . . . watch for the missing piece." The attachable plastic swatter came in the second mailing.

ABC RADIO CLOSED CIRCUIT

ABC Radio conducted a special closed-circuit 30-minute program for Ball Bros. (fruit jars, caps, rubbers), Muncie, Ind., dealers in 75 cities June 17 in connection with the firm's sponsorship of *Breakfast Club Review*. Charles T. Ayres, vice president in charge of ABC Radio network, and Don McNeill, m.c. of the *Breakfast Club*, greeted dealers and welcomed the company aboard as sponsor of the new show comprising the best of the daily early-morning series each week starting this past Saturday.

TAX REPORT ON WPTZ (TV)

TAX REPORT to the people by Pennsylvania Gov. George R. Leader was presented live June 17 in the studios of WPTZ (TV) Philadelphia. Topics discussed by Gov. Leader included the current state sales tax, the proposed state income tax and other tax problems facing his administration. Gov. Leader was interviewed on the program by a panel of four experts including WPTZ newsman Taylor Grant. Moderator for the program was WPTZ's Alan Scott.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

KXOK BUS CARDS

HAND-PAINTED, 12 ft. by 3 ft. signs advertising KXOK St. Louis are appearing on buses of the city. Currently appearing on two buslines, the cards will be shifted to other routes to get maximum circulation within a 12-month period. The KXOK signature is predominant on the signs, in an orange-yellow outlined in black and charcoal against a background of blue. The copy is changeable to promote specific features of the station.

POLE-SITTING DISC M.C.

CLIFF FORD of KLRA Little Rock, Ark., has climbed a tower in the middle of the swimming pool in the city's War Memorial Park with intentions of staying up a least a week and establishing a world's record for pole-sitting disc m.c.'s. Mr. Ford, who took his broadcast equipment with him to carry on his regular duties, perched on a three-ft. sq. platform amid the pool's lights and public address system 60 feet in the air. He has been conducting a show from poolside. The station broadcast a description of the ascent and food, clothing, records and other necessities were passed to him via a pulley rope from co-workers.

PRESS AT KTTV (TV)

FOLLOWING summons delivered personally by a Los Angeles police lieutenant, local tv editors were herded into a waiting patrol wagon and hauled off to KTTV (TV) Hollywood. At the station the press joined KTTV executives and actor Stacey Harris at a luncheon, followed by a screening of the first film in *Official Files, N.O.P.D.*, new UM&M syndicated series which premiered on the station June 17.

'DO-IT-YOURSELF'

COMEDY and do-it-yourself hints will be combined in a new NBC-TV Hollywood program to replace *Mr. Peepers* during the summer months. Dave Willock, Hollywood actor and owner of a do-it-yourself workshop there, and Cliff (Charlie Weaver) Arquette will use a story line to tie-in actual demonstrations of wood and metal working and building. NBC-TV's *Do-It-Yourself*, sponsored by Reynolds Metals Co., Richmond, Va., started yesterday (Sunday).

TEENAGE DISC M.C.'S

ABOUT 1,800 persons attended the finals of a teenage disc jockey competition held in the Strand Theatre in Manchester, N. H., on June 11. Winner of the competition, held by WFEA Manchester and sponsored by the James W. Hill Dept. Store in that city, was George Mitoulis of Manchester, 16, who was awarded a trip to Italy and Greece. Mr. Mitoulis had been one of the 18 monthly winners in the contest, conducted among the high schools of the state.

PULSE Proves

WILK

Wilkes-Barre Penna.

the front-running radio station reaching more than a Quarter Million radio homes.

Call Avery-Knodel, Inc.

RAYTHEON SALES PROGRAM

RAYTHEON Mfg. Co., Chicago, has announced a new merchandising program with a sales incentive contest and a special transistor radio promotion. The overall program includes a 10-week contest for wholesale salesmen with cash prizes based on the number of tv sets sold; a "super jackpot" for eight top wholesale salesmen; lapel-buttons and tie clasps for salesmen who sell 100 sets to Raytheon dealers; gold-plated, clock radio trophies for the four top Raytheon distributors with the highest quota of dealerships and for four distributors who sell the most sets, and a portable transistor radio for every 10 Raytheon tv sets bought by a dealer. The contest ends July 30.

WFIL AND THE FARMERS

WFIL Philadelphia has issued a promotion piece, *The Farmer in the Delaware Valley*, making the point that the farmer can be reached by using the station's farm service program, with Howard Jones, carried each weekday from 6:04-6:18 p.m. EDT as part of the *Rain & Shine* show. The brochure claims that within the Delaware Valley lie six of the nation's top-income farm counties; 15 leading poultry-producing counties, and America's top tobacco-producing county.

CANADA COVERS UN MEET

CANADIAN radio and television carried full coverage of the 10th anniversary meeting of the United Nations at San Francisco, June 20-26. Canadian Broadcasting Corp. carried the proceedings on the tv network daily starting at 1 p.m., except opening and closing days when proceedings were telecast at 6 p.m. EDT. On radio CBC Trans-Canada network carried full broadcasts and also special nightly summaries and commentaries by CBC UN reporter Peter Stursberg. Special programs on UN activities were broadcast every evening during the week and UN Secretary-General Dag Hammarsjkold was interviewed on a special half-hour program by CBC reporters.

WCAU PROMOTION

WCAU Philadelphia has distributed a promotion piece to advertisers and agencies titled "Let's take the pulse and temperature of the Philadelphia radio market." The brochure claims WCAU rates 10 out of the first 10 daytime five-times-weekly programs, eight out of the top 10 evening programs, eight out of the first 10 local programs and five out of the first five women's programs, based on Pulse findings. The promotion also says in 1954 "more advertisers spent more money on WCAU radio than at any other time in the station's 32-year history."

OUTDOOR PROGRAMMING

FOR the summer season, WGR-TV Buffalo, N. Y., has moved several of its local programs out-of-doors. The outdoor studio is being used by Helen Neville for entertaining guests and preparing various summer dishes on her program. Occasionally sports shows originate from the patio setting and two other programs will be seen from there from time to time. The set, including the latest in lawn equipment and furniture and featuring an outdoor barbeque, was designed by Frank Wahl of WGR-TV's art department. Supervision of the landscaping was handled by Clark Kennedy of Hodge Florists in Buffalo, whose floral motifs frequently are seen on NBC-TV's *Home* show.

The best way to sell the KANSAS FARM MARKET



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Station Authorizations, Applications

(As Compiled by B•T)

June 16 through June 22

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations

As of May 31, 1955 *

	AM	FM	TV
Licensed (all on air)	2,711	522	134
CPs on air	15	18	†320
CPs not on air	103	12	124
Total on air	2,726	540	454
Total authorized	2,829	552	578
Applications in hearing	121	2	174
New station requests	217	4	16
New station bids in hearing	66	0	119
Facilities change requests	149	7	36
Total applications pending	807	78	209
Licenses deleted in May	0	2	0
CPs deleted in May	0	0	4

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary Through June 22

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,732	2,716	118	241	81
Fm	540	527	26	9	0

Television Station Grants and Applications Since April 14, 1952

Grants Since July 11, 1952:

	vhf	uhf	Total
Commercial	287	322	611[1]
Noncom. Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	312	103	415
Noncom. Educ. on air	10	3	13

Applications Filed Since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	967	337	746	540	1,287[2]
Noncom. Educ.	58		30	28	58[3]
Total	1,025	337	776	568	1,345[4]

[1] 144 CPs (30 vhf, 114 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 35 already granted.
[4] Includes 644 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTION BY FCC

Carlsbad, N. M.—Carlsbad Bcstg. Corp. (KAVE) granted vhf ch. 6 (82-88 mc); ERP 1.41 kw visual and 0.852 kw aural; antenna height above average terrain 380 ft. Estimated cost of construction $79,218, first year operating cost $168,000. Post office address 601 North Canal St. Transmitter site beyond west end of Church St. Geographic coordinates 32° 25′ 42″ N. Lat., 104° 16′ 01″ W. Long. Transmitter and antenna RCA. Consulting engineer Edward P. Talbott, El Paso. Granted June 22.

APPLICATION

Cheboygan, Mich.—Midwestern Bcstg. Co., vhf ch. 4 (68-72 mc); ERP 5.16 kw visual, 2.58 kw aural; antenna height above average terrain 434 ft., above ground 340 ft. Estimated construction cost $88,406, first year operating cost $43,990, revenue $75,000. Post office address Paul Bunyan Bldg., Traverse City, Mich. Studio and transmitter location U. S. Rt. 23 East. Geographic coordinates 45° 38′ 58″ N. Lat., 84° 20′ 20″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Midwestern is operator of WPBN-TV Traverse City, of which this new station will be a satellite. Filed June 20.

Existing Tv Stations . . .

ACTIONS BY FCC

WITV (TV) Ft. Lauderdale, Fla.—Gerico Investment Co. granted mod. of cp to change ERP to 204 kw visual, 112 kw aural (directional antenna) and change description of studio-transmitter location to 5500 Hallandale Beach Blvd. (not a move). Granted June 17; announced June 21.

WTVU (TV) Scranton, Pa.—Appalachian Co. granted mod. of cp to specify ch. 44 in lieu of 73; change ERP to 13.2 kw visual, 7.08 kw aural, make transmitter and antenna changes and change studio location. Granted June 15; announced June 21.

WDBJ-TV Roanoke, Va.—Times-World Corp. granted STA to operate commercially on ch. 7 for period ending Nov. 30. Granted June 15; announced June 21.

WHTN-TV Huntington, W. Va.—Granted STA to operate commercially on ch. 13 for period ending July 24. Granted June 16; announced June 21.

KGMB-TV Honolulu, T. H.—Hawaiian Bcstg. System Ltd. granted mod. of cp on ch. 9 to change transmitter site; ERP 105 kw visual and 83.2 kw aural; antenna minus 150 ft. Granted June 22.

KONA (TV) Honolulu, T. H.—Radio Honolulu Ltd. granted mod. of cp to specify ch. 2 instead of ch. 11, with ERP 55 kw visual, 33.1 kw aural, antenna height minus 160 ft., and change transmitter site. Granted June 22.

KULA-TV Honolulu, T. H.—Pacific Frontier Bcstg. Co. granted mod. of cp on ch. 4 to change transmitter site; ERP 26.3 kw visual and 13.2 kw aural; antenna minus 130 ft. Granted June 22.

CALL LETTERS ASSIGNED

KDWI-TV Tucson, Ariz.—Tucson Television Co., ch. 9.

KTVR (TV) Wichita, Kan.—Wichita Television Corp., ch. 3.

KHAS-TV Hastings, Neb.—Seaton Pub. Co., ch. 5. Changed from KTVR (TV).

WCAX-TV Burlington, Vt.—Mt. Mansfield Television Inc., ch. 3. Changed from WMVT (TV).

WISN-TV Milwaukee, Wis.—The Hearst Corp., ch. 12. Changed from WTVW (TV).

KMVI-TV Wailuku, T. H.—Maui Pub. Co., ch. 12.

APPLICATIONS

KFSD-TV San Diego, Calif.—KFSD Inc. seeks change of ERP to 316 kw visual, 158 kw aural, install directional antenna system and make other equipment changes. Antenna height above average terrain 754 ft. Filed June 20.

WPEN-TV Traverse City, Mich.—Midwestern Bcstg. Co. seeks change of ERP to 53.6 kw visual, 32.1 kw aural; antenna height above average terrain 761 ft. Filed June 16.

KVAL-TV Eugene, Ore.—Eugene Television Inc. seeks change of studio location to Blanton Rd., 3½ miles south of Eugene. Filed June 20.

WSIX-TV Nashville, Tenn.—WSIX Inc. seeks change of studio location to 5.6 miles south of city limits (same as transmitter site) and requests waiver of Sec. 3.613 of Commission's rules. Filed June 20.

APPLICATION DISMISSED

WSTV-TV Steubenville, Ohio—WSTV Inc. At request of attorney, FCC dismissed application to move station to Florence, Pa., and change power. Applicant also dropped application for sale to CBS. Dismissed June 14.

New Am Stations . . .

APPLICATIONS

Camden, Ark.—D. R. James Jr. d/b as Southern Bcstg. Co., 1370 kc, 1 kw daytime. Post office address % Randolph Hotel, El Dorado, Ark. Applicant proposes to use facilities of KPLN Camden, which he now owns. Since license renewal of KPLN is in litigation arising from protest initiated by KAMD Camden, applicant proposes to relinquish outstanding authorization for KPLN contingent on grant of permit for a new station. Filed June 20.

Orange, Mass.—James W. Miller, 1390 kc, 1 kw daytime. Post office address Blanchard Bldg., Southbridge, Mass. Estimated construction cost $18,081, first year operating cost $30,000 revenue, $45,000. Mr. Miller is president-treasurer, 98% stockholder, Tele-Pool Corp. (adv. agency), Southbridge and president (50%) WESO Southbridge. Application was incorrectly identified at Orange, Miss., in B•T June 20. Filed June 13.

Niles, Mich.—E. Harold Munn Jr. and E. Harold Munn Sr. d/b as Voice of Berrien County amend application for new station on 1440 kc with 500 w daytime to request 1400 kc 250 w unlimited. Filed June 8.

Columbia, Pa.—H. Raymond Stadiem, Lester P. Etter and M. Leonard Savage d/b as Radio Columbia, 1580 kc, 500 w daytime. Post office address 1649 Krim Court, Lebanon, Pa. Estimated construction cost $33,033, first year operating cost $52,000, revenue $68,000. Mr. Stadiem (45%) is president and 33.3% owner WLBR Lebanon and treasurer permittee WLBR-TV Lebanon. Mr. Etter (45%) is sec.-treas. and 33.3% owner WLBR and president of WLBR-TV. Mr. Savage (10%) is WLBR-AM-FM chief engineer and 1.7% stockholder in WLBR-TV. Filed June 20.

Grand Prairie, Tex.—Grand Prairie Bcstg. Co. amends its request for new station on 1220 kc with 250 w unlimited to specify studio location as Lenox Hotel, 112 N.W. 2d St., Grand Prairie. Filed June 14.

Casper, Wyo.—John L. Breece, 1400 kc, 250 w unlimited. Post office address P. O. Box 436, Lander, Wyo. Estimated construction cost $12,000, first year operating cost $38,000, revenue $50,000. Mr. Breece is manager-engineer KOVE Lander. Filed June 20.

APPLICATIONS DISMISSED

Athens, Tenn.—Arthur Wilkerson tr/as Arthur Wilkerson Lumber Co. FCC dismissed bid for

ALLEN KANDER
Negotiator
FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS
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new am station on 1360 kc with 1 kw daytime. Dismissed at request of attorney on June 21.

Kilgore, Tex.—D. B. Humphreys Lowe. FCC dismissed application for new am station on 1580 kc, 500 w daytime at request of applicant. Dismissed June 14.

Existing Am Stations . . .

ACTION BY FCC

WJEM Valdosta, Ga.—Lowndes County Bcstrs. granted mod. of cp to change antenna-transmitter site and change location of studio to U. S. Rt. 84, 2.8 miles east of city hall. Granted June 15; announced June 21.

CALL LETTERS ASSIGNED

WKIX Jasper, Fla.—John A. Boling, 1450 kc, 250 w unlimited.

WNDU Notre Dame, Ind.—South Bend Bcstg. Corp., 1490 kc, 250 w unlimited. Changed from WHOT.

KWBX Washington, Iowa—Washington County Bcstg. Co., 1220 kc, 250 w daytime.

WMIC Monroe, Mich.—Charles S. McIntyre, 560 kc, 500 w D-DA.

KBGF Great Falls, Mont.—Community Broadcasters, 1450 kc, 250 w unlimited.

WCRV Washington, N. J.—Simon Geller, 1580 kc, 250 w daytime.

WCDJ Edenton, N. C.—Colonial Bcstg. Co., 1260 kc, 1 kw daytime.

WQOK Greenville, S. C.—Piedmont Bcstg. Co., 1440 kc, 5 kw unlimited DA. Effective July 3.

KCVL Colville, Wash.—Colville Bcstg. Co., 1480 kc, 1 kw daytime.

APPLICATIONS

KMYR Denver, Colo.—KMYR Bcstg. Co. seeks change transmitter location to U. S. Hwy. 85, S.W. of Brighton, Colo. Filed June 15.

KCIL Houma, La.—KCIL Inc. seeks change from 1490 kc to 1480 kc, power from 250 w to 500 w night and 1 kw day, change studio-transmitter location and install directional antenna for night use. Filed June 15.

WKMH Dearborn, Mich.—Knorr Bcstg. Corp. seeks mod. of cp to make changes in directional antenna (DA-2) (1310 kc). Filed June 15.

WPAC Patchogue, N. Y.—Patchogue Bcstg. Co. seeks increase in power on 1580 kc daytime from 1 kw to 5 kw (1 kw Canadian restricted). Filed June 21.

KALL Salt Lake City, Utah—Salt Lake City Bcstg. Co. seeks increase in daytime power on 910 kc from 1 kw to 5 kw; change from employing DA both day and night to DA for night use only and operate transmitter by remote control. Filed June 21.

WCRE Cheraw, S. C.—Chesterfield Bcstg. Co. seeks increase in power on 1420 kc daytime from 500 w to 1 kw. Filed June 20.

WMYB Myrtle Beach, S. C.—Coastal Carolina Bcstg. Corp. seeks change from 1450 kc to 1240 kc (contingent on WENC Whiteville, N. C., and WSSC Sumter, S. C., change in facilities). Filed June 20.

APPLICATION DISMISSED

WLAR Athens, Tenn.—Lowell F. Arterburn tr/as Athens Bcstg. Co; FCC at applicant's request dismissed application to change frequency to 1270 kc, increase power from 250 w to 5 kw and make equipment changes. Dismissed June 21.

New Fm Stations . . .

ACTIONS BY FCC

Macomb, Ill.—Western Illinois State College granted new noncommercial educational station on ch. 217 (91.3 mc) with ERP 16 kw; antenna height above average terrain 280 ft. Address % W. K. Shake. Granted June 22.

Cincinnati, Ohio—Gordon Bcstg. Co. (WSAI) granted new Class B fm station on ch. 274 (102.7 mc) with ERP 14.7 kw; antenna height above average terrain 550 ft. Remote control operation from WSAI transmitter. Granted June 22.

APPLICATIONS

Blytheville, Ark.—Warren L. Moxley, 1410 kc, 500 w daytime. Post office address 803 E. Main St., Blytheville. Estimated construction cost $20,000, first year operating cost $36,000, revenue $48,000. Mr. Moxley is 70% owner, president and director of WFUL Fulton, Ky. Filed June 8.

Mayfield, Ky.—West Ky. Bcstg. Co., 94.7 mc, 2.4 kw ERP, unlimited. Post office address P. O. Box 26, Mayfield. Estimated construction cost $4,200, first year operating cost $10,000, revenue $12,000. Applicant owns WNGO Mayfield. Filed June 8.

Portageville, Mo.—William Albert Crim, Louie Alvah Crim and Albert Morton Crim d/b as American Christian Bcstg. Co., 101.7 mc, 450 w unlimited. Post office address Box 233 Portageville. Estimated construction cost $1,125, first year operating cost $1,200, revenue $7,000. The Messrs. Crim are ordained ministers. Each holds ⅓ interest in the general partnership of the broadcasting firm. Filed June 10.

Los Alamos, N. M.—Sunshine Bcstg. Co., 4.56 kw ERP, unlimited (requests allocation of suitable frequency). Post office address 2000 Indian School Road, N.W., Albuquerque, N. M. Estimated construction cost $3,700, first year operating cost $400. Sunshine owns KOAT Albuquerque and KRSN Los Alamos. Filed June 10.

Syracuse, N. Y.—Functional Bcstg. Inc., 93.1 mc, 8.55 kw unlimited. Post office address 601 Chamber of Commerce Bldg., Syracuse. Estimated construction cost $2,000, first year operating cost $36,000, revenue $42,000. Albert Wertheimer (100%) is majority stockholder in storecasting firms Buffalo, N. Y., airing advertising and music to stores. Filed June 10.

Existing Fm Stations . . .

ACTIONS BY FCC

KABC-FM Los Angeles—American Bcstg.-Paramount Theatres Inc. granted cp to change ERP to 4.3 kw, antenna height above average terrain to 2,800 ft. and make equipment and studio-transmitter location changes. Granted June 17; announced June 21.

WLIN (FM) Merrill, Wis.—Alvin E. O'Konski granted mod. of license to move studio to Wausau, Wis., retaining transmitter site at Merrill. Granted June 15; announced June 21.

APPLICATIONS

WXYZ-FM Detroit, Mich.—WXYZ Inc. seeks change of ERP to 13.8 kw. Filed June 15.

WTRX-FM Bellaire, Ohio—Ohio-West Virginia Bcstg. Co. seeks change of ERP to 9 kw. Filed June 15.

Ownership Changes . . .

ACTIONS BY FCC

KRLW Walnut Ridge, Ark.—Southern Baptist College granted voluntary assignment to Lawrence County Bcstg. Co., composed of **Dr. R. O. Norris** (25%), physician; **Nora M. Norris** (25%); **William H. Cate** (25%), manager KRLW, and **Carma N. Cate** (25%), for $40,000. Granted June 22.

KKTV (TV) Colorado Springs, Colo.—Tv Colorado Inc. granted transfer of control from Voice of the Rockies Inc. to James D. and Betty Russell. No consideration involved. Granted June 22.

KVOR Colorado Springs, Colo.—Voice of the Rockies Inc. granted voluntary transfer of control to Riggs & Greene Inc. through sale of all stock for $111,000 plus amount equal to net quick assets. Principals include **F. Robert Greene** (50%), vice pres-½ owner WAIR-AM-FM Winston-Salem, N. C., and **John S. Riggs** (50%), pres.-26.6% owner WELM Elmira, N. Y., and pres.-½ owner WAIR. Granted June 22.

WCNU Crestview, Fla.—H. French Brown & Virginia M. O'Neal, administratrix of estate of D. Grady O'Neal, deceased, d/b as Gulf Shores Bcstg. Co. granted voluntary assignment to Virginia M. O'Neal, administratrix d/b as Gulf Shores Bcstg. Co. through purchase of remaining ½ interest from H. French Brown for $30,000. Granted June 21.

WJSB Crestview, Fla.—C. S. Henderson & James T. Whitaker d/b as Crestview Bcstg. Co. granted voluntary assignment to C. S. Henderson through purchase of remaining 25% interest from Mr. Whitaker for $3,209. Granted June 16; announced June 21.

WSBB New Smyrna Beach, Fla.—Broadcasters Inc. granted voluntary transfer of control to A. V. Tidmore through sale of all stock for $15,000 and obligation totalling $29,900. Mr. Tidmore is owner of WPPA-AM-FM Pottsville, Pa., and 22.8% owner of WJEJ-AM-FM Hagerstown, Md. Granted June 22.

WJAZ Albany, Ga.—James S. Rivers, Doris R. Rivers & Bruce Smith d/b as Radio Station WJAZ granted assignment from partnership to corporation James S. Rivers Inc. Granted June 16; announced June 21.

KRPL Moscow, Idaho—Roy Anderson tr/as Latah County Bcstrs. granted assignment to wholly owned corporation KRPL Inc. Granted June 13; announced June 21.

WEOA Evansville, Ind.—Consolidated Tv & Radio Bcstrs. Inc. granted voluntary assignment to Ohio Valley Tv Co. for $116,000. Ohio Valley operates WEHT (TV) Henderson, Ky., and is wholly owned by Malco Theatres Inc. Principals include Pres. **Herbert R. Levy;** Vice Pres. **M. A. Lightman Jr.** and Treas. **Richard L. Lightman.** Granted June 22.

KWPC-AM-FM Muscatine, Iowa—Charles A. Henderson, George J. Volger & Thelma M. Volger d/b as Muscatine Bcstg. Co. granted voluntary assignment to George J. Volger and Thelma M. Volger d/b as Muscatine Bcstg. Co. through purchase of 0.5% interest of Charles A. Henderson. Granted June 22.

WJON St. Cloud, Minn.—Granite City Bcstg. Co. granted transfer of control to William T. Comstock, Miriam E. Haerle and John P. Haerle Jr. through sale of all stock for $52,924. Principals include Vice Pres. **William T. Comstock** (49.5%), 99.2% owner WPDR Portage, Wis., publisher of *Portage Daily Register & Democrat,* and pres.-75% owner *Oconto* (Wis.) *Reporter,* and Pres. **John P. Haerle Jr.** (49.5%), station manager of WPDR. Granted June 22.

WLIB New York, N. Y.—New Bcstg. Co. granted voluntary acquisition of control by Harry S. Novik (48%) through purchase of 3 shares of stock for $1,950. Mr. Novik will now own 51% interest. Granted June 13; announced June 21.

KBES-TV Medford, Ore.—Southern Bcstg. Co. granted assignment of cp to California-Oregon Television Inc. (an Oregon corporation). Action of June 16; announced June 21.

WGCD Chester, S. C.—Alex B. Craig & Morgan J. Craig d/b as Craig Bcstg. Co. granted voluntary assignment to The Dispatch Pub. Co. for $37,250. Principals include **C. V. Sink** (10%); **Fred O. Sink Jr.** (6.5%); **Joseph Sink** (9.6%); **Mrs. Fred O. Sink** (50.3%), and **Mrs. J. David Sink** (23.2%). Granted June 22.

KGNC-AM-TV Amarillo, KFYO Lubbock, Tex.—Plains Radio Bcstg. Co. granted voluntary transfer of control of Globe-News Pub. Co., majority stockholder to Ray A. Snead Jr., J. F. Thurman and Virginia R. Early, trustees of Ed Fagg Trusts, and Panhandle Publishing Co. (Whittenburg family), through purchase of 64,375 additional shares of stock for $3.8 million. Also involved is control of KGNC-TV. Granted June 22.

KTRM Beaumont, Tex.—KTRM Inc. granted voluntary acquisition of control by Jack Neil through purchase of about 34% interest from Alto V. Watson and Joseph S. Trum for about $34,400. Mr. Neil will now own 65.2% interest. Granted June 16; announced June 21.

KSTA Coleman, Tex.—Coleman County Bcstg. Co. granted acquisition of negative control by H. H. Jackson through purchase of 10% stock from E. B. Beach for $4,500. Granted June 22.

KSVC Richfield, Utah—Sevier Valley Bcstg. Co. granted voluntary acquisition of control by Homer R. Bandley through purchase of 1,000 shares from William Bartley and Maline S. Bandley for $1,250. Granted June 13; announced June 21.

WWOD-AM-FM Lynchburg, Va.—Roanoke Independent Bcstrs. Inc. granted assignment to newly formed corporation Lynchburg Independent Bcstrs. Inc. No consideration involved as Cy N. Bahakel remains sole owner. Granted June 15; announced June 21.

KGLM Chehalis, Wash.—Mid-State Bcstg. Co. granted voluntary transfer of control to Donald F. Whitman, Harold C. Singleton and Centralia Printing Co., through sale of all stock for $30,000. Principals include **Donald F. Whitman** (60%), part owner of restaurant and applicant for new am station at Olympia, Wash.; **Harold C. Singleton** (15%), owner of KRTV Hillsboro, Ore., 52% owner KTEL Walla Walla, Wash., and 9.9% owner KGAL Lebanon, Ore., and **Centralia Pub. Co.** (25%). Granted June 22.

WEIR Weirton, W. Va.—The Tri-State Bcstg. Co. granted voluntary transfer of negative control to WEDO McKeesport, Pa. (25%), Edward J. Hirshberg (15%), pres.-general manager-stockholder WEDO, and Robert E. Badger (10%), station manager-stockholder WEDO. Consideration is $23,200 in back salary and expense due Mr. Hirshberg for managerial services. Granted June 22.

WPLY Plymouth, Wis.—Arthur L. Gerber, Harold C. Steinke, Clair G. Burrill & William C. Fischer d/b as Eastern Wis. Bcstg. Co. granted



assignment to corporation Eastern Wis. Bcstg. Co. Granted June 13; announced June 21.

APPLICATIONS

WTBC Tuscaloosa, Ala.—Bertram Bank, Lamar Branscomb and Jeff Coleman d/b as Tuscaloosa Bcstg. Co. seek assignment of license to new partnership of Messrs. Bank and Branscomb who buy Mr. Coleman's ⅓ interest for $27,500. Filed June 10.

KLMO Longmont, Colo.—Longmont Bcstg. Co. seeks assignment of license to Edna Hill Maples, David Fred White Jr. and Grady Franklin Maples d/b as Radio Station KLMO, for $20,000 plus assumption of $4,107 liabilities. The Maples own 50% KGMC Englewood, Colo., and 50% KLLL Lubbock, Tex. Filed June 15.

WPIX (TV) New York—WPIX Inc. seeks transfer of negative control of Tribune Co., parent firm, from the late Robert R. McCormick, trustee of McCormick-Patterson Trust, to Mrs. Ruth McCormick Tankersley, Arthur A. Schmon, Chesser M. Campbell, W. D. Maxwell and J. Howard Wood, trustees. Filed June 20.

WNBK (TV) Cleveland, Ohio—National Bcstg. Co. seeks assignment of license to Westinghouse Bcstg. Co. in exchange for WBC's WPTZ (TV) Philadelphia plus $3 million consideration to WBC. Filed June 16.

WPTZ (TV) Philadelphia, Pa.—Westinghouse Bcstg. Co. seeks assignment of license to National Bcstg. Co. in exchange for NBC's WNBK (TV) Cleveland, Ohio, plus $3 million. Filed June 16.

WTAM-AM-FM Cleveland, Ohio—National Bcstg. Co. seeks assignment of license to Westinghouse Bcstg. Co. in exchange for WBC's KYW Philadelphia. Filed June 16.

KYW Philadelphia, Pa.—Westinghouse Bcstg. Co. seeks assignment of license to National Bcstg. Co. in exchange for NBC's WTAM-AM-FM Cleveland, Ohio. Filed June 8.

KBST-TV Big Spring, Tex.—William J. Wallace and associates d/b as Big Spring Bcstg. Co. seek assignment of cp to Big Spring Television Inc. composed of the original officers of Big Spring Bcstg. who own 85% of the stock. The remaining 15% is owned by 111 local businessmen. Filed June 8.

WIGM Medford, Wis.—M & N Bcstg. Co. seeks voluntary transfer of control to Harold R. Murphy, 46.7% owner, who purchases stock held by Charles H. Nelson, now owner of WLDY Ladysmith, Wis. Consideration $4,000. Mr. Murphy will become 80% owner. Filed June 15.

APPLICATION DISMISSED

WSTV-TV Steubenville, Ohio—WSTV Inc. at request of attorney, FCC dismissed application for assignment of permit to CBS. Applicant also dropped application to move to Florence, Pa. Dismissed June 14.

Hearing Cases . . .

INITIAL DECISION

San Antonio, Tex.—New tv ch. 12. Chief Hearing Examiner James D. Cunningham issued initial decision looking toward grant of application of Mission Telecasting Corp. (KONO) and denial of competing application of Howard W. Davis tr/as the Walmac Co. (KMAC). Initial decision June 16.

OTHER ACTIONS

De-intermixture—The Commission adopted notice of procedure for parties intending to participate in oral arguments June 27 regarding de-intermixture of vhf and uhf channels in Peoria, Ill., Evansville, Ind., Madison, Wis., Hartford, Conn., and Albany-Schenectady-Troy, N. Y. Arguments begin 9:30 a.m., rm. 6121, New Post Office Bldg., Washington. Action June 21.

Colorado Springs, Manitou Springs, Colo.—New am 1460 kc, 1490 kc. Designated for hearing application of Taylor Bcstg. Co. for new station on 1460 kc with 5 kw daytime at Colorado Springs and application of Garden of the Gods Bcstg. Co. for new station on 1490 kc with 250 w unlimited at Manitou Springs; made KBOL Boulder, Colo., and KRTN Benton, N. M., parties. Action June 22.

Hartford, East Hartford and Manchester, Conn.—New am 1230 kc. Designated for hearing competitive applications of Samuel Elman, Hartford; Regional Bcstg. Co., East Hartford, and Brothers Bcstg. Corp., Hartford, each seeking new station on 1230 kc with 250 w unlimited, and application of Manchester Bcstg. Co., Manchester, seeking 1230 kc with 100 w unlimited. Made WHUC Hudson, N. Y., party. Action June 22.

Arcadia, Fla.—New am 1320 kc. Designated for hearing application of R. E. Hughes for new station on 1320 kc with 500 w daytime; made WGMA Hollywood, Fla., party. Action June 22.

WOPA Oak Park, Ill.—Designated for hearing application to change transmitter site from Oak Park to Chicago and specify remote control point as Oak Park. Action June 22.

Algona, Iowa—New am 970 kc. Designated for hearing application of Kossuth County Bcstg. Co. for new station on 970 kc with 500 w daytime, directional; made KMA Shenandoah and KAYL Storm Lake, Iowa, parties. Action June 22.

Pitman-Glassboro, N. J.; Chambersburg, Pa., and Fisher, W. Va.—New am 690 kc. Designated for hearing following applications for new daytime stations on 690 kc: The Delsea Bcstrs., 250 w directional, Pitman-Glassboro; James A. Reese Jr., 250 w, Chambersburg, and Richard Field Lewis Jr., 500 w, Fisher. Made WOR New York, WCBM Baltimore and WNNT Warsaw, Va., parties. Action June 22.

KOAT Albuquerque, N. M.—Alvarado Bcstg. Co. FCC by order denied petition filed June 13 requesting stay of the Commission's order of May 23 insofar as it requires KOAT to cease operation on 860 kc with 250 w unlimited on June 18; further ordered the May 23 order modified to show extension of time to June 27 for KOAT to discontinue operation on 860 kc and that the station resume operation on its previously licensed frequency 1240 kc on or after June 28. Order June 17; announced June 21.

Henryetta, Okla.—New am 1590 kc. Designated for hearing competitive applications of Henryetta Radio Co. and Henryetta Bcstg. Co., each seeking new am station on 1590 kc with 1 kw daytime; made KWHP Cushing, Okla., party. Action June 22.

Mexia, Tex.—New am 1590 kc. Designated for hearing application of Bi-Stone Bcstg. Co. for new station on 1590 kc with 500 w daytime; made KERC Eastland, Tex., party. Action June 22.

Everett and Anacortes, Wash.—New am 1340 kc. Designated for hearing application of Walter N. Nelskog, Everett, and that of Skagit Bcstg. Co., Anacortes, each seeking new am station on 1340 kc with 250 w fulltime. Action June 22.

Routine Roundup . . .

June 16 Applications

ACCEPTED FOR FILING

Remote Control

WAHR Miami Beach, Fla., Alan Henry Rosenson.

KWNO Winona, Minn., Winona Radio Svc.

June 17 Decisions

ACTIONS ON MOTIONS

By Examiner James D. Cunningham

By memorandum opinion and order, granted joint motion of Wilton E. Hall and Greenville Television Co., protestants, in proceeding re application of WSPA-TV Spartanburg, S. C. (Docket 11314), to reopen record of hearing with conference of all counsel to commence on June 21; further ordered that said motion, insofar as it requests time for filing proposed findings on present record be held in abeyance, is dismissed as moot. (Action taken 6/16).

Mission Telecasting Corp., The Walmac Co. San Antonio, Tex.—Granted motion of Walmac to dismiss pleading filed by Mission entitled "Reply to Supplemental Proposed Findings of Fact and Conclusions of Law Submitted in Behalf of Howard W. Davis", in proceeding re Dockets 11000-01 (Action taken 6/15).

By Examiner William G. Butts

Bartlett and Reed Management Blackhills Video Co. Rapid City, S. D.—Ordered that hearing now scheduled July 5 be rescheduled July 25 and that all parties shall exchange among themselves all exhibits and documents on which they intend to rely as part of their direct case, on July 18, in proceeding re CPs for radio relay facilities (Dockets 11392-93). (Action of 6/16).

By Examiner Hugh B. Hutchinson on June 16

Chief, Broadcast Bureau—Granted petition to change date from June 3 to June 6 for filing its proposed findings in re application of KGEO-TV Enid, Okla. (Docket 11302).

By Examiner Annie Neal Huntting on June 14

Mercer Bcstg. Co., Trenton, N. J.; O'Keefe, et al, Levittown-Fairless Hills, Pa.—Granted motion of Mercer to extend from June 13 to June 15 time for exchanging substitute engineering testimony, re (Dockets 10931-33).

WAPF McComb, Miss.—Denied motion to strike portions of proposed findings of KCIJ filed by WAPF in re (Docket 11251).

By Examiner Elizabeth C. Smith on June 15

KNBY Newport, Ark.—Issued order which sets forth agreements to govern further course of proceeding in re Docket 10883.

By Examiner Basil P. Cooper on June 15

KNAC-TV Fort Smith, Ark.—Ordered pre-hearing conference to be held June 17 in proceeding re Dockets 11385-86.

June 20 Applications

ACCEPTED FOR FILING

License for CP

KOSI Aurora, Colo.—License to cover CP (BMP-6668, as mod.) which authorized increase in power and change type transmitter (1430 kc).

WDLC Port Jervis, N. Y.—License to cover CP (BP-9508) which authorized increase in power (1490 kc).

KBCH Oceanlake, Ore.—License to cover CP (BP-9496) which authorized new standard station (1400 kc).

Renewal of License

WTCO Campbellsville, Ky., South Central Kentucky Bcstg. Co.—(Resubmitted).

WRGS Rogersville, Tenn., Rogersville, Bcstg. Co.—(Resubmitted).

Remote Control

KDTA Delta, Colorado, Monarch Bcstg. Co.

WGGA Gainsville, Georgia (Aux.), Blue Ridge Bcstg. Co.

Application Returned

KSPA Santa Paula, Calif.—Voluntary assignment of license to Juan G. Salas. (To be filed on 314).

License for CP

WMGE Madison, Ga.—License to cover cp which authorized new standard station (1250 kc).

WFOS South Norfolk, Va.—License to cover CP which authorized new educational fm station.

Modification of CP

KFAR-TV Fairbanks, Alaska—Mod. of cp (which authorized new comm. tv station) to extend completion date to 10-31-55.

KCOA (TV) Corona, Calif.—Mod. of cp (which authorized new comm. tv station) to extend completion date to 1-14-56.

WGTH-TV Hartford, Conn.—Mod. of cp (which auth. new comm. tv station) for extension completion date to 9-1-55.

WINT (TV) Waterloo, Ind.—Mod. of cp (which auth. new comm. tv station) for extension completion date to 1-7-56.

KVSO-TV Ardmore, Okla.—Mod. of cp (which auth. new comm. tv station) for extension completion date to 1-12-56.

KVAL-TV Eugene, Ore.—Mod. of cp (which authorized new comm. tv station) to extend completion date to 8-27-55.

WAZL-TV Hazleton, Pa.—Mod. of cp (which authorized new comm. tv station) to extend completion date to 1-14-56.

KTSM-TV El Paso, Tex.—Mod. of cp (which auth. new comm. tv station) for extension completion date to 10-17-55.

KEPR-TV Pasco, Wash.—Mod of cp (which auth. new comm. tv station) for extension completion date to 1-20-56.

WNYC-TV New York—Mod. of cp (which auth.

(Continued on page 121)

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Commercial manager's position available September 1st. Take complete charge of all local sales on a fine midwest major network affiliated station. Need a man of leadership that has the capabilities of creation as well as follow through with sales staff. Prefer a mature man. Would appreciate a complete outline of past experience when submitting operation. Box 929A, B•T.

Station manager—must have fine personal sales record and top references. New 1000 watt station, Billings, Montana, daytime. Good salary plus share of profits. Write: KSPO, Spokane, Washington.

Salesmen

Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B•T.

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RADIO

Help Wanted—(Cont'd)

Salesman, $85 weekly plus override; must know programming and writing. Box 834A, B•T.

Experienced salesman-announcer for Kentucky network station. Permanent position, good working conditions. Tell all about yourself first letter. Box 909A, B•T.

Experienced salesman wanted. Highly competitive market. Salary and commission. Write KCMC-Radio, P. O. Box 521, Texarkana, Ark.-Tex.

KLOV Loveland, Colorado needs salesman. 15% straight commission.

Experienced salesman. 15% commission. Immediate list of excellent active accounts. Ideal working conditions. Chance for advancement in broadcasting. Send full details to Wayne Wright, WBCK, Battle Creek, Michigan.

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We're a small friendly station in small community but sound better than most larger stations. We need an announcer with experience, intelligence and ability. No place for beginners. We're fussy. $75 up. Paid vacations. Send tape. Full details. Box 693A, B•T.

Versatile announcer, good character, family man, permanent. Living conditions and pay good. Southern regional network station. Box 826A, B•T.

Major market—top independent will hire midwest disc jockey with solid announcing background. Send tape and letter to Program Director, Box 895A, B•T.

Wanted: Hard working, level-headed staff announcer for top radio organization in Michigan. Excellent opportunity, employee benefits, ideal working conditions. Send complete information, resume and salary expected. Do not send tapes. Personal interview will be required before position is filled. Write Box 903A, B•T.

Central Florida station needs two good announcers, 1st phone. One opening July 9, another Sept. 24. Shirt sleeve climate, pleasant people. Box 910A, B•T.

Top flight, experienced hillbilly and western disc jockey, southern California. Daytime. Salary to $100.00 week. Send references, photo, complete experience first letter. Box 917A, B•T.

Excellent opportunity for newscaster with Illinois community station. Accent on local news. Rural background desirable. Some disc jockey. If you're the man, let your application prove it. Box 932A, B•T.

Staff announcer, for small but good independent in southern state. Living conditions pleasant, pay good. Send resume, tape and photo. Box 953A, B•T.

Wanted: Experienced announcer with first phone. Large city in Louisiana. Good pay. Box 954A, B•T.

Good morning DJ, first phone—combo operation—experienced, permanent. $2.31½ hour. Send tape—experience. All tapes returned. KSPO, Spokane, Washington.

Daytime 500 watter has immediate opening for engineer-announcer with emphasis on announcing. Good pay and working conditions. KSWA, Graham, Texas.

Staff announcer, must be experienced. Eastern Carolina kilowatt. $60.00. Lee Hodges, WCPS Tarboro, N. C.

Fine music station needs announcer with first class engineer ticket. Contact WCRB, Waltham, Massachusetts, WA 5-7080.

Top, fully experienced announcer-operator, under 30, wanted by one of nation's most successful independents. 20% profit sharing this year. Send tape, experience, references and minimum starting salary to WSNY Schenectady, N. Y.

RADIO

Help Wanted—(Cont'd)

Do we have your tape? No immediate in top DJ personalities. KOWH Omaha. WHB Kansas City. WTIK New Orleans. Tapes promptly returned. Send all tapes to: Todd Storz, President, Mid-Continent Broadcasting Company, Omaha 2, Nebraska.

Technical

Northern Illinois daytimer seeking chief engineer with announcing or selling experinece. Good salary for right man. Box 933A, B•T.

Chief engineer-announcer, for progressive independent in deep south. Send resume, tape and photo. Box 952A, B•T.

Chief engineer-announcer needed at once by daytime station soon. Going to 1000 watt. Good deal to right person, with opportunity for spare time two-way radio maintenance, if desired. Do not apply unless you know your business. No drifters. Contact WCLE Camilla, Georgia.

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Have opening for experienced combination writer and announcer. Must be able to supervise copy department. $66 for 50 hours, more if better than average. Contact C. Leslie Golliday, Radio Station WEPM Martinsburg, W. Va.

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Manager—sales manager—radio and/or tv. Over 20 years experience radio-tv, including sales—management—ownership. Presently vhf-tv. 46, young family, church and civic leader. Welcome close investigation. Consider all, prefer south. Offer must be sound with future. Box 556A, B•T.

Radio station manager-commercial manager currently executive post in tv, wants to get back into radio. 12 years radio managerial-sales-programming experience. Thoroughly understand profitable small and medium market operation. Available July 15th. Box 901A, B•T.

Manager-salesman: 17 successful, productive years, all phases of radio. A year and a half television sales and production. Excellent references. Early forties, married. Prefer midwest area. Box 915A, B•T.

Manager—with accent on sales! Aggressive, hard-hitting, result-producing. Metropolitan market. $12,000 per annum minimum. Presently sales manager major market. Box 920A, B•T.

Sales manager. Available August 1. Eastern medium market only! Ten year sales, merchandising experience. Prompt reply. Box 927A, B•T.

Veteran radio manager. Take charge or assist. Reliable, capable, efficient. Best references. Box 930A, B•T.

General manager-engineer—with ability to do all-around job, small market experience. Can make station pay. Box 934A, B•T.

Selling my interest in metropolitan radio. Will manage, sales manage your property. Box 939A, B•T.

Salesmen

Five years sales manager; ten years radio including program director, station manager. Permanent, dependable. Box 899A, B•T.

Adult manager wants medium market sales job, eventually manage and buy in. Top personal sales. Finest permanent relations, no speculators. Box 913A, B•T.

Salesman available to company syndicating products—services to radio and tv stations. Know personally most radio and tv station managers in Florida, Georgia, Alabama. 15 years managerial posts in radio and tv. Highest trade references. Box 948A, B•T.

Announcers

Staff announcer. Sports preferred. Experienced. Will travel. Box 745A, B•T.

Announcer, strong, DJ, go anywhere, eager to please. Steady, dependable. Available now. Tape, resume on request. Box 790A, B•T.

First phone combo—4 years experience. Responsible, married, veteran, 29. Southern New England desired. Permanent, right offer. Box 814A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer—recent radio school graduate, well versed all phases news, DJ, sales, heavy sports. Familiar with control board operation. Single, veteran, free to relocate. Tapes, resume upon request. Box 877A, B•T.

Announcer—negro. DJ, commercial, news; experience light, ambitious. Tape available. Box 890A, B•T.

Combination man. 1st phone. 3½ years present station. Mature voice. $80 minimum. Prefer midwest. Emphasis announcing. Box 894A, B•T.

Deep, mellow voice. 3 years staff announcing experience. $75 week minimum. Box 896A, B•T.

Top-flight experienced announcer seeks change. Presently with major market indie. College grad., NBC trained. Know all phases. Want progressive station that offers fine future. Box 897A, B•T.

Announcer. Experienced, dependable and sober. Midwest preferred. First class license. Box 904A, B•T.

Announcer—mature, reliable, excellent commercials. Strong news. Music—popular standards, semi-classicals, engaging personality. Highest references. Tape. Box 906A, B•T.

Announcer, chief engineer. 5 years experience, desires to locate in midwest area. Capable any announcing, play-by-play, special events, competent technician. Tape and references on request. Box 908A, B•T.

Announcer-strong news, excellent commercials—good DJ—will travel—tape and resume upon request. Box 914A, B•T.

News, commercial, DJ, 2 years experience. Presently 5 kw—desire midwest location. Box 918A, B•T.

Young, aggressive DJ-announcer, wants position with progressive station. Veteran, car, light experience, willing to relocate anywhere for right opportunity. Tape, resume, photo. Salary open. Box 922A, B•T.

Young DJ—staff announcer. Short on experience, long on ability. Veteran, college, car, resume, tape, will travel. Box 923A, B•T.

DJ-announcer. Young, aggressive, talented. Light experience, veteran, car, college. Want position with future. Hard worker, will go anywhere. Tape, resume, photo. Box 924A, B•T.

Experienced staff announcer, family, interested relocating permanent position friendly community, salary secondary to security, tape and interview. Box 925A, B•T.

Negro platter personality—college trained personable veteran. Tape, references, travel. Box 941A, B•T.

Staff announcer, DJ, recent graduate, hard worker, tape on request. Box 942A, B•T.

Announcer—light experience, mature, hard worker—needs "first break"—Jersey or vicinity. Tape and resume. Box 943A, B•T.

Staff-sportscaster. Top play-by-play—news—DJ. Commercial-experience, travel. Box 944A, B•T.

Experienced negro DJ, announcer, news—excellent references. Will travel. Tape on request. Box 945A, B•T.

Voice personality, announcer—seeks permanent spot. News, special feature events, strong musical background. Relocate with family. Well traveled. Cultured. Photo, resume, tape. Box 947A, B•T.

Negro deejay, slight experience. Emphasis news. Commercials. Deejay shows, board operator. Box 950A, B•T.

Versatile experienced announcer aspires to further self. Employed, available on notice. Prefer east coast. Veteran, single, 25, college, radio school, 3rd class ticket. Box 957A, B•T.

Announcer, thirty years of age, six years experience, experienced program director. Married, one child. Available August. Write or call Eugene L. Books, 418 Green Street, Big Rapids, Michigan. Tel.: 782.

DJ—excellent record—tremendous ten audience wishes to join promotion minded station. 31, vet, degree, stable, cooperative, good appearance, thoroughly dedicated to work. Contact at temporary address: Mr. Burns, % Taylor, 2276 Dixie Highway, South Fort Mitchell, Ky.

Announcer—4 years experience including tv. To locate in southeast—prefer Florida. Salary expected $90.00. Contact Dave Godwin, KNEA, Jonesboro, Ark. 2-8381. Tape on request.

RADIO

Situations Wanted—(Cont'd)

Experienced announcer—solid background, relocating permanent connection. General staff, smooth platter man, teen-age appeal, commercial personality. Travel, references, tape. Tom Hopkins, Box 92, Bernardsville, N. J. Bernardsville 8-0538.

Announcer, staff singer. Strong on news, commercials. Do copywriting, DJ, third ticket. Recent broadcasting school graduate. Married, will travel. Tony Lamont, 1153 70th Street, Brooklyn, New York.

Announcer—news—DJ. Tape, resume available. Ohio-Penna., preferred. Jerry Peterson, 1515 Monroe, Chicago, Ill.

3 in 1, announcing six years, have first class license, interested in selling. College graduate seeks permanent position. Gerry Well, 183 Sly Avenue, Corning, New York.

Technical

Engineer, first phone. Fully experienced in maintenance, remotes, directional operation. Box 686A, B•T.

Engineer, 1st phone, am-fm-tv, experienced, will travel. Prefer Florida or east coast. Write Box 823A, B•T.

Engineer—first phone license. No broadcast experience. Six years experience, tape recorder and audio equipment maintenance and repair. Will relocate. No announcing. Box 893A, B•T.

First phone engineer, 7 years am experience, all phases, Eastern and midwestern stations only. Box 926A, B•T.

1st phone, no experience, vet, 31, grad radio-tv school. Can travel. Peter Cap, 233 Cook Ave., Yonkers, N. Y.

Ten years radio; one television. First phone, 31, car. Now available. $60 start. Good references. Downie, 807 Westcott Street, Syracuse, N. Y. 76-3419.

1st class engineer, presently chief, anywhere if permanent, references. Raymond Skinner, 506 South Court Street, Sparta, Wisconsin.

Programming-Production, Others

Young man desires copywriting, editorial position with radio or tv network. Will relocate. Box 846A, B•T.

Copywriter—DJ personality, 34, eight years experience. Tape, resume, copy specimens. Box 891A, B•T.

Biggest bargain in radio! Program director, sports director, newsman, continuity writer, deejay, staff man—all this for 80 dollars a week! First come—first served. Box 902A, B•T.

Girl Friday—three years programming, continuity. Third ticket, typing, shorthand. Prefer small midwest station. Help you build local appeal. Box 907A, B•T.

Writer-producer-promotion, versatile idea man desires west coast. Top references. Twenty years experience. Box 936A, B•T.

Womans show, nationally known. Twelve years polished metropolitan performer. Can sell. Age 29. Married. Box 940A, B•T.

TELEVISION

Help Wanted

Managerial

Local sales manager wanted by vhf station in Great Lakes area. Good opportunity for hard worker. Prefer young man with tv experience. Box 937A, B•T.

Salesmen

Salesman wanted for vhf station. Excellent working conditions with opportunity to make money. Send details to Box 938A, B•T.

Announcers

Children's director: For educational television station. Available September 1. Able to perform, supervise all children's programs. Strong on creative side, sound educational philosophy and training. Good appearance, extensive radio-television experience. Send full particulars, recent photo, tape and/or film of work, background, references and expected salary. Write Channel 10, 268 Jefferson, Memphis, Tennessee.

Technical

Immediate openings—video engineer; cameraman. Must be experienced both studio and remote operation. C. E., KOAT-TV, Albuquerque, New Mexico.

Programming, Production, Others

Wanted—tv program manager, vhf network station, medium size market, southwest. Must be experienced, able to direct on-air operations. Right man advances within company. Write qualifications, desired salary. Box 919A, B•T. Our employees know of ad.

N. Y. tv station offers top opportunity for versatile young man wanting new horizons in tv advertising, promotion and research. Be specific and complete. Box 946A, B•T.

Situations Wanted

Announcers

Valuable all-around tv personality. Compelling commercials, engaging MC, intelligent news. Proven; highest endorsements. Solid background large and small city tv, radio, films. Now with midwest am-uhf, want permanent connection vhf larger market. Box 931A, B•T.

Technical

Engineer: am-fm experience, desires tv in northeast or midwest. References. Box 935A, B•T.

Production-Programming, Others

Responsible young man with progressive ideas and thorough knowledge of radio and television writing and production, desires position as television director in small or new operation. Master's degree in radio-television from Northwestern University. Veteran. Prefers east but will consider other offers. Available after July 1st. Box 869A, B•T.

Responsible young woman with flair for creative ideas desires position as educational and public affairs consultant and/or staff writer. Thorough knowledge of radio and television continuity. Dramatic writing, production, and research techniques. Teaching certificate and master's degree in radio and television. Available after July first. Box 870A, B•T.

DISC JOCKEYS WANTED

Central Florida's newest and most powerful daytime station WGTO* 10,000 watts, 540 kc., wants 3 DJ's with experience in any of the top 15 markets. Right men will have possibility of earning

$10,000 PER YEAR, OR MORE

Send resume, photo, disc or tape to: Station Director, KWK, Incorporated, 1215 Cole Street, St. Louis 6, Missouri. Replies confidential.

*** On air approximately August 1, 1955**

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Working production manager, experienced, 6 years tv. Can strengthen your operation, professionalize commercial presentations, produce visually-appealing live shows, all with cost-cutting know-how to fit your budget. Not afraid of uhf. Box 898A, B•T.

Young man with six years educational motion picture and closed circuit experience wants to learn commercial tv field from bottom up. Box 900A, B•T.

Young radio program director-announcer with 4 years art training and display experience seeks job in television to work in art department. Prefer smaller towns in mid-south. Married with family. Box 905A, B•T.

Producer-director, production manager, tv. College, family man, vet War II, offer effective creative, economical programming. Experience includes camera operation; audio; switching; film-supervision; projection; announcing; floor manager; scenic design. Box 921A, B•T.

For Sale

Stations

One fifth interest KLOV, Loveland, Colorado, $5,000.

Florida major market $150,000 ⅓ down; Mississippi small market, $25,000; Tennessee single station market, $60,000. Paul H. Chapman, 84 Peachtree, Atlanta.

Texas. Fulltime network. Single-station market. Serving large thriving agricultural, cattle, oil market. Stabilized city. Population over 10,000. Bank deposits over $20 million. Ralph Erwin, Broker, Box 811, Tulsa.

City station. Covers large metropolitan area. Available through Ralph Erwin, Broker, Box 811, Tulsa.

Special. Priced in perspective. A thousand-watter, located in one of the southwest's most beautiful cities. Market well over 200,000 per owner's statement. Year-round tourist mecca. City of beautiful homes, buildings, churches. Nationally famous, expanding market. This entire situation is available for the most searching inspection by qualified principals. Ralph Erwin, Broker, Box 811, Tulsa.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment

RCA TF5A superturnstile. Tuned channel 5 but tuneable 4 or 6. Box 911A, B•T.

Langevin type 119-A program amplifier in excellent condition. Make offer. KOWH Omaha 2, Nebraska.

For sale: 620 foot guyed tv tower complete with lighting and guy wires. Write WJTV, Box 8187, Jackson, Miss.

For sale: One Rek-O-Kut model 16-A disc recorder complete with Presto 1-D cutter. $250.00. Contact J. J. Ikner, WFNC, Fayetteville, N. C.

27 used towers, all types and sizes, for sale. Ace High Tower Erector. Phone Greenville, N. C., 6750.

For Sale: Dage two-camera vidicon chain complete. Original price $12,000. Will take best offer. D. Rodabaugh, Kierulff Electronics, 820 W. Olympic, Los Angeles 15, Calif.

WANTED TO BUY

Stations

Small market midwest station desired by three young experienced radio men with limited capital. Box 766A, B•T.

Now own several radio stations in large markets. Will pay all cash for right station. Must be market with city population over 500,000 with station licensed to principal city, not suburb. Fulltime station below 1000 kc most desired. Absolute confidence pledged. Box 912A, B•T.

Experienced broadcaster seeking small station east-south-Florida. Cash down. References. Box 928A, B•T.

Radio property wanted now. Oklahoma, Missouri, Texas, Arkansas. Ralph Erwin, Broker, Box 811, Tulsa.

Wanted now. Metropolitan stations for listing. Cities over 100,000 in Texas, Oklahoma, Missouri, Arkansas. Network or non-network. Fulltime or daytime. Current billings not important. Exclusive listings only. Ralph Erwin, Broker, Box 811, Tulsa.

Radio. Texas, Oklahoma, Arkansas, Missouri, Kansas. Professionally licensed service. Ralph Erwin, Broker, Box 811, Tulsa.

WANTED TO BUY

Equipment Etc.

Wanted: Need complete equipment for 500 watt am radio station, immediately. Will pay cash for good equipment. Write Box 822A, B•T.

Wanted: Used R. F. bridge. Write L. E. McKinney, WACL, Waycross, Ga.

Good used 500 watt transmitter. Radio Station WKAM, Goshen, Indiana.

Ampex or Magnacord recorder and disc recorder. Address 315 Wilder Building, Charlotte, North Carolina.

Miscellaneous

FCC restricted operator permits—license verification cards—permanently sealed in protective, crystal clear plastic. 50¢. 5—$2.00. Plastic Press, Box 13, St. Louis 14, Missouri.

Anxious to learn whereabouts of my son, Nick Irwin Isenstein, please contact Mrs. Ruth Isenstein, 612 4th Street, Rock Island, Illinois.

INSTRUCTION

Get your FCC first phone license in 8 weeks. Intensive, personalized instruction in residence or by correspondence. For details, write Grantham School, Dept. 1-K. Address either 6064 Hollywood Blvd., Hollywood, Calif., or 737 11th Street N.W., Washington, D. C.

Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesmen will call). Get the best—it costs no more! Northwest Radio & Television School, Dept. B, 1221 N. W. 21st Avenue, Portland 9, Oregon.

RADIO

Help Wanted

Salesmen

BROADCAST EQUIPMENT SALES

High level, salaried position as product sales manager for AM broadcast and audio equipment. Very important Sales Department position includes product planning, production scheduling, and systems engineering to assist field sales force.

SALES ENGINEER

To travel and sell broadcast equipment to radio stations in Southeast. Salary and commission.

Aggressive, sales-minded men needed by leader in broadcast field located in Midwest. Send full details with photo and state position preferred to

Box 916A, B•T

ATTENTION!

SALESMEN

and

Small Station

Commercial Managers

Station established over 15 years in one of the leading markets in the Great Lakes region is expanding staff. Rare opportunity in sales position open now, with best prospects for advancement to executive position near future—plenty of room at the top here. If you are a worker and like to sell, send full details first letter.

Box 951A, B•T

RADIO

Situations Wanted

Managerial

STATION OWNERS GENERAL MANAGER NOW AVAILABLE

Experience and good judgment is what you want. Background in both small and large markets. Up through the ranks. Ten years with last company, one of the nation's largest radio and TV station operators. Knowledge of and dealt with all networks and national agencies. Some foreign experience. Will go anywhere. Capable and energetic with ideas to make station profitable as well as progressive in community. Age 43. Family. Best of references. Always active in civic affairs. Available because of personal reasons. Interested only in top spot. For personal interview only, write:

Box 955A, B•T

Announcers

TOP AIR SALESMAN DISC JOCKEY

Smooth rich voice. Available July 1st. 10 years experience—top stations. Excellent industry reference, plus agency experience.

Box 956A, B•T

TELEVISION

Help Wanted

Managerial

TELEVISION SALES MANAGER

Well established major network affiliate in medium market has opening for sales manager. This is the number two position in the station and requires a mature, well experienced and successful man. Substantial AM background may be acceptable in lieu of TV experience. Salary is open. Living conditions are excellent and the future is secure and bright. Send complete resume including photo to Box 815A, B•T. All replies confidential.

Technical

Chief Engineer position open at K.W.T.X., Channel 10, Waco, Texas. Send letter of application to M. N. Bostich, K.W.T.X., Waco, Texas.

TELEVISION

Situations Wanted

Managerial

TV General Manager

available for immediate interview. Major or secondary market VHF operation. Thirteen years in industry . . . seven years top management. Excellent record. Finest references.

Box 958A, B•T

Programming, Production, Others

TV NEWSCASTER

TV & Radio
News & Special Events
Broad Experience—On Air
Production & Writing, Etc.
For Full Details
Box 437A, B•T.

Television Program Director 13 years radio and TV. Can create good local programs with low budget. Will train your staff for new C.P.
Box 892A, B•T

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSE IN 5 to 6 WEEKS

***THE* ORIGINAL INTENSIVE 'DOOR OPENING COURSE' RADIO-TELEVISION OUR INTEGRITY PROVEN**

Check the school that others try to copy.

WILLIAM B. OGDEN
1150 W. Olive Avenue
Burbank, California

BE TAUGHT—NOT TOLD UNDERSTAND—NOT MEMORIZE
Over 1600 successful students in NINE years

(Continued from page 116)

new comm. tv station) for extension completion date to Jan. 56.

June 21 Decisions

BY THE BROADCAST BUREAU

Actions of June 17

Granted License

WNVA-FM Norton, Va.—Granted license for fm station.

WHAT-FM Philadelphia, Pa.—Granted license for fm station.

Remote Control

WAHR Miami Beach, Fla.—Granted authority to operate . by remote control.

Granted Extensions

Following were granted extensions of completion dates as shown: WOCN Atlantic City, N. J., to 1-16-56; WTTW (TV) Chicago, Ill., to 1-5-56; WTVY (TV) Dothan, Ala., to 1-6-56.

Actions of June 15

Sign-Off Permission

KFIZ Fond du Lac, Wis.—Granted permission to sign-off at 8 p.m. during summer months June, July and August.

KEYD Minneapolis, Minn.—Granted permission to sign-off at 6 p.m. during summer months for period ending Sept. 1955.

Granted Extensions

Following were granted extensions of completion dates as shown: WTOH-TV Toledo, Ohio, to 1-16-56; KQTV (TV) Fort Dodge, Iowa, to 12-28-55; WTAO-TV Cambridge, Mass., to 1-5-56; WALB-TV Albany, Ga., to 12-23-55; WSYR-TV Syracuse, N. Y., to 1-5-56; WTWO (TV) Bangor, Me., to 1-5-56; KTHV (TV) Little Rock, Ark., to 1-4-56.

Remote Control

Following stations were granted authority to operate trans. by remote control: WRIV Riverhead, New York; WLIN Merrill, Wis.; KWNO-FM Winona, Minn.

WLRD-FM Miami Beach, Fla.—Granted authority to change remote control point from 420 Lincoln Rd. to 814 1st St., Miami Beach.

Actions of June 14

Granted Extension

WTOW Towson, Md.—Granted extension of completion date to 9-15-55.

Actions of June 13

Granted License

WEMC (FM) Harrisonburg, Va., Eastern Mennonite College Inc.—Granted license for noncommercial educational fm station.

Granted License

KTYL-FM Mesa, Ariz.—Granted license covering changes in licensed station.

WVLN-FM Olney, Ill.—Granted license to cover CP (which replaced expired permit) which authorized new fm station.

KPFM (FM) Portland, Ore.—Granted license for fm station.

KFML (FM) Nr. Golden, Colo.—Granted license for fm station.

WKIP-FM Poughkeepsie, N. Y.—Granted license for fm station.

KUTI Yakima, Wash.—Granted license covering increase in power.

Granted Extension

Following were granted extensions of completion dates as shown: WIND-TV Chicago, Ill., to 1-16-56; WTPA (TV) Harrisburg, Pa., to 12-15-55; KETX (TV) Tyler, Tex., to 12-1-55; KVAN-TV Vancouver, Wash., to 1-16-56; KHSL-TV Chico, Calif., to 1-11-56.

Remote Control

Following stations were granted authority to operate trans by remote control: WBZA Springfield, Mass.; WPLH Huntington, W. Va.; WRFC Athens, Ga., while using nondirectional antenna.

June 21 Applications

ACCEPTED FOR FILING

License Renewal

WTHI-FM Terre Haute, Ind.—renewal of license.

Modification of CP

WLLY Richmond, Va.—Mod. of CP (which auth. new standard station) for change type trans; change studio location and operate trans. by remote control.

WNBH-FM New Bedford, Mass.—Mod. of CP (which auth. changes in licensed station) for extension of completion date.

WAZL-FM Hazleton, Penn.—Mod. of CP (which auth. changes in licensed station) for extension of completion date.

WKNB-TV New Britain, Conn.—Mod CP which auth new comm. tv station to extend completion date to 1-15-56.

KLIX-TV Twin Falls, Ida.—Mod. CP which auth. new comm. tv station to extend completion date to 1-15-56.

KPLC-TV Lake Charles, La.—Mod. CP which auth. new comm. tv station to extend completion date to 1-12-56.

License for CP

WBRC-TV Birmingham, Ala.—License to cover CP which auth. changes in existing comm. tv station.

June 22 Decisions

BROADCAST ACTIONS

The Commission en banc, by Commissioners McConnaughey (chairman), Hyde, Webster, Hennock, Bartley and Doerfer, took the following actions on June 22:

KTLA-TV Los Angeles, Calif.—Paramount Television Productions Inc. Granted renewal of license for the regular period (Chairman McConnaughey absent).

UPCOMING

JUNE

June 26-29: National Adv. Industries Exposition, Morrison Hotel, Chicago.
June 26-29: Adv. Assn. of the West convention, Portland, Ore.
June 27-30: Western Assn. of Broadcasters (Canadian) convention, Jasper Park Lodge, Jasper, Alberta.
June 27-July 1: American Institute of Electrical Engineers general meeting, New Ocean House, Swampscott, Mass.
June 28: Presentation, Outstanding Young Advertising Man Award, Assn. of Adv. Men & Women of New York.
June 28-30: Emerson Distributor Convention, Hotel Plaza, N. Y.
June 29-July 1: American College Public Relations Assn., Drake Hotel, Chicago.

JULY

July 1: RAB Clinic, Cedar Rapids, Iowa.
July 11: Start, Institute in Live & Filmed Tv, U. of Miami, Coral Gables, Fla.
July 18: Start, WSM-Peabody Tv Workshop, Peabody College, Nashville, Tenn.
July 22-27: National Audio-Visual Convention, Sherman Hotel, Chicago.
July 28-30: International Advertising Conference, State Parliament Bldg., Zurich, Switzerland.

AUGUST

Aug. 1-9: Educational Television Workshop, Michigan State College, East Lansing.
Aug. 8: RAB Clinic, Atlanta.
Aug. 9: RAB Clinic, Charleston, S. C.
Aug. 10: RAB Clinic, Winston-Salem, N. C.
Aug. 11: RAB Clinic, Norfolk, Va.
Aug. 12: RAB Clinic, Philadelphia.
Aug. 14-Sept. 3: National Assn. of Educational Broadcasters television production workshop, State U. of Iowa, Iowa City.
Aug. 22: RAB Clinic, Tampa, Fla.
Aug. 23: RAB Clinic, Birmingham, Ala.
Aug. 24: RAB Clinic, Baton Rouge, La.
Aug. 24-26: West Coast Electronics Manufacturers' Assn. and Los Angeles and San Francisco Institute of Radio Engineers sections show and convention, San Francisco.
Aug. 25: RAB Clinic, Ft. Worth, Tex.
Aug. 26: RAB Clinic, San Antonio, Tex.

SEPTEMBER

Sept. 6: RAB Clinic, Los Angeles.
Sept. 7: RAB Clinic, Bakersfield, Calif.
Sept. 8: RAB Clinic, San Francisco.
Sept. 9: RAB Clinic, Ogden, Utah.
Sept. 12-14: CBS Radio Affiliates meeting, Detroit.
Sept. 12-16: National Assn. of Educational Broadcasters engineering workshop, Michigan State College, East Lansing.
Sept. 18-24: National Radio & Television Week.
Sept. 19: RAB Clinic, Seattle, Wash.
Sept. 20: RAB Clinic, Portland, Ore.
Sept. 21: RAB Clinic, Colorado Springs, Colo.
Sept. 22: RAB Clinic, Cheyenne, Wyo.
Sept. 23: RAB Clinic, Albuquerque, N. M.



(New M. S. "STOCKHOLM")

N. C. Association of Broadcasters Convention - Cruise

(Official Meeting—Tax Deductible)

Sailing Nov. 10 from Wilmington, N. C.
To Bermuda—3 days there—$100, up
(ship as hotel)

Everyone Invited — For Literature, clip and mail . . .

Allen Travel, 550 5th Ave., N.Y. 36

NAME: .....

ADDRESS: .....

.....

Operation un-Alert

THERE'S something very wrong—or phony—about our civil defense organization. Operation Alert June 16-18 was to be the closest approach to the McCoy—evacuation of 60 cities under simulated atomic attack and relocation of the federal government at points distant from Washington.

For years we have been told that Conelrad was to be the heartbeat of the civil defense program. It was to alert America of the impending raids, warning people at home, on the highways, in their offices, wherever they might be. There had been four nationwide Conelrad tests, wherein 1,300 am stations were to operate on predesignated channels of 640 and 1240 kc, with all others silenced.

But Conelrad wasn't used June 16-18. Was it forgotten? Or did those previous dry runs flop to the point where Conelrad no longer is regarded as a factor? The broadcasters have a right to know. After all, they have invested $3 million out of their own pockets to set up the Conelrad system.

The Fallacy of 309 (c)

A LOT of law affecting broadcasters is being written by the high courts these days. Three opinions—one by the Supreme Court and the others by the Court of Appeals in Washington—cause broadcasters and the FCC to wonder when a final decision is really final.

The FCC has been reversed many times by the Court of Appeals, but never has it been slapped down so severely as by the court as currently constituted. Circuit Judge David A. Bazelon has become that court's communications expert and has authored most of the recent opinions. The court has consistently criticized the Commission for failure to give what it regards as full evidentiary hearings. But in two recent cases, it has gone far beyond this, rebuking the FCC for failing to cope with community antennas, overlap in tv, ownership diversification and the dropout "quick grant" procedure.

Judge Bazelon went all-out in chastising the FCC for its fast handling of the so-called Clarksburg, W. Va., case. The only newspaper publisher (both morning and evening) in Clarksburg had protested under Section 309 (c) the quick grant of ch. 12 in that city, on economic grounds. The court said that "on the concentration of control issue alone," the grant would not have been in the public interest. In so doing, it all but telegraphed its opinion on the highly important newspaper ownership issue now before it in the McClatchy case, in which the American Newspaper Publishers Assn. has intervened.

The Supreme Court, however, has taken what can be construed as an opposite view on the "concentration" question. In a 7-1 decision involving the nearly 10-year old Allentown-Easton (Pa.) litigation [B•T, June 13], the highest tribunal held that the FCC is responsible for the fair distribution of broadcast facilities and that this overshadows other considerations, including "concentration."

In a second Bazelon decision, involving a grant in Fort Wayne, Ind., the lower court didn't bother to consider the merits, but ordered the case reopened to determine the effect of the death of one of the principals on the losing end—the late Paul V. McNutt—upon the FCC's decision. The FCC lawyers are puzzled, since they are barred from consulting with the FCC itself under one of those so-called "McFarland Amendments."

This new line of lower court opinions shows the fallacy of living under Section 309 (c), which provides an automatic hearing on a showing—however remote—of economic interest. In the Clarksburg case, the protest was from a newspaper publisher with an anti-radio record and presumably with no interest other than that of seeking to exclude any new competition for the advertising dollar.

The Supreme Court on another count restored to the FCC some of the authority it lost at the hands of the lower court. In the Allentown case, the lower court had reversed the FCC, and sustained the hearing examiner, in an opinion that had the effect of ensconcing the hearing examiners as judges, with the Commission as an intermediate appellate bench. The Supreme Court's reversal placed the examiners where they should have been—as referees. And, by the same token, the circuit court was placed at its appropriate level as an appellate tribunal, and not as the administrative policy-maker, achieved through the device of *obiter-dicta.*

Without modification or repeal of Section 309 (c) it is conceivable that no case can become final until the Supreme Court acts. But more immediate, it places in jeopardy the outcome of virtually every broadcast case pending at the FCC. Comr. John C. Doerfer, in an off-the-cuff talk to the Maryland-District of Columbia radio and tv broadcasters 10 days ago, warned that use of 309 (c) swings away from the competitive concept and that broadcasters may protest themselves into complete utility-type regulation of rates and tariffs. There can be no question about the validity of his timely comments.

Congress will remain in session for about a month. Hearings were held last week before the House Commerce Committee on repeal or modification of 309 (c) to eliminate the automatic hearing on protest. Senate Subcommittee Chairman Pastore plans hearings soon. Even those who have used 309 (c) realize its inequities and that it can boomerang on them too. The automatic hearing should be rescinded at this session, as inequitable, unworkable and dangerous.



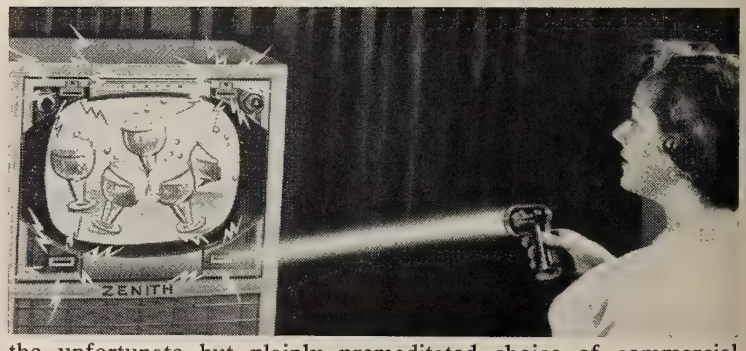
Drawn for BROADCASTING • TELECASTING by Sid Hix

"Dammit, Carmody, can't you just come in and ask for a raise . . . did you have to work up a storyboard on it?"

Drop That Gun

ZENITH Radio Corp. has released a publicity picture (reproduced below) showing its new Flash-Matic gadget in action. The caption on the picture, as delivered from Zenith, read: "Shooting Off the Commercial."

We have already reported this astonishing development by Zenith and would not feel obliged to give it further notice if it were not for



the unfortunate but plainly premeditated choice of commercial which the Zenith artist painted in this publicity picture as the target of the model's gun. We submit that five steins of foaming beer are not typical of television commercials. Only a publicity effort consciously determined to discredit commercial tv in every possible way would produce as distorted a representation as this one.

To advocate the adoption of subscription television is Zenith's right, but to advocate toll tv by maliciously defaming commercial television betrays dangerous irresponsibility. What's more, it shows an inane disregard for the system from which Zenith itself has been profiting handsomely.

If commercials had not provided the money which enabled television to expand, Zenith would not have been selling all those television sets which have paid for Zenith's publicity campaign against commercial television. It would be more gracious of Zenith to quit shooting off commercials and its mouth.



YOU *win* THE WHOLE 30-COUNTY PORTLAND, OREGON MARKET

with

KOIN-TV

Oregon's only maximum power station



You're betting on the champ when you buy KOIN-TV. No other station or combination of stations in the Pacific Northwest duplicates KOIN-TV's tremendous sales coverage . . . sales impact!

Check This Solid Sales Punch:

BIGGEST COVERAGE

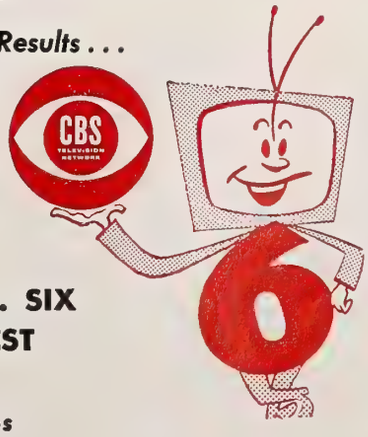
KOIN-TV alone delivers the full 30-county Portland, Oregon market . . . over 340,000 TV sets . . . 1,677,900 people with a per capita sales twice the national average.

HIGHEST RATINGS

KOIN-TV alone leads morning, afternoon, evening in the current ARB . . . 49% more audience during the week . . . 12 of the top 15 weekly shows . . . 8 of the the top 10 multiweekly.

For Biggest Sales Results . . .
Pick the Champ!

PICK
KOIN-TV



CHANNEL 6
KOIN-TV

PORTLAND, OREGON

THE BIG MR. SIX IN THE WEST

Represented Nationally by CBS Television Spot Sales

IN LOS ANGELES

NATIONAL ADVERTISERS

PREFER KLAC

1954	107 NATIONAL ACCOUNTS	215% INCREASE OVER 1951
1953	80 NATIONAL ACCOUNTS	135% INCREASE OVER 1951
1952	61 NATIONAL ACCOUNTS	79% INCREASE OVER 1951
1951	34 NATIONAL ACCOUNTS	



KLAC

570 ON YOUR DIAL

M. W. HALL
President - General Manager
FELIX ADAMS
General Sales Manager
Represented Nationally by
ADAM J. YOUNG, Jr., Inc.

DURING WEEK OF JUNE 13

- 504 Announcements FOR NATIONAL SPONSORS
- 95 Newscasts FOR NATIONAL SPONSORS
- 9 Sports Broadcasts FOR NATIONAL SPONSORS

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